

**30 JUN 1996**

For Six Month Period Ending \_\_\_\_\_  
(Insert date)

Registration No. 2310

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

**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"/> |

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(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.**

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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:

<i>Name</i>	<i>Position</i>	<i>Date Connection Ended</i>
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*CB*

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>
Blaine Stoddard	Regional Manager	February 28, 1996

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>
Troy Kemp	Boise, Idaho	Marketing Manager	April, 1, 1996

**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 principal<sup>1</sup> 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 principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

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**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.

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<sup>1</sup>The 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 activity<sup>2</sup> 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.

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<sup>2</sup>The 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.<sup>3</sup>

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

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Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> 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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<sup>3</sup>A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).  
<sup>4</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

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

During this 6 month reporting period, have 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)

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**Total**

15. (b) **DISBURSEMENTS—THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>5</sup> 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 value<sup>5</sup> 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.

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

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? 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 A° Yes  No 
Exhibit B<sup>7</sup> 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 C<sup>8</sup>, 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 7 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 23 day of SEPTEMBER, 19 96

Permanent Secretary's Office  
*Patricia E. P. ...*  
SEP 23 1996  
Ministry of Tourism  
(Signature of Notary)

<sup>8</sup>The 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.)

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Renee D. Mayers  
Signature

SEPTEMBER 23, 1996  
Date

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

ASSISTANT MANAGER  
Title

CRM/ISS/REGISTRATION UNIT

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**NORTHEAST AREA  
TRADE/CONSUMER SHOWS, SALES & PROMOTIONS ACTIVITIES - JANUARY - JUNE 1996**

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<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
January 7	Bridal Expo	Alexandria, VA	300	K. Evans
January 8	Bridal Expo	Baltimore, MD	300	B. Vanderpool
January 9	NJTIPS	Secaucus, NJ	300	G. Johnson
January 12-14	Vacation Outlet	Boston, MA	10,000	V. Brown/ D. Watson
January 16	BTO Seminar	Tinton Falls, NJ	50	G. Johnson
January 17	BTO Seminar	Hunt Valley, MD	60	C. King
January 17	BTO Seminar	Monroeville, PA	100	B. Bosfield
January 17	BTO Seminar	Saddle Brook, NJ	50	G. Johnson
January 18	BTO Seminar	Pittsburgh, PA	100	B. Bosfield
January 18	BTO Seminar	Elizabeth, NJ	50	G. Johnson

Revised 8/13/96

**NORTHEAST AREA  
TRADE/CONSUMER SHOWS, SALES & PROMOTIONS ACTIVITIES - JANUARY - JUNE 1996**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
January 18	BTO Seminar	McLean, VA	60	K. Evans
January 19-20	Van Zile Trade Show	Rochester, NY	500C	M. Higgs
January 21	Bridal Expo	Hauppauge, NY	300	R. Culmer
January 22	Bridal Expo	New York, NY	300	M. Higgs
January 23(AM)	BTO Seminar	Burlington, MA	100	Brown/Watson
January 23	BTO Seminar	Cherry Hill, NJ	100	B. Bosfield
January 23	BTO Seminar	Uniondale, NY	75	R. Culmer
January 23(PM)	BTO Seminar	Leominster, MA	100	V. Brown
January 24	BTO Seminar	Waltham, MA	100	V. Brown
January 24	BTO Seminar	Trevoose, PA	100	B. Bosfield
January 25(AM)	BTO Seminar	Braintree, MA	100	Brown/Watson
January 25(PM)	BTO Seminar	Springfield, MA	100	Brown/Watson
January 25	BTO Seminar	King Prussia, PA	100	B. Bosfield

Revised 8/13/96

**NORTHEAST AREA**  
**TRADE/CONSUMER SHOWS, SALES & PROMOTIONS ACTIVITIES - JANUARY - JUNE 1996**

<b><u>DATE</u></b>	<b><u>NAME OF SHOW</u></b>	<b><u>CITY/LOCATION</u></b>	<b><u>EXPECTED ATTENDANCE</u></b>	<b><u>BTO REPRESENTATIVE</u></b>
January 25	BTO Seminar	Melville, NY	100	R. Culmer
January 28	Bridal Expo	Boston, MA	300	V. Brown
January 29	Bridal Expo	Cherry Hill, NJ	300	B. Bosfield
January 30	BTO Seminar	Jamaica, NY	75	M. Lewis
January 31	BTO Seminar	Staten Island, NY	40	M. Lewis

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

**NORTHEAST AREA  
TRADE/CONSUMER SHOWS, SALES & PROMOTIONS ACTIVITIES - JANUARY - JUNE 1996**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
February 4	Bridal Expo	Philadelphia, PA	300	B. Bosfield
February 5	Bridal Expo	Parsippany, NJ	300	G. Johnson
February 12	Bridal Expo	Uniondale, NY	300	R. Culmer

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

**NORTHEAST AREA  
TRADE/CONSUMER SHOWS, SALES & PROMOTIONS ACTIVITIES - JANUARY - JUNE 1996**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
March 4	National Trade Show	Tysons Corner, VA	100	K. Evans
March 6	National Trade Show	Wilmington, DE	100	B. Bosfield
March 7	National Trade Show	Cherry Hill, NJ	100	B. Bosfield
March 10	Bridal Expo	White Plains, NY	300	M. Lewis
March 20	LITAA Trade Show	Melville, NY	400	R. Culmer
March 22-24	Beneath The Sea	Secaucus, NJ	1000C	G. Johnson
March 22-23	AAA Travel Show	Bluefield, W. VA		B. Vanderpool
March 23	Richmond Times Dispatch	Richmond, VA	3000	K. Evans
March 25	AWTA	Tarrytown, NY	400	M. Lewis
March 30-31	C.I. Travel Show	Norfolk, VA	300	K. Evans
March 31	Bridal Expo	Washington, DC	300	B. Vanderpool

This month's activities also included daily sales calls (Monday - Friday) by marketing representatives to travel agencies, airlines,

**NORTHEAST AREA  
TRADE/CONSUMER SHOWS, SALES & PROMOTIONS ACTIVITIES - JANUARY - JUNE 1996**

wholesalers/tour operators in New York, Connecticut, New Jersey, Boston & New England states, Washington D. C., Virginia, West Virginia and Philadelphia,

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
April 1	New England CTO	Boston, MA	300	V. Brown
April 2	Bridal Expo	Huntington Sta, NY	300	R. Culmer
April 8	National Trade Show	Pittsburgh, PA	100	B. Bosfield
April 15	National Trade Show	Burlington, VT	100	V. Brown
April 16	National Trade Show	Manchester, NH	100	V. Brown
April 17	National Trade Show	Mansfield, MA	100	V. Brown
April 17	Garden State CTO	Newark, NJ	100	G. Johnson
April 18	National Trade Show	Holyoke, MA	100	V. Brown
April 19	National Trade Show	Danbury, CT	100	A. Adderley
April 23	National Trade Show	New Jersey Shore	100	G. Johnson

Revised 8/13/96

**NORTHEAST AREA  
TRADE/CONSUMER SHOWS, SALES & PROMOTIONS ACTIVITIES - JANUARY - JUNE 1996**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REPRESENTATIVE</u>
April 25	Maine ASTA	Bangor, ME	200	V. Brown
April 25	National Trade Show	Cedar Grove, NJ	100	G. Johnson

The months of April, May, and June activities included daily sales calls (Monday - Friday) to travel agencies, airlines, and tour operators/wholesalers in New York, Connecticut, New Jersey, Boston & New England states, Washington, D.C., Virginia, West Virginia and Philadelphia.

**BAHAMAS TOURISM CENTER - LA**  
**ACTIVITIES - JAN-JUNE, 1996**

NAME OF SHOW	ATT.
Travel Fair '96	300
Carnival Air Lines Lunch /Seminar	
Orange Country Register	
Sunbird Seminar	
Sunbird Breakfast Seminar	
Sunbird Seminar	
Sunbird Breakfast Seminar	
The Travel Show	
S. Arizona World Travel Show	
San Diego Travel Festival	
National Travel Exchange	
National Travel Exchange	
Metro Phoenix World Travel Show	
National Travel Exchange (Lunch)	
Sacramento Bee	
Travelage	
National Travel Exchange	
Tour Expo '96	
Bahamas Tourism Seminar	
National Travel Exchange Show	
National Travel Exchange Show	
NTE Pre Trade Sem/Show	
NTE Pre Trade Sem/Show	
Super Clubs Dinner Seminars	
Super Clubs Dinner Seminars	
Suepr Clubs Dinner Seminar	
National Travel Exchange	
Apple Vacations Seminar/Blitz	
NTE Pre Trade Sem/Show	
Promo. "Mamas in the Bahamas"	1/2 m
San Francisco Carnival, '96	200 th.

**BTO MIDWEST AREA**  
**JANUARY-JUNE, 1996 PROMOTIONS/SEMINARS**

**JANUARY**

- 10                    **ASTA Presentation, Chicago, IL**
- 12                    **Apple Vacations Presentation, Chicago, IL**
- 14                    **Landfall Inn House Seminar, Cleveland, OH**
- 15                    **Chips Travel Seminar, Cleveland, OH**
- 16                    **Lansing Travel Trade Seminar, Lansing, MI**
- 21                    **WENS Bridal Show, Indianapolis, IN**
- 23                    **Homewood Travel Show, Homewood, IL**
- 24                    **Travel Destination Show, Rockford, IL**

**FEBRUARY**

- 10                    **Sea The World Travel Show, Rock Island, IL**
- 13                    **Wisconsin Women In Travel Pres.,  
Milwaukee, WI**
- 16-18                **International Adventure Travel & Outdoor  
Show, Chicago, IL**
- 23                    **Mega Wedding Expo, Louisville, KY**
- 24-25                **Travel & Vacation Show, Green Bay, WI**
- 25                    **Advantage Travel Bridal Show,  
Indianapolis, IN**
- 26                    **Custom Travel Corp. Luncheon,  
Indianapolis, IN**

**MARCH**

- 4** AAA Travel Show, Indianapolis, IN
- 6** Lilly Corp. Luncheon, Indianapolis, IN
- 20** MAST Trade Show, Chicago, IL
- 23** St. Louis Post Dispatch Show, St. Louis, MO
- 29-30** Imperial Travel Show, Indianapolis, IN

**APRIL**

- 9** Star Tribune Show, Minneapolis, MN
- 11** Plain Dealer Show, Cleveland, OH
- 17** CTO Presentation, Chicago, IL
- 24** Bahamas Nite, Chicago, IL

**MAY**

- 8** Corporate Luncheon, Indianapolis, IN
- 8** Corporate Luncheon, Des Moines, IA
- 14** Corporate Luncheon, Chicago, IL
- 14** Presentation, Travel Agents  
Training School, Cleveland, OH
- 15** ATA Seminar, Indianapolis, IN
- 20** National Urban League Golf League,  
Chicago, IL

**JUNE**

- 3-7**                      **WVAZ Radio, Milwaukee, WI**
- 4**                         **Ft. Wayne Seminar, Ft. Wayne, IN**
- 5**                         **Corporate Luncheon, St. Louis, MO**
- 6**                         **In-House Presentation, St. Louis, MO**
- 6-9**                      **ASTA Regional Conference,  
St. Louis, MO**
- 11**                        **CTO Presentation, Cleveland, OH**
- 11**                        **In-House Presentation, Indianapolis, IN**
- 13**                        **Funjet Vacations Presentation,  
Milwaukee, WI**
- 25**                        **Apple Vacations Reservations  
Presentation, Chicago, IL**



# HIGHLIGHTS



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

*January 12, 1996*

## Keep Your Eyes On The Prize In 1996...

Every year we make New Year's Resolutions but how many of them relate to work and improving our performance on the job? This has a lot to do with how we feel about our job.

Do we think of it as a vehicle for personal growth and development?

Do we derive a sense of satisfaction and accomplishment from a job well-done and performing at a consistently high level?

When others speak of us and say he or she is a hard worker, do we get pleasure out of the compliment?

Or are we the disgruntled employee who regards the job as a pay check and because of poor attitude and low performance levels gets passed over time and time again for promotions?

In January 1993, Vincent Vanderpool-Wallace, our Director General, brought a new corporate culture to the Ministry of Tourism. Through his tireless efforts the country is back on tracks.

Repositioning the Islands of The Bahamas and injecting a new respect, interest, sex appeal and excitement in the destination that had been lacking for years. It is largely due to his efforts that we can again hold our heads up and stand behind our positioning that It Keeps Getting Better.

Today, we boast a diversified product line with recognized, successful brand names that promise to deliver large increases in tourism arrivals, high occupancy levels and higher than average hotel room rates. Excitement which will serve to attract more investors. A tourism success that already heralded a B\$20 million increase in the country's Central Bank Reserves, generated in a two-week period over the Christmas and New Year's holidays. A far cry from "The Bahamas At A Discount" that threatened the early 90's and made us shy away from sales calls and shrink at demeaning headlines in the trade publications.

In every organization, success depends on team work; everyone has to pull together and work smarter. Working smarter not only entails a good work ethic, it also involves the

rudiments of individual time management and work organization. It demands discipline and a commitment to stay focused and see the task through to completion in as efficient a manner as possible. It may mean that we have to forfeit the occasional lunch hour, limit personal calls and not be as free to roam about talking to colleagues.

1996 has only just begun. Let's revisit the Resolutions made two weeks ago and polish them up. We are all on the same team, let's give of our best and keep our eyes on the prize - enhanced performance and job satisfaction.

Happy New Year!

*Janet Johnson*

**Each Day Comes Bearing Its Gifts.  
Untie The Ribbons**

## GENERAL INFORMATION

The Greater Miami Convention & Visitors Bureau is planning another television advertising campaign at a cost of \$1 million for February and March.

During October, Florida hosted more than 2.6 million visitors, a 2.3% increase over October, 1995. For the first 10 months of 1995, 35 million visitors travelled to Florida -

5.2% more than previously visited for the same period of 1994.

Beginning January 25th, Bahamasair will begin service between New York (JFK) and Nassau (six weekly flights) utilizing 737 equipment.

## HIGHLIGHTS

The Miami City Commission agreed to lease a downtown tract of waterfront land to the Port of Miami, clearing the way for the port to construct a \$250 million terminal complex in downtown Miami.

The US Virgin Islands launched a \$12 million ad campaign with the tagline "They're Your Islands". Print ads began in December; the television ads began in five major markets in the northeast January 8th.

All hotels on St Croix are now open and many were solidly booked through the holiday period.

SuperClubs paid out more than \$300,000 in bonus cash last year. This year, they plan to give away a half million dollars through their Supercash booking bonus programme. Travel agents can send their clients to any SuperClubs resort and SuperClubs will pay them up to \$10 per room night for the first 100 room nights. Bookings have to be made between January 1st and December 25, 1996.

Sandals bought the Royal Bay Resort & Villas in the Turks & Caicos Islands - property to relaunch in the spring.

Butch Stewart awarded the World Travel Market 1995 Global Award for his contribution to the industry.

The Caribbean Coalition For Tourism (CCT) will drop television advertising and go online in CompuServe featuring 32 destinations, the Caribbean Vacation Planner, and a list of agencies participating in the programme. This move is designed to generate more direct response.

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 programmes.

Southwest, which invaded Florida only this month, revealed details of its April 7th expansion to Orlando: five daily non-stops to Ft Lauderdale, two to Baltimore/Washington and one each to New Orleans, Nashville, Indianapolis, Columbus and St Louis. The carrier will add Louisville and Birmingham in May. Its lowest one-way fares include \$19 to Ft Lauderdale; \$74 to Houston (Hobby); \$139 to Salt Lake City; and \$190 to Sacramento.

Costa Cruise Lines confirmed its plans to switch its operations from the Port of Miami to Port Everglades next fall after its begins operating the new 1,950-passenger "Costa Victoria".

Certified Vacations opened a reservations and sales center in Salt Lake City and transferred 23 employees from Certified's headquarters in Ft Lauderdale. Another 70 were hired and trained locally.

The upcoming public relations Bahamas Partners meeting will be held on January 25th in Miami. This meeting will serve as an important forum to enhance cooperative relationships, share information and identify programmes and projects.

The Travel Writers Conference At Sea group of 32 visited Nassau January 12th via the Carnival cruise ship "Fantasy".

Tristan & Iseut fashion photo shoot was held on Harbour Island earlier this month.

**Most miles are started by another mile.**

## PRODUCT UPDATE

Radisson-Cable Beach Casino & Golf Resort undergoing a \$15 million renovation; targeted completion date fall of 1996. The hotel was featured in Travel Weekly, mid-January, 1996 with a pull out supplement.

Paradise Island Fun Club, closed since September for renovations, opened December 15th complete with a \$6 million refurbishment and a new two-acre Fun Club Theme Park. Also running an agent's incentive for bookings for a prize of a \$10,000 pearl necklace in keeping with their new positioning as "The Pearl of Paradise Island".

Abaco dominated the travel section of The Herald on December 17th; an adventure that stemmed from an idyllic painting.

Breezes presently gearing up for their grand opening on January 27th.

A \$300 million expansion is scheduled to begin at the Atlantis Resort and Casino complex by Sun International Hotels adding over 1,000 rooms and boosting casino and convention space.

Travel update entitled Sandals Royal Bahamian Defines Ultra Luxury In The Bahamas appeared in Travel Weekly's December issue.

Margaret Ferguson of Paradise Island Fun Club is no longer associated with the property.

Biki Khurana, ex BTO-Germany, is now the Director of Europe for The Bahama Out Islands Promotion Board.

Dates to remember: February 26th - Preview 1996, Orlando; February 27th - Preview 1996 Fort Lauderdale; and February 28th - Preview 1996 Palm Beach.

**Don't be afraid to take a big step. You can't cross a chasm in two small steps.**

## HIGHLIGHTS

### ATLANTA

The Atlanta Boat Show, January 4-8th, was a great success for The Bahamas. In addition to many "good boating leads", there were 30 plus owners that showed definite interest in participating in the 1996 Boating Flings.

Georgia Nurses Association, Savannah Branch, have a possible group of 110 interested in The Bahamas for fall, 1997.

Savannah Tech sending approximately 250 students to The Bahamas during Spring Break, 1996.

Savannah Referee Association has confirmed a group of 60 couples for Nassau, August 22-25, 1996. Awaiting hotel rates.

Vacation Express reported 200 passengers booked to Nassau from October 11th (start of programme) to present.

Princess Vacations reported that Princess will operate a summer programme to Freeport from both Memphis and Nashville. Dates and time to be decided by next week.

BTO receiving many calls from both consumers and trade regarding the opening of Sandals.

While the economy will experience a "soft landing" next year, Georgia will outperform the rest of the nation with some industries doing better than others. The State will experience slower economic growth in 1996 but will still grow about twice as fast as the rest of the country.

Common sense is hard to come by.  
Enough of it is genius.

### FLORIDA

CTO-Miami's Christmas party was sponsored by Puerto Rico.

Sandals recently held a press conference to launch its partnership with Gulfstream Airlines.

The Sandals/Gulfstream/BTO promotion will be held February 15th at the Jet Center.

Sandals extended an invitation to the Miami sales/marketing department to experience the Sandals treatment firsthand with a visit to Montego Bay and Ocho Rios January 19-21.

Star 94-Orlando/Bahamasair December promotion culminated with Bahamian gift packages as giveaways for two in conjunction with Forte Nassau Beach Hotel.

South Florida expects to experience between a 10-17% increase in arrivals as a result of the blizzard in the northeast. Occupancy has dipped in hotels in Fort Lauderdale because people cannot get there, but the "rush" is expected to make up for this temporary situation.

Bahama Breeze Restaurant will be a reality in early February on International Drive in Orlando. Contact to be made with Durden Restaurants for menu proposals carrying the name of Bahamian Islands.

New operator, Bahama Islands Adventure in Daytona Beach, offers packages to Bimini and Chub Cay using Bimini Air.

The Reunion Network, a Hollywood agency, boasts of 10,000 reunion planners in its database.

UsAir Vacations have added Cancun and neighboring Tulum Coast to their inventory of destinations.

He who hesitates is interrupted.

### CHARLOTTE

The 1996 snow storm of 1996 had some adverse effects on sales efforts in the area. Many agencies and companies were closed due to the poor road conditions.

Midway Airlines have put their expansion plans on hold and will not be considering any new destinations at this time. The only new service that will be introduced will be Raleigh/Atlanta.

Tentatively, Princess once again plans to offer service from Greenville to Freeport.

Adventure Tours interested in conducting travel agent seminars in various cities throughout The Carolinas.

Village Travel is interested in co-op advertising in Charlotte and Greensboro.

The Business Journal featured an article on the decline in interest in tennis among consumers which has forced the Charlotte tennis team to go out of business.

The Great Bridal Expo in Charlotte was a success. Over 1,500 consumers attended.

If at first you do succeed - try to hide your astonishment.

## HIGHLIGHTS

### LATIN AMERICA

Federal lockout has meant that 15,000 fewer South American visitors came to South Florida in December because they could not get visas. This represents a loss of some \$50 million in revenue.

Mrs Hailee Casanove of Viajes Candes (Venezuela) setting dates for their golf group to Freeport this year. In 1994 they had a group of 30 golfers who came back very happy. They are planning for May '96 with an extension to Nassau.

A local travel industry media (Argentina) reported that major wholesalers and travel have seen a decrease of about 40-40% on effective sales for the high season, January-February, 1996 compared with same period last year.

Argentinian top wholesalers agreed that the Caribbean is the destination where most Argentinians choose to spend their holidays. However, due to the growing recession that affects this country, sales have decreased compared with the previous 1994 high season. Major demand is for packages including two Caribbean destinations, spending a week in each one. Punta Cana, Cancun and Varadero are the top destinations.

Atalaya Turismo has launched a new package for singles for the sixth Bahamas International SuperParty for single people. The 7 nights all-inclusive package begins at \$770 per person based on triple occupancy, hotel SuperClubs-Bahamas.

Fiesta Top, a pool formed by Atalaya Turismo, Asensio Tours, Turar and Petrabax, is promoting an air-inclusive package from Buenos Aires featuring five nights in Miami, seven nights in Orlando and five nights in Grand Bahama at Club Fortuna. Price is \$2,096.88 per person based on double occupancy.

In Mexico, Jamaica held various promotions during November and December, 1995. They also had co-op plans with several wholesalers each week.

Puerto Rico was very active in Mexico during the last months of 1995. This included several familiarization trips to San Juan of which two were for press representatives.

"El Universal", a daily newspaper in Mexico, published an excellent article on The Bahamas in its December 2nd issue, entitled "Our World" (Nuestro Mundo).

What I do today is important  
because I am exchanging a day  
of my life for it.

*Control Your Time, Control Your Work.....*



### DO I:

- *Plan my daily objectives and activities?*
- *Prioritize my daily activities?*
- *Show up on time?*
- *Start on time?*
- *Refuse to get drawn into confrontations?*
- *Eliminate interruptions, even from relatives and friends?*
- *Separate my emotions from events that occur around me?*
- *Maintain a positive, "can-do" attitude?*
- *Plan my work, then "work my plan"?*
- *Complete my day by prioritizing my activities for the following day?*

*When you can answer "Yes" to these questions, you'll have a good grip on your time line.*

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# HIGHLIGHTS



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

January 30, 1996

## MENTORING...

The story of Mentor springs from Homer's classic *Odyssey*. According to the tale, when Odysseus, the King of Ithaca, went to fight in the Trojan War, he entrusted the care of his household to Mentor, who served as teacher and overseer of Odysseus' son Telemachus.

After the fierce battles were over, Odysseus was condemned to vainly wander for ten years in his attempts to return home. In time, Telemachus, now grown, went in search of his father, accompanied on his quest by Athena (goddess of war and patroness of the arts and industry) who assumed the form of Mentor.

Eventually, father and son were reunited, and together they cast down would-be-usurpers of Odysseus' throne and of Telemachus' birthright. Later, the word "mentor" would become synonymous with trusted advisor, friend and wise person. Throughout the course of history, any notable and well recorded relationships were to become obvious examples of mentoring - Socrates and

Plato; Freud and Jung; Hadyn and Beethoven.

Mentors are special people in our lives. Through their deeds they help us to move toward fulfilling "all that we can be".

Traditionally, mentoring was a process whereby an older, or experienced person, provided guidance to a junior while preparing for a specific duty. A senior person took talented juniors under their wing, protecting and taught their mentee.

Mentors offer knowledge, insight, perspective or wisdom in general, or on a particular subject. They provide exceptional learning experiences. Mentoring can be a formal relationship or a voluntary activity. In either instance, it should have a significant, beneficial effect on a person's career and life.

Mentoring, of course, is NOT always a business-related arrangement. It can be accomplished by anyone, anytime, any place. It can be: *Highly*

*structured and short term (a new employee with a senior person for a specific period); Informal, short term (not an ongoing relationship, spontaneous and one shot); Highly structured, long term (grooming someone to take over or master a craft); or Informal, long term (always "being available", usually involving friends).*

Mentoring simply requires a heightened recognition of the needs of others and a willingness to listen and respond appropriately. Most certainly, the gratification in seeing someone flourish as the result of your guidance - mentors are not concerned about returned favors, but in the value of their work - is certainly worth the effort.

Something you have said or done has an important effect on someone else.

You too, are, or can be a mentor!

Pamela Richardson, CHSE

## GENERAL INFORMATION

Government officials in Aruba will spend \$800 million over the next 15 years to convert one fourth of the islands 75 square miles into protected parkland. The project includes expansion of Arikok National Park, as well as new hiking and biking trails, a coastal preservation zone and revitalization of the historic town of San Nicolaas.

Cuba has joined in a joint venture with Club Med to construct a 600-room hotel in Veradero later this year. The Cuban

government will construct the hotel, Club Med will operate.

Greg Hinman is no longer associated with partnership marketing for The Bahamas at Certified Vacations. Greg is now responsible for marketing Orlando and Disney. David Lovely and Lisa Mousseau are now charged with coordination of Bahamas marketing.

USAir reduced ticket prices by as much as 16% for travellers

## HIGHLIGHTS

from Paradise Island Airport, The Bahamas and Miami, Fort Lauderdale and West Palm Beach, Florida. Passengers can save up to \$21 roundtrip, purchased at least two days prior to departure and are non-refundable. Dates of travel may be changed without penalty and travel must originate from Paradise Island.

For the first time in five years, passenger traffic at Fort Lauderdale-Hollywood International Airport declined in 1995. Year-end statistics released recently showed that traffic dropped 6.9% to 9.8 million passengers during the year as major carriers moved to downsize by phasing out marginal routes.

Southwest popped a \$19 one-way introductory rate for its new Tampa-Fort Lauderdale route and a \$49 rate for Baltimore/Washington-Tampa service, for travel from January 22nd through February 9th.

Cayman Airways granted permission by DOT to fly between Orlando and Cayman three times a week.

Chalks Airlines was sold to Pan-Am Airbridge Co.; the new CEO is Chuck Slagal.

Bahamasair was unable to come up with funding for a second plane. JFK/Nassau has been cancelled; still flying Apple jets.

Laker Airways received final approval from the Transportation Department to conduct scheduled and charter service. The new airline, which plans to initially link up with wholesalers and cruise lines to offer package tours, will fly from Orlando and Fort Lauderdale to London (Gatwick), Manchester, Glasgow and Berlin in early April, and between New Orleans and Fort Lauderdale in the summer.

Carnival Cruise Lines said its on-board casino and gift shops will remain open while vessels are docked in Nassau, thanks to the Bahamian government's new Cruise Ships Overnighting Incentives Act.

The Caribbean Hotel Association, in cooperation with American Airlines, American Express and VE Tours, launched the long-delayed Caribbean Small Hotels programme to promote and sell the small hotels of the Caribbean. The programme is geared to properties of 100 rooms or less and initially features 104 hotels on six islands.

Haiti releasing tourism plan next month for development of infrastructure/hotels through 2004.

Club Med recently re-opened in Port-au-Prince, Haiti.

Alamo Rent-A-Car said it will offer car rentals and options for a flat rate instead of charging customers for extra services. The flat rate includes a car, unlimited mileage, a tank of gas, collision damage waiver with a %500 deductible, airport,

state and local fees, additional driver fees, a baby seat and ski racks.

Byrons, the Miami-based retail chain that opened its doors nearly a century ago, will be gone by the end of the summer - along with 900 jobs.

The Bahamas was featured on Entertainment Tonight on January 20, 1996. The presentation featured Playboy Bunnies working out at the Ocean Club and The Atlantis Resort. The feature had a great promotional significance for The Bahamas.

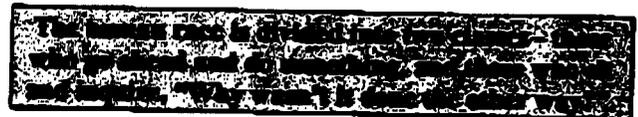
The Florida Film Commissioners Association will hold their board meeting in early February in SouthWest Florida when the status of The Bahamas' relationship will be discussed.

Sunshine Media, Inc. travelled to Nassau to film Superbowl pre-game contests between teams of women representing Playboy and Hawaiian Tropic for the nationally syndicated show "Hard Copy", January 24-27th.

A production team from Burdines conducted a photo shoot for their shoe print catalogue at the Stella Maris Resort, Long Island; January 25-28th.

A group of 100 persons will travel to Andros the week of May 25 to June 2, 1996 to explore the bonefishing areas in Andros. Mark Sosin of CNN will cover this event

Ivan Tours Production has extended a 30-second spot invitation to The Bahamas to be aired the first week of March during the segment of "America's Missing Persons", at no cost.



## PRODUCT UPDATE

The eight-year old marine park and resort at Coral Island was put on the market by Israeli owners for a joint partnership.

The South Ocean Golf and Beach Resort plans to start the new year with a new look and a new owner. Bought on October 31, 1995 by Winfair Hospitality, this 250 room, premier golf and beach resort has just completed the second phase of their refurbishment that included, refurbishment of all gardenview rooms and the Casuarina Restaurant plus a fresh look for the public areas and corridors.

The Grand Lucaya Resort and Casino is scheduled to open February 14th. The resort and casino, part of a multi-million-dollar resort development in The Bahamas, is the first phase

## HIGHLIGHTS

of what is billed as the largest single tourism project in Grand Bahama's history.

Island Outpost reopened the 26-room Pink Sands in Harbour Island, which it acquired and rebuilt after Hurricane Andrew in 1992.

Pineapple Beach Club staged a soft opening for repeat guests and travel agents, ahead of its official February 1st reopening date.

Karen Adderley is no longer with United Cruises. She has joined the executive management of Sandals Royal Bahamian which is slated to debut in early April, 1996.

Club Eleuthera in Rock Sound, purchased from the Hotel Corporation by the Italian Venta Club, will reopen in June following a \$7 million renovation and expansion. The hotel will accommodate 300 guests in an all-inclusive concept. Work on the airport is set to begin within a few months. The refurbished facility will accommodate direct flights from Italy to Rock Sound by Venta Club.

The Sandals/Gulfstream/BTO function, to kick off the Sandals/Gulfstream partnership to the travel trade, has been rescheduled to March 7th. Approximately 250 travel agents are anticipated.

The new generation of National Tourism Achievement Awards - The Cacique Awards - was held as a star-studded event at the Atlantis Showroom. The BHA incorporated the hotel industry awards into the Cacique Awards, making the latter truly representative of performance in our industry.

**I change myself, I change the world.**

## ATLANTA

The Southlake Buick, Volvo and Subaru dealership began promotions for incentive prizes on January 29, 1996 on V-103.3 FM and in The Atlanta Tribune. Bahamas trips will be given as incentives to Sales Managers and to customers who purchase two luxury cars. The President of the dealership, Ms Peggy Cockerham, has also decided to get married in The Bahamas in April, 1996.

In December, 1995 Delta Air Lines delivered 7,996 passengers to Nassau from Atlanta with three daily flights and 92 departures, and from January 1-15, 1996, with 45 departures, there were 3,398 passengers.

Jet Express Airline will begin new service from Atlanta to Mobile, Alabama on March 1, 1996. Introductory price will be \$49 one way, compared to Delta's present fare of \$186 one way.

BTO will begin its in-house travel agents' educational seminars February 20th. Delta provided the top 50 producing agents to Nassau from Atlanta; they will be the first invitees.

Delta Air Lines has verbally committed to 30 seats for agent familiarization trips beginning late March/April, 1996.

Vacation Express now finalizing their series of breakfast seminars. Once the dates are confirmed, BTO Managers will be advised of same.

**Part of having a strong sense of self is to be accountable for one's actions. No matter how much we explore motives or lack of motives, we are what we do.**

## FLORIDA

Cuban repatriation has caused quite an uproar in the Cuban community with demonstrations outside The Bahamas Consulate and Cubans demanding a boycott on travel to The Bahamas.

Governor Chiles proposed a \$5 tax on "Cruises To Nowhere", previously exempted.

Places To Go is relocating to Commercial Boulevard, Fort Lauderdale. Agents in Coral Springs refuse to patronize the operator because they own their own agency. A new Sales Manager, who is popular in the travel agent community, is being hired. Name to be advised.

Two British tennis groups-70 persons-were recently hosted during a "Tea Party" at Government House.

T for Travel selling Out Islands Snorkelling Adventures.

Fester Tours new product brochure includes full complement of Bahamas product. Out Islands lead at \$231 - Cove, Eleuthera.

Peninsula Shows were held in Fort Lauderdale (108) and Clearwater (65). BTO only tourist board; dominated by cruise lines.

Dennis Hensley of Island Tennis produced a few groups, approximately 120-150 people last year using the Nassau Beach courts and staying at Nassau Marriott. He has an ambitious plan to build a world tennis facility on one of the Out Islands; claims he has some \$3 million from backers; he will prepare and submit a business plan.

Grand Bahama Island featured in Herald Business section on January 22nd posturing that through an aggressive ad campaign they propose getting the word out that Grand Bahama Island is changing its image and promoting itself as a viable vacation destination.

### HIGHLIGHTS

**Feelings about membership, control, and skills influence our motivation, which in turn, determines the quality of our own work.**

#### CHARLOTTE

The summer TAC Convention will be held July 25-28 in Keystone and the next winter Convention will be in Winston Salem February 6-9.

The TAC Convention was very successful this past weekend. Over 200 agents were in attendance; several leads were generated.

A group of 30 persons, which was organized by Small World Travel, was at the Radisson Cable Beach this week. They also have a social group of 90 that they are trying to put together for February 1997.

Bahamasair has expressed an interest in the possibility of a marketing and code sharing agreement with Midway. This would be necessary if Bahamasair is to be successful with a Raleigh/Nassau flight.

Value Jet announced that they will begin four daily nonstop flights to Atlanta on March 8. The fares will be \$39 one way to Atlanta and as low as \$69 one way to various cities in Florida.

Princess considering New Orleans as a possible gateway versus Greenville.

Mann Travel has a meeting with the Charlotte Hornets regarding a promotion that will involve The Bahamas.

Carnival Cruise Lines is offering a four for one deal on their three and four night sailings. It is being heavily promoted by the agents in South Carolina.

**Working Contributors so much in the past few months that they have already met their goal for the year.**

#### LATIN AMERICA

Universal Marketing Service (Venezuela) will publish in VIAJES, free of charge, the current BTO ads.

Coven, a major incentive house in Venezuela, has requested a quote for a group of 85 to Freeport.

[Redacted]

#### DATES TO REMEMBER:

February 26	Preview '96	Orlando
February 27	Preview '96	Fort Lauderdale
February 28	Preview '96	West Palm Beach

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# HIGHLIGHTS



A Semimonthly Update of the BTO - Southeast/Latin America

February 15, 1996

## TINGS BAHAMIAN...

On an impromptu site inspection recently of the new properties doing business or coming on-stream in Nassau/Paradise Island, one was both pleasantly surprised and delighted to see the extent of Bahamian touches/treatments being introduced into the decor. Colorful and tropical swim-up and walk-up bars, large picture windows and atriums that let the natural sunlight into reception rooms and outdoor dining under the stars are some of the new features. One was further impressed at a recent Sandals advertisement in the Nassau Guardian asking for a Bahamian Interior Decorator "Must Be able To Start Immediately."

These subtle linkages will not be lost on Bahamians and is a refreshing change. A walk through Atlantis gives a real feel for The Bahamas. The ocean-themed attraction continues to be a major draw for visitors and Bahamians alike who come to marvel at the beauty of our underwater life in the cool setting of The Caves - a replica from the west side of Nassau. Throughout the

property there are jumping jade dolphins, waterfalls, turtle pools and predator pools.

Local artists are leaving their signature too. The walls at Atlantis are adorned with huge floor to ceiling frames containing junkanoo creations painted on coconut husks and the ceiling of the Water's Edge Restaurant, is a study in fine art by John Beadle and Jackson & Stanley Burnside. The trend continues at Superclubs' Breezes on Cable Beach where each room boasts a pair of Bahamian prints by Harvey Roberts, a talented landscape artist from Harbour Island. Compass Point is a painting in and of itself - a gaily painted island village with units on stilts dotted along the sea shore.

The first Bahamas Seafood Festival, held last October, served to challenge hotel chefs to Bahamianize their menus and give visitors a 'Taste of The Bahamas'. It was so successful that it will become an annual event and the concept is something that we can export by having Caribbean

themed restaurants in Florida promote dishes such as Nassau Grouper Fillet, Eleuthera Pineapple Chicken and Andros Baked Crab.

Bay Street is also taking part in this new trend. Novelty stores such as the Plait Lady and Caripelago carry quality straw goods and Bahamian books, artwork and souvenirs. Arawak Cay, which sprung up through the sheer determination of Bahamian entrepreneurship, has become a popular attraction and hangout for Bahamians and visitors - once they discover it. A conch salad or fried fish and a kalik beer is all you need.

It would seem that the movement to *Tings Bahamian* happened overnight - lets hope it continues. Together all these elements serve to provide a sense of who we are as a people and is a trend we should embrace and continue to cultivate.

Janet Johnson

## GENERAL INFORMATION

Caribbean Tourism Organization named Bonita Morgan human resources development specialist. She will be responsible for enhancing training programs for travel industry professionals and pre-professionals.

Turks and Caicos Islands said it received nearly 80,000 visitors in 1995, a 10.2% increase over 1994. Diving was the principal reason (29%) for visiting, and visitors selecting the destination for honeymoon increased by 37% in 1995.

Historic Pan Am will get a second chance this summer, when it will fly again as a low-cost carrier serving five major US airports. Miami will become the airline's temporary headquarters and likely will become the permanent headquarters if local officials can come up with a competitive incentive plan.

Pan Am Air Bridge is the new name for Chalk's Airlines which will be servicing Bimini, PI and Eleuthera. Bill Jones is the GM.

**HIGHLIGHTS**

ATA will commence service to Jamaica in May with three weekly flights from Orlando. This will enhance the overall service from the area. Air Jamaica now offers two flights per week.

Laker Airways received final approval to conduct scheduled and charter service. Plans are initially to link up with wholesalers and cruise lines to offer package tours, to fly from Orlando and Ft. Lauderdale to Logan (Gatwick) and Manchester, England; Glasgow, Scotland and Berlin in early April, and between New Orleans and Fort Lauderdale in the summer. Agents will be able to book direct using Sabre.

Gulfstream has introduced Sun Pac +, designed to meet the needs of business people...10 round trips, three one-way segments free, multiple name use for companies or individuals, United miles, no change or cancellation penalties.

The Greater Miami CVB has mounted a \$1 million national television campaign to run for six weeks - will appear on CNN, A&E and Lifetime and on network-affiliates and independent stations in NY metropolitan area.



**PRODUCT UPDATE**

There is a proposed plan, by a Florida based developer, for a multi-million dollar investment for North Bimini. Plans call for the development of a 500-room resort and casino, an 80-room hotel, a 300 and 100-slip marina and a golf course among other amenities.

The Legends of Tennis have returned to Club Med-Paradise Island, February 10 - 17, 1996.

Nassau Marriott is offering an escape for families suffering from the winter doldrums. Guests can indulge in indoor and outdoor activities designed for kids and adults alike. The Marriotter (mascot) makes youngsters in the children's program feel right at home. Prices for the program start at \$25 for four-hours.

Club Med's Columbus Isle had a full page/brochure insert in Travel Agent Magazine, late January.

Radisson Cable Beach recently launched a \$2 million travel agents' incentive plan - Splash Specialist Programme. It is designed to reward travel agents or agencies who can produce an average of just one Splash booking per month or a total of 84 rooms nights per year.

SuperClubs is promoting an Early Booking Bonus program to all of their hotels - savings up to \$555 per couple. Bookings must be by March 15 and travel completed by December 15, 1996.

Fritz Brunus has been named Sales / Marketing Director for the South Ocean Golf & Beach resort.

American Eagle has cancelled it's Saturday flights to Treasure Cay/Marsh Harbour.

Sandals Royal Bahamian is offering summer rates to celebrate its opening. Throughout 1996, rates will range from \$505 per person for a minimum of two-nights stay in a deluxe room to \$2,020 per person for a seven-night stay in a junior honeymoon suite.

Out Islands Promotion Board conducted a seminar on the Snorkelling Adventures for the Miami-based BTO staff.



**ATLANTA**

With Delta's top 50 Bahamas-producing account list, the BTO will be conducting in-house educational seminars on Febuary 20, 21, and 22.

Bell South's group of 202 persons recently returned from PI with high praises about Atlantis, the destination and they will return!

Savannah Officials Association confirmed a group of 120 persons at the Nassau Beach Hotel, August 22 - 25, 1996.

Savannah Tech is in the process of working with hotels in Freeport and Nassau on accommodations/rates for student groups for late Spring '96.

Amachmatic Corporate has confirmed 20 of their top executives/spouses for a three-night golf weekend at Atlantis in late February '96...group booked on Delta.

Remax Realty confirmed 39 members of their sales personnel at the Radisson Grand, March 11 - 13, 1996...group booked on Delta.

Inman School's "Young Men of Distinction" has a possible group of 30 outstanding students and four chaperones, for British Colonial, June 27 - July 2, 1996....still awaiting rates.

Made presentation to ten Uniglobe VIP Travel personnel in Marietta and nine agents in Kennesaw. Part of Uniglobe's series of Caribbean Destination Specialist Seminars.

**HIGHLIGHTS**

Retail agents are desperately requesting Bahamas literature. Obviously lots of interest.

Made presentation to 12 agents at Century Travel who recently expanded their Caribbean travel department and conducted classes for all agents. Agency aggressively sells Bahamas.

Vacation Express reports that Delta recently increased their pricing and all clients not booked by February 26, will have to pay increased fares--increased fares presently unknown.

Princess Vacations announced that they will operate two-times weekly charter service from Memphis to Freeport beginning May 17 through Labor Day. Friday/Tuesday rotation. Still considering Nashville.

Vacation Express will be conducting seminars for their new products, Nassau, US Virgin Islands and Aruba starting March 11 for two weeks in: Atlanta, Memphis, Columbia, Charleston, Macon, Birmingham, Huntsville, Nashville, Chattanooga, Knoxville.

The 6th Annual Uniglobe Travel Fest Consumer Trade Show & Auction to benefit Easter Sales of North Georgia had Bahamas representation. Nassau Beach donated the grand prize.

The Savannah Mall Bridal Show, organized by the BTO, Sav-On Travel & Cruise Agency, Radio Stations, Mix 97.3 AM and Love 101.1 FM will be held February 16-18. Lots of air promotions.

The site inspection with Black Expo and 35 Black Media personnel was very successful. Group visited local spots, experienced native food, etc. Great exposure to be realized.

Will be attending the NTS shows in Memphis, Nashville and Birmingham.

Perfectionism is a dangerous state  
of mind in an imperfect world.

**FLORIDA**

Caribbean Collections in Tampa has a Nassau program on American Eagle featuring Atlantis, Radisson Cable Beach, Nassau Marriott and Pirate's Cove Holiday Inn.

Reggae Jam & Calypso Travel in Tampa recently returned from Nassau on site inspection and will be starting program in May to coincide with ATA flights. A total of 11 properties will be featured.

GoGo Worldwide Vacations/Comair has contracted for Grand Bahama Island service.

Carnival Airlines has positioned themselves as the Low Fare Guarantee in a 2/3 colour ad. One-way fares to Nassau start at \$50.

The Peninsula Shows in Jacksonville, Orlando, Clearwater, Miami and Ft. Myers had very impressive attendance. The format of presentation time for each supplier was very informative to the agents.

Island Hoppers announced their day trips to Grand Bahama Island via Comair to the Greater Orlando and South Florida travel agent and tourist community.

AAA consumer shows in West Palm Beach and Ft. Lauderdale attracted over 1,000 people. Suppliers ranged from airlines, hotels attractions, CVB's and tourist boards.

There is growing frustration among the travel community unable to secure bookings for clients at Atlantis who will not accept anything else.

**CHARLOTTE**

The Charleston Sunday Post & Courier, featured Cuba mentioning that it was very convenient to visit Cuba via The Bahamas.

Midway is interested in the possibility of a Bahamassair/Midway agreement. Bermuda is also looking into a similar agreement with them.

Princess will not be returning to Greenville this summer as they will be positioning a plane in New York to do back-to-back charters for a Korean wholesaler. This action will have a drastic impact on the visitor arrivals to Grand Bahama from South Carolina.

Island Connection, a Durham based operation, is a rental broker for various condos and homes in Treasure Cay and looking to expand their properties to include Marsh Harbour.

Agents in Charleston have seen a major increase in interest/requests for the Out Islands but are frustrated that none of the major wholesalers have much to offer in the way of packages.

Certified continues to advertise The Bahamas in the Charlotte Sunday newspaper.

Village Travel again featured the Atlantis, Breezes and Pirate's Cove, via Travel Impressions packages, in their full-page Sunday ad.

**HIGHLIGHTS**

The Viking Travel consumer show was not well attended; however, those who did attend had many questions on the new Nassau hotels.

The TAI Travel Show in Charleston had excellent attendance - over 1,000. Bahamas interest great.

Working with Court Travel who is interested in a consumer show in mid-May featuring destinations promoted by Travel Impressions.

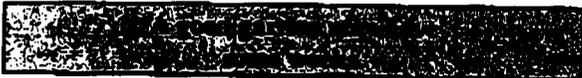
**Fools make feasts, and wise men eat them.**

**PUBLIC RELATIONS/PHOTOGRAPHY**

Glamour Magazine will be in Harbour Island during mid-February for a fashion shoot.

Travel Network out of Ft. Myers was in Nassau recently to shoot footage for the Travel Channel.

The Best of Times, a movie based on the life of Ernest Hemingway, will have major portions of the movie shot in Bimini.



**LATIN AMERICA**

The economy of Brazil is now stable and 1996 can be the best year of the past 10. Still in recession but the REAL is currently strong in the international market.

Due to the Federal Governments closure in December and January, a large number of South Americans had to cancel their vacations as they were unable to receive Visas.

January / February are very strong travel months for the South Americans and the local beaches are crowded. Evidence that most of the vacationers had to revert to vacationing at home due to lack of visas to travel.

The dollar remains stable in Chile at \$410 to \$US.

The co-op proposal from Atalaya Turismo (Argentina) is still under review.

Argentina: Donda has published in Gata/Report and La Nacion Newspaper their packages for high season for which the Bahamas is included...Travel Club published in El

Mensajero Turistico and La Nacion, packages including Nassau...Havatur Argentina published in Gata/Report Bahamas destination...Beta Turismo published in El Mensajero Turistico Travel Media Bahamas destinations...the pool formed by Atalaya Turismo, Adia Turismo, Jctways and Yates Caribe has published in La Agencia de Viajes Latin/Americana an air inclusive package of seven nights at the Forte Nassau Beach.

**A wise man will make more opportunities than he finds**

**SPECIAL INTERESTS**

Finalized plans for the Second Annual Collegiate Golf Tournament for the Fall '96 during a site inspection in Freeport.

As a result of a site inspection by Pastor Emile Coste of Abundant Life Ministeries, he is considering three groups to 1996 in Nassau.

Met with the Golf Council in Nassau to finalize budget and it was agreed to retain a consultant.

Attended the PGA Merchandise Show in Orlando to finalize decision on golf Council's participation in '97 show.

February has been dubbed "Fishing, Boating, Sailing" month largely due to the Miami Boat show during the later part of February.

Bahamas Marine Tourism Committee was formed to brainstorm with key personnel in South Florida's Marine Industry on increasing boating traffic to The Bahamas.

At the NY Boat Show, conducted boating seminars.

Met with the Treasure Cay Hotel & Boat Harbour Marinas to finalize the second phase of Allied Marine Group outing.

**The successful man is the one who had the chance and took it**

**DATES TO REMEMBER:**

February 26	Preview '96	Orlando
February 27	Preview '96	Fort Lauderdale
February 28	Preview '96	West Palm Beach



# HIGHLIGHTS



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

*February 29, 1996*

## NETWORKING...

In the early 1980's, a young accountant opened a small office, put an advertisement in the local newspaper, made a few phone calls, and sat back expectantly to wait for clients to walk in. After several discouraging months, something became abundantly clear. Without the implementation of a new course of action, failure was just around the corner.

Today, following that tentative first start, the firm now has over 50 employees and over 800 clients. What spelled the difference? What turned a trickle of clients into a flood of new business?

Success was based on two important strategies: (1) The targeting of prospects, and (2) The winning of this business through networking.

For starters, our accountant came to the realization that potential clients could very well be members of trade associations, professional societies and other affinity groups. By joining

such groups and actively participating in projects to bring personal expertise to the forefront, it was reasoned new contacts, endorsements and referrals could be the gratifying consequence. That supposition became a happy reality.

Networking proves a very important point. Even though many of us ignore sales messages, we do pay close attention to the advice of trusted friends and colleagues. Referrals can accomplish what many sales messages do not do in paving the way for solid business.

Networking is not selling. It is not using people strictly for your personal gain. It is not manipulating someone to do what you want. It is not putting friends, neighbors or associations on the spot. Nor is it badgering people about your business.

Networking is not defined by how much is gained from others through the process of gathering, collecting, and distributing information for

mutual benefit, but rather by human interaction and the personal value generated by that interaction.

Networking is an attitude, an approach to life. It has to do with the way you relate to the people and resources around you. It is the most cost-effective tool around when it is used wisely and professionally, creating a power that leads richer, fuller personal and professional lives.

If you take the initiative to participate and contribute, benefits will come back to you in some way although they may not necessarily come back immediately or from the same source. In fact you'll discover that benefits can accrue from totally unexpected places.

Any time you're building and managing relationships, inside or outside an organization, you are networking.

Patricia Richardson, CHSE

## GENERAL INFORMATION

**CONTINENTAL** launches daily Atlanta-Greenville, SC service and boosts Newark-Greenville service to three times daily April 7.

**AMERICAN** is dropping San Juan-Caracas and Miami-Maracaibo service March 2, citing difficulties in getting money out of Venezuela. It is maintaining thrice-daily Miami-Caracas and daily New York-Caracas service.

**AMERICAN** this spring is adding another connection to Casa de Campo, Dominican Republic. American will fly to Casa de Campo's own international airport from San Juan,

Puerto Rico operating daily except Tuesdays and Wednesdays.

**DELTA** is launching weekend nonstops from New York (LaGuardia) to Fort Myers March 2 with \$89 one-way fares, non-refundable but otherwise unrestricted.

"Let Yourself Go" is the new tag line to be introduced next month by Bermuda. The campaign is designed to update and resuscitate Bermuda's image and is scheduled to be unveiled March 21.

## HIGHLIGHTS

Princess Hotels International moved into the deep Caribbean with a management and part-ownership agreement for the Glitter Bay and Royal Pavilion Resorts in Barbados.

St Maarten receives its first charter flight in six months when a Taca 737 with 148 passengers from Boston, booked through GWV International, touches down Sunday at Juliana Airport. Although scheduled service to the island resumed last fall after Hurricane Luis, all charter service was suspended. Tourism officials view the charter flight as an important move toward restoring mass movements to the island.

The Jamaica Tourist Board named Allan Gotting Director of Cruise Shipping. Gotting is a past Vice President of the Jamaica Hotel and Tourist Association.

FLORIDA registered a record travel year in 1995, hosting almost 41.3 million visitors, or 3.5% more than in 1994. Despite that showing, Commerce Secretary, Charles Dusseau, said the state's tourism "essentially has leveled off in the '90's" and Florida must increase its advertising and promotion.

USAir will discontinue their BW/NAS service on April 22. Their Charlotte/Nassau equipment, a MD80, will be replaced with a 737/300 which will originate in Pittsburg. Overall this is a considerable drop in their seat inventory to The Bahamas.

Lisa Mousseau and David Lovely are no longer in Partnership Marketing at Certified Vacations. They have been replaced by Sandra Powell and Harold Dukenik respectively.

Agents are discovering that though challenging, the past year has forced them to explore other means of generating the shortfall which includes charging for their services. This has also served to enhance their product knowledge and sharpen their skills in this competitive environment.

Advisory Board finally being reviewed. Agents previously identified, contacted again and agreed to serve.

T For Travel "miffed" that they do not appear in the list of wholesalers in the Nassau/Paradise Island destination piece.

The certificate operators continue to blanket the area with their free trips to Grand Bahama. The newest one is an organization called SeaEscape Holidays, based out of Hollywood, Florida.

DELTA reports a 100% load factor, Atlanta/Nassau, on all flights during the week of April 6-15, 1996, Easter holidays.

Caribbean Island Vacation scheduled to operate weekly charter service Atlanta/St Lucia March 18 through June. The flight will originate in Cleveland with a stop in Atlanta. CVT will use a 727 aircraft on a Monday/Monday rotation. The lead price is \$1,515 per person double occupancy. Agents do not feel the service will last because of the price, days of operation and only weekly service.

The Nassau Marriott Resort and Casino was featured on Channel 5 (Fox) television show "Extra" on February 14, 1996. The promotion was on the "Calendar Girls Pageant".

A significant increase in requests for "Best Buys, What To Do" books and island maps. Presently not stocked by The BTO's - recommend that we look into securing same.

Presentation at Adventure Travel-Atlanta resulted in a group of 20 persons for Pirate's Cove March 9-16, 1996; golf-student group.

Working with the Honeywell Corporation group of 50 couples for October 11-15, 1996; looking at hotels on Paradise Island.

Presentation to a class reunion group with Abasa Travel-Memphis. Definite group of 50 along with a church group of 50 for Freeport June 7-11, 1996. Request MOT assistance for transportation to church on Sunday.

BTO-Atlanta hosted two in-house (12 each) educational seminars for 24 retail agents February 20 & 22. Slide presentation, staff served Bahamian lunch, and the overall response was great. Will continue.

Presentation was made to nine agents at Flight Travel Agency, recently opened in Marietta.

Presentation made to Superior Travel - recently expanded their leisure department.

Participated in, and gave sales presentations at, National Trade Shows in Memphis, Nashville, Birmingham and Atlanta; each show averaged approximately 100 attendees.

Attended "Miss World Fest '96" at Clark Atlanta University February 11; an African-American contest for various countries around the world. The theme tied in with the Olympics - The Bahamas was well represented.

Attended breakfast sponsored by the Atlanta Business League on behalf of 100 black women honoring successful black business women February 27. Working on contact to invite the group to The Bahamas.

**ATLANTA**

## HIGHLIGHTS

The Savannah Mall Bridal Show was a great success; excellent turnout and response from consumers. As a result of same, partners MLX 97.3, LOVE 101.1 FM radio and Sav-On Travel are working with The BTO on a possible group of 100-120 passengers to Nassau tied in with a live broadcast. Presently working with the Radisson Cable Beach Resort.

BTO will participate in Vacation Express' Trade Shows and Round Table Seminars March 11-22 in Georgia, Alabama and Tennessee.



## PRODUCT UPDATE

Radisson Cable Beach advertising "Splash Specialist" programme offering \$2 million in cash and prizes. Agents have to register before March 15th to qualify. Cash incentive of \$125 for 21 all-inclusive "Splash" room nights and \$500 for consistent performance in all four quarters.

Super Clubs implemented a cash booking incentive of \$10 x 100 room nights.

Columbus Isle - full page ad in the February 12th Travel Weekly edition. Also rated the number one dive resort in the world according to the readers of Rodale's Scuba Diving. (Advertisement-Travel Agent Magazine, January 29, 1996.)

Travel Weekly - Bahamas Section: Editorial features on the opening of Pink Sands, Harbour Island; Grand Lucaya Beginning Its Development; New look, new owners at the South Ocean Resort.



## FLORIDA

ICTA has agreed to lend their endorsement to all Florida Road Shows which begin April 1st. The BTO Florida will be operating workshops in our primary and secondary markets to the travel trade on the new enhancements on The Islands of The Bahamas.

Initial ongoing training for BTO staff will commence with a four-day workshop early March concentrating on professional selling skills and presentation skills.

Preview 1996: Marketing Representatives report that agents in their respective areas had not received invitations to the upcoming event. Representatives were asked to spot check

about 20-30 agents in their areas to determine the extent of the situation. At the time of reporting, agents in Broward were just receiving faxed invitations and most were responding right away. Agents in Dade had not received anything to this point. Further investigation revealed that there was no adjustment for the Florida agents' criteria from the northeast. Corrected immediately.

AAA Trade Show-Broward; mainly seniors who seemed only interested in Atlantis and pretty much turned up their noses to the other information.

Festa Holiday's Exuma group rescheduled for July 17-19, 1996 at Peace & Plenty - 83 confirmed to travel. Still trying to confirm seats on Bahamasair.

Miami-Dade Chamber of Commerce has a golf/tennis group to Radisson Cable Beach, September 26-29, 1996.

Gulfstream Air Lines joined The BTO booth at the Miami Boat Show promoting the Sun Pack Programme and Gulfstream Air Holidays. Wendy Clements, Director of Sales, is seeking to work with The BTO on a seminar schedule mainly to push Grand Bahama Island, especially in the Central Florida area.

American Trans Air begins daily service from Orlando to Nassau on June 1, 1996. ATA will fly 757 airplanes with 216 seats daily. Originating in the mid-west and east.

Bahamasair hired a new Sales Representative, Rochelle Newbold, based in Miami. Tony Espesito confirmed his transfer back to cargo sales, however, he was not able to say who would replace him in tour and travel. At the same time, Woodrow Wilson confirmed his transfer to Miami as Sales Manager effective March 15th.

Changes in L'Attitude submitted a coop proposal - in the process of reviewing.

GoGo WorldWide Vacations promoting Pirate's Cove from \$299 ((three days/two nights) from - Fort Lauderdale.

Joan Murphy, GoGo WorldWide Vacations, disappointed the Preview 96 did not have a Miami venue. She was sure that the agents from the south would not attend a Fort Lauderdale show. Wants to know if we will be shifting our attention from the northern areas to South Miami.

Alken Tours will be submitting a request for hotel contracts, guided by the Out Islands Promotion Board. Familiarization trips (four persons) to Long Island, Cat Island, Exuma, Harbour Island and Eleuthera are being planned.

Reggae Jam & Calypso Travel: hotel contracts signed with Radisson Cable Beach, Atlantis, Holiday Inn, South Ocean, Paradise Harbour Club & Marina, Sunshine Paradise Suites, Diller's Guest House, Astoria and the Villas Coral Island.

## HIGHLIGHTS

Bahamasair's contract has been signed; John Rice will also be using American Trans Air.

By working faithfully eight hours a day, you may eventually get to be a boss and work 12 hours a day.

### CHARLOTTE

USAir has agreed to give the Charlotte BTO 40 seats to Nassau for fam trips in 1996.

USAir will begin Charlotte/Bermuda service on April 23. This is where the BW/NAS plane is going.

Agents have indicated that they are having problems getting availability at most of the warm weather destinations for March and April.

Caribbean Tours is in the process of establishing a charter to St Lucia this summer from Atlanta. The dates have not been determined at this time.

The Greenville, Greensboro and Columbia National Trade Shows were well attended. Over 300 agents attended the shows collectively. Rather than give the traditional three night stay as a door prize at these shows, scheduled fam trips were given.

The BTO, USAir and the Charlotte Convention/Visitors Bureau will meet to discuss the possibility of a pre and post convention programme.

### LATIN AMERICA

Viajes Supersonicos (Mexico) has submitted a marketing plan for perusal; however, this wholesaler is the top producer for Jamaica. Will continue investigation and advise.

Viajes Mundomex (Mexico) printed a golf package brochure which included one page with a Bahamas Princes Resort & Casino package.

American Airlines (Mexico) mailed brochures to travel agents which included the "Escapese" promotion - Bahamas included.

Expo-Hospitalidad (Mexico) was held February 21/22; the first trade show for the industry.

Will participate in the Shopping Centre "El Palacio De Hierro" Wedding Festival (Mexico) in March. About 1,000 will participate.

GSA-Mexico working with the producers of the television programme "Un Nuevo Dia" (A New Day), through Galavision with an audience of eight million in South America, Canada and the United States, to produce a show featuring Bahamian food and tourist attractions; complete with a Bahamian chef cooking a Bahamian dish "live" for four minutes, and the other four minutes can be dedicated to the tourist attractions segment.



Check out the new product  
before it's too late!

**Bahamas Tourism Centre**  
19495 Biscayne Boulevard, #809  
Aventura, FL 33180-2321  
Tel: 305-932-0051  
Fax: 305-682-8758



# HIGHLIGHTS



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

May 15, 1996

## GENERAL INFORMATION

ARC reported a sharp rise of 58% in closures of *Mom and Pop Agencies* (505) in the first quarter of 1996 due to consolidation. This trend means a departure from the personal service they provided.

Bermuda courting a younger market; 25-49 first-time travellers, the core repeat visitor of the future, campaign switch first in six years. They will spend \$14m return to primetime television advertising and experimenting with billboards targeting New Yorkers on the way to Long Island with the message that *"It takes longer to get to the Hamptons"*.

The Caribbean Hotel Association Reservation Management Service (CHARMS) is seeking to become the one-stop shop, air and lodging, for the Caribbean; a move which is making US multi-line tour operators a little nervous. This move is being applauded by hotels who are not able to benefit from representation by the large US operators. As a dedicated all-inclusive tour operator, they fear CHARMS may be able to negotiate preferential rates. It is also hoped that CHARMS will be able to expand the base of regional carrier support to include American Airlines which services most of the Caribbean.

Carib Express, registered Caribbean carrier servicing Barbados, Dominica, Grenada, St. Lucia, St. Vincent and Trinidad and for a brief period Antigua & Guyana, went into receivership after losing \$6.5m in the first year of operation. British Air owns 20% private registration, investors own 70% and 10% owned is by the governments of Barbados, Dominica, Grenada, St. Lucia and St. Vincent. BWIA, Air Jamaica and Virgin have expressed interest.

Discovery Cruises is reporting no injuries among the 800 passengers aboard its *Discovery I* following an engine room fire during a day cruise to Freeport on May 8.

Discovery featured in an article on *Diving In The Bahamas* in Skin Diver Magazine this month.

Carnival Cruise Line President, Bob Dickinson, says he is planning a major marketing initiative to win over more

consumers from land vacations. He said the effort would involve both agents and consumers.

The Florida legislature privatized the state's tourism promotion agency while retaining partial state funding for tourism promotion. Governor Lawton Chiles is expected to sign the legislation. The Florida Division of Tourism is slated to go out of business during a six-month interim period starting July 1 when a private sector management team takes over.

Miami says it had a good first quarter with 2.7 million overnight visitors, a 7.5% rise over the 1995 period. This increase was impacted by the 1995 Super Bowl which Miami hosted. Domestic overnights numbered 1.4 million, up 10% while the 1.3 million international overnight visitors was up 4.7% said the Miami Convention and Visitors Bureau. Europe was back *big time* with a 37% jump to 420,000 overnight visitors.

The Orlando/Orange County Convention & Visitors Bureau unveiled a new star-studded logo that it said *"embraces the attributes closely associated with Orlando, including the following: wholesome, family oriented, active, young at heart, fantasy, exciting, special, happy, good times and many things to do"*. The destination kept its *"You Never Outgrow It"* slogan which we assume embraces the same attributes.

Rene Mack left Lou Hammond & Associates to join Bezell/New York as Managing Director of Travel and Lifestyle.

Jamaica plans a \$150 million airport expansion project for Sangster Airport in Montego Bay and for Kingston's Manley Airport said Tourism Minister, John Junior. Junior said both facilities will get new runway extensions and terminal improvements while expanded immigration and public areas are also planned for Kingston.

Stress and anxiety are to creativity what water is to fire.

## HIGHLIGHTS

## PRODUCT UPDATE

Sun International said first quarter net income rose to \$12.8 million from \$8.4 million as revenue jumped to \$66.8 million from \$57 million. The company said its Paradise Island operation had a record quarter with a 92% occupancy and an average room rate of \$180, a 34% increase.

Discovery Cruise Line provided complimentary Grand Bahama Island cruise certificates for 350 VIP attendees of the Fifth Annual Florida Film Commission's Conference.

"Club Med Adapting To A Changed Market". Plans to appeal to singles, families and couples. Changing the spartan look - makeover to include televisions and telephones in hotel rooms. Short stays offered in The Bahamas, Mexico and Florida.

Dollar Rent A Car Systems said its Bahamas licensee opened two new locations at the Freeport International Airport and at the Clarion Atlantik Beach Hotel.

The movie *Flipper* opened at theatres May 10. Quite a lot of it was filmed in Nassau with Bahamian extras.

The cast of the MTV's *Real World-Miami* have selected the Exuma Cays for a group vacation May 24-27 with Ibis Tours International on a sailing-camping-kayaking trip through the Cays. *Real World* plans to highlight local vendors such as the *Staniel Cay Yacht Club*, *Mama Di's* and the *Samson Cay Marina* to show what an excellent vacation destination The Bahamas is.

ICE Production Network will conduct a photo shoot for a German fashion catalogue May 16-22 in Harbour Island.

Harris Drury Cohen, a Fort Lauderdale company, conducted a photo shoot on behalf of Sun International May 8/9 at the Atlantis-Paradise Island.

King-TV "Evening Magazine" sent producer Anne Bilsborow and cameraperson, Tom Voelk, to Club Med-San Salvador May 8-11 to film two stories. One will profile a Pacific Northwest native who now works for Club Med as a Dive Manager at Columbus Isle. The other story will focus on another Club Med employee who works at Columbus Isle for free. King-TV is the NBC affiliate in Seattle, Washington and "Evening Magazine" is the daily half-hour evening news magazine programme. The show has successfully been on the air for over ten years and reaches most of the Pacific Northwest.

Marva Munroe is no longer with the Grand Bahama Beach Hotel. Mario de Sa Pereira is the General Manager.

Jerry Burns has left Radisson Grand and has been replaced by Linda Burnstein, National Group Sales.

**Downsizing happens.** Chances are someone you know-maybe it's you-has survived a shrinking corporate waistline. Because of budget cuts, you may have to say goodbye to faithful co-workers and friends, take on an increased workload and adjust to a decreased working space. We'll share three suggestions to help you adjust to a downsized environment.

## ATLANTA

Made presentation to a group of 35 graduating retail agents at Executive Travel Institute.

Working with Travel and Entertainment Group, Memphis, on a possible 1997 Gospel Concert in The Bahamas.

Possible mall promotion with American Express in July. This is a great opportunity for some excellent public relations exposure.

Group of 20 Bahamian athletes visited Atlanta May 14-16 to participate in a track and field meet at the opening of the *New Olympic Stadium*. The event was televised live.

Three crew members from Georgia Outdoor, an Emmy-nominated series on Georgia Public Television, will visit Nassau June 10-15, 1996 to shoot a series on *feeding the sharks and other underwater dive activities* for an episode showing in the US.

**Remember that your office space is not your personal property. It belongs to the company you work for. If the company changes or relocates, employees have no claim on overhead. They are not taking away something that is rightfully yours.**

## FLORIDA

Coordinating a *South Florida sales blitz* to promote Bahamasair's Out Island service which is scheduled to commence on June 17.

Bahamasair is planning on six flights per week to compete with ATA out of Orlando. Glenda Pletscher is being moved to an airport position and Juliette Buggs will run the Sales Office.

Pan Am Air Bridge flew to Nassau to officially launch their new service. They will commence non-stop service from Fort Lauderdale and Watson Island to Paradise Island on May

## HIGHLIGHTS

24 and have agreed to provide nine seats on Tuesdays for BTO Bimini fam trips.

Carnival Air Lines will open a second reservation centre this summer in Fort Lauderdale to help free up busy lines.

Palm Beach Cruise Lines would like to pattern a terminal function in West Palm Beach for agents on June 14, similar to the function hosted by SeaEscape. They are also promoting a *Gay Day Cruise* to Grand Bahama Island on June 22 and would like to work with us on *Fantasy Fest* in Key West in October.

SeaEscape claims they broke all previous records in delivery of passengers to Grand Bahama Island in March, 1996.

Club Med targets top producers rewarding them with higher commission levels, fam trips, educational seminars and access to clients who surf the company's internet. Promoting Bjorn Borg's tennis week July 22-29 at Paradise Island.

Conducted a Sandals' Day in-house seminar for sales, reservations and public relations staff on May 8.

Florida Seminar Presentations in Tampa - 21 agents and Sarasota - 16 agents/5 students showed.

Places To Go conducted a focus group of "seasoned veterans" from Fort Lauderdale-Delray Beach in April and asked about the agents' comfort levels with booking the Islands of The Bahamas on a scale of 1-10. Nassau 9; Grand Bahama Island 6 and the Out Islands 2-3.

Mike Stone, President - Certified Vacations - is no longer associated with the tour operation.

Alken Tours, American Eagle and Sandals promoting an agents' fam trip August 2-5 at a cost of \$85. Have blocked 20 seats on American Eagle.

Paradise Island Vacations is promoting one-day fam trips May 21 and June 13 at \$29 with USAir Express and Atlantis from Fort Lauderdale departing at 7:05 am and returning at 8:15 pm.

Goombay Summer in Coconut Grove June 7-9, 1996. No final decision has been made as yet on The Bahamas' financial contribution.

Met with the Hialeah Race Track principals and secured a trip giveaway to the Nassau Marriott in exchange for a complimentary booth and signage.

The Hollywood Chamber of Commerce is exploring ideas for a Caribbean Festival. Talking about a Bimini boat race, golf and fishing tournaments.

Congratulations to Jennifer Munings on her promotion to Sr. Marketing Representative.

**Be patient, don't expect to excel at your added responsibilities immediately.**

## CHARLOTTE

The Bahamas was featured in the Charlotte Observer travel section along with Florida.

Bermuda and USAir Vacations have started their annual summer advertising campaign. Their lead is \$499 per person, air inclusive for two nights.

Princess announced that they would be returning to Greenville again this summer. The charter will run from June 6 to July 29 on a twice weekly basis. Will concentrate sales calls in cities that will support the charter, and a blitz is planned for May 20-24 - agents are pleased that the charter is returning.

AAA Travel has changed its name to AAA Vacations and is in the process of changing its marketing strategy. AAA Vacations will now be concentrating their sales calls toward the leisure market.

Plans have now been finalized for the upcoming June 7-11 Nassau fam trip. There are 10 agents and one tour operator on the trip.

L & M Travel of Gastonia has a small church group of 24 persons travelling to Nassau in June.

The group of 14 incentive clients, booked by Mann Travel into Sandals for May 15, was moved to a Sandals property in Jamaica rather than another resort in The Bahamas.

Plans are being finalized for the *Special Markets* function in Charlotte, May 21.

The Royal Caribbean Cruise Line representative for Western Carolina would like to conduct a series of fam trips to introduce their new ship which will be sailing to Nassau in December. The BTO will assist with ground arrangements and site inspections on island for the agents.

**Update your files. In the stress of downsizing, it's easy to let the paper tiger overwhelm you.**

Use the three-year and seven-year gauges to weed through your own "can't throw this away" piles. Unless it's something that you refer to at least monthly, don't keep any document that's older than seven years.

## HIGHLIGHTS

### LATIN AMERICA

#### VENEZUELA

The government finally announced the long awaited measures to stabilize the economy and reduce inflation. An increase of 500% in gasoline prices, a hike in the sales tax from 12.5% to 16.5% and the abolition of the currency control are some of the first steps of the recovery plan which should put Venezuela back on track, as it allows it to have access to loans from the IMF, the World Bank and other international institutions.

Participated in Visit USA in Caracas May 6-8.

The magazine *Maracaibo* published an article "Bahamas, dias espectaculares, noches deslumbrantes, paraíso del comprador".

Participated in *Valencia and Maracay road shows*. Spoke to over 110 travel agents about The Bahamas.

Participated in the United Airlines Workshops in Maracaibo, Barquisimeto, Maturin, Puerto La Cruz and Puerto Ordaz and spoke to over 240 travel agents about The Bahamas.

#### ARGENTINA

Atalaya Turismo has launched a new low season of seven nights, air inclusive package from Buenos Aires including five nights at the Club Fortuna Beach and two nights in Miami. The cost per person is \$1,399.

SuperClubs has a new, all inclusive package that includes four days at the Breezes in The Bahamas. The cost is \$520 per person based on double occupancy. This package can be booked through SuperClub's local representatives and/or the following wholesalers Adia Turismo, Atalaya Turismo, Donde, Thorolf Hillblad and Sabor.

The pool formed by Adia Turismo, Atalaya Turismo, Turar and Thorolf Hillblad have launched a new seven nights air inclusive programme from Buenos Aires featuring a five nights stay at The Bahamas Princess in Freeport and two nights in Miami. The price per person is based on double occupancy at \$1,195.

Varig Airlines has launched the lowest net fare to Miami ever offered by any airline in this market. Until the end of June retailers will pay \$490 and wholesalers \$450.

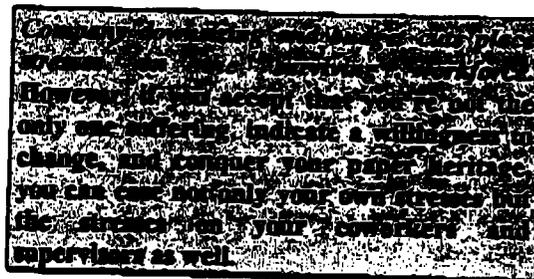
We are working with Luz Helena Latorre and the local representative of Lineas Aereas Paraguayas in order to establish an added value for passengers flying to Miami. The idea is to offer a free one night stay at The Bahamas Princess including airfare from and to Miami to each LAPSA client.

JAC Travel branch, based in Paraguay, will take 14 travel agents on a fam trip to Grand Bahama Island May 14-16.

Working with, and encouraging Turalex, the official incentive agent for Phillips Argentina, to take 140 incentive passengers to The Bahamas. Mr. Alex Kulkin, owner of the agency, will make a site inspection in late May 1996.

### MEXICO

Mexico hosted 20 million vacationers last year, an increase of nearly 20% over 1994, according to data released by Tourism Secretary, Silvia Hernandez, at the 21st Tianguis Turistico Trade Show in Acapulco. The growth rate was the highest in the last 12 years and moved the country from 10th to eighth in the world in arrivals. Mexico added 3,200 hotel rooms in 1995 and air service grew by 10% to their various tourism destinations.



### GROUPS

Meeting held with Sandy Hornsby and Amy Potts of Interim Corporate Services to discuss the possibility of ICS using The Islands of The Bahamas for their meeting and possible incentive programmes.

Meeting held with Chuck Zakany of Southern Wine and Spirits to discuss incentive programmes to The Islands of The Bahamas for his sales staff. A presentation for the staff is confirmed for June 1996.

Completed work with the Liberty Life Insurance-Atlanta Group. A group of 535 persons will stay at the Atlantis Resort June 16-20, 1996 and fly Delta Airlines from Atlanta.

## HIGHLIGHTS

Continue to work with the Atlanta Chamber of Commerce group of 56 persons for the Atlantis Hotel, August 14-18, 1996. A contract has been signed, ground transportation has been confirmed and presently working on an off-site property for dinner.

Working with Nevin Montgomery, President of National Frozen Food Association, on their corporate meeting scheduled to be held in The Bahamas at the end of May 1997. A presentation has been made in Atlanta and tax information forwarded. The company is presently consulting with their tax lawyers and will make a decision by July 1996.

Working with OBGYN Associates-Atlanta on a group for spring 1997. Site inspections of the properties have been tentatively set for June 13-15, 1996.

Meeting held with Liz Tonkin, Vice President of Westside Regional, to discuss incentive business to The Bahamas and a possible meeting in The Bahamas. Westside sent 64 of their physicians and wives to The Bahamas in 1990. The trip had a few problems but they will consider revisiting in the spring of 1997. A presentation will be made on May 24 during their monthly physicians' meeting.

Met with John Allison, Function Planner-Metropolitan Life Insurance Company, to discuss the possibility of incentive business to The Bahamas. The meeting went very well and Mr. Allison will confirm a time for a presentation during the sales meeting next month.

Met with Charlie Nevelcroft, Elscarp. They have already booked their meeting for January 1997 in Cancun but will consider The Bahamas for their 1998 meeting/incentive business.

Presentation was made to Weston Town Development Association. Everyone was excited about The Bahamas.

Met with Tim Merrigan, Administrator of Holy Cross Hospital. The idea was well received to hold meetings/incentive business in and to The Bahamas.

Rose Dimego, Associates Financial: The company just came back from Bermuda in April of this year, was looking at Cancun for April 1997, have not yet made a decision and will consider The Bahamas.

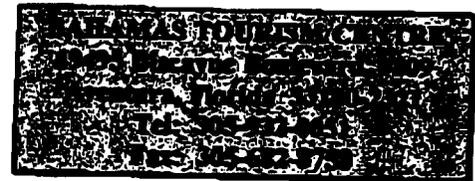
Secces Productions "Bahama Breezin'-The Great Escape": 100 persons to Breezes July 25-29, 1996 is still trying to work with Bahamasair on their Miami/Nassau portion of the trip. They would also like to do a remote broadcast from Nassau into Atlanta. The proposal from Secces Productions has been submitted to Cordell Thompson for consideration.

*Do not follow where the path may lead. Go instead where there is no path and leave a trail.*

## SPECIAL MARKETS

District Market-Dive called on dive shops in Dania, Fort Lauderdale, Pompano Beach and Deerfield Beach to introduce new dive packages and to qualify the accounts.

On Tuesday, April 30 the AOPA and the Aviation Department of the Ministry of Tourism conducted the first internet book up. Questions were received from the private pilots of AOPA and the Ministry's aviation experts answered. AOPA has requested a second session.





# HIGHLIGHTS



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

*June 15, 1996*

## GENERAL INFORMATION

Data released by the Office of Tourism Industries show that the number of Americans travelling outside of the US between January and September, 1995 was up by 5% compared to the first three quarters of 1994. The top destinations were the UK, Japan and Mexico.

Miami Hotels and Royal Caribbean Cruises are participating in the CVB's first media barter programme, coordinated by Innovating Travel Marketing in New York. The cruise line is offering some 40 cruises and 13 hotels are contributing some 2,000 room nights in exchange for radio air time and print ad space promoting summer getaways to Greater Miami and the Beaches. The industry contribution is valued at \$325,000; the CVB kicked in \$100,000.

Orlando-based North American Resorts and Montgomery Ward Travel have agreed to develop 50-100 travel agencies in Montgomery Ward stores through sublicense.

Sandals postponed, until early 1997, the relaunch of its Royal Bay Resort in Turks & Caicos citing construction delays. The property, which the chain is operating as an EP hotel, was slated to debut under the Sandals flag in December.

Carnival Air plans to operate from San Juan, Puerto Rico to Santiago, Chile and Buenos Aires, Argentina. Pending approvals, the carrier plans to use A310 aircraft for three weekly roundtrips to each point. Carnival also would coordinate the rights to offer connecting and through service from New York, South Florida and California to Santiago and Buenos Aires, which it already is authorized to serve via San Juan.

Barbados plans to introduce Value Added Tax (VAT) on various goods and services January 1, 1997. A 7.5% VAT will replace the 5% room tax; restaurants and tourism-related services. This is the first such levy in the island's history.

The Aruba Tourism Scholarship and Award Foundation is getting a thousand dollars from Lou Hammond & Assoc., which also does PR.

Certified Vacations is pulling out of its new reservation center in Salt Lake City making room for sister company

*Alamo Rent A Car to take over the facility.*

First impressions are lasting impressions.  
That's why the first moments you spend on the telephone with a customer are critical.  
We will present key points for you to keep in mind.

## PRODUCT UPDATE

De La Mer Swimwear will shoot photos for their 1997 swimwear catalog in Marsh Harbour, Abaco on June 22 through June 29.

Arizona African/American Broadcasting, Inc. will visit Nassau June 22 through June 29 to obtain material for two travel shows which will air in July and August.

Pan Am Air Bridge has restructured. All marketing, sales and advertising will now go through Bridge Studios (majority shareholder is Craig Robins); David Anderson's position has become redundant. Trade Shows, events or joint marketing will be handled by Amy Turkel (Bridge Studios), and the contact person for fam trips or passes is Bill Jones, VP and General Manager.

**ANSWER THE PHONE QUICKLY ENOUGH-BUT NOT TOO QUICKLY.**  
"Quickly enough" is generally within 30 seconds. Surveys indicate the phone can ring that long before customers begin getting anxious. Surprisingly, answering "too quickly" can also make callers uneasy. A general rule to follow is to answer on the second ring.

## ATLANTA

Aubrey Miller, Director-Alabama Bureau of Tourism & Travel, was elected to a one-year term as Vice Chair of Travel South.

**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.

900825

THE BAHAMAS MINISTRY OF TOURISM.  
JAN., 1996

96 OCT 21 AM 10:41  
CRM/ISS/REGISTRATION UNIT

**BAHAMAS MINISTRY OF TOURISM  
TOTAL RECEIPTS FOR PERIOD, JAN - JUN/96**

JANUARY	2,249,975.00
FEBRUARY	692,000.00
MARCH	999,975.00
APRIL	600,000.00
MAY	2,900,241.27
JUNE	0.00

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**\$7,442,191.27**

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## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

Expenditure

United States Total--&gt;

1,098,014.03

Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: BAHAMAS NEWS BUREAU

	Expenditure
Printing And Reproduction.....	19.95
Office Total--->	19.95

Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: CENTRAL PHOTOGRAPHIC

	Expenditure
Travel Allowances And Subsistence.....	161.70-
Printing And Reproduction.....	45.77
Office Total--->	115.93-

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: HOUSTON

	Expenditure
Salaries And Allowances.....	13,700.16
Travel Allowances And Subsistence.....	3,683.29
Telephone And Communication Services..	1,855.87-
Health Insurance And Pension.....	.00
Hospitality And Entertainment.....	16.37
Office Total--->	15,543.95

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: DALLAS

	Expenditure
Salaries And Allowances.....	33,091.20
Travel Allowances And Subsistence.....	8,750.53
Telephone And Communication Services..	5,859.77
Fees And Professional Services.....	260.00
Health Insurance And Pension.....	288.94
Hospitality And Entertainment.....	868.01-
Office Total--->	47,382.43

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: WESTERN AREA

	Expenditure
Salaries And Allowances.....	68,316.87
Travel Allowances And Subsistence.....	580.00
Travel Allowances And Subsistence.....	5,460.31
Rentals.....	800.00
Telephone And Communication Services..	12,232.25
Printing And Reproduction.....	508.01
Repairs And Maintenance.....	502.00
Fees And Professional Services.....	1,519.99
Health Insurance And Pension.....	745.59
Hospitality And Entertainment.....	2,481.06
Office Total--->	93,146.08

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: Corporate Europe

	Expenditure
Salaries And Allowances.....	.00
Travel Allowances And Subsistence.....	4,551.21
Telephone And Communication Services..	12,879.08
Printing And Reproduction.....	190.02
Repairs And Maintenance.....	.00
Health Insurance And Pension.....	23.08
Office Total--->	17,643.39

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: CLEVELAND

	Expenditure
Salaries And Allowances.....	9,684.18
Travel Allowances And Subsistence.....	15.00
Telephone And Communication Services..	602.02
Printing And Reproduction.....	91.18
Hospitality And Entertainment.....	542.82
Office Total--->	10,935.20

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: CINCINNATI

	Expenditure
Salaries And Allowances.....	11,557.39
Travel Allowances And Subsistence.....	.00
Telephone And Communication Services..	2,981.46
Printing And Reproduction.....	.00
Health Insurance And Pension.....	14.25
Hospitality And Entertainment.....	5,232.24
Office Total--->	19,785.34

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: DETROIT

	Expenditure
Salaries And Allowances.....	12,533.04
Travel Allowances And Subsistence.....	788.24
Telephone And Communication Services..	3,161.42
Printing And Reproduction.....	.00
Health Insurance And Pension.....	149.00
Hospitality And Entertainment.....	404.36
Office Total--->	17,036.06

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: CHICAGO

	Expenditure
Salaries And Allowances.....	97,522.00
Travel Allowances And Subsistence.....	2,082.95
Travel Allowances And Subsistence.....	8,194.94
Rentals.....	.00
Telephone And Communication Services..	31,521.32
Printing And Reproduction.....	362.22
Repairs And Maintenance.....	590.00
Fees And Professional Services.....	783.84
Health Insurance And Pension.....	480.00
Hospitality And Entertainment.....	16,033.31
Office Total--->	157,570.58

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: WASHINGTON

	Expenditure
Salaries And Allowances.....	37,635.98
Travel Allowances And Subsistence.....	2,169.15
Telephone And Communication Services..	7,099.95
Printing And Reproduction.....	843.73
Health Insurance And Pension.....	22.56
Hospitality And Entertainment.....	593.97
Office Total--->	48,365.34

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: PHILADELPHIA

	Expenditure
Salaries And Allowances.....	14,379.10
Travel Allowances And Subsistence.....	975.53
Telephone And Communication Services..	1,379.04
Printing And Reproduction.....	161.71
Repairs And Maintenance.....	198.56
Fees And Professional Services.....	.00
Health Insurance And Pension.....	18.00
Hospitality And Entertainment.....	128.27
Office Total--->	17,240.21

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: BOSTON

	Expenditure
Salaries And Allowances.....	19,611.63
Travel Allowances And Subsistence.....	681.15
Telephone And Communication Services..	1,103.82
Printing And Reproduction.....	282.30
Repairs And Maintenance.....	117.60
Fees And Professional Services.....	3,000.00
Health Insurance And Pension.....	235.00
Hospitality And Entertainment.....	635.44
Office Total--->	25,666.94

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: NEW YORK, REGIONAL

	Expenditure
Salaries And Allowances.....	82,024.93
Travel Allowances And Subsistence.....	353.00
Travel Allowances And Subsistence.....	6,516.55
Telephone And Communication Services..	36,583.50
Printing And Reproduction.....	2,437.46
Repairs And Maintenance.....	339.89
Fees And Professional Services.....	359.27
Health Insurance And Pension.....	1,248.34
Hospitality And Entertainment.....	16,782.53
Office Total--->	146,645.47

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: NEW YORK AREA

	Expenditure
Salaries And Allowances.....	46,725.66
Travel Allowances And Subsistence.....	2,328.31
Telephone And Communication Services..	1,781.62
Printing And Reproduction.....	4,098.73
Repairs And Maintenance.....	232.12
Fees And Professional Services.....	1,188.63
Health Insurance And Pension.....	305.00
Hospitality And Entertainment.....	169.48
Office Total--->	56,829.55

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: LATIN AMERICA

	Expenditure
Salaries And Allowances.....	5,291.55
Travel Allowances And Subsistence.....	89.50
Telephone And Communication Services..	48.00
Printing And Reproduction.....	.00
Fees And Professional Services.....	4,960.57
Hospitality And Entertainment.....	734.00
Office Total--->	11,123.62

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: CHARLOTTE

	Expenditure
Salaries And Allowances.....	14,356.02
Travel Allowances And Subsistence.....	112.25
Telephone And Communication Services..	2,249.32
Printing And Reproduction.....	335.80
Health Insurance And Pension.....	149.00
Hospitality And Entertainment.....	.00
Office Total--->	17,202.39

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: ATLANTA

	Expenditure
Salaries And Allowances.....	37,474.84
Travel Allowances And Subsistence.....	1,025.00
Telephone And Communication Services..	3,570.25
Printing And Reproduction.....	343.00
Repairs And Maintenance.....	.00
Health Insurance And Pension.....	55.95
Hospitality And Entertainment.....	27.15
Office Total--->	42,496.19

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: SOUTHEAST AREA

	Expenditure
Salaries And Allowances.....	11,200.02
Travel Allowances And Subsistence.....	482.86
Telephone And Communication Services..	3,111.45
Printing And Reproduction.....	.00
Repairs And Maintenance.....	4,322.76
Health Insurance And Pension.....	33.97
Hospitality And Entertainment.....	.00
Office Total--->	19,151.06

## Report Of U.S. Offices Half - Year Expenditure

Expressed In United States Dollars

For The Half Year Ended 30/06/96

BTO: FLORIDA

	Expenditure
Salaries And Allowances.....	239,712.18
Travel Allowances And Subsistence.....	1,084.95
Travel Allowances And Subsistence.....	10,167.33
Telephone And Communication Services..	61,815.05
Printing And Reproduction.....	3,286.10
Repairs And Maintenance.....	1,720.77
Fees And Professional Services.....	6,774.23
Health Insurance And Pension.....	4,751.92
Hospitality And Entertainment.....	5,033.68
Office Total--->	334,346.21