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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant  Bahamas Ministry of Tourism	2. Registration No.  #2310
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To correct a deficiency in
- To give a 10-day notice of change in information as required by Section 2(b) of the Act.
- Initial Statement
- Supplemental Statement for the period ending December 31, 1997
- Other purpose (specify) \_\_\_\_\_
- To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list-

Insert 11 - Activity Report for the period July - December 1997  
(six-month activity report)  
  
Short-Form Registration Statement for Troy Kemp & Aretha Bain

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (If space is insufficient, a full insert page must be used.)

Full report of the activities undertaken during the period July - December 1997 for the Bahamas Tourist Offices (Chicago, Los Angeles, New York & Miami).

998 MAR 30 AM 10: 06  
REGISTRATION UNIT

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**EXECUTION**

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

(Date of signature)

March 5, 1998

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(Type or print name under each signature<sup>1</sup>)

\_\_\_\_\_

Renee D. Mayers

Manager-Human Resources

\_\_\_\_\_

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<sup>1</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

MEMORANDUM

TO: Manager, Human Resources

FROM: Rosetta Robinson

DATE: January 13, 1998

**RE: FILING OF REGISTRATION FORMS**  
**U.S. JUSTICE DEPARTMENT**  
**JULY-DECEMBER 1997**

Attached, please find the information requested for the U.S. Justice Department for the period July- December, 1997.



Rosetta Robinson

/r

attachment

CRN/ISS  
REGISTRATION UNIT  
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**BTO MIDWEST AREA**  
**JULY-DECEMBER, 1997 PROMOTIONS/SEMINARS**

**JULY**

- 9** Carlson Wagonlit Travel Presentation, Kentucky
- 11** GoGo Tours Presentation, Chicago, IL
- 18-19** Oakbrook Travel Gospel Conference, St. Louis, MO
- 30** GoGo Worldwide Vacations Promotion, Indiana
- 31** N.E. Ohio Suppliers Golf Promotion, Ohio

**AUGUST**

- 5** Imperial Travel Consumer Show, Indiana
- 7-8** Ambassador Travel Show, Indiana
- 7** Travel Careers Presentation, Columbus, Ohio
- 9-15** Gospel Music Workshop, Cleveland, OH
- 13** AAA Travel Managers Presentation, Cleveland, OH
- 15** Atlantis/BTO Meeting Presentation, Cleveland, OH
- 15** Wide World Travel In-house, Peoria, IL
- 15** Uniglobe Odyssey In-house Presentation, Bloomington, IL
- 19** ASTA Golf Outing, Addison, IL
- 26** Sunchaser Travel In-house Presentation, Flossmoor, IL
- 27** BTO/Fairview Promotion, Cleveland, OH
- 28** Beemster Travel In-house Presentation, Flossmoor, IL

**SEPTEMBER**

- 3 Carson Pirie Scott In-house Presentation, Aurora, IL
- 5 Imperial Travel Consumer Show, Indiana
- 7 Vagabond Travel Show, Milwaukee, WI
- 8 South Suburban Professional Presentation, Chicago, IL
- 10 CTO Presentation, Chicago, IL
- 10 ATA Vacation In-house Presentation, Indianapolis
- 10 Uniglobe Ambassador Travel Show, Peoria, IL
- 14 Caldwell Travel Presentation, Indianapolis, IN
- 15 Apple Vacations Trade Show, Detroit, MI
- 16 Carlson Trade Show, Akron, OH
- 16 CTO/CTA Trade Show, Minneapolis, MN
- 16 BTO/MLT Res. Staff Presentation, Minneapolis, MN
- 16 Apple Vacations Trade Show, Chicago, IL
- 17 Apple Vacations Trade Show, Milwaukee, WI
- 18 Cleveland Travel Trade Show, Dayton, OH
- 18 Apple Vacations Trade Show, St. Louis, MO
- 19-23 BTO/MLT/Funjet Fam Trip, Nassau, Bahamas
- 22 Funjet Vacations Winter Trade Show, Glen Ellyn, IL
- 23 Funjet Vacations Winter Show, Milwaukee, WI
- 23 Northshore Senior Center Presentation, Chicago, IL
- 23 Carlson Travel Fest, Cincinnati, OH
- 23 Captain Jims Travel In-house Pres., Oak Forest, IL

**SEPTEMBER (Cont.)**

- 24 Funjet Vacations Trade Show, Cleveland, OH
- 24 ASTA Cruise Night, Cleveland, OH
- 25 Funjet Vacations Winter Show, St. Louis, MO
- 25 Star Tribune Show, Minneapolis, MN
- 27 International Federation of Women Luncheon,  
St. Louis, MO
- 29 Carlson Travel In-house Presentation Pres., Cleveland, OH
- 29 Funjet Vacations Trade Show, Rockford, IL
- 29-30 ATA Roundtable Promotion, Indiana
- 30 Funjet Vacations Trade Show, Indianapolis
- 30 Wayne Griffin Travel In-house Presentation,  
Arlington Heights, IL

**OCTOBER**

- 1 Travel Network In-house Presentation, Beloit, WI
- 6-8 IT&ME Trade Show, Chicago, IL
- 8 Carlson Wagonlit In-house Presentation, Evanston, IL
- 9 Plain Dealer Trade Show, Cleveland, OH
- 14 Bahamas/MLT Presentation, Rochester, MN
- 14 Detroit News Trade Show, Detroit, MI
- 14 Mainline Travel In-house Presentation, Brunsville, MN
- 15 Bahamas/MLT Presentation, Minneapolis, MN
- 16 Central Illinois Trade Show & Pres., Peoria, IL

**OCTOBER (Cont.)**

- 16 AAA Travel Managers Presentation, Minneapolis, MN
- 17 AAA Travel In-house Presentation, Minneapolis, MN
- 18 Aarco Travel Group Presentation/Luncheon, Chicago, IL
- 20 Don Holland Trade Show, Chicago, IL
- 22 Preview '98, Chicago, IL
- 23 St. Louis Post Dispatch Show, St. Louis, MO
- 23 Atlantis/BTO, Chicago, IL
- 24 Lansing Travel In-house Presentation, Lansing, IL
- 28 Adventura Travel In-house Presentation, Evanston, IL
- 28 BTO/HMHF Seminar, Southfield, MI
- 29 BTO/HMHF Seminar, Troy, MI

**NOVEMBER**

- 2-6 Radisson Cable Beach Fam Trip, Nassau
- 3 Group Presentation, First Baptist Church, Chicago, IL
- 4 Travel Education Institute Presentation, Detroit, MI
- 4 Boarding Pass In-house Presentation, Schaumburg, IL
- 4 BTI Seminar, Dayton, OH
- 5 BTI Seminar, Cincinnati, OH
- 5 Wisconsin Women In Travel Presentation, Milwaukee, WI
- 6 GoGo Tours Presentation, Downers Grove, IL
- 6 BTI Seminar, Saginaw, MI
- 6 BTI Seminar, Columbus, OH

**NOVEMBER (Cont.)**

- 8 T.R.I.P Travel Agent Trade Show, Appleton, WI
- 11 Creative Tours In-house Presentation, Chicago, IL
- 11 CTO Presentation, Cleveland, OH
- 11 BTO/MLT Seminar Presentation, Duluth, MN
- 12 BTI Seminar, Bloomington, Indiana
- 12 BTI Seminar, Warren, MI
- 12 BTO/MLT Seminar/Presentation, Eau Claire, WI
- 12 BTI Seminar, Lincoln, NE
- 12 BTI Seminar, Toledo, OH
- 13 BTO/MLT Seminar/Presentation, La Crosse, WI
- 13 BTI Seminar, Merriville, Indiana
- 13 Travel Consultants Presentation, Grand Rapids, MI
- 14 Chicago Women In Travel Presentation, Chicago, IL
- 18 GoGo Tours In-house Presentation, Oak Forest, IL
- 19 BTI Seminar, Chicago, IL

**DECEMBER**

- 1-4 BTO/Air Jamaica Fam Trip, Nassau
- 2 Chicago Women In Travel Christmas Pres., Chicago, IL
- 9 Boarding Pass In-house Presentation, Milwaukee, WI
- 11 Omega Travel In-house Presentation, Milwaukee, WI
- 11 BTI Seminar, Cedar Rapids, Iowa

**DECEMBER (Cont.)**

- 16                    **ATA Vacation In-house Presentation, Indianapolis, IN**
- 17                    **Apple Vacations Presentation, Chicago, IL**
- 17                    **GoGo Worldwide/USA Presentation, Indianapolis, IN**
- 18                    **GoGo Worldwide/USA Presentation, St. Louis, MO**
- 18                    **South Suburban Holiday Presentation, Chicago, IL**
- 19                    **Funjet Vacations Presentation, St. Louis, MO**

Post-it® Fax Note	7671	Date	1/15/98	# of pages	11
To	RENEE MAYERS	From	ETHELYN ROLLE		
Co./Dept.		Co.			
Phone #		Phone #			
Fax #	212-322-4041	Fax #			

BAHAMAS TOURIST OFFICE

150 EAST 52ND STREET  
28TH FLOOR NORTH  
NEW YORK, N.Y. 10022

Telephone: (212) 758-2777

**URGENT**

January 15, 1998

MEMORANDUM

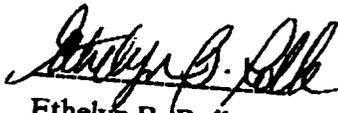
TO: Renee Mayers  
Manager-Human Resources

FROM: Ethelyn B. Rolle

RE: SALES/PROMOTIONAL ACTIVITIES - NORTHEAST STAFF  
JULY - DECEMBER, 1997 FOR U.S. DEPARTMENT OF JUSTICE

Please find attached, listing of sales/promotional activities for the northeast staff for your usual filing with the U.S. Justice Department for the period July - December, 1997.

If you have any questions, please contact me.

  
Ethelyn B. Rolle

Attachments

OPM/PCS  
REGISTRATION UNIT  
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NORTHEAST AREA  
TRADE/CONSUMER SHOWS - JULY - DECEMBER, 1997

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
July 10	American Airlines	Granby, CT	700	C. King
July 28	NYASTA Outing	Westchester, NY	400	M. Lewis

This month's activities also included daily sales calls (Monday-Friday) and sales blitzes by marketing representatives to travel agencies, airlines, wholesaler/tour operators in New York, Connecticut, New Jersey, Boston & New England states, Philadelphia, Washington D.C., Maryland, Virginia and West Virginia.

**NORTHEAST AREA  
TRADE/CONSUMER SHOWS - JULY - DECEMBER, 1997**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
August 28	Long Island CTO	Long Island, NY	64	R. Culmer

This month's activities also included daily sales calls (Monday-Friday) and sales blitzes by marketing representatives to travel agencies, airlines, wholesaler/tour operators in New York, Connecticut, New Jersey, Boston & New England states, Philadelphia, Washington D.C., Maryland, Virginia and West Virginia.

NORTHEAST AREA  
TRADE/CONSUMER SHOWS - JULY - DECEMBER, 1997

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
September 2	National Trade Show	Buffalo, NY	110	M. Higgs
September 3	National Trade Show	Rochester, NY	110	M. Higgs
September 4	National Trade Show	Syracuse, NY	110	M. Higgs
September 5	National Trade Show	Albany, NY	110	M. Higgs
September 9	Connecticut CTO	Milford, CT	300	C. King
September 11	National Trade Show	Providence, RI	110	A. Adderley
September 12	National Trade Show	Windsor Locks, CT	110	C. King
September 15	Friendly Holidays Show	Brooklyn, NY	200	M. Lewis
September 16	Friendly Holidays Show	Long Island, NY	300	R. Culmer
September 17	Friendly Holidays Show	Tarrytown, NY	200	M. Lewis
September 18	Friendly Holidays Show	Newark, NJ	200	B. Vanderpool
September 25	Omega World	Falls Church, VA	500	Kay Evans
September 25	Peninsula Show	Wilmington, DE	N/A	B. Bosfield

NORTHEAST AREA  
TRADE/CONSUMER SHOWS - JULY - DECEMBER, 1997

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
September 26-28	Travel Fest	Washington, DC	N/A	K. Evans
September 29	D. Holland Trade Shows	Boston, MA	500	A. Adderley

This month's activities also included daily sales calls (Monday-Friday) and sales blitzes by marketing representatives to travel agencies, airlines, wholesaler/tour operators in New York, Connecticut, New Jersey, Boston & New England states, Philadelphia, Washington D.C., Maryland, Virginia and West Virginia.

NORTHEAST AREA  
TRADE/CONSUMER SHOWS - JULY - DECEMBER, 1997

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
October 6	Preview Show	North Jersey, NJ	400	R. Culmer
October 7	Preview Show	Philadelphia, PA	400	B. Bosfield
October 8	Preview Show	Baltimore, MD	400	K. Evans
October 9	Preview Show	Boston, MA	400	A. Adderley
October 20	Travel Impressions	Uniondale, NY	300	R. Culmer
October 20	HUDVAL ASTA	Westchester, NY	300	M. Lewis
October 20(AM)	TNT Trade Show	Brainree, MA	50	A. Adderley
October 20	TNT Trade Show	Providence, RI	100	A. Adderley
October 21(AM)	TNT Trade Show	Newton, MA	50	A. Adderley
October 21	TNT Trade Show	Manchester, NH	100	A. Adderley
October 21	Travel Impressions	Edison, NJ	300	B. Vanderpool
October 22(AM)	TNT Trade Show	Worcester, MA	50	A. Adderley

**NORTHEAST AREA  
TRADE/CONSUMER SHOWS - JULY - DECEMBER, 1997**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
October 22	TNT Trade Show	Wilmington, MA	100	A. Adderley
October 22	Travel Impressions	Philadelphia, PA	300	B. Bosfield
October 23(AM)	TNT Trade Show	Danvers, MA	50	A. Adderley
October 23	TNT Trade Show	Portland, ME	100	A. Adderley
October 23	Travel Impressions	Arlington, VA	300	K. Evans
October 24	TNT Trade Show	Cambridge, MA	100	A. Adderley
October 27	LIASTA	Melville, NY	200	R. Culmer
October 28	BTI Seminar	Allentown, PA	100	B. Bosfield
October 28	BTI Seminar	East Syracuse, NY	40	M. Higgs
October 29	BTI Seminar	Rochester, NY	40	M. Higgs
October 29	BTI Seminar	Wilkes-Barre, PA	100	B. Bosfield

**NORTHEAST AREA**  
**TRADE/CONSUMER SHOWS - JULY - DECEMBER, 1997**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
October 30	BTI Seminar	Cheektowaga, NY	40	M. Higgs

This month's activities also included daily sales calls (Monday-Friday) and sales blitzes by marketing representatives to travel agencies, airlines, wholesaler/tour operators in New York, Connecticut, New Jersey, Boston & New England states, Philadelphia, Washington D.C., Maryland, Virginia and West Virginia.

**NORTHEAST AREA**  
**TRADE/CONSUMER SHOWS - JULY - DECEMBER, 1997**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
November 4	BTI Seminar	Albany, NY	50	C. King
November 5	BTI Seminar	Fishkill, NY	50	M. Lewis
November 5	BTI Seminar	Harrisburg, PA	100	B. Bosfield
November 5	TABS Trade Show	Brooklyn, NY	300	M. Lewis
November 6	BTI Seminar	Kingston, NY	40	M. Lewis
November 6	BTI Seminar	Wilmington, DE	100	B. Bosfield
November 6	VSTA Trade Show	Burlington, VT	200	A. Adderley
November 11	BTI Seminar	Danbury, CT	40	C. King
November 12	BTI Seminar	Farmington, CT	50	C. King
November 12	BTI Seminar	Monroeville, PA	100	B. Bosfield
November 12	BTI Seminar	Virginia Beach, VA	60	Evans/Johnson
November 13	BTI Seminar	Trumbull, CT	40	C. King
November 13	BTI Seminar	Pittsburgh, PA	100	B. Bosfield

**NORTHEAST AREA**  
**TRADE/CONSUMER SHOWS - JULY - DECEMBER, 1997**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
November 13	BTI Seminar	Richmond, VA	60	Evans/Johnson
November 18	BTI Seminar	Bethesda, MD	70	Evans/Johnson
November 19	BTI Seminar	Annapolis, MD	40	Evans/Johnson
November 20	BTI Seminar	Salisbury, MD	60	Evans/Johnson
November 20	NY/CTO	New York City	200	M. Higgs

This month's activities also included daily sales calls (Monday-Friday) and sales blitzes by marketing representatives to travel agencies, airlines, wholesaler/tour operators in New York, Connecticut, New Jersey, Boston & New England states, Philadelphia, Washington D.C., Maryland, Virginia and West Virginia.

**NORTHEAST AREA**  
**TRADE/CONSUMER SHOWS - JULY - DECEMBER, 1997**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
December 1(AM)	BTI Seminar	Providence, RI	60	A. Adderley
December 1 (PM)	BTI Seminar	Springfield, MA	70	A. Adderley
December 2	BTI Seminar	Bedford, NH	70	A. Adderley
December 3	BTI Seminar	So. Portland, ME	70	A. Adderley

This month's activities also included daily sales calls (Monday-Friday) and sales blitzes by marketing representatives to travel agencies, airlines, wholesaler/tour operators in New York, Connecticut, New Jersey, Boston & New England states, Philadelphia, Washington D.C., Maryland, Virginia and West Virginia.

<b>BTC WEST MARKETING ACTIVITIES</b>
<b>FALL SHOWS 1997</b>

Date	Name of Show (T) © (T/C)	City	Est. # of T/A	Est. # of Cons.
July 16	American Airlines Dest. '97	Santa Barbara, CA	100	
July 17	American Airlines Dest. '97	San Luis Obispo, CA	100	
July 20-27	Sunquest Airlines, BTC, Southern California, FAM	Nassau Marriott, Club Med, Eleuthera, Clarion Atlantik, G. B.	10	
July 24-28	CTO, WA/AM/BTC Fam	Marriott, Nassau, G.B.	10	
Aug. 18	ASTA, Golf/Tennis Outing	Industry Hills, CA		
Aug. 26	Friendly Holidays In-House Pres.			
Aug 29-Sept. 1	African Marketplace	Los Angeles		2,000
Aug 30-31	Northridge Promotion Mall	Northridge, CA		
Sept. 15	NTS	Concord, CA	110	
Sept. 16	NTS	Sacramento, CA	110	
Sept. 17	NTS	Fresno, CA	110	
Sept. 18	NTS	Milbrea, CA	110	
Sept. 23	Friendly Holidays	Costa Mesa, CA	300	
Sept. 27	Northridge Fashion Center-Cooking & Tasting	Northridge, CA		
Oct. 6	NTE	Los Angeles, CA Woodland Hills, CA	600	
Oct. 6	CTO	Yakima, WA	100	
Oct. 7	Delta Dream Vacations	Irvine, CA		
Oct. 7	NTE	Irvine, CA	100	
Oct. 7	CTO	Tri-Cities, WA Walla, Walla, WA	100	
Oct. 8	CTO	Pullman, WA Spokane, WA	100	
Oct. 9	NTE	San Bernadino, CA	100	
Oct. 9	CTO	Coeur D'Alene, ID	100	

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**BAHAMAS TOURIST OFFICE - DALLAS**

**TRADE / SEMINAR CALENDER  
JULY - DECEMBER 1987**

Date	Name of Show (T) @ (T/C)	City	Est. # T/A	Est. # Cons.	BTC Pers.
<b>JULY 1987</b>					
Jun. 29 - Jul. 3, 1987	NPI Express Fam Trip	Nassau			
Jul. 6 - 7	NPI Express Fam Trip	Nassau			
Jul. 13 - 17	NPI Express Fam Trip	Nassau			
Jul. 20 - 24	NPI Express Fam Trip	Nassau			
Jul. 27 - 31	NPI Express Fam Trip	Nassau			
Jul. 17 - 20	Irving Mall Promotion	Irving, Tx			T&S
Jul. 25 - 27	ASTA SW Chapter Meeting	Oklahoma City, Ok	150 +		TS/MR
<b>AUGUST 1987</b>					
Aug. 3 - 7	NPI Express Fam Trip	Nassau			
Aug. 10 - 14	NPI Express Fam Trip	Nassau			
Aug. 17 - 21	NPI Express Fam Trip	Nassau			
Aug. 24 - 28	NPI Express Fam Trip	Nassau			
<b>SEPTEMBER 1987</b>					
12 - 15	American Airlines Fam Trip	Nassau	20		T. Sands
14 - 19	Experience Fam	Nassau	120		M. Wilson
16 - 18	Excel Travel Fam	Nassau	10		T Sands
17	NTE Seminar & Show	Oklahoma City	200		H. Lightbourne
18	NTE Seminar & Show	Tulsa, OK.	200		H. Lightbourne
18 - 24	Staff Fam	Out Islands			C. Rose, D. Evans & T. Sands
21	Strong Travel Presentation	Dallas			H. Lightbourne
25 - 28	SuperTravel Fam Trip	Nassau	15		D. Evans
<b>OCTOBER 1987</b>					
2 - 5	NPI Express Fam Trip	Nassau	20		
7	Lewisville Travel Press	Lewisville, Tx			H. Lightbourne & T. Sands
10	ISM Training	Chicago			Air Staff
12 - 16	NPI Express Fam Trip	Nassau	20		
15	NTE Seminar & Show	Fort Worth, Tx	200		H. Lightbourne & T. Sands
15	NTE Seminar & Show	Dallas, Tx	200		H. Lightbourne & T. Sands
16	NTE Seminar & Show	San Antonio, Tx.	200		C. Rose, H. Lightbourne & D. Evans
22 - 23	BTI Blitz & Seminar	Austin, Tx			C. Rose, H. Lightbourne
23	Dallas Chamber of Commerce Trade Show	Dallas, Tx			H. Lightbourne & T. Sands

28 - 30	NPI Express Fam trip	Nassau	20		
Oct. 30 - Nov. 2	NPI Express Fam trip	Nassau	20		
<b>NOVEMBER 1997</b>					
6	BTI Seminar/CTO New Orleans	New Orleans, La.	65		H. Lightbourne, C. Rose, D. Evans
9 - 11	BTC - Dallas Area Meeting	Los Angeles, CA			All staff
<b>DECEMBER 1997</b>					
5	BTC-Dallas Travel Agent Appreciation	Dallas, Tx.			

		Location			
	BTI Seminar	Lubbock	100		T. Sands
	BTI Seminar	Houston (Greenspoint)	200		C. Rose
26	BTI Seminar	Houston (NASA)			
31	BTI Seminar	San Antonio, Tx	200		H. Lightbourne. C. Rose

Oct. 10	NTE	Santa Barbara, CA	600	
Oct. 14	BTC Fall Seminar - Dinner	Denver, CO	150	
Oct. 15	BTC Fall Seminar - Bkf	Boulder, CO	60	
Oct. 15	BTC Fall Seminar - Dinner	Fort Collins, CO	90	
Oct. 22	BTC Fall Seminar - Dinner	Tucson, AZ	70	
Oct. 22	BTC Fall Seminar - Dinner	Phoenix, AZ	100	
Oct. 22	ARTA	Denver, CO	150	
Oct. 23	ARTA	Phoenix, AZ	150	
Oct. 24	38th Annual Commodores Ball	Newport Beach, CA		
Oct 25-27	Scuba Extasy	Denver, CO		
Oct. 27	NTE	Salt Lake City, UT	300	
Oct. 28	BTC Fall Seminar - Lunch	Bellevue, WA	80	
Oct. 28	BTC Fall Seminar - Dinner	Seattle, WA	100	
Oct. 30	BTC Fall Seminar - Dinner	Portland, OR	100	
Oct 29	ASTA Trade Show	Las Vegas, NV		
Nov. 15	CTO	Portland, Or		
Nov. 20	Business Expo and Mixer, Anaheim Chamber of Commerce	Anaheim, CA		
Dec. 3	Xmas in Bahamas with Greater Puente Hills, Chamber of Commerce	City of Industry		
Dec. 2-4	Apple Vacations Phoenix Seminar Series	Mesa, Phoenix, Tucson		
Dec 4	Travel Partners Appreciation Night	Los Angeles		
Dec. 5	CTO	Oakland		
Dec. 11	ASTA Snow Ball	Los Angeles		
Dec 5-7	Puente Hills Mall Promo	City of Industry, CA		

# HIGHLIGHTS

A Semimonthly Update of the BTO - Southeast/Latin America

July 15, 1997

## GENERAL INFORMATION

Legislation designed to tighten up the vacation certificate portion of the seller of travel law went through several wazzu transformations before the bill finally passed. Provisions include: Those marketing vacations certificates are barred from representing to consumer that they have 'won' or been selected for a 'gift' award or prize, unless it is

actually happening...The bill makes more reporting necessary and tightens up the reporting process by including independent contractors...Independent contractors, who are not presently registered or bonded as sellers of travel must now be registered as of July 1. There are about 1,000 independent contractors in Florida.

Survey conducted by Rodale's Scuba Diving Magazine revealed the top five dive areas include Walkers Cay and

Bimini.

The Christopher Hotel in St. Barts is offering travel agents 2,000 miles on AA frequent flyer program for any seven night booking through August 31.

## PERSONNEL UPDATE

Paul Pennicook has left the employ of Sandals and moved over to Couples.

## REGIONAL UPDATES

### CHARLOTTE

Nationsbank has an incentive group booked to the Nassau Marriott in 1998 and has requested our support with collateral.

Plans have now been finalized for the MOT-sponsored Bahamas contingent to Charleston which includes attendance by the Minister and PS along with other dignitaries.

Innovative Travel Acquisitions, Inc., notes a recently completed transaction between High Point-based Uniglobe Creative Travel which sold its agency to Mann Travel, Inc., Charlotte. Michele Bowling, the owner of Creative Travel, will stay involved in the business managing Mann Travels' High Point operations. Mann has an annual sales volume exceeding \$40 million.

MES Tours has been running a series of successful charters from Charleston & Myrtle Beach to Nassau, Aruba and Las Vegas. Agents have been quite favorable of their operation. Nassau Marriott is the only Bahamas hotel being offered.

Vacation Express has a rather strong following in both Charleston and Myrtle Beach.

A Port of Call Travel has 60 cabins booked on the Fantasy to Nassau in January '98. They are interested in booking the same group to Atlantis for '99.

### SPECIAL MARKETS

Due to the short preparation time for the Freeport/Stuart kayak crossing, the date of the event was pushed to the next full moon on August 18. In the meantime, US Olympic gold medalist, Greg Baron, suggested the Finlandia stage race alumni, To Ed Joy and Joe Glickman were eager to try their hand at the dangerous and physically challenging Gulf Stream crossing. These two paddlers will be invaluable in setting the benchmark route and Uniglobe time for the crossing and interesting other paddlers in bringing a Finlandia style race to The Bahamas. Once these experienced extreme sportsmen paddle Bahamian waters, they will have found Kayaker's Paradise.

presentation was made to the "N" Club of the United States Power Squadrons, the nation's largest private boating organization. The South Florida area consists of more than 2,200 members in 17 squadrons between Vero Beach and Key West.

### LATIN AMERICA

Aeroperu launched the first flight to South America for "no smokers" on its Miami-Iquitos-Lima route.

### FLORIDA

The partnership with TAI is paying dividends. Now participating in their consumer show at the Fashion Square Mall and a dedicated TIOTB window space (Orlando).

Crystal Vacations advertising packages to Nassau on UP for two nights from \$149 at the Nassau Beach \$199 at Marriott.

Casino Airlink very interested in TIOTB. During a site inspection in early July has contracts with many Nassau properties and had meetings with Bahamasair and PIA. Talking with Reno Air and Spirit Air re. inside segments from Tampa, FLL and

Miami was very successful. 400 brides-to-be attended and Club Fortuna and Sandals also had a table.

*Due to high occupancies, Places To Go and Orlando CTO fairs have been postponed.*

Fashion Square Mall/TAI staged a large consumer show this weekend with heavy promotion for TIOFB. Agents wore Bahamas T's and Island Hoppers provided brochures, etc.

The GoGo office in Tampa has closed its doors.

In-house presentations were made to Carlson Wagonlit, PB Gardens and Oriole Travel, Boynton Beach. Agents most interested in the Out Islands.

#### **ATLANTA**

Atlanta-based Value Jet announced a merger with Orlando-based TranAir in an attempt to overcome public image and sagging profits. These two budget carriers feel that a merger would make each other stronger. Value Jet will lose its name identity.

Reception for PVI-Knoxville/Freeport inaugural flight was most successful. The Knoxville Airport Authority did an excellent job in terms of having the flight 'sent off in a grand style' with banners, announcements, live music, media (press, TV), the Mayor's office was present, etc. Ten persons participated in the ribbon cutting ceremony. The first international flight from Knoxville departed on time to GBI.

The Bahamas Youth Choir will visit Atlanta for one week. A full week of activities is planned including a reception for the group, local dignitaries and the press - sponsored by the BTO. Burrell communications is assisting with these efforts.

Delta and Air Jamaica are in talks about possible marketing partnership that would streamline connections between the two carriers and eventually enable them to sell block seats on each other's flights. The airlines are focusing on: better schedule coordination for connecting flights, improved reservations systems links, shared facilities, and passenger handling services.

Vacation Express year-to-date room nights have improved. For the total of '96 they produced 1400 room nights - to date in '97, they have produced 1250. They are also interested in adding the Out Islands to their Bahamas program. They do have contracts from some hotels.

Both GoGo offices in Atlanta are 'up and running' with their incentive program. They are most anxious to be the winner this fall.

Princess Vacations actual load factors to date: Memphis--July 80.1%; August 49.1%. Knoxville 58.2%, August 20.8%.

#### **GROUPS**

New leads generated: Remax Realty, 90 rooms, Sept. 10-14 '98; MedFirst Medical Management Inc., 50 rooms, July 13-16 '98. Meeting held with Interstate Engineering re. their June '98 program to Nassau; University of Miami-School of Medicine re. possible conference in Nassau.

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# HIGHLIGHTS

A Semimonthly Update of the BTO - Southeast/Latin America

July 31, 1997

## GENERAL INFORMATION



Chris Hamaway of Certified Vacations has been promoted to Director of Product Development for The Bahamas and Caribbean.

Princess Vacations is now on the web - [www.grandbahamavacations.com](http://www.grandbahamavacations.com).

Bermuda is promoting summer travel to the destination with a 'mercedes-benz' sweepstakes. All agents sending clients to Bermuda until September 30 '97 will be eligible for a chance to win a two-year lease on a new mercedes-benz E320 luxury sedan.

## REGIONAL UPDATES

### ATLANTA

Delta Air Lines' board of directors buys time in its search for a new chairman and CEO by making temporary appointments to both posts. Delta veteran, Maurice Worth, was moved from acting COO to acting CEO and Mary Johnson Evans was named as acting Executive Chairman.

Atlanta-based Value Jet continues to loose money despite deep fare cuts - loosing \$9.2 million or 17 cents a share on revenue of \$48 million for the second quarter, ending June 30.

Vacation Express has expressed interest in TIOB using their conference space for Bahamas seminars when they have completed their total Bahamas product. Nassau is in place and now working on Out Islands. Hope to be completed within the month.

Seminar date for Delta Air Lines sales staff still pending a mutually acceptable date.

Completed in house training seminar for GoGo. GoGo Atlanta reports 50 bookings to TIOB for the second quarter and 23 bookings on the books

for the third quarter.

Bahamas National Youth Choir spent a week in Atlanta and gained excellent publicity/exposure for TIOB on Good Morning Atlanta (TV), radio interviews and live performances to standing room only audiences.

The PVI fam to Freeport was well executed; however, agents' interest was disappointing. Due mainly to the fam being a four-night stay which will mean taking the week off.



### GROUPS

The Bahamas was highlighted in the recent issue of Corporate and Incentive Travel Magazine. J.T. Light referred to the improvements and proposed improvements.

The following leads have been generated: Focus Unlimited, Jan. 29-Feb. 2 '98, 40 rooms; American Express Corporate Services, May '98, 135 rooms; Figaro Meeting Dynamics, Jan. '99, 2770 room nights; Toni D'Anca, Nov. '98, 400 room nights.

The Family Christian Association of America has booked Bahamas Princess for the June 18-24 '98 board meeting and retreat.

The Cleveland Clinic Florida Conference has decided that Abaco will be a more viable site for their '98 symposium.

Possibility of Office Max meeting in TIOB '99.

Cornerstone just recently purchased Interim Healthcare from Interim Corporate Services and have expressed interest in TIOB as an incentive destination for their sales executives.

Presentation made to Cornerstone Healthcare who has a meeting opening for 1999.

Paine/Webber may be interested in an incentive group for the year 2000. Presentation planned for Sept. '97.

Michael Williams and Doug Gartman of Lucent Technologies have mixed feelings about holding their 1999 meeting in TIOB. Will continue to work on Mr. Gartman.

**CHARLOTTE**

USAirways has posted a \$205.6 profit for the second quarter of this year following up on a profit for the first quarter.

Bermuda will be hosting a fam trip in September using USAirways. As a follow-up to this announcement, made contact with the airline as to the possibility of TIOTB receiving fam seats (previously denied). Advised to contact them in September.

Charleston is planning to expand their cruise docking facilities. Charleston is fast becoming a port of call for some of the major cruise lines.

Due to the light load factors being experienced by PVI from Knoxville, PVI dropped the plan in Charleston to pick up 60 passengers on their mid-July flight.

Vacation Express is definitely the operator of choice in Charleston. USAirways Vacations and Travel Impressions a distant second and third. GoGo was not well received due to the lack of a 800 number and their poor response time to the travel agents.

TIOTB will not be supporting GoGo's round table seminars at the cost of \$400 each as we can be much more effective with our Bahamas-specific seminars for far less dollars.

The director of Cultural Affairs for the Charleston area has communicated to Ronald Simms regarding the possibility of TIOTB sponsoring a jankanoo troupe at the Mojm Arts Festival.

The Charleston Waterfront Group (a group of approximately 10 Bahamas tourism-related executives including the Minister and PS) visited Charleston on a fact-finding mission and returned to Nassau with some excellent ideas.

The TAC convention will again have a full turnout of competitive suppliers including Bermuda, Aruba, Virgin

Islands, Florida, Cayman and all the major cruise lines.

Operators have drastically cut the airfares to Bermuda to \$194 round-trip provided the visitor purchase an inclusive package starting at \$555 for a three night stay, and is effective until end of Sept. Promotion in conjunction with the Bermuda DOT. Fare cuts are also effective in Florida.

Unable to divulge exact figures, USAirways has indicated that future bookings to Nassau versus their other 'island' destinations are very strong.

Marriott Cancun is offering a \$49 travel agent rate from Aug. 14-Oct. 31.

The US Virgin Islands, in conjunction with AA is offering discounted airfares to agents: \$50 from the east, \$75 for the midwest and \$100 from the west coast.

The remnants of Hurricane Danny passed through Charlotte on the way to the coast. While there was no extensive damage, it did cause massive flooding and the city came to a standstill for a day.

**FLORIDA**

American Eagle and Paradise Island Airlines is set to begin service from Orlando to Nassau shortly after Labor Day. AE will offer daily service at 10:40 am (from Orlando) and 1:00 pm (from Nassau). PIA is still working on schedule and possibly looking at 2/3 flights per day via Miami.

GoGo Tours Orlando has experienced the loss of more than 50% of staff! Other operators are aware and attempting to capitalize on this misfortune.

Festa Holidays is delighted with their new account - CHA and small hotels. New \$400,000 ad campaign about to kick off in all major travel publications including Travel and Leisure, and Conde Naste Traveller. Working closely with Family Run and Small Treasures properties.

Changes in L'attitude centered on removing the Out Island from their product due to inaccessibility, consumer not familiar and commission yield low relative to the amount of time it takes to familiarize the customer with the product.

Island Hoppers is shifting their emphasis back to GBI and Out Islands. Claims Jamaica is having a banner year and Sandals, Superclubs doing exceptionally well.

The Great Ft. Lauderdale area will host the first International Golf Travel Market Trade Show, December 1-6 '98. Will have an opportunity to show off its 50 golf courses to 150 golf tour operators from around the world.

In-house seminars included: Travel Depot in Boca; Traveleze of America; Travelers Trust.

TIOTB sponsored CTO meeting with 80 agents and family at Wet 'n Wild. UP provided drinks and West 'n Wild sponsored hors d'oeuvres.

Radisson Cable Beach to sponsor Liberty dinner at Bahia Mar in Fort Lauderdale.

Gulfstream travel agents receptions scheduled for: August 4-7 and 13 Tampa, Orlando, Miami, Tallahassee.

TIA had their installation dinner at the Biltmore with a total of about 60 industry-related people.

HOT105 proceeding with Abaco Getaway promotion which will happen sometime in early Sept. but promotion will run for the entire month of August centered around the song of the day. Gulfstream Int'l and Gulfstream Air Holidays are partners with packages to Abaco Beach Resort, Conch Inn and Guana Seaside.

Bellymena and other adventures and increased commissions - full page article on Out Island cruise in Travel Weekly July 21 issue.

PHILIP  
WYRAL  
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**CENTRAL PHOTOGRAPHIC**

The quarterly meeting of the Florida Film Commissioners Association (FFCA) will be held August 7th at the Miami International Airport Hotel. TIOTB is a member and will be represented by Grace Hart-Hill-Caron.

**NEWS BUREAU**

Cheryl Blackerby, travel editor, Palm Beach Post, visited Exuma for three days. TIOTB will be featured August 17.

**SPECIAL MARKETS**

Four group leads were generated and forwarded to the groups department: ITB Conference, Jan '99 (1000 people); Lighthouse Beach Saltwater Sailing Club (20 people); Paul Harris Investment (90 people); Island Property Resort, (40 persons).

**LATIN AMERICA**

While there were no trade shows scheduled, a workshop "Caravana Turistica" was reality and TIOTB was represented in Cordoba and Mar Del Plata, Argentina. June is a very high-booking month and it is untraditional to have any schedule of this type.

A press release was arranged in "La Agencia e Viajes" (Argentina), June 2 '97 publication. Four-color extensive editorial on the diversity,

activities, accommodation, climate, proximity of the country

Release also appeared in "Prensa" of the Bahamas Promos featuring the attributes of the island. Prensa is a consumer paper.

Peru had a release in "Tráfico" with black and white photos and focusing on the romance of the destination.

Main competitors in Latin America are Cancun, Cuba, Aruba, Dominican Republic, Jamaica (particularly in Argentina) and Puerto Rico. Costa Rica is the latest destination to enter this market. Dominican Republic, Cancun and Cuba are seen as providing great vacation value and are the most popular.

A number of operators and travel agencies have requested specific hotel brochures and data. IMA has now been supplied with a supply of individual hotel brochures.

With the exception of Colombia, the political situation in LA appears to be stable. The guerrilla situation in Colombia is putting substantial strain on the government resources and the private sector. Multinational companies in Colombia are starting to voice concerns over the safety of their foreign executives. Some oil companies are planning to withdraw

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Argentina continues to grow well and continues to grow the economy. Privatization efforts are now focusing on the sale of all its airports. Privatization efforts has resulted in an unemployment rate of 30%.

Ecuador's economy continues to grow but devaluation of their currency is a large concern. Current exchange is 4000/\$1USD. This trend has persisted for the last four months and shows no sign of change.

Peru also continues to grow their economy. GNP is up 5.2% and inflation continues to be held in check at 8.5%. Devaluation in their currency has gone up slightly and is a concern.

**UPCOMING TRADE SHOWS**

<b>SEPTEMBER</b>	<b>OCTOBER</b>	<b>NOVEMBER</b>
<p><b>EXPERIENCE '98</b> 15 - 18 16 - 19 Full-time agents with IATAN cards Cost: \$99 excluding air</p>	<p>14 - 17 NTS Orlando, Jacksonville, Clearwater, Naples  20 - 21 NTS Charleston, Raleigh</p>	<p>Achmart (Santiago); Avavit (Caracas)</p>
	<p>Abav (Rio); Aviabue (Buenos Aires); Feria Int'l (Medellin)</p>	

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# HIGHLIGHTS

A Semimonthly Update of the BTO - Southeast/Latin America

August 15, 1997

## GENERAL INFORMATION

The Miami Herald had an article in the Sunday travel section on PIA entering the Miami-Orlando market with thrice-daily service beginning September 8. A \$69 one-way fare that requires ticketing by Aug. 22 is available to Florida residents. The nonrefundable fare applies to flights reserved for Sept. 8 to Dec. 18 '97.

Icon Hotel Marketing, Inc. has been appointed the sales/marketing representatives for the South Ocean Golf & Beach Resort. The hotel has gone into receivership but the hotel will not close. Contact is Herbert Valkenberg, (800) 992-2015.

The Cayman Islands will be improving their cruise ship moorings to make their cruise ship operations more efficient and be able to anchor at least four cruise ships daily.

Dolphin, Seawind and Big Red Boat are offering two for one specials on their sailings between Sept. 29-Dec. 14, '97.

The Freeport News reports that William Chriswell, plans to transform the West End Hotel (GBI), into a five-star residential, yachting, golf and resort community, to be known as West End Resort, a 10-year redevelopment project.

## Carnival Cruise Lines' "Elation"

Autumn is the slow season in Florida, but this year a spate of new developments will make it an unusually lively time for vacations...Walt Disney World will unlock the doors of a huge new entertainment complex, Kennedy Space Center will launch two space-age facilities for visitors, a daily entertainment train will begin running between South Florida and Orlando, and visitors will feel the power of earthquakes and hurricanes as they explore a large new attraction housed in an upside-down building.

Cayman Airways is wazzu to pull the Orlando flight by October - loads have been very disappointing.

Tony Gattone, presently with Gulfstream, starts his new position as Director of Airline Alliance with Air Jamaica on August 11. Dee Jones will assume the position of VP Sales/Marketing.

will be the first Carnival vessel to have dedicated facilities for small meetings and incentive groups. Ship is scheduled to enter service March '98.

The US Senate and House have passed a casino reform bill allowing casinos in Puerto Rico to offer live entertainment and alcoholic beverages and remain open 24 hours. This measure is expected to be signed by the Puerto Rico Governor and will enable Puerto Rico casinos to compete on an equal footing with those in Aruba and The Bahamas.

Effective August 1, '97, all government airports in The Bahamas will not permit smoking.

Places To Go: sales blitz in Broward, call to action for Women in Travel, Vero Beach, included in the Barnes & Noble promotion, will be our partner with BTT's in Broward and Palm Beach Beach, Bahamas Night at the PB Kennel Club in early September.

Working with American Express, Broward for a one-day in-house fam. for their 25 agents. Gulfstream working with them on the project.

Radisson Cable Beach hosted the Liberty Awards Dinner for 60 people at the Bahia Mar.

In-house presentations made to: Center of Travel, Travel World, Yvonne's Travel House. (Palm Beach).

Vista Travel wants The Bahamas to host a Bahamas Night in mid-Nov. at the PGA National Travel Club. Usually 20-30 people attend and hopes

## REGIONAL UPDATES

### GROUPS

The Greater FLL CVB has published a Meeting Planners Guide - 56-page guide providing information on the area's attractions, hotels, transportation and the 37,000 square-foot convention center.

The site inspection for the Paul Harris Investment Group was a huge success. The group was booked, contract signed and deposit paid at the Bahamas Princess Towers (60 rooms), October 22- 26, '97. An additional 20 rooms have been secured at the Port Lucaya Resort & Marina for the divers of the group.

The following leads were generated: Jody's Ice Cream, July 9 -13 '98, 90 rooms; PNC Mortgage Corp., Sept. 10-14 '98, 220 rooms.

FLORIDA

to generate a 25-person group to Atlantis in the winter.

Protours has lost their lead with the British Colonial.

GoGo Tours is promoting a \$299 fam to Jamaica (Orlando) for 3 nights. Not selling as well as anticipated...costs seems to be the major factor.

#### CHARLOTTE

Valuejet will be pulling out of Charlotte in mid-September as they were unable to regain their passenger loads due to the competition from USAirways and other carriers serving the area. This will have negative impact on airfares to Florida and Atlanta from Charlotte.

Midway Airlines recorded a profit for the third consecutive quarter - still no commitment as to if they will revisit the possibility of flying to TIOTB.

Delta Express will begin twice-daily service between Orlando and Raleigh on October 2.

During their board meeting on ship, while visiting NPI, TAC is interested in our hosting them to lunch and hotel inspection - October 31.

Metro Meetings & Incentives, a division of Metro Travel in Greensboro, offers Adventure Packages to their corporate accounts and are looking at adding TIOTB as a featured destination.

Village Travel has a group, BP Petroleum, who may be interested in TIOTB for their incentive program.

The North Carolina Business Travel Association annual meeting in New Bern was well attended by both suppliers and travel planners. Leads were generated from the networking opportunities.

BTI seminars have been scheduled for AAA Travel (Charlotte region).

The Bermuda Briefing fams are scheduled for October/November. Over 1,000 agents are expected to attend.

Working with Continental in an attempt to secure discounted travel for SE staff.

ITG Travel, a wholesale/retail agency in Raleigh, is interested in expanding their program to include TIOTB - Nassau/Out Islands.

Quiote Travel of Greenville is interested in coop advertising with The Bahamas.

The TAC Convention's turnout was disappointing (both suppliers and agents); however, there were many new contacts to be made.

ITG Travel has an incentive of 150 people booked into the Atlantis March 29 - April 2, '98 (Centura Bank of N.C.).

Village Travel of Newbern has a potential Association group of about 150.

#### ATLANTA

Wright Travel, Inc., purchased Travel Managements, Inc., a \$5 million volume Atlanta agency, as well as Memphis-based All Travel, Inc., an \$11 million volume operation. The transaction brings Wright Travel to a top 50 agency with annual sales exceeding \$100 million.

PVI's load factors for July exceeded expectation: Memphis, 91.9% and Knoxville, 78.5% which is excellent for an untested new market. August's actual booking figures are 90.0% for Memphis and 49.4% for Knoxville. September figures are concerning. Princess also announced the extension of its Memphis/Freepport service to Oct. 17.

Delta Airlines has reported an 88.1% load factor for the week of August 4; 81.4% for August 11; 76.3% forecasted for August 18; and 63.0 for August 25.

As the summer vacation begins to fade, the beginning of the new school year seems to be the topic of discussion for most consumers. With the exception of Cancun, every other destination is a slow sell presently.

#### CENTRAL PHOTOGRAPHIC

In early September, J.M. Productions will be having two photo shoots in Harbour Island - the client is Sada Vert-Baudet, a French catalogue.

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# HIGHLIGHTS

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August 31, 1997

## GENERAL INFORMATION



To protect themselves against the natural disasters of hurricane and loss of business (reservations), Carnival and RCCL have both set up a reservation center in Colorado.

The Palm Beach Post featured Exuma and Grand Bahama Island on two full pages, including the front page of the travel section in mid-August.

Fairfield Corporation has signed an agreement to acquire Vacation Break and all its shares including Port Lucaya Resort

& Marina. The acquisition is scheduled to take place in November, 1997. Fairfield Corporation is a company that is heavy into time-share properties. It is unclear what will happen to Port Lucaya.

Small BTI seminars (20-30 people) are being scheduled for late Fall throughout the Southeast including Memphis, Nashville, Knoxville, Chattanooga, Atlanta, Augusta, Savannah, Montgomery, Mobile, Birmingham, Huntsville, Greensboro, Greenville, Myrtle Beach, Raleigh, Charlotte, Gainsville, Daytona, Fort Lauderdale, Palm Beach, Melbourne.

## REGIONAL UPDATES

### ATLANTA

Princess Vacations has extended their summer specials through October. From Memphis to GBI, one day trips (all inclusive - Princess Pizazz) is now just \$49 which includes three meals, unlimited drinks, green fees, etc. A three night package starts from \$229 per person. Load factors for PVI for August: Memphis 91% and Knoxville 64%. September is relatively slow despite recent radio blitz.

AAA of Madison, TN has an incentive group of approximately 50 people for Nassau in February '98.

A proposal is forthcoming for a 'proposed' gospel music festival for Nassau in July '98 which could bring in substantial incremental business for a week. Nathan Best, a member of the OJ's is the key contact.

Travel Agents of Tennessee (TAT) held its inaugural conference and trade show late August at Nashville's Opryland Hotel. Speakers discussed a variety of topics including marketing and liability issues. TAT has 86 members. In addition to TIOTB being represented, competitors included

Jamaica, USVI and Cayman. GoGo Worldwide was the only wholesaler in attendance.

Vacation Express feted it's top-producing agents to Curacao as a gesture of appreciation for their outstanding support. The members of the President's Club earn their membership by selling \$100,000 VE products in a given year.

### FLORIDA

Paradise Island Airline had its dry-run from FLL to Orlando with some press in attendance. The event was very successful even though the plane arrived 1.15 minutes late (only 2 invitees had left). All agents in attendance received two round-trip tickets.

Bahama Breeze's fall issue will feature the Arawak Cay Seafood Festival.

CTO meeting had a record attendance of 87 members. Meeting was a Caribbean Update and the NTOs were

offered free booths (10 showed) as well as an opportunity to address the audience. Bahamas suppliers in attendance were Radisson Grand, Radisson CB, Crystal Vacations.

### CHARLOTTE

Vacation Break continues to blanket the Carolinas with a broadcast fax to agencies promoting their certificate program to GBI. Many calls have been received questioning their validity.

Myrtle Beach has already started promoting their Christmas packages...two night package starts at \$75 pp including accommodations and shows.

Village Travel of Statesville continues to actively promote the two for one packages on Dolphin, Seawind and Premier Cruise Lines with much success.

Continental has graciously provided our office with four 75% AD certificates for business travel.

Vacation Express is offering a three night package to Cancun (air inclusive) from Charlotte at \$344 pp. All inclusive is \$539 pp.

Sea Gate Travel has opened an incentive and meeting group department in their Charlotte office.

# HIGHLIGHTS

A Semimonthly Update of the BTO - Southeast/Latin America  
1997

September 15,

## GENERAL INFORMATION

Las Vegas has beaten out Orlando, last year's leader, as the most desired domestic destination in the Annual Hot Spots Survey for fall, conducted by ASTA. Top international destinations included Nassau (#6).

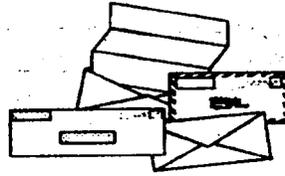
Turks and Caicos Tourist Board is proud to announce the opening of a Tourist Board office in Miami headed by Earle Higgs at 11645 Biscayne Blvd.

New SeaEscape Cruises, Ltd., and its affiliate Maritime Management Ltd., have been selected to develop, market and operate two high-speed, luxury vessels between South Florida and Key West to begin in the Fall '98. The vessels will be able to accommodate 300 passengers and travel 26 knots per hour. The Key West Connection will offer seagoing luxury ferry service between Key West and South Florida (Port Everglades or Port of Miami pending the results of market research).

New SeaEscape Cruises, Ltd. has added a second passenger vessel to its fleet and will begin two-day cruises to Nassau by early December. The MV Island Holiday, will be the only ship in South Florida to offer short, overnight cruises from Port Everglades to TIOFB three times a week. Monday, Wednesday, Friday, for a 10-hour port call in Nassau. Rates will start at \$149 per person plus \$49 port and government charges.

Curacao will be celebrating its 10th anniversary of their Jazz Festival with special inclusive packages for the Oct. 3-4 event.

AeroMexico Vacations offering a four-night package to Cancun from \$309 pp from Miami inclusive of room, air, tax and transfers.



The US departure tax will rise to \$44.85. Makes a 75% AD ticket from Miami - Nassau \$86.95. Agents are calling for fams; however, cost is prohibitive. It is becoming increasingly expensive for fams even with drastically reduced air.

Small Fall BTI seminars are in final planning stage for the SE - about 17 seminars. Main seminars will be concentrated in the Spring. Complete listing will be forwarded under separate cover.

All sales staff have been fully trained as to the potential of our communication/technology package. All are expected to fully utilize this technology.

Carnival Cruise Lines plans to add a second ship at the Port of Tampa to quintuple the number of cruise passengers that Carnival funnels in/out of the port. The Tropical, a 1200 berth ship will begin to sail four and five day itineraries from Tampa beginning April 20.

SuperClubs/Breezes has a booking incentive - book any of the three properties in the Caribbean and be eligible to win a four night stay at a Breezes of agents choice.

## PRODUCT UPDATE



Bimini Big Game Fishing Club Hotel & Marina will be closed for further renovations from October 1-31, '97 and reopen November 1.

Additional Out Island properties closing:

Abaco Inn thru Oct. 8; Cape Santa Maria - opening TBA; Club Peace & Plenty thru Oct. 3; Coral Sands thru Nov. 14; Deep Water Cay - opening TBA; Different of Abaco thru Sept.

30; Hotel Higgins Landing thru Nov. 14; New Plymouth Inn thru Sept. 30; Palms at Three Sisters thru Nov. 1; Pink Sands thru Oct. 14; Rainbow Inn thru Nov. 15; Runaway Hill thru Nov. 14; Small Home Bay Lodge thru

Oct. 8; Valentines Yacht Club thru Nov. 15.

GBI will soon have two dedicated billboards in West Palm Beach (west side of turnpike, facing north/south of

Delray) and FLL (east side of turnpike facing north/south of Stirling Road).

Honeymoon Magazine will produce a 24-page magazine and a 24-page supplement on TIOB in the September issue.

**PERSONNEL UPDATE**

Jacques Broucher was Paul Perry Broucher and the new M... Pink Sands Weidman

**CENTRAL PHOTOGRAPHIC**  
George Stover Adventure Productions will be in Nassau to shoot a 'public service commercial' for 'Ocean Watch Bahamas' will be shooting stock footage of Dolphins for Bimini Undersea...  
Lands' End will be having a photo shot on Harbour Island for their swimwear catalog - January-April, 1998.

**GROUPS**  
SITE has listed TIOB as a popular incentive destination. What an accomplishment.

The Incentive Travel Planners Destination program received rave reviews from the meeting professionals.

Group leads generated: Monumental Meetings, Feb. 22-25 '98; Gamma Phi Beta Sorority, June 2002.

Presentations made to: Gamma Phi Beta Sorority and Sun Health Science.

Meetings with: Krisan Group- Provision Centers, Alcon Labs. and Japan Software.

**ATLANTA**  
World Travel Atlanta has a possible group for TIOB - Church of 130 people to attend.

Delta Air Lines will begin daily Atlanta-Cayman service using a 757

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...however...  
...lack of available...  
...the decision...  
...distance...  
...and this is...  
...attractive option.

**CHARLOTTE**  
According to USAirways, the Nassau flight load factors continue to exceed their Cancun and Cayman flights from Charlotte.

**North Carolina Business Travel Association** has announced that they now have 179 members consisting of planners, travel agents and suppliers

Delta Air Lines has now stationed a sales representative in the Charlotte area. Could mean more favorable response to our requests for fam seats via Atlanta.

Sea The Ships Fam for TAC has been finalized with Breezes being the host.

The Carolinas introduced a new web site that is the fourth largest in the US.

**Air South** declared bankruptcy. This combined with the pullout of Valuejet will open the doors for even higher airfares from the Carolinas - if they can go any further. Charlotte-Miami without a weekend stay is close to \$1,000. Midway Airlines and Midway Express are looking at the possibility of picking up some of the routes left by Air South.

**FLORIDA**  
ATA is showing signs of returning to MCO/NASS service - still awaiting confirmation but not hopeful. Though there was talk of Bahamasair providing the required lift from MCO/NASS, this has obviously not

Orlando now has major increased service on Nassau - Comair, American Eagle, Bahamasair, PIA and Gulfstream Continental provides thru service.

Philippino has stepped down as Managing Director of Places To Go and taken a new position with Cayman Islands. Monty will assume the helm at Places.

PIA currently advertising MIA/MCO service on WINZ for \$69 one-way based on round trip purchase. Boasts of lowest fare from Orlando; however, Bahamasair actually has the lowest fare of \$119 round trip. The inaugural flight was Sept. 8 and reception attended by GoGo and Island Hoppers.

**WSOL 101.5 Radio** in Jacksonville did a live remote from Breezes in early Sept. with interviews from Bahamasair, Breezes personnel.

Barnes & Noble presentations in Plantation and West Kendall were well received and were conducted over the PA system so that all patrons were able to listen (about 130 persons per store). Interest was extremely high - patrons asked a lot of questions, sampled the guava duff and requested recipe.

The Women In Travel, Vero Beach monthly meeting was hosted by the BTO with 25 agents in attendance. Great interest in TIOB with particular emphasis on the Out Islands.

**PIA offering a one night package from \$170 pp/double from FLL. Inclusive of accommodations at Comfort Suites, transfers, continental breakfast, use of facilities at Atlantis, etc.**

Central Florida's encephalitis scare is affecting travel to the area. Reported in Germany that the mosquitoes were biting people when



BB

# HIGHLIGHTS

A Semimonthly Update of the BTO - Southeast/Latin America

September 30, 1997

## GENERAL INFORMATION

Delta Vacations (which dropped the world 'dream' for its tour brand name and redefined the product line for two reasons: a desire to tie its tour product closer to the carrier and the recognition that travelers want a more individualized approach to packages) opened a web site that enables consumers to make interactive bookings on most of its tour packages. The tour arm site (scheduled to open in January), has a section that previews the components of a retail-only site and will allow agents access to prices, promotions and packages plus live availability for flight dates and times, properties and car rentals.

Bermuda has created an air-inclusive package featuring an entire week of exciting dives and private receptions and tours. From Oct. 9-16, diving fans are invited to Bermuda to experience 'Wreck Week'.

Air Jamaica launched a fall sale for its U.S. gateways to the Caribbean. The fares, which represent savings of about 33%, must be already booked and are valid through Dec. 11. An economy class seat from Miami to Turks & Caicos is \$160 weekdays.

Orlando is embarking on a \$1.2-billion expansion program that will add more than 32 gates when work is completed in

## PRODUCT UPDATE

Sea Spray Resort Villas & Marina has begun construction on an additional 35 full-service marina slips for a total of 60. On water dining will be added at the Boat House Restaurant along with a trellised roof covering the existing deck and a second bar. Six new Bahamian thatched roof cabanas will be added to the pool deck.

Cape Santa Maria has begun a two-phase expansion project. Phase one included ocean side duplex villas which can accommodate up to 24

early next century. Will be necessary to handle the expected growth.

Discovery Cruises now services GBI daily with departures at 7:45 am with the exception of Monday when they depart at 9:00 am.

Continental Connections will be having their quarterly station managers meeting in Nassau during early Oct.

Bermuda Jazzscape Festival plans to fill the island during the Discovery weekend with guest stars as Nancy Wilson and Chaka Khan.

United, American and Delta have agents fairly upset over the prospect that airline commissions are going to drop as a result of the decision to lower the rate on international flights to 8%.

Bahamasair is in the process of putting together a tour product - Bahamasair Vacations.

On Oct. 14-17, the MOT along with The Bahamas National Trust will conduct its second Birdwatcher's Tour Guide Training Programme in Nassau. A post-tour will take place in Marsh Harbour.

Phase 2 will be the new beach building which will contain a 60 seat restaurant, 40 seat bar, TV room, activity center, fitness center and gift shop (almost near completion).

Pigeon Cay Beach Club is the newest addition to Cat Island. Just 15 minutes away from Arthur's Town Airport, it has five cottages fully equipped with kitchens and private baths.

Sescape Inn is the newest addition to

Mangrove Cay. Five cabanas with private decks and limited to 10 guests.

Club Fortuna will have an additional 72 rooms (six new buildings with 12 rooms each) in addition to a one-acre lake. Also will have a specialty grill restaurant, a full service gymnasium with all of the latest exercise equipment, tennis courts, game room and a sauna bath/spa.

# REGIONAL UPDATE

## CENTRAL PHOTOGRAPHIC

JM Productions will be having a photo shoot in San Salvador in early Oct. for Camif, a French catalogue.

## CHARLOTTE

Santo Tours has put Las Vegas on sale for \$199 (Charlotte) air only and a three night package starting at \$309.

The Myrtle Beach CVB is concerned that their Canadian business may suffer due to new regulation requiring Canadian citizens to fill out a visa form at the border prior to crossing into the US.

The Charlotte Observer featured The Caribbean in their recent Sunday Travel Section with the emphasis on Aruba and BVI.

FMI Travel, an incentive house agency, has a possible group of 130 people looking at Atlantis or Breezes for winter of '98.

## ATLANTA

Air Jamaica's nonstop flight to MoBay is becoming increasingly popular. Many agents still sell TIGTB, however, they are restricted to Delta and could be fairly expensive if they do not go through an operator.

Delta has filed to operate daily service between Atlanta and Cayman effective Dec. 7.

50 - PLOG - qualifications were completed for this period.

Vacation Express launched a Fall Super Sale for travel through Dec. 15. The program includes its Meixcan destination and is effective from the majority of their gateways. A sample price for a three night stay at Tucancum Bach is \$299 per person, double, including round trip air.

## GROUPS

Leads generated: Sharp Electronics

(National meeting), August 9 - 13 '98; Alcon Laboratories, late March/early April '98; Sun Health Science, Feb. 16-20 '98; Japan Software Group, Feb. 1-6 '98.

## FLORIDA

September is Scuba Month in FLL highlighting the more than 60 artificial reefs, natural coral formations, etc.

Aloha Travel's group of 500 for late Feb. '98 decided against TIOTB in favor of Orlando due to air rates. Hotel rates were comprable. Will consider TIOTB for smaller meetings.

The promotion between Places To Go and Compass generated an overwhelming amount of calls from Broward and Palm Beach counties.

Vacation Store had a group of 18 agents to Nassau for a one night fam at the Atlantis. Vacation Store has booked 385 passengers on Bahamasair for August '97.

Bahamasair will be adding a 727-120 seat jet to their Orlando service starting on Nov. 1 with daily service except Tuesday.

It is reported that Gulfstream will begin direct service from Tampa/Nassau in mid-November.

PIA has reported that the flights from Orlando/Miami are fair. Miami/PL much better.

Bahama Breeze fall edition of the newsletter is completed with the cover story being on the Seafood Festival at Arawak Cay. It's rather embarrassing now that the festival is cancelled. Editor of the newsletter will be in Nassau in October to do a cover story on Junkanoo for the December issue.

GoGo Travel has an incentive group of 60 people going to The Atlantis in mid-Nov. '97 (home builders). Island Hoppers experiencing

difficulty in getting electronics from airlines in their programs. Trying to get their wings for the joint fall shows.

Wyder Tours/Mexico Caribbean Concepts, a NY-based operator plans to merge in early '98. The new company will be Wyder Tours/Caribbean Concepts and will continue to offer Mexico, The West and Caribbean packages.

## LATIN AMERICA

Invitations have been processed for the seminars in Peru and the operators/agents are eagerly looking forward to this informational series.

Despite having three charters this winter to Nassau, the Colombians still perceive TIOTB to be rather expensive and an unknown destination.

American plans to inaugurate daily nonstop service from its Miami hub to Asuncion, Paraguay come Dec. 1 with a 767.

Delta wants to start flying Atlanta-Caracas nonstop beginning Dec. 7.

The main tourism traffic from Venezuela this season went to St Marteen who had a lot of promotion both in Press and Gaceta Aerea.

The economic/political situation remains pretty stable in Latin America presently. Venezuela is the exception where the government is now in control of the US dollar and this means a decrease in inflation.

TIOTB will be participating in the following trade shows: AFIT (Oct 11-14) in Buenos Aires; ABAV (Oct. 16-20) in Rio; ACHMART (Nov. 6-9) in Santiago; AVAVIT (Nov. 3-5) in Caracas.

Bahamas continues to be a challenge in Latin America - operators are unable to obtain attractive rates and rooms are unavailable most of the time of requests. Push continues to be for later '98 when inventory will be increased.

UPCOMING SEMINARS

October

- 1 - Buenos Aires
- 3 - Santiago
- 15 - Lima
- 22 - Caracas
- 24 - Bogota

October

- 21 - Honolulu
- 22 - Hollywood
- Co-op with Florida

October

- 18 - Miami
- Co-op with Florida
- Co-op with Florida

October

- 15 - Altamonte Springs
- 16 - Gainesville
- 21 - Melbourne
- 22 - Daytona Beach
- Co-op with Island Hoppers

October

- 21 - Memphis
- 21 - Nashville
- 21 - Knoxville
- 29 - Augusta
- 31 - Savannah

The Fall series is the smaller groups of approximately 30 - 50 people.

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# HIGHLIGHTS

A Semimonthly Update of the BTO - Southeast/Latin America.

October 15, 1997

## GENERAL INFORMATION

St. Maarten increased their departure tax from \$12 to \$16 effective immediately and a further increase to \$20 on March 1.

The Sun Sentinel recently featured the famous Tortuga rum cake of Cayman.

Sandals was voted among the top 10 spa resorts in the world by Conde Nast readers.

## REGIONAL UPDATES

### GROUPS

A week of sales presentations in Jacksonville and Orlando netted group leads as well as enhanced the perception of TIOTB as being a 'groups paradise'.

Group lead generated: America's Carrier Telecommunications Association, April 10 -14, '98, 400 rooms.

Meetings with Laser Institute of America re. possible group in '99; International Planning Inc.; Florida College Emergency Physicians (next meeting opening date is '2001); ABN Amro Bank re. '99; Merrill Lynch re. '99; Blue Cross & Blue Shield re. 2000; The Executive Committee; Prudential Insurance Company of America re. 2001; Barnett Banks Inc. re. '99; Success Development Int'l; Physicians Association of Jacksonville; Innovative Meetings & Incentives; State Farm Insurance re. 2000; American Meeting Consultants Inc.; Sony Corporation of America re. Feb. 2000; Florida Nurseryman & Growers Association; Florida Nurses Association.

### ATLANTA

Certified Vacations trade show realized 175 agents with four Bahamas hotels represented.

Preparatory plans in progress for the Gospel Music Festival in early Oct. '98. They have secured their own sponsors - no funding from MOT - venue TIOTB.

Jamaica is now taking the agents by storm - attributed to the two daily non-stops to Montego Bay daily except Wednesday. Price is exceptionally attractive with full on-board service...lead price inclusive of air and accommodations for a three-night package is \$279.

### CHARLOTTE

Premier Cruise Lines is promoting two for one packages via direct mail and also promoting a \$99 airfare add on for their seven night cruises.

Globus Gateway Tours is conducting a consumer travel show which will include all of their destinations including the Caribbean.

Santo Tours is offering a half price sale on their charters to Las Vegas from Charlotte with the lead being \$263 for three nights. Air only is \$199. Recently added Myrtle Beach to the program.

Seminar conducted for AAA Travel netted agents from six of their agencies in the Charlotte area. Agents were very interested.

Mann Travel has arranged for an in-house seminar to cover eight of their offices. Agency also has a group of 130 people for early next year but finding it very difficult to obtain air space on the desired travel dates.

GoGo Tours in-house seminar in Charlotte was well attended by all the agents and they were very receptive asking many questions.

Springbreak Travel is looking for co-op funding for their student program to GBI. The agency has over 4,000 passengers to GBI in the past 11 years and is interested in expanding to NPI next year.

Vacation Express has dropped their charter rates to Cancun by as much as \$700 depending on the hotel. The lead for a six-night package is now \$459 inclusive.

Delta Express will begin non-stop service to Orlando from Raleigh at the end of the month.

### FLORIDA

The Jamaica Tourism Board's Jamaica Jamboree is being held at CocoWalk once again Oct. 24-26 with events featuring live entertainment, hair braiding, cooking demonstrations and the Hatfield Culture Group.

The Florida Sportsman Fishing Show was well attended with participants from Palm Beach and

Martin counties. Consumer looking for more than fishing packages, requesting information on vacation packages particularly honeymoon resorts.

Staff participated in the GBI/Discovery sales blitz. Many of the agencies visited did not sell Discovery, were selling away from GBI due to product condition and questioned the financial situation of Discovery due to their no longer offering the evening cruises. Agents were very excited about GBI's new developments.

Following up on the leads from ISM re the agents/agencies who had contacted the product line for information proved that there is a tremendous amount of 'waiting' period for processing/receiving of the requested information--weeks!

The travel agent community is very discouraged and has indicated that they will be actively selling more of their preferred suppliers products in order to get overrides -- result of the

light of further commission caps by the airlines.

CNT/Vision Travel in Coral Gables has increased staff to 15 and has extended hours to include Saturday and Sunday to compete with Coconut Grove and South Beach for weekend business.

Tradewind Travel Agency is offering bonefishing excursions at Pelican Bay. Has two groups in '98. 50% of business to TIOTB. Manager recently stayed at Stella Maris but found the area much too quiet.

AAA Heathrow recently had AN office fam to NPI and agreed to in-house presentation in early January. Merging with Auto Club South.

Festa Holidays running ads in Sun Sentinel for two nights: Jamaica \$256; NPI \$156 (Towne); Dominican Republic \$387; Cancun \$226 and Cayman \$299.

Discovery Cruises advertising Bahamas Princess at \$145.

Bahamasair has recently opened an office in T.G. Lee Blvd - the same building as ATA - still planning on having jet service in early November.

Good Buy Travel discontinued wholesale program of NPI/GBI due to fierce competition from MK and Vacation Store who were able to get lower rates.

Lynx Air International has filed and got approval for temporary authority to operate between FLL-TZN on Nov. 1 and FLL-GGT Dec. 1 using a 19-seat Metro aircraft. Will operate to GGT on a charter basis some 4 to 6 times a week for refueling purposes on trips to Haiti, DR and Turks & Caicos islands.

#### NEWS BUREAU

Charles/Nikka Horton from Naples, FL will be writing seven reports for their publication ISLAND PROPERTIES REPORT - Abaco/GBI/ Cat Island, Long Island, Sand Salvador/Eleuthera, Harbour Island, Spanish Wells/Bimini, Nassau/Exumas/Andros.

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# HIGHLIGHTS

A Semimonthly Update of the BTO - Southeast/Latin America

October 31, 1997

## GENERAL INFORMATION

spectacular Sea and land packages.

The Abaco Beach Resort was mentioned in the Sunday travel section of the Miami Herald as a premier out islands destion with

The Westin chain will build a 1200-room hotel near the Orange County Convention Center in Orlando to be opened in 2000.

## REGIONAL UPDATES

### LATIN AMERICA

Chile - TIOTB was invited to attend and make a presentation at a seminar conducted by Tourel in Santiago. Tourel books primarily Cancun and Cuba but is interested in expanding to other Caribbean destinations.

Presstour has requested information on TIOTB; however, upon receipt of rates they have decided to promote other destinations due to 'high' rates. Particularly interested in Sandals and Atlantis.

Aeromaster continues to sell/promote Mexico, Dominican Republic and Cuba; however, have sold a few out islands as vacation extensions to Miami trips but very short in length.

T. Yanguas only sells all inclusive hotels and have been unsuccessful in obtaining any acceptable net rates from hotels.

Colombia - TIOTB was represented at the Visit USA (Caravana) in Cali, Medellin and Bogota. TIOTB is the only non-USA destination that is allowed to participate in this show due to proximity.

Brazil - TIOTB was invited to attend (complimentary) the Braztoa Interior trade show in Ribeirao Preto. The first time attendance proved to be very successful - collateral was exhausted

by midday on the second day of the show. Puerto Rico was also present.

Slight devaluation of the real 1.10 to 1.00 USD. Inflation is at 9.6%. Foreign credit card charges are no longer at the even exchange rate.

Argentina - Organizacion Eseece sees the need for more operators to promote/sell TIOTB with a more diversified product.

Ven have had many satisfied customers to PI. Product expensive; however, they do like the convenience of the PI airport and the food choices.

Cambytur is requesting net rates and brochures for the Lucayan Beach and Peace and Plenty ...fax 011-541-962-2361 (Oscar Saieg).

Venezuela - Travel Adviser which Breezes and Princess and Viajes Escala which sells Princess are supporting/promoting programs with a black and white flier.

Curacao Tourist Office had an anniversary party for the travel agency community celebrating it's 25th year of business in Venezuela. Press included TV and newspaper.

Peru - Puerto Rico had a group of travel agents visit San Juan for an education experience. Attempting to work out a thru fare from Bogota in order to reduce the current level

through AA-Miami of \$715 plus tax round trip:

Ecuador- The dollar continues to climb and price is becoming more of an issue when choosing a destination.

Colombia - Currency continues to slide against the USD. Campaigning for the presidency has started (due next year).

### CHARLOTTE

Santo Tours has dropped their Las Vegas air-only charter rates to \$232.

Cruise One, a nationwide franchise, has opened four offices in Charlotte.

Conducted an in-house seminar for eight of Mann Travels' personnel from four offices. During November, the education will continue.

IBM, a major employer in Charlotte, will be laying off 800 people in the course of the next few months.

The Charlotte Observer ran a full page coupon ad featuring various vacation resorts. Breezes Bahamas was among the featured destinations.

Eight agents from the Carolinas will be attending "See The Ships" in NPI.

The NTS in Raleigh and Charleston had an excellent turnout of agents (over 100 at each location).

**ATLANTA**

The agents in Memphis and Knoxville have requested that Princess give more advance notice when they are coming into their territory due to the advance bookings that is required for group movements. Agents cannot switch groups (who have to make connections) prior to the one-month notice by Princess that they will start service.

Princess just completed a very successful Memphis/GBI summer program. Their October load factor was 83%.

Planet Travel of Hendersonville, TN has a group of 300 people interested in TIOTB.

Travel Trends of Memphis has confirmed that two soccer groups will be playing in GBI in '98. Additional information to be forwarded.

Four in-house presentations were made: Franklin Travel, Travel Centre, Superior Travel and Dillard's Travel - taste of the TIOTB was served.

World Travel Partners is a nationwide travel company based in Atlanta and is strictly corporate. Their leisure travel is from their corporate accounts and is approximately \$200 million in annual sales which includes the likes of Home Depot, Turner Broadcasting, BellSouth. Working to conduct in-house workshops and a fam.

**FLORIDA**

NTS in Orlando, Jacksonville, Clearwater all drew over 100 agents; and Naples had a grand total of 60. Agents were very pleased with the new service from Tampa to NPI and the jet service from Orlando. NTS will be dropping the FL Fall shows in 1998 and continue to concentrate on the Spring series as this is when the Floridians travel.

BTI in Altamonte Springs (42) and Gainesville (18) enjoyed the education and 16 in total expressed great interest in the BTI self study guide.

BTI Palm Beach realized 52; Broward 48; Melbourne 55 and Daytona 65 agents.

During the BTI shows (co-sponsored with Island Hoppers), IH was promoting their Show Me The Money campaign paying a commission for Bahamas bookings of 13%.

The new sales manager for Abaco Beach Resort Tania Tomy and VPGM David Brewster visited the BTO during their two weeks of sales calls. They found that most of the agents are unfamiliar with the Abacos, had no property brochures, complained of high airfares and are willing to host a fam mid-98.

Liberty Travel has advised that they have a fishing group wishing to travel to Bimini during mid-April '98.

Festa had a three res. agents fam to NPI. They were very pleased with the product.

Lynx Air is ready to do business from FLL to Congo Town and Fresh Creek, Andros and Moss Town, Exuma using 19-seater and also available for small fam trip groups. Presently services Cayman, Cap Hatien and Dominican Republic.

Pan Am Airbridge is offering two complimentary seats for each person who signed up/paid for the BTI self study program.

PI Airlines is offering one free roundtrip for every three roundtrips sold between Miami and Orlando through November 24.

American World Travel Market very disappointing! Exhibitors were truly disgusted with attendance. Even the consumer day, which was highly publicized for days prior, realized a handful of people. The Out Island personnel who were also attending the AOPA show raved about its success.

One day fams are being planned with Pan Am for Nov. 5, 18 and Dec. 3, 17.

Halloween sweepstakes with Breezes and PI Airlines are being aired quite often on radio.

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# HIGHLIGHTS

*A Semimonthly Update of the BTO - Southeast/Latin America*

*November 15, 1997*

## GENERAL INFORMATION

With the exception of Tampa (scheduled for the 18th), all of the SE Fall BTI series have been completed.

Seminars were held in Orlando, Gainesville, Melbourne, Daytona, Fort Lauderdale, Boca, Knoxville, Memphis, Savannah and Nashville. Total attendance at all seminars was approximately 400 travel agents.

The Spring series will commence in late April/early May.

Hotels in the Turks and Caicos are offering nightly room rate of \$25 per person, double..thru. Dec. 20. Round trip air can be arranged from FLL - no airline named.

BTO will be hosting our suppliers to an open-house Thanksgiving luncheon on Nov. 20 from noon to 4:00 p.m..

Air Jamaica announced that on Nov. 13, they will discontinue service to Turks and Caicos due to low load factor.

Premier Cruises giving agents bonus commissions on staterooms booked for Bahamas, Caribbean, Panama Canal and Mexico thru Dec. 15. Commissions are \$25 extra for 3/4 day cruises and \$50 for 7 days.

Club Fortuna will expand their facilities to an additional 72 rooms and a lake.

Travel Agent magazine featured Nassau and discussed it's old world charm and modern glamour magazine also featured the two Club Meds in TIOTB (Columbus Isle and PI) considered to be Club Med's finest.

## PRODUCT UPDATES

Abaco Beach Resort is offering a three-night Out Island Explorer package inclusive of transfers, welcome rum, MAP, gratuities and trip to Hopetown or Guana Cay for \$780 per person - thru Dec. 15.

Port Lucaya Resort & Marina is advising that they do have accommodations available for the Fall period.

GBI Princess is promoting a two-night package aimed at tennis players, golfers and couples. Royal Escapade package starts from \$117 per person inclusive of unlimited daytime tennis. Royal Tee package begins at \$180 p.p. and covers green fees and two rounds of golf, shared cart and club storage and cleaning.

## GROUPS

Maxine is now 'up and running' on Lotus Notes!

The MPI Educational Institute in the PanHandle of Florida was attended by 350 meeting professionals and two suppliers of which Maxine was one. 75% of the attendees had not visited TIOTB in the past eight years and were very excited about the new IOTB and expressed interest in experiencing the new renaissance. Names of interested attendees will be forwarded to the NPI Board for inclusion in their future programs.

## Leads generated:

ME Productions, mid-January '98 - a group of doctors interested in an international destination for research of new drug for pharmaceutical company. Dates are flexible and have agreed to look at alternate dates due to short notice.

## FLORIDA

The day fams to Nassau are now filled.

Conducted a BTI seminar for Cruise and Travel Connection, 10 agents, who were very interested in the self-study course.

Bahamas Tansair started service in early Nov. Using a 19-seater aircraft. It is regular service but will operate on a charter basis from GBI to Fort Lauderdale.

The North Miami office of GoGo won the FL incentive award for the most increase in bookings over the summer/early Fall period.

The New SeaEscape inaugural sailing may be delayed due to shortage of US Customs Service Inspectors.

The Palm Beach Post featured an article about 'Anywhere but Home for the Holidays' - stress about getting ready for the holidays--anxious, expense, work, preparation - there is an easy way out - leave town! Suggestions included Nassau, Dancing

## REGIONAL UPDATES

in the Streets (quarter page junkanoo shot), etc.

Team Florida won, for a second time, the Junkanoo Award. Bridgette won the Minister's Award.

Claudia Alcindor of Liberty Travel has again booked a group of 40 people from the Fred Astaire Dance Co. During mid-Nov. '98 at Atlantis.

AA TrAAvel Show in Coconut Grove Convention Center had a large Bahamas contingent. Agents mainly for South/Central America, Europe..1300 were expected. Festa had a number of booths - one for each of the destinations that they feature.

Go Travel has a group of 66 persons at Atlantis for mid-Nov. '97 from the David Weekly Homes Co.

Global Travel has 16 Polish travel agents sailing to GBI, staying at Club Fortuna, mid-Nov. '97 on a fam. BTO will make on-board presentation.

New World Center Travel has a group of 100 from the Garden Club of Miami on the Ecstasy in early Nov. They plan to meet with the local Garden Club members and visit the Village Road Garden.

UP has changed departure times in Orlando: M/Th/Sa at 12:35 p.m. (pervious 3:00 p.m.); F/Su at 8:45 p.m. Not much wisdom in this change.

Paradise Airlines launched a frequent flyer program--Paradise God--one free trip for every ten round trip purchased.

Places To Go will have a fam to Nassau in mid-Nov.

Discovery is advertising on WSVN Channel 7 - coop with GBI.

#### ATLANTA

Porsche has announced that its NA headquarters will move from Reno to

Atlanta in March '98. Cited Atlanta's cost of living, air connections, etc. as reasons for decision.

Air Tran has confirmed that it will move its corporate office to Orlando this winter; however, the flight hub, reservations center and training functions will remain in Atlanta. About 200 of the 1,800 Atlanta jobs will be affected.

In the business section of the Atlanta Constitution, there was a section on Bahamas Bonanza, detailing the Freeport Container Port.

Princess Vacations has announced that they will return to both Knoxville and Memphis next summer. An announcement, months in advance, in unprecedented...they usually make the announcement a month prior to start up date.

Vacation Express staff of approximately 65 people will be feted to Bahamian cuisine and a BTI seminar in mid-Nov.

World Travel Planners seminar reached five agents. Arrangements have been completed for a seminar for their groups department of seven planners.

Connection Tours of Birmingham, AL has a possible incentive group of 200 for early Oct. '98 (Blue Cross Insurance).

Come Cruise With Us Tours experienced Bahamian hospitality and cuisine (five persons) during a Saturday morning presentation.

Vacations by Travel has 15 full time agents and 30 part time agents grossing over \$5 million annually in leisure travel. Will be moving their offices in mid-Jan. '98 and very interested in our conducting an in-house BTI.

#### CHARLOTTE

GM will be opening a division in Charlotte which is expected to create at least 300 jobs.

North Carolina is now offering the film industry a sizable tax concession for filming commercials and movie/TV productions in the state.

USAirways has a Caribbean sales to the Caribbean. Due to USAirways having monopoly on the flight from Charlotte, Nassau is not included.

USAirways has increased their Saturday night excursion airfares to Miami and FLL from \$178 to \$208.

Vacation Express is offering an all inclusive four-night luxury package to Cancun for the Xmas holidays for \$1232 and the six-nights start at \$1639...from Charlotte.

The TAC Board meetings fam to Nassau went well. Unfortunately, due to time constraints, were unable to see all of the hotels; however, they were very excited about all the new developments.

The Cruise Outlet, 10 agents, were very responsive to our in-house seminar and have assured us that they will sell more of TIOTB.

Agents are beginning to, once again, complain about the lack of available inventory in the winter. They are unable to secure accommodations.

Airfares in Charlotte have risen 25% in the past year!

#### SPECIAL MARKETS

*Congratulations Sabrina for being a part of the People-To-People Junkanoo team award winner!*

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# HIGHLIGHTS

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*November 30, 1997*

## GENERAL INFORMATION

The Cayman Islands' new ad campaign called, Relax Cayman Islands Style, will break in January on cable TV and in consumer and trade outlets. A pre-launch, 12-week campaign debuted as a 60-second spot for audiences in movie theaters in 84 cities in US markets during mid-Nov.

Signaling its commitment to TIOTB, American Eagle will begin operating its largest aircraft, the 64 seat Super ATR, on select flights between Nassau and Miami. It will operate on four of its 16 daily roundtrips between the two cities effective immediately. In early Dec., AE will operate a fifth roundtrip.

USAirways is seeking its own low-cost airline, using US2 as the working title.

GoGo Worldwide Vacations is building a website set to launch next year and will include an interactive booking program referring clients to local travel agents.

Sandals/Travel Impressions is promoting a \$25 incentive for a three night bookings or longer at Sandals or Beaches redeemable towards two crystal wine goblets or champagne flutes, carriage clock or five piece setting. Each item has a \$50 retail value and bookings must be by April 15 '98 for arrival by January 30 '99.

Air Jamaica discounting fares up to 30% from nine US gateways to St. Lucia, Barbados and Antigua for travel through Dec. 12 and from Jan. 6 - Feb. 5. Ticketing deadline was Nov. 14.

Puerto Rico launched a \$14.5 million worldwide marketing campaign called The Sounds of Puerto Rico highlighting it's diversity in history, nature and culture. The \$10 million US part of the budget targets the northeast, south and midwest markets on TV and in print ads.

The Acapulco CVB has started a series of seminars in 11 US cities designed to provide information on the destination's infrastructure in the wake of Hurricane Pauline and to highlight offerings for the upcoming winter season.

A Crowne Plaza Hotel will be built adjacent to the Greater Fort Lauderdale/Broward County Convention Center - 500 rooms with constructed slated for this month and scheduled opening by January '99.

Delta, Continental and American have increased the fee for changing domestic non-refundable tickets from \$50 to \$75.

## REGIONAL UPDATES

### LATIN AMERICA

Delta is seeking approval from the DOT to operate between Atlanta and Lima using 757 aircraft. If approved, Atlanta would be the fifth US gateway to Peru following NY, Dallas/Ft. Worth, Houston and Miami.

A breakfast seminar/workshop was held in Venezuela where 45 travel agents attended. Sandals, Venezuela Travel Advisors, Union Tours, Bulton Tours and Organization Kanguro were featured due to their having Bahamas programs.

TIOTB was represented at ABAV, Brazil's most important tradeshow.

Every year, there are more Caribbean destinations being represented. TIOTB has been a part of this show for many years and it is most important that we have representatives from the hotels and destination (not just GSA).

The breakfast seminar in Peru realized 103 travel agents. SuperClubs, Sandals, Marriott, Princess, Club Med and American Airlines were partners. American Airlines along with Sandals, Cub Med and Princess gave packages away for prizes. Have already realized some

benefit from this seminars - bookings for the winter.

The four-day FIT '97 in Buenos Aires realized about 16,000 consumer and travel agents. People were most interested in TIOTB because it is a non-traditional destination for Argentineans. Huge amounts of collateral were exhausted by the second day.

TIOTB seminar in Buenos Aires educated 156 travel agents to a group of interested travel agents. Atalaya, JAC Travel and Jetways were partners and expressed great appreciated and compliments on it's success.

**Feedback from Miami** - Colombia - interest in the area is high, however it's difficult to get a double visa that is required to travel and return to Miami from the Bahamas and most airlines to the Mexico now need to deal directly with the operators and not allow to perceive Cancun as more desirable than Nassau. Need minimum of 1000 destination has to be met. Expensive even with the current interest. Unable to convert, they receive the rates. **Brazil** - very bad luck in securing accommodations and rates are exceptionally high. **Venezuela** - will be working with the consumer on some type of advertising so as to sensitize the public as to the virtues of TIOTB.

**Puerto Rico** has had a very aggressive presence in Peru concluding just recently with a major cocktail reception.

**Aruba** is very active in LA as a partner in all major social and sports events as the grand prize donor.

**Mexico** currency continues to devaluate - now \$4,600 pesos to \$1USD.

The stock market of **Brazil** took a hard hit of 32% in the past few weeks due to the recent devaluation of several Asian currencies. Travel is expected to slow down due to higher interest rates. The airport imposed a new fee on departing customers increasing it from \$18 pp to \$90!

**White Argentina's** economy is stable, financial analysts are fearful that Brazil's economy will severely weaken Argentina's economy since Brazil is its major trade partner.

## CHARLOTTE

The Cherokee/Harrah's casino recently opened in Cherokee, NC and has proved to be a huge success. They were forced to close their doors the first day due to overcrowding. The entire travel section of the Charlotte Observer was dedicated to this new attraction.

**Myrtle Beach** - interest in that Cancun is high. The availability of the area. TIOTB has proven that it can be done. However, the uncertainty of the market has many operators.

**Atlanta**, formerly known as Atlanta, is now known as Atlanta. Anne is now in Raleigh. Anne is now in Raleigh for many years. Sparrow is now in Atlanta. Manager for GoCo.

**MPI of Myrtle Beach** has expressed interest in having their annual meeting in 1990 in TIOTB.

**ITG** has advised that they will surpass their anticipated goal of 130 persons during their group to Nassau in March.

**USAirways** load factors continue to be averaging 72% to/from Nassau.

**Mann Travel and USAirways Vacations** promoting a two-night package to Grand Cayman from \$479 pp.

Mann is also advertising a \$238 airfare from Charlotte to Nassau valid to Dec. 17 with some restrictions.

Mann Travel in High Point will be participating in a Bridal Fair in January and has requested our support with collaterals.

**Village Travel** is advertising a "Cancun Hotline" indicating that they have the lowest rates.

**Undersea Water Adventures** in Charlotte has a group booked at the Princess for April. Will be diving with UNEXCO.

## FLORIDA

**Crystal Vacations** is advertising specials in the Sun Sentinel to Nassau for a seven night stay at the Nassau Beach from and \$1399 at the Marriott.

**Tropical Travel** has invited TIOTB to participate in their premier of the movie Titanic - a promotion that will

in the area of... promotion... fills a...  
**Suror**... requests... from... them during...

**GoGo**... Dade was the... the... to... during...

**CWT/Arund** and the World Travel has announced that they will purchase Atlas Travel. ATW has 120 employees and Atlas 30. Atlas will retain the meeting and incentive business and move into ATW office building.

Agents are still reporting Cancun and cruises are big sellers. Many still complaining about the commission caps but have done nothing to increase business. Many agencies have relocated, closed and some considering mergers.

**Discovery ads** in Sun Sentinel and on Channel 7 with packages starting from \$69 for one day and \$145 for two nights at Bahamas princess.

**Pan Am** will discontinue service to Nassau during mid-Dec.

Presentation made to the **PGA National members Club** of 20 people - lots of interest in Radisson CB and Ocean Club.

**Places To Go** will conduct an in-house fam to NPI during mid-December.

Church Street Station, downtown Orlando's entertainment district, is expected to get a new owner in December. Baltimore Gas and Electric, the current owner, signed an agreement to sell the property to George Straub of Palm Beach. Plans calls for upgrades to the attraction component for many tour packages.

**Worldwide Sportsman** in the Keys reported good bonefishing business to GBI and packages with Pelican Bay.

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The Don Holland Shows at the  
Galleria was very popular with over  
100 travel agents in attendance.

FHTC

Harbo  
t was a  
party.

Harbour Island will be the  
venue for a photo shoot from an  
African photo team, featuring swimwear  
for La Perla.

**ATLANTA**

It's official - VeluJet's new Air France  
the merger is complete

for Jamaica advertising all inclusive  
vacations from Atlanta to: Barbados  
from \$839/St. Lucia from  
\$679, Antigua from \$699/Turks and  
Caicos from \$1189. All for four  
nights, pp, double occupancy based on

A Danish photo team will be shooting  
on Harbour Island for a women's  
fashions for Friendtex Catalogue. on

THANKS FOR YOUR SUPPORT AND COOPERATION IN INSURING THE HUGE SUCCESS OF OUR THANKSGIVING OPEN HOUSE. Comments from the attendees were most favorable - the food not only delicious but the presentation outstanding - and our hosts were very gracious. WHAT A TEAM EFFORT!

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