

For Six Month Period Ending _____

30 DEC 1995

(Insert date)

Name of Registrant
Bahamas Tourist Office
d/b/a Bahamas News Bureau
Business Address of Registrant
MINISTRY OF TOURISM
P. O. BOX N-3701
NASSAU, BAHAMAS

Registration No. 2310

I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following: **N.A.**

(a) If an individual:

- | | | |
|-----------------------|------------------------------|-----------------------------|
| (1) Residence address | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|------------------------------|-----------------------------|
| (1) Name | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

2. Explain fully all changes, if any, indicated in item 1.

N.A.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name

Position

Date Connection
Ended

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4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
 Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?
 Yes No

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

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
Angel Walkine	Marketing Representative	December 31, 1995

7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
Pamela Richardson	Miami, Florida	Area Manager, South	August 1, 1995
Maxine Lockhart	Atlanta, Georgia	Marketing Rep.	May 1, 1995

II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name of foreign principal

Date of Termination

-
9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

-
10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes No

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

SEE INSERT 11.

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
Yes No

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

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

If yes, describe fully.

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE INSERT 14 (a)

Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS—MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes No

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

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

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE INSERT 15 (a)

Total

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes No

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

17. Identify each such foreign principal. N . A .

⁵Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

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

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

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

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

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

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

21. What language was used in this political propaganda: N.A.

- English
- Other (specify) _____

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? N.A. Yes No

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes No N.A.

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? N.A. Yes No

VI-EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following: N.A.

- Exhibit A⁶ Yes No
- Exhibit B⁷ Yes No

If no, please attach the required exhibit.

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

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

If no, please attach the required amendment.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes No N.A.

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and / of the supplemental statement? Yes No N.A.

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

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

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

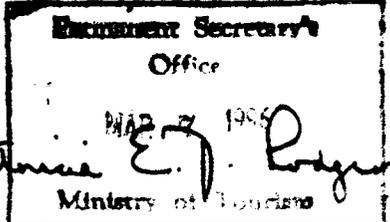
Renee D. Mayers

RENEE D. MAYERS

ASSISTANT MANAGER

Subscribed and sworn to before me at NASSAU, BAHAMAS

this 7th day of MARCH, 19 1996



(Signature of notary or other officer)

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

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

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form CRM-154, formerly Form OBD-64 - Supplemental Statement):

Yes _____ or No X _____

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

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

Yes X _____ or No _____

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

Renee D. Mayers
Signature

March 7, 1996
Date

RENEE D. MAYERS
Please type or print name of signatory on the line above

ASSISTANT MANAGER
Title

INTERNAL SECURITY
SECTION
REGISTRATION UNIT

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NORTHEAST AREA
TRADE/CONSUMER SHOWS - JANUARY - DECEMBER, 1995

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
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July 1-31 & New England August 1-2	Sales Calls on Travel Agencies in New York, New Jersey, Connecticut, Boston & Washington D.C., Maryland, Delaware & Pennsylvania. Meeting World New York, NY			R. Harrison
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August 12-17	ASAE Annual	Washington, DC		Evans/King
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Also Made Sales calls ontravel agencies in Tri-State Area, Washington, D.C., Maryland, Virginia and West Virginia; Pennsylvania, Delaware, Boston, Maine & New Englantf states.

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NORTHEAST AREA
TRADE/CONSUMER SHOWS - JANUARY - DECEMBER, 1995

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
September 6-7	Affordable Meetings	Philadelphia, PA		B. Bosfield
September 10	Bridal Expo	Pittsburgh, PA		B. Bosfield
September 11	Bridal Expo	Long Island, NY		R. Culmer
September 17	Bridal Expo	Boston, MA		V. Brown
September 17	World's Fair	Cambridge, MA		D. Watson
September 18	National Trade Show	Morristown, NJ	100	G. Johnson
September 19	Bridal Expo	Long Island, NY		R. Culmer
September 19	National Trade Show	Stratford, CT	100	A. Adderley
September 20	National Trade Show	Long Island, NY	100	R. Culmer
September 20	Carlson Wagonlit Travel	Dedham, MA		V. Brown
September 21	National Trade Show	Rockland County, NY	100	M. Lewis

Revised 8/04/95

NORTHEAST AREA

TRADE/CONSUMER SHOWS - JANUARY - DECEMBER, 1995

DATE	NAME OF SHOW	CITY/LOCATION	EXPECTED ATTENDANCE	BTO REPRESENTATIVE
September 22-23	ASTA/Journal Newspaper	McLean, VA		TBA
September 24	Bridal Expo	New York, NY		M. Higgs
September 26	National Trade Show	Buffalo, NY	100	M. Higgs
September 27	National Trade Show	Rochester, NY	100	M. Higgs
September 28	National Trade Show	Syracuse, NY	100	M. Higgs
September 29	National Trade Show	Albany, NY	100	A. Adderley

Also made sales calls in New York, New Jersey, Connecticut, Boston, Maine, New England States, Washington, D.C. Maryland, Delaware & Pennsylvania -Also conducted Bahamas Seminars.

**NORTHEAST AREA
TRADE/CONSUMER SHOWS - JANUARY - DECEMBER, 1995**

DATE	NAME OF SHOW	CITY/LOCATION	EXPECTED ATTENDANCE	BTO REPRESENTATIVE
October 1	Bridal Expo	Washington, DC		C. King
October 2	Bridal Expo	Baltimore, MD		B. Vanderpool
October 9	CHA/CTO Trade Show	Trumbull, CT	150	A. Adderley
October 10	CHA/CTO Trade Show	Long Island, NY	150	R. Culmer
October 10	National Trade Show	Portland, ME	100	V. Brown
October 11	CHA/CTO Trade Show	Baltimore, MD	150	C. King
October 11	National Trade Show	Woburn, MA	100	V. Brown/D. Watson
October 12	CHA/CTO Trade Show	Newark, NJ	150	G. Johnson
October 12	National Trade Show	Seekonk, MA	100	V. Brown/D. Watson
October 13	National Trade Show	Windor Locks, CT	100	A. Adderley
October 16	CT ASTA Trade Show	Bridgeport, CT	250	A. Adderley

NORTHEAST AREA
TRADE/CONSUMER SHOWS - JANUARY - DECEMBER, 1995

DATE	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
October 16	CHA/CTO Trade Show	So. New Jersey	150	G. Johnson
October 21	Empress Travel Show	Albany, NY		A. Adderley
October 22	Empress Travel Show	Syracuse, NY		A. Adderley
October 23	Hudson Valley ASTA	Tarrytown, NY	300	M. Lewis
October 24	Golf Group '95	Washington DC		K. Evans/C. King
October 24	CHA/CTO Trade Show	Boston, MA	150	V. Brown
October 25	Maine ASTA	Portland, ME		V. Brown
October 25	Golf Group '95	Baltimore, MD		B. Vanderpool
October 26	Boston Globe	Boston, MA		V. Brown
October 26	Golf Group '95	Philadelphia, PA		B. Bosfield
October 30	LI ASTA Trade Show	Melville, NY	300	R. Culmer

NORTHEAST AREA
TRADE/CONSUMER SHOWS - JANUARY - DECEMBER, 1995

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
October 30	Golf Group '95	New York, NY		M. Higgs
October 31	Golf Group '95	Meadowlands, NJ		G. Johnson

Also participated in Sales calls on travel agencies in New York, New Jersey, Connecticut, Boston & New England States, Pennsylvania, Delaware & Washington D.C., & Maryland.

Also conducted Bahamas Seminars in these states.

NORTHEAST AREA
TRADE/CONSUMER SHOWS - JANUARY - DECEMBER, 1995

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
November 1	TABS Trade Show	Brooklyn, NY	400	M. Lewis
November 1	National Trade Show	Richmond, VA	100	K. Evans
November 1	Golf Group '95	Boston, Ma		V. Brown
November 2	National Trade Show	Norfolk, VA	100	K. Evans

Also Participated in Sales Calls on travel agencies in New York, New Jersey, Connecticut, Washington, D.C., Maryland, Delaware, Pennsylvania, Boston, and New England States.

December 1 - 22

December 1	Bahamas Night	New Jersey	400	G. Johnson R. Harrison M. Higgs, A. Adderley
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REmainder of the month participated in Sales calls on Travel Agencies in the New York, New Jersey, Connecticut, Washington, D.C., Maryland, Delaware, Pennsylvania, Boston & New England States.

**LOS ANGELES OFFICE
FALL TRADE SHOWS 1995**

Sept 6-9	VUSAMart, Long Beach (TBA)		
Sept 11	NTE show/seminar Los Angeles		
	National Trade show, Concord		
Sept 12	NTE show seminar, Woodland Hills		
	National Trade show, Fresno, CA		
Sept 13	NTE show seminar, Anaheim		
	National Trade show, Sacramento		
Sept 14	National Trade Show, Millbrae		
Sept 15-17	Discover Diving, San Diego		
Sept 21	Friendly Holidays Silver Splash, Queen Mary Long Beach		
Sept 27	NCC/CTO, Petaluma, CA		200
Oct 5	National Travel Exchange, Las Vegas NV	400 t/a	575
Oct 6	National Travel Exchange, Tucson AZ	400 t/a	575
Oct 6-8	Travelage Trade Show, Anaheim CA		1195
Oct 10	National Travel Exchange, Phoenix AZ	400 t/a	575
Oct 13	Innerspace '95, Monterey		
Oct 22	Bridal Expo, San Francisco		795
Oct 29	Bridal Expo, Anaheim		
Oct 27-29	A Taste of Sunset, Long Beach CA		1000
Nov 5	Bridal Expo, Los Angeles		
Nov 6	NTE, Sacramento		

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REGISTRATION UNIT

**LOS ANGELES OFFICE
FALL TRADE SHOWS 1995**

Sept 6-9	VUSAMart, Long Beach (TBA)		
Sept 11	NTE show/seminar Los Angeles		
	National Trade show, Concord		
Sept 12	NTE show seminar, Woodland Hills		
	National Trade show, Fresno, CA		
Sept 13	NTE show seminar, Anaheim		
	National Trade show, Sacramento		
Sept 14	National Trade Show, Millbrae		
Sept 15-17	Discover Diving, San Diego		
Sept 21	Friendly Holidays Silver Splash, Queen Mary Long Beach		
Sept 27	NCC/CTO, Petaluma, CA		200
Oct 5	National Travel Exchange, Las Vegas NV	400 t/a	575
Oct 6	National Travel Exchange, Tucson AZ	400 t/a	575
Oct 6-8	Travelage Trade Show, Anaheim CA		1195
Oct 10	National Travel Exchange, Phoenix AZ	400 t/a	575
Oct 13	Innerspace '95, Monterey		
Oct 22	Bridal Expo, San Francisco		795
Oct 29	Bridal Expo, Anaheim		
Oct 27-29	A Taste of Sunset, Long Beach CA		1000
Nov 5	Bridal Expo, Los Angeles		
Nov 6	NTE, Sacramento		

Nov 14 Sell-A-Brate World Travel, Phoenix AZ

Nov 15 CTO Cascade Chapter

Nov 16 Golfgroup '95, Orange County, CA

ASTA Western Regional, Denver CO

Nov 14 Sell-A-Brate World Travel, Phoenix AZ

Nov 15 CTO Cascade Chapter

Nov 16 Golfgroup '95, Orange County, CA

ASTA Western Regional, Denver CO

June 1995

June 15	Travel Professionals - Santa Rosa	100 c	
June 29	Lets Travel - open house	10 t/a	
July 23	Bridal Bazaar, San Diego CA	8000 c	780

BTO MIDWEST AREA
JULY-DECEMBER, 1995 PROMOTIONS/SEMINARS

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CRIMINAL DIVISION

July 3-August 27

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7/8-12

INTERNAL SECURITY 7/11
SECTION
REGISTRATION UNIT 7/13

7/13

7/14

7/19

7/21

AUGUST

8/6

8/10

8/10

8/13-14

8/16-18

8/19

8/20

Subway Promotion, Toledo, OH

NAACP Convention, Minneapolis, MN

Imperial Travel Presentation, Indiana

Central Travel, Toledo, OH

ASTA Presentation, Indianapolis, IN

Viking Travel Pres., LaGrange, IL

ASTA Riverfest, Bettendorf, Iowa

AAA Travel Pres., Ohio

Today's Bridal Show, Peoria, IL

Big Boy Golf, Lafayette, IN

Indiana Black, Expo, Indianapolis, IN

**Destination Travel Trade Show,
Indianapolis, IN**

Funjet Blitz, Milwaukee, WI

Missouri Black Expo, St. Louis, MO

**Vagabond Travel Live Remote Broadcast,
Nassau, Bahamas**

SEPTEMBER

- 9/6 CTO Conference, Nassau, Bahamas
- 9/6 International Marketplace Travel Show, Detroit, MI
- 9/6 TWA Airline Trade Show, St. Louis, MO
- 9/7 BTO/Funjet Seminar, Brookfield, WI
- 9/8 BTO/Funjet Seminar, Milwaukee, WI
- 9/11 Apple Vacations Trade Show, Oakbrook, IL
- 9/11 Princess Vacations Trade show, Milwaukee, WI
- 9/12 Princess Vacations Trade Show, Palos Heights, IL
- 9/13 McCord Travel Trade Show, Chicago, IL
- 9/13 Apple Vacations Trade Show, Milwaukee, WI
- 9/13 Princess Vacations Trade Show, Arlington Heights, IL
- 9/13 ASTA Seminar, Indianapolis, IN
- 9/13 LIMRA Conference, Chicago, IL
- 9/14 Princess Vacations Trade Show, Oakbrook, IL
- 9/14 Apple Vacations Trade Show, St. Louis, MO

9/15 Princess Vacations Trade Show, Chciago, IL
9/18 Portage Travel Presentation, Cleveland, OH
9/19 All Service Travel Seminar, Minneapolis, MN
9/19-20 ITME Seminar, Chicago, IL
9/20 ATA Seminar, Indianapolis, IN
9/20 All Service Travel Seminar, Minneapolis, MN
9/25 ASTA Tri-Chapter, Michiagn OH
9/28 Uniglobe Travel Seminar, Ohio, show,

OCTOBER

10/5 BTO Seminar, Traverse City, MI
10/9 BTO Seminar, Springfield, IL
10/10 Woodside Travel Trade Show, Louisville, KY
10/10 MASTRORAMA Trade Show, Chicago, IL
10/12 BTO Seminar, Chciago, IL
10/17 Star Tribune Trade Show, Minneapolis, MN
10/17 Bridal Expo, Cincinnati, OH
10/16-17 WRTV Radio Trade Show, Indianapolis, IN

10/17 CTO Trade Show, Cleveland, OH
10/18 CTO Show, Chicago, IL
10/19 CTO Show, Minneapolis, MN
10/19 Plain Dealer Trade Show, Cleveland, OH
10/20 Kingdom Tours Fam Trip, Toledo, OH
10/23 National Trade Show, Cincinnati, OH
10/24 National Trade Show, Columbus, OH
10/25 National Trade Show, Akron, OH
10/26 National Trade Show, Cleveland, OH
10/26 St. Louis Post Dispatch Trade Show,
St. Louis, MO

NOVEMBER

11/1 BTO Seminar, Troy, MI
11/2 BTO Seminar, Ann Arbor, MI
11/6 BTO Seminar, Kansas City, MO
11/7 BTO Seminar, St. Louis, MO
11/8 BTO Seminar, Lafayette, IN
11/9 BTO Seminar, Indianapolis, IN
11/10 BTO Seminar, Ft. Wayne, IN
11/12 Bridal Expo, Chicago, IL
11/12 East Town Travel Trade Show,
Milwaukee, WI

11/13

BTO Seminar, Cincinnati, OH

11/14

BTO Seminar, Dayton, OH

11/15

BTO Seminar, Akron, OH

11/16

BTO Seminar, Toledo, OH

11/17

BTO Seminar, Cleveland, OH

DECEMBER

Monday, December 1, 1958, Columbus, OH

Friday, December 5, 1958, Columbus, OH

Friday, December 5, 1958, Xenia, OH

Monday, December 8, 1958, Columbus, OH



HIGHLIGHTS



A Semimonthly Update of the BTO - Southeast/Latin America

September 15, 1995

Teamwork...
 As my appointment to the Area Office became a reality, I must confess that I was instantly overwhelmed with two emotions: on the one hand, an enormous sense of pride; on the other, a great feeling of humility. In the weeks that have followed, those powerful feelings have not diminished. If anything, they have intensified as my responsibilities, on behalf of our country, occupy my time and mind.

In pridefully accepting the leadership mantle, I also realize that, just as the cockswain has the overall responsibility for directing the crew, it is the rowers themselves that are the major factor in winning the race. In short, it is the teamwork of all that successfully carries the day. So it must be with us...active teamwork.

Organizations were once solely thought of as pyramids. Many workers on the bottom, layered with supervisors and

middle managers as this multi-tiered structure rose to its predictable point, the president, the chairman - the chief.

Solid, impressive, and seemingly impervious to change... the pyramid philosophy often produced a rigid hierarchy, one that stifled rather than nurtured creative attainment. In our fast-changing world, we can little afford to adhere to this archaic management style.

Research has shown that teams consistently outperform individuals acting alone and the group approach an increasingly popular management strategy.

Far from a random group of individuals, a team consists of an interdependent group who have agreed on common goals and tasks, and on the steps they will take to reach them. Our "rowers" know their objective for sure,

and the best and quickest way to meet it.

Even the best teams occasionally face discouraging obstacles. But a skilled, focused and enthusiastic team can be counted on to muster the courage and determination to overcome the biggest challenge.

The modern organization cannot be perceived as "we and them." Success mandates a team effort. Long gone are the days of leadership by intimidation (command and control). Organizations have become more information-based in which every member must act as a responsible decision-maker on the team.

Team players are the leaders of tomorrow and **TEAMWORK IS SUCCESS.**

Pamela M. Richardson, CHSE

GENERAL INFORMATION

Motivational speaker, Wilbur Houston, addressed the staff on the importance of "having ability and putting forth the effort" to succeed. This was the first in a series of seminars/workshops that will be sponsored by the BTO.

Area staff have completed the first phase of computer training.

USAir, citing "stronger than anticipated" traffic and yields, said it expects to report a pretax profit for the third quarter for the calendar year.

Air Canada's winter schedule includes new scheduled daily nonstop service from both Montreal and Toronto to four Florida cities - Miami, Ft. Lauderdale, Tampa and Orlando as well as daily Toronto-Ft. Myers and thrice-weekly Toronto-West Palm Beach service.

Midway Airlines received clearance to operate between Raleigh/Durham and St. Maarten, the Netherland Antilles,

and Cancun. Midway plans to offer daily nonstop Raleigh/Durham-Cancun service beginning Oct. 29, and daily nonstop to St. Maarten beginning December 15.

Greg Farmer, US Undersecretary of Commerce for Travel and Tourism recently advised that facing increased competition for destinations as diverse as Thailand and Tunisia, the US is losing market share - and tourists - fast. Tourism is the No. 2 employer in the US. If the US share had remained the same in the last three years, it would have created 170,000 jobs, 35,000 of them in Florida.

Coming out of one of the worst years in recent tourism history, Florida's No. 1 industry is starting to bounce back. For the first five months of 1995, visitors to Florida increased 11.8 percent over the same period in 1994. More important, executives from hotels and attractions said, bookings across the state are fairly strong for the crucial winter season.

To commemorate Jamaica Week, The Miami Herald had a 16-page Jamaica supplement in the Sunday edition. Field view was one of impressive - showcasing arts, crafts, music, cuisine and culture. Lots of publicity - print and radio, street banners.

Many thanks to the Bahamas Hotel Industry for their contribution to the Bah./Am Fed. scholarship fundraiser--\$600. Royal Cribbean donated \$5,000 and AA donated all the air for the trips at the event.

Florida Panhandle tourism hurt by hurricanes (two in one month) - time to rebuild, area is a summer destination.

Organizing a sales blitz for Radisson Grand in Dade, Broward and PB with a total of eight teams.

Eagerly awaiting word on the fate of Club Bahamas. Travel agents have expressed displeasure in their operations as well as with Bahamasair.

GoGo Tours is sponsoring an open-house seminar for their top 30 agents Oct. 26 + one-day firm to Nassau on Nov. 16.

Places To Go is promoting Super Clubs Surprise promotion at \$499 for 3 nights. Customer has no idea which property staying at until 7 days out.

When negotiating, know when to hold fast and when to be a conciliator

CHARLOTTE

Midway launched daily nonstop service to San Juan from its Raleigh-Durham hub early Oct. '95. A new 1,200-space parking lot is scheduled to open at Raleigh-Durham by mid-Oct. '95.

Traditionally a strong cruise agency, Village Travel has booked a group into Breezes for Thanksgiving '96 and another group at Atlantis in January '96. Had a group of 48 pax on the Fantasy to Nassau during late September '96.

Travel Professionals has an incentive group of 100 pax to Atlantis in January '96 and is requesting collateral support.

There is a strong possibility that USAir and USAir Express will be undergoing another re-organization of the sales staff.

GoGo Tours-Charlotte sales staff visited Nassau on a firm and we were impressed with the major product improvements and they are better equipped to sell the destination.

Paradise Island Divers is planning their '96 trips and have indicated they are considering land-based packages instead of live-aboard.

Vanguard Cellular is negotiating with a PI hotel on bringing their sales meeting to Nassau next summer...will be over 300 visitors.

Awaiting word on dates for meeting with Midway Airlines with DDG. Might start up earlier than Jan. '96. Midway has postponed their new service from Raleigh to St. Thomas and St. Maarten due to hurricane damage.

GoGo Tours is in the process of setting up an in-house office at the Midway Res. Ctr. in Raleigh.

Dillard's Travel will continue to include Bahamas in their weekly multi-destination ad in The Charlotte Observer.

San Salvador was featured in the recent section of Charlotte Observer.

Sort through those piles of documents on your desk. Dump outdated, duplicated or unnecessary information.

SPECIAL INTERESTS

Dr. Miles Munroe was the featured speaker at the Plantation Church. The Bahamas received promotion from this event on WRBD radio station promoting Dr. Munroe's attendance.

The Ft. Lauderdale Boat Show will be at the Bahia Mar on Oct. 26-29 and the Bahamas has presence via a booth.

Gospel Fest '95 will be held at the Church of God Auditorium on Joe Farrington Road, De. 6-10 '95. Promotion for this event on WRBD radio.

The Great Bridal Expo held it's first two shows in Miami and Ft. Lauderdale to a capacity audience. Co-sponsored by Modern Bride and the MOT.

Bahamas was in attendance at the International Comanche Society Convention in Orlando.

The Neal Watson Drip Party Dive Conference was held in Freeport the end of September.

The first annual Bahamas Collegiate Golf Tournament was held in Nassau at Radisson Cable Beach Resort & Golf Club. There were 13 teams with a total of 65 students, coaches and others. FIU won the Bahamas floating trophy.



HIGHLIGHTS



A Semimonthly Update of the BTO - Southeast/Latin America

October 15, 1995

OCT 31 1995

Risk (and Success) . . .

Have you ever taken risk—out of necessity or otherwise—that has resulted in disappointment and failure? Has a major disappointment ever weighed heavily on your mind? Have you ever been handicapped by illness or injury? Have you ever been discouraged? Have you ever suffered a severe setback? Disparaged yourself for your own errors? Have you ever tried with all your heart...and failed? Has a personal tragedy ever occurred in your life? Have you ever had a major letdown after you have given it all you had?

Don't be disheartened. Failure is as much a part of life as risk taking and winning. As a matter of fact, the greatest successes have often come only after countless painful failures.

If you learn from a failure, you may find that you'll never again make the same mistake that produced it. Remember, mistakes are not a permanent handicap. Like breaking your leg, it normally bonds and can - in some cases - make you that much stronger.

So, learn from your mistakes!

Overnight success is a myth. It takes practice, patience and persistence for those shining moments. While it is true that

success breeds success, it is not necessarily true that failure breeds failure.

Some people say that failure is a waste. Not if you've used those errors and mistakes as a way to learn...a way to ultimately improve.

Failures and mistakes, then, should be viewed as a "corrective setback" - to again get back on target.

Many of us have a fear of being wrong. We were taught as children that making mistakes is bad, it makes us unworthy of love. It is difficult, therefore, to face criticism

When something goes wrong, don't panic. Don't immediately assume that whatever the hurdle, it can't work. Instead look at the opportunity from a different perspective. Don't concentrate on what has gone wrong; instead, zero in on what to do next. There is always a second chance; another opportunity to succeed tomorrow. By simply surviving whatever mistake has befallen you, you have shown you are not a loser.

No matter what happens, never regard yourself as a failure. And, by the same token, consciously prevent negativism from infecting your spirit.

Many people have a negative attitude about taking risks. On one hand, they realize that it is necessary to risk something in order to bring about a change for the better. But on the other hand, they fear change.

They know that many people have taken enormous risks on their road to success, but they can't imagine doing it themselves. Fear of risks often blocks any possibility of advancement and joy.

Total security is a myth. Life is risky. Acknowledge some kind of risk as a normal part of life. Learn how much it takes for you to feel comfortable with it. And discover ways to cope with stress.

The purpose of risk taking is to expand your horizons...To be all that you can be. Risk taking will make you feel confident, courageous and in control. So, keep your mind on your goal. Plan carefully for it. And then...take the risk. Chances are you will succeed.

If you feel hesitant, remember the real risk is in taking no risk at all.

Pamela M. Richardson, CHSE

"QUOTABLE"

To swear off making mistakes is easy, all you have to do is swear off having ideas.

Leo Burnett

GENERAL INFORMATION

The Bahamas will stage the first Bahamas Music and Heritage Festival, November 25/26 during the '95 One Bahamas Celebrations. The festival, to be held at the Queen Elizabeth Sports Center, will feature a New Orleans-type atmosphere and will include entertainment from throughout the cross spectrum of musical expression in the country.

Sky Unlimited has announced its Bimini-Nassau route beginning Wednesday, October 11 with one-way fare at \$68. Flights schedule is Monday, Wed. and Sat. departing Nassau at 8:30 and departing Bimini at 9:40 a.m.

Made call on Commissioner Poiter and Immed. Past Chair. Broward County and Director of Broward Library System to discuss possibilities of her office lending assistance with our consumer awareness campaign.

Jamaica Week at Coco Walk still generating press coverage - article on Bobsled team featured in mid-Oct.

Sea World, Orlando planning a new exhibit of Duval Street in Key West. Opposition voiced by Chamber of Commerce. Mentioned they will replicate Bahamian architecture.

The Europeans are back in Florida. Demands dictates BA adding third daily 747 and LTU and Mainair traffic very healthy.

Will attend the TOP's show (at the invitation of Paco Gao of the Miami Herald) to be introduced to the Hispanic Tour Operators.

Working with Miami Herald on costs for a Bahamas supplement for spring/summer '96.

FLL CVB will have their second USAir Trade Mission to Pirates Cove, Nov. 1-2. District Manager to attend for address in an attempt to obtain commitment from FLL hotels to offer Bahamas info. at their concierge desks.

"Greater than Ever Fort Lauderdale" is the new CVB branding and repositioning line and are targeting multicultural families, couples and conventions.

Gulfstream is offering a special "See FL First" fare at \$99 r/t and "Discover The Bahamas at \$129 r. Adv. in Miami Herald and Sun Sentinel. New ticket office and res. phone open in Nassau in Palmdale.

The National Trade Shows in Florida (Jax, Orlando, Sarasota, Clearwater) were well attended with quality agents.

Certified Vacations launched their Caribbean Trends campaign to their 175 reservation agents in mini-tradefair format to meet and talk with supplier. Met with marketing executives of CV for update on all CV activities. Special events: product launch of Caribbean Trends promotion to travel agents Nov. 15/16 Miami/FLL; Bahamas Day for res. staff, Dec. 11; and possible Discovery Centre Bahamas launch to the travel trade (tba). CV to open a res. office in Salt Lake City, Utah in early '96 with approx. 100 people.

Kingdom Tours is opening operation in Orlando. Promoting charter flights to Nassau from Sanford, Feb. -April '96 with 3,4,7 night programs. Towne Hotel is lead at \$179. Other hotels: Astoria, BC, South Ocean, Radisson Grand, Atlantis, etc.

Will be participating in Changes in Latitude trade shows in Orlando, and Tampa, Nov. 15/16. Channels bulk of business to Out Islands. Working with principal, Ray Valdez re. Bahamas internet coop proposal. His 11 JA hotels and Costa Rica hotels have gone on line and very successful.

Will make presentation to HSMAL-Broward to appeal to the audience to consider a Bahamas side-trip as an enhancement to their hotel stay rather than competition.

Key West, for the 17th year will celebrate "Fantasy Fest" with 10 days of events that include yacht racing, beach parties and a pet masquerade.

Some succeed because they are destined to, but most succeed because they are determined to!

CHARLOTTE

World Travel Partners has a small group interested in Freeport. Currently working on definite dates.

USAir had a tremendous agent turnout for the two shows in Charlotte and Greensboro--over 250. Agents took lots of brochures and asked questions! USAir Vacations also announced that res. agents will increase by 100% - to 300 persons in early '96....In Mid-Nov. they will be adding Cancun to their inventory...also now one of the tour operators for Walt Disney World.

Mann Travel is interested in The Bahamas participating in The Festival of Nations promotions at Spirit Square. Awaiting proposal.

GoGo Tours included Atlantis in their multi-destination ad in the Charlotte Observer.

Springbreak Travel is very concerned re. the closure of the Grand Bahama Hotel where they have 125 rooms booked for March. Working with hotel to ascertain opening dates.

USAir is expected to begin service to St. Thomas at the end of Oct. and St. Croix Feb. 14.

Air South says Charlotte is on its list for expanding low-fare service next year. Columbia-based discount airline, services Columbia, Raleigh-Durham, Atlanta and four Florida cities.

A Port Of Call Travel is int. in bringing two radio personalities to Nassau for a live broadcast next year. The program airs during the mornings hours in 30 different markets in the Southeast. Further negotiations are ongoing.

TN Travel is in the process of putting together a proposal for the Raleigh Chamber of Commerce for an incentive program



HIGHLIGHTS



A Semimonthly Update of the BTO - Southeast/Latin America

October 30, 1995

A Room With A View...

Looking down on this panoramic view that is Cuba, remnants of pre-revolution days are evident: in the old cars that hum along the wide boulevards, the quaint art deco tiled hotels that would be very much at home on trendy Ocean Drive, South Beach, Miami. Wandering trios that entertain with melodic Hispanic music and popular tunes, adding a nice touch not often seen in the Caribbean. Hotels with live Cabaret shows with packed audiences, are common. Its almost as if we have passed through the twilight zone. The old buildings which have long lost their coat of paint but retain their noble bearings, lend stature to a tired, grand old lady, who could use a new dress and a fresh makeover.

Contrasting the ambiance and charm of Havana, are the new resort properties of Varadero, that compare favourably with hotels in the Caribbean. What strikes you immediately is the deference to ecotourism and obvious attempt to maintain the integrity of Spanish architecture by graciously nestling these buildings between the grand old summer homes, left behind by

wealthy Cubans. These abandoned old homes are now the setting for fine restaurants, serving sumptuous Cuban cuisine including bean 'n rice and pork prepared in a variety of tasty dishes.

The construction industry is thriving and huge structures are near completion adding to the growing 20,000 hotel rooms, built by European companies, using Cuban labor. Superclubs is there with a large, bungalow-style property on the beach. Lawns and gardens are well-manicured, hotels are painted, they boast contemporary glass elevators, cool aviaries with chirping birds and cascading water areas a common feature. Gorgeous stretches of coastal waters as clear as in The Bahamas, stretches of beaches, interrupted by jutting rocky cliffs, bearing a gray, coarse sand.

Tourism linkages are visible and clearly driven by necessity. As natives of the Caribbean, we applaud these linkages and tourists love it. What a delight to drink strong Cuban coffee and to feast on fresh guava, mango, pink grapefruit, sugar apples and native bananas - all local produce

from the island. Perhaps not as aesthetically pleasing to the eye, but just as satisfying to the palate.

A trip to Cuba would not be complete without a visit to a cigar factory, vendors with workstations are also posted in hotels exhibiting their craft. Cathedral Square (straw market), is a mecca of capitalism: there are oil paintings aplenty depicting a colorful culture and beautiful scenery, books galore, leather bound, paperbacks, in English and in Spanish, literary works, books on Communism, the revolution...pottery items and unusual paper mache creations, made from the pods of the tree we call the Royal Poinciana.

Other must sees: the world-renowned Tropicana Show (US\$60), a first class production and certainly the best show in the Caribbean, and after walking around the city, drop in at La Bedqita Del Medio, claimed by writers, poets, artists and celebrities - evidenced by their signatures sprawled all over the walls, for their famous "mojita", a Cuban specialty made with rum, lime juice, mint and water.

Janet Johnson

GENERAL INFORMATION

The Government has sold the Grand Bahama Beach and Lucayan Beach hotels to Sun and Sea Estates Ltd., owners of Grand Bahama's Clarion Atlantic Beach Hotel. The Grand Bahama Beach, formerly Radisson Grand Bahama, has closed

for renovations and will reopen Feb. 8 as the three-star Flamingo Beach Resort. The Lucayan Beach is scheduled to be renovated, starting in June, and will reopen as a four-star deluxe resort under another name.



HIGHLIGHTS



A Semimonthly Update of the BTO - Southeast/Latin America

December 15, 1995

Tis The Season...

Malls are mobbed, parking areas are packed, lines are long and you just have not quite made up your mind for those few last-minute gifts. And, finally the realization that the only way to maintain your sanity through this season, without heavy medication, is to turn to a friend.

For one thing, a friend can amazingly adjust your attitude towards shopping, decisions and administering aspirin instead of heavy medication. It has absolutely nothing to do with the spirit of the season, you want to return to a period of innocence, a time less complicated and not loose the reason for the season.

If you really think long and hard, we can learn everything for the holiday season from everyone's hero - Santa Claus - for it is he who advocated:

- Do what you love
- Don't worry, be happy
- See the world
- Indulge yourself
- Don't overstay your welcome, know when it's time to go home
- Laugh often and out loud. It's healing and contagious
- Believe in yourself, and others will too
- Do the little things that help make dreams come true
- Pay attention to the details - make lists and check them twice
- See the possibilities
- Build trusting relationships
- Have pride in your work
- Life is a magical journey. Live it accordingly
- Dare to dream the impossible dream

- Always maintain a little mystery
- Faith, hope and love can work miracles
- Spread happiness wherever you go
- Show up when you're expected
- Respect people's difference
- Be kind to the little people
- Don't try to be something you're not
- Be a good and supportive listener
- Set challenging goals, work hard to achieve them and then take a long vacation
- It's better to give than to receive!

The real reason for the season...

Pamela M. Richardson, CHSE

GENERAL INFORMATION

The Greater Miami Convention & Visitors Bureau is expecting a record year for tourism. Over the first nine months, total overnight visitors increased 8% compared to '94. The domestic market posted a 14% rise, while international grew nearly 4%.

Midway Airlines received approval to operate between Raleigh/Durham and Bermuda. The carrier plans to begin daily service in June using A-320 aircraft.

The Sun Princess, now the world's largest cruise ship at 77,000 tons, steamed into its home port of Port Everglades for seven-day cruises to the Western Caribbean through mid-April.

BJ's Vacations (division of the wholesale club BJ's) is featuring Nassau hotels at a \$50 discount per couple for a

minimum stay of 5 nights. Packages are with Delta Dream Vacations.

On the eve of the winter tourism season, Air Jamaica, the national airline of Jamaica, can't begin flying scheduled new routes to the United States because its aviation regulators don't meet US standards.

Sir Freddie Laker is ready to start US to Europe air service again - this time out of Ft. Lauderdale and Orlando.

As a part of a multi-faceted program to expand Air Jamaica's sales effort, Air Jamaica Vacations, the carrier's renamed and re-constituted wholesale division, is offering travel agents a 13% commission on all bookings made through Dec. 31 for travel through '96. Applicable to all packages.

Air Aruba has increased service to the island from Miami (a second flight on Saturdays) and extended its promotional programs. It also named a wholesaler (TM Expeditions) to administer its agent discount program.

Jamaica, once again, had their 1995 supplement in the late November edition of Travel Weekly.

**Hope is the positive mode
awaiting the future**

PRODUCT UPDATE

Sandals Royal Bahamian has been receiving much attention in Travel Weekly with a special 8-panel color pull-out supplement with a \$100,000 Learn & Earn Sweepstakes. Now scheduled to open mid-March '96.

NBC (The Today Show) visited Bimini to profile Dr. Samuel Gruber, the professor of Marine Biology and Fisheries for the University of Miami.

Jay Clarke, travel editor of Miami Herald, is in the process of writing a feature on Green Turtle Cay and the story will run early '96.

South Ocean Golf and Beach Resort has set Supersaver rates, which will be valid through April 9....\$140 single/double.

Atlantis is offering a special to South Florida residents who book now through to December 20 '95. Rate is \$159 per person, double for 2 days/1 night (a saving of \$140 per couple) Package is air inclusive.

**Never confuse a single defeat with a
final defeat**

ATLANTA

During late November, Vernal Sands, Director of Sunshine of the Marriott Crystal Palace, was featured (3 times) on Good Morning Atlanta. Interview presented promotional opportunities. Along with Vernal, guests were also interviewed about their vacation in Nassau. Very positive and well received.

Seces Productions has confirmed that their three upcoming groups will all go to the Bahamas. April 19 - 21 will be housed at Nassau Marriott. Crystal Vacations has been contracted to provide charter air service along with complete package. Promotions have begun on BET, VH1, CNBBC, Discovery Channel and WRFG-FM, all in Atlanta.

The July 15 - 19 and August 8 - 12, '96 groups have been confirmed; however, still negotiating with hotels and air carrier.

Incentives Solutions Inc., a group of 120 persons will be housed at Nassau Marriott, February 13 - 18, 96.

All State Insurance, incentive group of 450 people, will cruise on Carnival January 5 to Nassau.

Bell South, incentive of 202 people, will be at Atlantis, January 17 - 21 '96.

Incentive Solutions, Inc. a group of 80 will have a 7-night stay at Nassau Marriott.

The National Newspaper Association Convention, a group of 50 persons from the Atlanta area, will be at Nassau Marriott and Radisson Cable Beach, January 23 - 28 '96. Group was originally booked at St. Croix but the publisher changed venue after a visit in July.

Presently working with Southlake Volvo, Buick & Subaru and National Automobile Dealers Assoc. for 1996 and 1997 meetings respectively.

American Eagle has begun two daily non-stop service between Mobile, AL and Miami. To promote service, BTO attended trade show in Mobile, hosted by American Eagle and made a Bahamas presentation.

Due to increased staff and need for additional office space, Vacation Express has moved. New address is: 2987 Clairmont Rd., Suite 205, Atlanta 30329.

Bahamas Seafood Festival featured in a two full page ad in the travel section of the Atlanta Tribune, in early Dec.

Working with several Olympic bodies on possibility of junkanoo performing at various venues during the '96 Olympics.

Black Expo USA forwarded invitation to Deputy Prime Minister to attend the opening and perform the ribbon cutting ceremonies at Black Expo '96 in Atlanta March 30. Minister will receive key to city from Mayor, Bill Campbell.

Retail agents are reporting slow traffic. Most hotels requested for the holiday period are full.

Agent from American Express Travel in Tucker, GA recently returned from a cruise. While in Nassau, she was interested in visiting Cable Beach but decided against due to the rude taxi cab drivers who were arguing amongst themselves as to who should have the fare.

Attended the Atlanta Tribunes Annual Holiday Party at the Sci-Trek Museum. Radisson Cable Beach provided the grand prize in exchange for being listed on 600 invitations that were mailed out to clients and sponsors. Bahamas was also mentioned on a half page ad.

Failure is an event,
never a person

FLORIDA

PIA stopped flying voluntarily after failing a regulation check. After one day, they were back with limited service; however, have resumed full service.

Bahamasair threatening to pull FLL-Exuma service due to very low loads. American Eagle also serves this area.

A junkanoo display is now at the Museum of Science and Discovery.

Liberty Travel has two groups: Unitarian Church for 75 rooms at Radisson Cable Beach, August 8-16 and a Family Reunion for 30 rooms at Peach & Plenty.

Bahamasair is attempting to reposition the carrier and register a marked improvement with arrival/departures, overall service and seat yields.

Bahamasair will meet with T for Travel Tours to break stalemate.

Attended the CTO Central Florida meeting which was attended by 6 suppliers and 35 agents.

Attended the Central Florida Business Traveler's Assn. dinner where 90 people attended.

Hosted GoGo-Orlando for a office luncheon. Discussed in-house seminars for key accounts, possible sponsorship of a CTO educational meeting, etc.

Atlantis is the lead in Sunshine Savings at \$379 from Orlando on American Eagle.

Island Hoppers is relocating from Sanford to Kissimmee and merging with travel agency who will do all their ticketing.

Reggae Jam & Calypso Travel interested in a program using Sandals/SuperClubs and Island Outpost along with other small hotels. Based in Tampa and presently offers 70 Jamaican properties in their nine-year program.

Arnaveral Cruise Line will begin operating the Dolphin IV on 3/2 nights cruises from Port Canaveral to The Bahamas.

This is causing some confusion particularly with the name. Lead is \$274 which undercuts land packages.

Success is going from failure to failure
without loss of enthusiasm

CHARLOTTE

The Greensboro News and Observer will be featuring a Caribbean section concentrating on post-hurricane. St. Thomas.

Travel Agents International is interested in a co-op ad for Charlotte.

Dillard Travel will continue advertising The Bahamas in their multi-destination ad that appears in the weekly Charlotte Observer. Lead is \$469 at the British Colonial for 2 nights.

The listing received from GoGo Tours on their top Bahamas accounts have all been paid a personal call.

USAir has increased their service to Jamaica to daily service and appears that loads are very favorable.

AAA has a small group of 30 people for June '96. In process of selecting hotel.

Midway still in process of evaluating the costs of the proposed new Raleigh/Nassau service. Now only need landing fee costs to finalize.

Radisson Grand provided the USAir sales office with the grand prize for their Christmas party.

Bob Hawkins, formerly of American Airlines, has taken a post with Midway Connection, the commuter carrier.

Now sit on the convention committee of TAC.

GoGo included the Radisson Cable Beach and Atlantis in their multi-destination ad in the Charlotte Observer.

Having a dream isn't stupid ... it's
not having a dream that's stupid

LATIN AMERICA

Because of the cheaper peso, Mexico expects exports to rise to account for 29% of the country's economic activity next year, up from around 27% this year. Inflation is expected to fall from around 52% this year to around 20.5% next year.

The YTD August 1995 hotel nights statistics show Latin America up 8.2%. The healthiest increases are from Brazil (+42.9%); Chile (+73.2%); Peru (+161.99%); Panama (+89.85); and Uruguay (+87.2%). A slight decline of -2.8% was experienced by Argentina which is still our number one producer at 25,755 hotel nights. And all of this is with relatively no support.

The impact of the recent devaluation in Venezuela has been devastating for the travel industry. Bookings are down 45% as air travel has increased by over 90%.

Bian Tours has launched a new five nights air inclusive package from Buenos Aires to Miami and The Bahamas. Destination is Freeport inclusive of a two-night package operated by Princess with price of \$942 pp double. This promotion was included in the monthly bulletin sent to the Diners Club data base cardholders together with the monthly statement.

Logan Travel has launched a new air inclusive package from Ft. Lauderdale operated by Princess. Packages are from 2-7 nights with lead of \$169 pp, double. The wholesalers has also launched a 14-nights air inclusive from Buenos Aires combining Orlando, Miami and Freeport, with a cost of \$1,868.

The pool formed by Turar, Adia Turismo, Asensio Tours and Thorolf Hillblad will launch packages from Buenos Aires promoting Grand Bahama and the Princess Hotel that will support the marketing activities with a coop budget. Campaign to start in March.

Sandals, Latin America is interested in joint promotions for breakfast seminars, fairs, co-op advertisement.

TVN channel 7 featured a 10-minute report on The Bahamas as a preferred leisure destination for Chileans. Report on air during night news program "24 Hours" which has the second best audience ranking.

Amanda Santana of Club Fortuna made sales calls with the GSA's in Chile and Argentina.

Destinos Europeos claims that the Bahamas is selling best of all Caribbean destinations from Mexico although Puerto Rico is also capturing interest.

Miami Facile, a Miami-based tour operator, has a request for an incentive group from Italy, 55 people to Nassau in July for 4 nights. Hotels are being solicited for rates.

Atalaya Turismo is the official operator in Argentina for Club Fortuna. During a week, AT arranged a series of seminars for Club Fortuna and Grand Bahama whereby they educated over 200 travel agents on the product.

Spanish/Portugese collateral materials are needed more urgently each month!

Met with all Bahamas tour operators in Argentina. The general consensus was that The Bahamas has greater potential; however, we have lost our competitive edge over the past four years due to lack of promotions, publicity (generic campaign) and other Caribbean destinations have taken the lead. Emphasis have to be placed not only on the tour operators, travel agent but the consumer must be re-educated on The Bahamas as a multi-faceted destination.

Everyone lives for
something better to come

HAPPY HOLIDAYS

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HIGHLIGHTS



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November 30, 1995

Attitude...

When a trained marathoner begins a race with expectations of success, he or she is more apt to attain that personal record. By simply focusing on victory, senses are sharper, there is a greater degree of enthusiasm, endorphins flow, and runners are able to tap their true potential. Conversely, modest expectancy does not produce the same results.

The difference in performance comes down to one major quality—attitude.

Attitude is a mind set. It all starts in your head. It is the way you communicate your mood and thoughts to others. When you are optimistic, you transmit a positive attitude and people will usually respond favorably. On the other hand, by showing pessimism, your attitude often is negative, and people will tend to avoid or ignore you.

Attitude can make you view situations as either opportunities

found or lost. It's up to you. Meetings can be interesting or boring. Rainy days can be perceived as beautiful...or depressing. Confrontation, meaningful...or unproductive. In short, you have control over what picture of life you prefer.

No one can be positive all of the time. It is an ongoing, sensitive process. It is often a challenge to push negative factors out of your mind. When things get really tough, a positive mental attitude may be impossible or perhaps even inappropriate. In any case, you must possess that inner ability to bounce back quickly, so that you do not miss out on all the great things life has to offer.

Possessing a positive mental attitude does not mean you have to ignore problems. Solve those problems and confront challenges as they happen, rather than allowing them to weigh you down. Your

positive attitude will put you in a better frame of mind to face them.

In the work environment, as in your personal life, your attitude makes a huge difference. A positive attitude will quickly expand your circle of business acquaintances. When transmitting friendly signals - people are more open to you. Nothing contributes more to building and maintaining healthy relationships than a positive attitude.

Everyone has the capacity to be positive under almost any circumstance. A positive attitude can enhance your career (money) and build better human relationships (happiness). It's the key to success in any problem-solving procedure. Go ahead. Make your day. Use your positive attitude to find new successes and personal joy.

Pamela M. Richardson, CRSE

GENERAL INFORMATION

To date, there are 229 buyers for CHA Marketplace '96 to be held in Cancun in early January. There are 88 Europeans, 38 Latin Americans, 16 Canadians and two Australians.

World Travel Market organizer Reed Exhibitors unveiled plans to hold a US-based travel show in 1997. American Travel Market, set for Oct. 23-26 in Orlando is projected to host more than 10,000 US agents, tour operators and consumers.

With the mutual agreement of both Delta and Walt Disney to sever ties as Delta being the 'official airline', Walt Disney said that the company will hold off seeking another "official" airline.

Bermuda's 68 degree temperature guarantee program is once again in effect from November through March. Much more will be heard about this program thanks to the governments push to lure visitors during this period.

Mexico's problems are of more than just passing significance. It now appears that Mexico's financial plight isn't isolated. Recession has spread to many economies in LA - South Florida's largest trading and business partner. Argentina is in a slump. Brazil, growing at a brisk clip of 10 percent at the start of the year, has just adjusted its economic growth down to an estimated 4.9 percent for the year. Venezuela faces devaluation and more austerity to meet conditions for

moderate inflation, strong growth, a large trade surplus and investor confidence.

American Eagles has launched service from San Juan to Dominica, it's 19th Caribbean destination.

Air Aruba tapped Florida-based wholesaler, TM Expeditions to handle its travel agent discount program.

Orlando/Orange County CVB named Margaret Megee marketing director...Margaret was with the Greater Miami CVB.

Carnival Cruiselines will move it its new facility by mid-'96. The building will double the size of the company's offices and house the additional 500 employees expected to be hired by '97.

The devalued Mexican peso helped boost travel to Mexico by 19% during the first half of '95 to 9.5 million overnight person trips. During the same period, there was a drop off of 34% of Mexicans traveling into the US. If the trend continues, Mexican arrivals to the US could drop to 8 million compared to 11 million in '95. This would effect our Bahamas figures.

The National Association of Bahamians, West Palm Beach had a dinner/dance to honor Calvin Lockhart. A number of the BTO staff attended.

**What worries you, master you.
It's your choice**

PRODUCT UPDATE

Janis Frawley-Holler, a journalist from Sarasota, FL has been assigned to write a story on Hope Albury and his Bahamian boat building on Man-O-War Cay. Her story on island art and Abaco will be featured in Islands Magazine which has a bi-monthly circulation of 205,000.

Nassau hotels reported the Thanksgiving weekend realized high occupancies and slighter higher room rates.

Bahamasair will commence service to Havana, Cuba December 13 every Tuesday and Saturday.

NBC carried a negative feature on Grand Bahama Island and a certificate operator.

Treasure Cay Beach Hotel featured in Current Affair, Gulfstream's in-flight magazine.

Impressive enplanement figures for October. Gulfstream, American Eagle an Delta doing extremely well - combination

of Atlantis' advertising,, Bahamas advertising, carriers special fares. Bahamasair and Carnival not faring as well.

The Out Islands Promotions Board and the Ministry held a press conference to introduce Jean-Michel Cousteau Out Island Snowkaling Adventures at Miami International Airport.

Atlantis was featured as an insert in Delta AirLines Sky Miles package for November which was mailed to all Delta AirLines frequent flyers. Package of 4-days/3-nights was \$289 pp...a special SkyMiles rates...and effective until Dec. 14 '95.

Breezes was featured in South Florida's Magazine of Shopping values 'Mailbox Values' as a special for Florida residents. Effective from Jan. 1-31 '96, Florida residents can save \$100 per couple for a 3-4 night package and \$150 per couple for a 5+ night package. Proof of residence is required upon check-in.

Canadian Sportfishing Productions traveled to Cape Santa Maria Resort to film a Canadian Sportfishing One Hour Television Special which will feature the excellent fishing The Bahamas has to offer. This special will be aired (The sports network) across Canada six to eight times in '96.

Jay Grayson was in Georgetown for a photoshoot for Power & Motor Yacht Magazine and to develop a story on the beauty of Exuma and the tranquility of the area including Stockling Island.

Sun International's Atlantis and The Bahamas were featured on ABC's Rich and Famous during the Thanksgiving holiday weekend. The excerpt was detailed and the country received excellent exposure.

**The squeaky wheel doesn't always get greased;
it often gets replaced**

ATLANTA

The BTO to host the Greater Atlanta Chapter CTO December dinner where approx. 120 travel agents to attend.

Incentives Solution has another group of 120 persons for The Bahamas, February 13-18 '96. Decision on hotel to be forthcoming.

Vacation Express has now completed a series of eight mini fam trips to Nassau totaling 58 sales and reservations personnel. Host hotel for all fams was Breezes. BTO will follow up with continued in-office educational seminars.

Commitment received from VE to provide BTO with Nassau booking trends on a monthly basis...confirmed bookings,

group movements, monthly projections, area of dominance for bookings, etc. which will enable us to better monitor where to place our emphasis.

Presently working with Bargain Travel Connection in conjunction with Globe Living World Travel on the possibility of moving 500 students during Spring Break '96.

**As long as a man stands in his own way,
everything seems to be in his way**

FLORIDA

The Out Island experience (fam) which was scheduled for the sales personnel had to be postponed due to the high cost factor involved. Accommodations, food, transportation (air/land).

Two separate tennis groups, both originating from England will be in Nassau at Atlantis and Club Med and requesting a tea party at Government House.

Neal Watson's dive program at Atlantis will be the call-to-action for the Lipton Tennis Championship direct mail insertion next March.

Dr. Gail Saunders, Director of Archives, will be the featured speaker at the Broward Consumer program addressing the future/history of The Bahamas.

Coca Cola Bahamas has graciously agreed to support the Certified promotions with 25 cases of Goombay Punch.

Certified has postponed it's Discovery Center promotion to January due to a major conflict.

Despite three industry events, Certified Vacations Caribbean Trends launch in Miami and Ft. Lauderdale were well attended (approx. 130 agents each venue). Nassau Beach, Radisson Cable Beach, Sandals, Superclubs and Holiday Inn participated.

Changes in Latitude shows in Orlando and Tampa were both well attended (180 and 230 respectively). Stella Maris also had a booth. JA was the only destination allowed to give a presentation due to the coop dollars.

Crystal Vacations has taken out a \$28 thousand advertising x 135 spots for the season during the Magic's (basketball) pre-game promotions on their flagship Sports Station WDBO and also considering billboard placements. Bahamasair the carrier of choice. Additional follow up to be conducted with Kenny Krams.

Island Tennis from Cincinnati has been working with Nassau Beach for many years and now interested in expanding program to the Out Islands. He is planning on participating

in the travel agents tennis tournament at South Ocean in January and we will further discuss his interests.

At the TOPs show, Hispanic operators advised that they concentrated on European programs and booked Bahamas through Gogo.

The TravelAge show in Orlando boasted 700 travel agents, the majority from Florida and California...only a fraction attended the Bahamas booth and did not take brochures.

Gogo Tours has a new promotion offering agents the ability to earn an additional \$20 per new booking to the Caribbean until December 31 '95 for up to 25 bookings.

Vagabond Travels has a group promotion, scheduled for May 24-27 '96 at Breezes...Junkanoo Time. Cost of \$550 pp includes air from Ft. L.

**Confidence is contagious.
So is lack of confidence**

CHARLOTTE

Dive Expeditions of Hilton Head is interested in putting together a package promoting kayaking in the Abacos.

More meetings were held with WRFX radio and Port of Call Travel on the possibility of the live broadcast from Nassau.

The last of the series of the National Trade Shows were held in Charleston, SC and Raleigh, NC and the turnout of agents was excellent. The total of 200 were excited about all the new developments in the country. Investigating the possibility of pre-show seminars for agents.

The AAA travel consumer show was not worthwhile. Poor attendance.

Once again, we are members of the Charlotte CVB and will be working with the Bureau on ways we can work pre-post trips.

LTA Tours, the wholesale division of Little Travel is interested in putting together ecotourism packages to The Bahamas.

ITG Tours of Raleigh, tour operator presently selling Europe, Hawaii and West Coast, interested in Bahamas as a destination. They use USAir and Midway.

Met with Gogo Tours in Charlotte in an attempt to obtain their 20 top Bahamas-producing accounts. What was received was unacceptable to be termed top accounts as the #6 agency only produced \$7000 worth of revenue thus far this year.

Agents are ecstatic about the opening of Sandals in January. We can expect to see business increase from this area due to the Sandals product.

**Whatever one likes to see
one likes to believe**

LATIN AMERICA

Bain Tours launched a new six night air-inclusive package from Buenos Aires to The Bahamas. The final destination is Freeport operated by Princess Vacation.

PTO, the newest tour operator in Brazil, is interested in marketing The Bahamas. A plan is being prepared.

Adia Turismo, Atalaya Turismo and Jetways have re-launched a seven night air-inclusive package with Nassau Beach.

Donde Tour Operator has launched a new three night air-inclusive package from FLL to FPO operated by Princess Vacations.

Furlong has included in the Citibank Mastercard monthly newsletter, a seven night package at the Holiday Inn. The newsletter is sent to all cardholders together with their monthly statement.

Donde and Sabor continues their seven night air-inclusive package from Buenos Aires to Miami and Freeport via Princess Vacations.

The competition of Jamaica, Aruba, Cancun, Cuba and Barbados are aggressively advertising to capture tourists during January/February '96.

Club Fortuna will be holding three breakfast seminars in Argentina during early December...Cordoba, Buenos Aires and LaPlata. Atalaya Turismo will be the wholesaler.

Destinos Europeos, took out a one-page ad in Boletin Turistico, promoting several destinations and including The Bahamas.

BWIA will add a new airbus jet to its fleet and will commence service to Buenos Aires and San Paulo.

Superclubs hosted a group of 12 travel agents from Air International (Peru).

A group of 17 travel agents visited hotels in Nassau during a cruise on RCCL, Nov. 28.

Superclubs will host a group of 11 travel agents from Venezuela, December 4.

**In order to be irreplaceable
one must always be different**

**The Bahamas Tourist Office
19495 Biscayne Blvd, Suite 809
Aventura, FL 33180
Phone: (305) 932-0051
Fax: (305) 682-8758**



HIGHLIGHTS



A Semimonthly Update of the BTO - Southeast/Latin America

November 15, 1995

Leadership...

Whether you find yourself thrust into the role of leader...or take it upon yourself to act in that capacity...using your head (while being at the head) rather than a thoughtless approach, can be the difference between fostering trust and mistrust, respect and disrespect, inspiration by others or ambivalence, a willingness to follow your direction or a stubborn disregard of your efforts.

Leaders, as the old saying goes, may be born-not made, but leaders certainly "won't have it made" in achieving compliance UNLESS they lead with intelligence. For a moment then, let us review some of those ingredients that contribute to good leadership.

As the word indicates "leadership" leads people. It does not drive them. Though perhaps obvious, there are many instances when this is overlooked. The distinction can have a huge effect on results.

Leadership means taking responsibility. The "buck stops" at the top. When praise is deserved, leaders are there to take the credit (ready with kudos to others who have also been responsible for that appreciation) and...they are also accountable for any blame. With

leadership comes the willingness to accept either.

Leadership means service. It's not a one way street where service refers only to the contributions of those who follow. Leaders offer service as well.

Leadership means loyalty...NOT demanded, but earned. (To earn loyalty from others, first be loyal to them.)

Leaders are flexible. Be prepared to be all things to all people.

Leaders possess self-knowledge. This comes from listening to your inner voice, accepting responsibility for who you are, learning that depth of knowledge is as important as breadth of knowledge, and reflecting on all the unique experiences you have had throughout your life - travel, rewarding private life, key associations with mentors and groups, and contributing education.

Leaders challenge the process. They look for innovative ways to improve the status quo.

Leaders experiment and take risks. And since risk taking involves mistakes and failures, leaders accept the inevitable disappointments as learning opportunities.

Leaders inspire shared vision. They believe they can make a difference. As they enlist others in their dream, they breathe life into visions and get others to see the exciting possibilities.

Leaders recognize contributions of those who help achieve objectives. Every winning team needs to share in the rewards of combined efforts. Good leaders celebrate accomplishments and make everyone feel like heroes.

Good leaders exhibit some of the best qualities of the animal world, namely:

- ...the vision of an eagle
- ...the wisdom of an owl
- ...the memory of an elephant
- ...the cheerfulness of a cricket
- ...the industry of a beaver
- ...the courage of a lion

But it is the human quality that counts for a great deal. How the leader deals with those around him or her. A fine leader offers guidance, yet is not an incessant talker, and when his or her work is done, aims fulfilled, those that follow, will say. "We've done it ourselves."

Pamela M. Richardson, CHSE

GENERAL INFORMATION

The Inter-American Travel Agents Society, an association of agencies owned and operated by African-Americans, scheduled its 1995 international conference in Bermuda, Dec. 3-7. The program is a blend of business meetings, educational seminars, a Bermuda trade show and familiarization visits to sites on the island.

Sun & Sea Estates Ltd., owners of the new Grand Lucayan Resorts & Casino Development which recently purchased the Grand Bahama Beach Hotel and Lucayan Beach Resort & Casino from the government, has officially named seasoned tourism pro Marva Mumroe to the position of sales director for the new multi-million dollar development project.

The Miami Herald featured Hon. Sharon Wilson, magistrate and former student in a special section on Florida Memorial College.

All Size World Tours, Delray Beach, has a senior citizens group booked at the Grand Bahamas Hotel for April (150 rooms) and Sept. (100 rooms) '96. New owners to honor contract and principals will make another site inspection when hotel reopens.

Bahamasair to contemplate hosting FL sales staff for a Breezes fam. Bahamasair's flight schedule to/from Orlando is truly unacceptable. Flight departs on Thursday at 11:00 am and returns at 9:00 am! This schedule dictates two full days off and a loss of Sunday!

Bahamas Ladies Open Tennis Tournament in Grand Bahamas attracted 65 participants, BTO hosted a reception, ZNS present every day, and an interview on the BTO's role in niche marketing.

Bahamas Men's Open at Ocean Club opens in six weeks. Todd Martin (#6 in world) headlining.

1st Travel Professionals Tennis Tournament to be held at South Ocean, Jan. 25-28. Advertisement in World Travel News will help to generate participants interest.

MK Travel promotion with South Ocean producing an average of five bookings per week. Working on a fam. in early winter '96.

Working with HMS Marketing on the possibility of some Hispanic marketing and consumer awareness of The Bahamas in the predominant Hispanic areas.

Bahamasair has commenced service from Ft. Lauderdale to Deadman's Cay/Georgetown/North Eleuthera.

**For every minute you are angry, you
lose sixty seconds of happiness.**

CHARLOTTE

In its ninth acquisition, First Travelcorp, Inc., travel management company, announced plans to acquire Going Places Travel of Atlanta for an undisclosed purchase price. The acquisition of Going Places will bring First Travelcorp's total annual sales to about \$160 million, making it one of the 25 largest travel agencies in the US.

Village Travel, one of the leading travel agency in North Carolina, was in Nassau for a site inspection on November 4.

VIP Travel, who in the past produced a group of 100+ high school band students, will no longer be organizing such trips as the school board would not endorse.

Working on a proposal with WRFX, Port Of Call Travel for a live broadcast from Nassau to the Carolinas.

Met with Midway Airlines on the possibility of them servicing The Bahamas from their hub in Raleigh commencing late April. Concerns are low load factors, yields, etc. experienced by American Airlines; however, their schedule would call for morning departure and an afternoon return - a benefit AA was unable to obtain with their schedules. A proposal is forthcoming from Midway.

Air South has a new CEO who is looking to expand. Bahamasair should consider a code share agreement. Will make necessary arrangements for meeting.

Little Travel will be producing a flyer for universities in the Carolinas for Spring Break '96.

Spring Break Travel will not have a program to Freeport in '96 as the new owners have advised they will not honor the commitment of the Radisson representing a loss of 3000 room nights. They also submitted a proposal for co-op for spring break travel which was declined.

Uniglobe Travel will be visiting the destination for a group in Nov. '96. Definite dates to be decided with the meeting planners.

**Those who bring sunshine to the lives of others
cannot keep it from themselves!**

LATIN AMERICA

Faucett Peru had a "most successful" workshop in Lima promoting the Bahamas for a New Year charter followed by a January 3 '96 charter.

Faucett has also agreed to a special charter to transport interested Peruvians to Nassau for the Bahamas vs. Peru - Davis Cup Tie in February. Tournament to be at the Nassau Beach. Charter, if approved, would accommodate 267 persons.

The Mexican peso hit a record low against the dollar. At risk: Hopes for a 1996 recovery of the Mexican economy, now deep in recession. A continued slump in Mexico also could hurt the US economy by curbing US exports.

Cruise lines are offering deep discounted fams from Miami. Agents who participate from Chile will have a site inspection arranged particularly to Atlantis and the all-inclusives where there is great interest!

GSA in Chile now working on fams for April/May '96. Club Med in Nassau and Eleuthera have offered accommodations.

Group sales and all other departments are expected to be fully operational in Sunrise by the first of the year.

Sandals Royal Bahamian is slated to open Jan. 12. The fitness center and spa will be expanded and they will be transforming the semi-private offshore island into a true retreat featuring a freshwater swimming pool with swimup bar, jacuzzi and light-fare restaurant.

Take a moment to think before you react
The greatest remedy for anger is delay,
wait awhile, think!

ATLANTA

Fantastic Voyage '95 trip to Nassau in early Nov. and it's promotion was successful. Bahamas received great exposure in print and radio.

Travel section of the Atlanta Tribune's Dec. 1 issue will be dedicated to the Seafood Festival which will include statements and photos of the Minister and info. on various Bahamian recipes.

Success Production has still not decided on a 'hotel' for their three groups to Nassau in '96.

Incentive Solutions Inc. will be sending 40 couples to Nassau Jan. 6-13, '96. Small incentive group but company has approx. 30 incentives groups per year. Decision made in near future on host hotel.

Atlanta Tribune is in discussion with Bahamas on possibility of a second trip in Spring '96 via Carnival Airlines. Last group of 300 was a cruise.

Attended Don Holland travel trade show with over 700 retail agents. A number of leads were generated.

Working with Vacation Express on putting a system in place to monitor all Bahamas bookings on a bi-weekly basis.

Made presentations at Georgia State University during International week. Strong interest in springbreak vacations.

Attended Golf Group '95 trade show; however, for more exposure suggest golf video to be playing in suite, golf posters, window displays, etc. and info on all the golf courses.

Specialty Travel interested in a group of 20 to Club Fortuna.

BellSouth Incentive group, approx 200 for Jan. 17-21 '96 has signed contract with Atlantis.

Delta presently operates two daily 727's Atlanta/Nassau. Beginning Dec. 1, Delta will add a third section to run thru March 31, '96. Aircraft will be a 757, 178/224 seats departing Atlanta at 3:20 p.m. arriving Nassau at 5:15 pm. Return will be a 727 departing Nassau at 6:00 pm. arriving Atlanta at 8:05 pm.

More and more agents are now finding their niche in adventure ecotourism. In August ASTA offered its first five-day certification program. ICTA is also preparing an adventure ecotourism program. At shows we are hearing more and more about adventure travel and exotic travel.

Observe!
A misty morning does not signify a cloudy day
Look beyond the problem!

FLORIDA

Future Tours is offering a Championship Getaway Package at the South Ocean Golf & Beach Resort, for \$139 pp/daily through Dec. 19.

GoGo Tours, North Miami, has a one-day fam. scheduled for Nassau on Carnival Airlines - 10-15 pax.

For a limited time, a \$20/\$20 incentive will be paid on each Caribbean Trends booking made through Certified Vacations. The agent earns \$20 while making another \$20 for the agency. Everyone wins. Nassau's lead price is \$199 for a two-night package.

Many, many complaints from operators in Florida re. Bahamasair. Communication unanswered. Will have to attempt a different avenue for results.

Island Hoppers still awaiting coop dollars for their 1996 program. They seem to be disgruntled by lack of support from the Out Islands.

Northwest Divers has a promotional dive trip "Back to Bimini" Nov. 17-19 from Ft. Lauderdale-10 pax.

Attended the Chris Everett's Celebrity Tennis Event in Boca Raton. Charity event with upscale audience. To consider a courtside banner for future years.

USAir Vacations Bahamas coop ad in the Sun Sentinel, featured six hotels.

Goombay Summer timely article in Miami Times - GMCVB threatening to withhold funds if organizers do not agree to re-organize/reposition event. Previously had budget of \$250,000. BTO to get involved in promotion.

The Bahamas received extensive exposure on NBC's Entertainment Tonight featuring Playboys '96 swimsuit issue. The country's name was mentioned six times.

Florida is "unsafe", according to a travel advisory issued by the UK Foreign and Commonwealth Office.

The Ministry of Tourism unveiled its new advertising campaign: "The Islands of the Bahamas: It just Keeps Getting Better" featuring celebrities Chevy Chase, Julio Iglesias, Barry White, Sir Sidney Polter, Lauren Hutton.

The second NAUI snorkeling instructor course was held in Bimini. The newest snorkeling instructors (all Out Island Hoteliers) of the Out Island Snorkeling Adventures Programme reported the experience as "first rate!"

The Ministry of Tourism has launched a new awards programme for people who have demonstrated excellence in tourism related jobs. The Cacique Awards will honour 18 outstanding individuals from throughout The Bahamas in a glamorous awards ceremony rivaling the Academy Awards January 21 '96 at Sun Atlantis Showroom.

Bahamasair has commenced daily jet service to Miami, except Tuesday/Wednesday, when the 'old equipment' will be used.

NTVJ (NBC-6) visited Freeport for an overnight stay to shoot some video on the post-hurricane, pre-tourism season in The Bahamas.

Family Filming 39 Forever TV Show visited Nassau in mid-November while on a cruise and filmed tourism spots for her show "Cruising and Nassau".

J.M. Productions had a team travelling to North Eleuthera/Harbour Island for the purpose of shooting a catalog fashion lay-out - La Redoute (French).

Trinidad & Tobago hosting "The CEO Institutes First Caribbean Basin Business Development Summit in early Nov.

Air Jamaica acquired Trans Jamaica and will not control all of Jamaica's domestic/int'l carriers. Successful privatization story.

BWIA down-sizing Miami res. center by eliminating 45 jobs. Res. handled in Trinidad. Miami team will service travel agent calls.

Plans are underway to construct a \$28 million "Harmony Park" on 30 acres of prime property in Nassau, where the natural habitats of plants and animals indigenous to The Bahamas will be recreated. When completed, it will provide an outstanding education and nature experience.

Delta Airlines, as of Jan. 1, will no longer be the "official airlines of Walt Disney World and Disneyland".

Palm Beach Cruises SA, which operates the day cruiser Viking Princess from the port of Palm Beach, FL, filed for Chapter 11 bankruptcy protection but will continue to operate the ship on its normal schedule. Four days a week, the ship departs for the Bahamas.

Carnival Air Lines is guaranteeing its air fares as the lowest to the Caribbean and elsewhere through Dec. 15. The Fort Lauderdale-based carrier will match any other line's published prices for non-stop scheduled service between the same airports of origin and departure serviced by Carnival on the same days of travel.

Club Med is continuing its Short Stay programs to Paradise Island. The Thursday-Sunday minivacations run through April 20; there are some black-out periods. Three-night rates on PI run from \$309 - \$380.

Honeymooners can take advantage of Atlantis Submarines special rates for couples throughout the Caribbean - 10% discount.

Friendly Holidays is offering Caribbean Winter Specials from Ft. Lauderdale (special) to the Towne hotel for 4-days/3-nights at \$199 per person.

Every job is a self portrait of the person who did it
and the job we do is and will continue to be a
reflection on our country!

PRODUCT UPDATE

A renovation of the Coral Ballroom and the creation of a protected trail for snorkeling are under way at Atlantis. The \$1 million renovation is scheduled for Mid-November to December. The snorkeling trail, along a coral reef is a 14-acre ocean-fed lagoon, is to be completed by end of month.

Radisson Cable Beach will be transformed into a five-star resort with a \$15 million transformation. A new facade and entry, artfully designed with intricate lattice work and flourishing foliage, will create a tropical Bahamian ambience upon arrival. Hotel will feature four restaurants (Bimini Market Grill, Amici, Blossoms and Tequila Pepe). Until renovations are complete, the hotel has a new brochure depicting all the elements of the resort.

Sun International has moved its res., leisure sales and travel industry marketing division to Sunrise. New address is:
1415 E. Sunrise Blvd.
Ft. Lauderdale, FL 33304
Phone: 954/713-2501



INSERT 14A

BAY STREET
P. O. BOX N3701
NASSAU, N.P.
BAHAMAS

MINISTRY OF TOURISM
NASSAU in the BAHAMAS

TEL: (809) 322 7500-4
(809) 322 8634
FAX: (809) 328 0945

EXPLANATION FOR THE BREAKDOWN OF RECEIPTS

Payments on behalf of all U.S. Bahamas Tourist Offices are made from the Accounting Department now located in Nassau, Bahamas. The actual breakdown of receipts from The Bahamas would be as much the same as the breakdown of the disbursements. The Bahamas Treasury has provided the Bahamas Tourist Offices with a working float. Payments are made against the float and at the end of each week, a summary of the disbursements is prepared (by account, eg. salaries, rents, transportation, etc.) and sent to the Ministry of Tourism, Nassau. The Ministry in turn sends these Reports to the Treasury requesting reimbursement. Reimbursement cheques are forwarded to The Accounts Office as they are received. The amount of the reimbursement cheques (receipts) received for a given period (eg. January-June, 1990) would be less than the amount of actual disbursements for that period since reimbursement cheques are sometimes received a month or more after reports have been submitted. the float allows us to continue day-to-day operations in such cases.

THE BAHAMAS MINISTRY OF TOURISM
JAN., 1996

INTERNAL SECURITY
SECTION
REGISTRATION UNIT

96 APR 12 PM 2:19

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION

**BAHAMAS TOURIST OFFICE
CASH RECEIPTS, JULY - DECEMBER/95**

JULY	3,189,968.59
AUGUST	4,533.23
SEPTEMBER	1,409,325.73
OCTOBER	510,264.56
NOVEMBER	2,913,854.00
DECEMBER	0.00
	<u>\$8,027,946.11</u>

Report - USG010

Bahamas Government - Ministry of Tourism
 Report of U.S. Offices Half- Year Expenditure
 Expressed in United States Dollars
 For the Half Year Ended 30/06/95

	Expenditure
Personal Emoluments (Benefits/Compensation)	739,043
Travel & Subsistence	92,565
Telephones, Telegrams, Telex & Fax	166,866
Rentals	335,236
Printing and Reproduction	2,496
Repairs and Maintenance	3,582
Fees and Professional Services	5,996
Office Supplies	14,636
Hospitality and Entertainment	71,755
 Total	 1,432,175

RECEIVED
 DEPT. OF JUSTICE
 CRIMINAL DIVISION

'96 APR 12 P12:23

INTERNAL SECURITY
 SECTION
 REGISTRATION UNIT