

JUN 30 2006

For Six Month Period Ending _____
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No. 2310

Bahamas Ministry of Tourism

(c) Business Address(es) of Registrant

P O BOX N-3701
Nassau, NP
BAHAMAS

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

- (a) If an individual:
 - (1) Residence address Yes No
 - (2) Citizenship Yes No
 - (3) Occupation Yes No

- (b) If an organization:
 - (1) Name Yes No
 - (2) Ownership or control Yes No
 - (3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

CRM/CES/REGISTRATION UNIT
2007 JAN 12 PM 2:51

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

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

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

If no, please attach the required amendment.

N/A

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (a waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

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

If yes, furnish the following information:

Name	Position	Date Connection Ended
Paul Strachan	Sr Regional Manager	Jan 31, 2006
Vinincia Strachan	Transferred to our Toronto, Canada Office District Manager: transferred to Toronto	Jan 31, 2006

- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes No

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

- (b) Have any employee or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting? Yes No

If yes, furnish the following information:

Name	Position or connection	Date terminated
See attachment		

- (c) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
MILLER, Vaughn Lauderdale Lakes, FL	3445 NW 44 St 33309	Bahamas	Marketing Representative	Feb. 1, 2006
KNOWLES, Dominique Coral Springs, FL	10618 Sample Rd 33065	USA	Mailroom Clerk	Feb. 13, 2006

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes No

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

II - FOREIGN PRINCIPAL

7. 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

8. Have you acquired any new foreign principal² during this 6 month reporting period?
Yes No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

N/A

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes No
Exhibit B⁴ 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.

2 The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)
3 The Exhibit A, which is filed on form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.
4 The 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.

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 7, 8, and 9 of this statement? Yes No

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

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ 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.

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.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government, 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 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶

Date	From Whom	Purpose	Amount
ATTACHED			

Total

(b) RECEIPTS - FUND RASING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes No

If yes, have you filed an Exhibit D to your registration? Yes No

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

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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6, 7 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).)
8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.
9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

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

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement? Yes No

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

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

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.

Date	To Whom	Purpose	Amount
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ATTACHED

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes

No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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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 value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes

No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
Yes No

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

17. Identify each such foreign principal.

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 informational materials? 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 informational materials 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
- Internet
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials 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 the informational materials: n/a
 English Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes No n/a

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI--EXECUTION

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

(Date of signature)

(Type or print name under each signature¹³)

November 30, 2006



Miriam Manigault

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

UNITED STATES DEPARTMENT OF JUSTICE
FARA 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 (Informational Materials - page 8 of Form CRM-154, formerly Form OBD-64-Supplemental Statement):

YES _____ or NO ✓ _____

(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 _____ or NO ✓ _____

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



Signature

1.9.2007

Date

Miriam Manigault

Please type or print name of
signatory on the line above

Title



U.S. Department of Justice

Criminal Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL STATEMENT -
PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

Short Form List for Registrant: Bahamas Tourist Office

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Archer	Edward E.	10/01/1979		
Bosfield	Bradley Lincoln	11/17/1994		
Brown	Valery	11/02/1992		
Davis	Pauline	11/17/1994		
Glinton	Eureka	03/03/1992		
Richardson	Pamela M.	04/12/1996		
Robinson	Rosetta	03/03/1992		
Sands	Carlton Emmanuel Jr.,	08/20/2001		
Strachan	Paul Antoni	11/17/1994		
Thompson	Pauline Davis	08/20/2001		
Watson	Dornell	11/17/1994		

1/31/2006 transferred to Toronto, Can.

RETIREES BAHAMAS TOURIST OFFICE

<u>NAME</u>	<u>CITIZENSHIP</u>	<u>RETIRED</u>
EVANS, Kaye Washington, DC	BAHAMIAN	June 2006
CLARE, Randy New York, NY	BAHAMIAN	April 2006
LEWIS, Melverne New York, NY	BAHAMIAN	February '06
THOMPSON, Cordell Atlanta, GA	BAHAMIAN	July 2006
ROLLE, Willamae Los Angeles, CA	BAHAMIAN	March 2006

**BAHAMAS TOURIST OFFICE
U.S. DEPOSITS
JANUARY - JUNE, 2006**

JANUARY	\$ 1,005,000.00
FEBRUARY	\$ 2,105,000.00
MARCH	\$ 7,450,000.00
APRIL	\$ 4,400,000.00
MAY	\$ 5,698,496.00
JUNE	\$ -
	\$ 20,658,496.00

GROUPS DEPARTMENT

Name Bradley Bosfield
Office Philadelphia
Month January 2006.

Project/Group **Status**

INCENTIVE

MT Performance Automotive	Referred by Kaye Evans, a group movement for GBI March, 2007. Proposal was requested of Sheraton-Our Lucaya.
Latitudes Events & Marketing	Patty Kleiner, interested in the Atlantis Resort. A request for proposal was sent to the Resort. Pax 350 and rooms 160 -175. Group wants to travel in October 2006.
Pharmacia	Met and presented a video of the Junkanoo festival to Ms. Johnson and her board. They would like to theme their meeting after Junkanoo.
Maritz/McGettegan	Made contact with Mitch Dancliff, account executive.

CORPORATE

Harith Productions	Travel decision has not been made yet. Invited to conduct presentation at Temple in March. Introduced to Joe Goldblatt, Temple University.
Atkinson & Mullen	Called on the organization on Joint calls with James Malcolm.

GoGo World Wide Vacations	Possible group movement to the GB. Maxine Streeter recently visited the Bahamas in November and is excited about new developments. She has only visited Nassau in the past.
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SEI Inc	Made joint calls with James Malcolm
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Down2earth Adventures	Alan Fiermonte/group still has not made a decision on where dive groups will travel. Alan's choice would be Bahamas, but final decision is the group officers call.
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PLATA	E. Murphy has a prospective group movement of 300 pax on a Thu/Sun or Fri/Mon program 125 -166 rooms per night.
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Cooper Tire	Spoke with Terri Werling she does the travel program coordination for Cooper in-house. She is responsible for Marketing Travel etc.
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AFFINITY

Rodgers Travel

Dr. Rogers wedding still on for GB. However, the bridal party has not been on the island site inspection yet. Work schedules and Dr. Angelou's schedule has not allowed for a visit yet.

Mirage Planning Inc.

Proposal was presented to the Island School and meeting was held in Blue Belle this month. Accommodations and cost of trip has to be finalized.

Harrison Fire Company

Paul Motavan has group with interest in the Bahamas. Approximately 100 persons each year they visit another destination.

INSURANCE

ASSOCIATION

PCMA

Attended the PCMA Conference held in Philadelphia, 1/8 - 11.

RELIGIOUS

AFRICAN-AMERICAN

INTELLIGENCE

Groups Educational Fam Trip

Followed-up on request for group material/collateral that came in via the website. Wendy Kho from Pittsburgh e.g., sent requested info no telephone contact is available in lots of cases.

Follow-up with telemarketing calls to PLATA. Continue to build/update a database of Incentive Houses etc. in the area. Participated in the groups fam trip to GBI, Abaco and Eleuthera 1/15 - 21.

Next Step	Due Date	Comments
Had destination guide sent to Mark Tichy meeting coordinator.		
Wait to see if the proposal the client receives is acceptable.		
Mitch and I have set a time to have lunch/diner whenever schedules allow.		
Confirm presentation date.		Harrith was recently recognized by the Atlantis Resort for his support of the property and volume of business
Continue to sell the organization on the viability of the Bahamas as a destination that would please their clients. There are service improvements and enhancements worthy of seeing/experiencing.		The clients were not very happy overall with the destination/price points of Nassau. The experience needed much to be desired. The airport including services were very much lacking. Airlift is another major hurdle to discontent.
Will send the group coordinator some general information on Grand Bahama.		
Karen has committed to working with the Bahamas in future.		Hopefully we have presented the Bahamas favorably that we would be the choice destination, Andros is an Island of the groups interest.
The Atlantis is the choice resort - the client will present a proposal to be forwarded to the Atlantis. Send package of Bahamas information to Terri.		

Encourage client to visit the destination.
Ensure that the hotel extend any courtesy
they are able for the client.

Some parents of current students
from the Region attended the open
house. R. Harrison has been most
instrumental. Hopefully an agreement
can be reached relative to price.

Sent package of Bahamas information and
made a telephone contact. Await additional
information from Paul.

GROUPS DEPARTMENT

Name Bradley Bosfield
Office Philadelphia
Month February 2006.

Project/Group **Status**

INCENTIVE

United Incentives	Pitched the Bahamas for future business. Presently they are not sending many groups to TIOTB but their group movement are in excess of 250 groups per year. Size of the group averages about 125 - 200.
George Kun Travel	Incentive group of 30 looking for a destination for 2007 travel. Phil Taylor, recommends the Radisson-CB. No meeting space is required.
Solomon Edwards	A detailed RFP was sent to Radisson CB.
Pharmacia	Made several attempts to contact Ms. Johnson. I have not received a return call.
Impact Incentives	Wants to increase its frequency by which it does business with TIOTB. Their concern centers around the deterioration of our hotel product. There are only a few hotels they are comfortable selling in the destination.
IKON, Inc.	Margaret Jamison seeking a destination for 2008. Requires 150 luxury rooms. St. Kitts and Grand Cayman are competing also. Destination must be warm enough to swim in Jan/Feb.
CORPORATE	
Latitudes Events & Marketing	Ms. Kleiner received the hotel's proposal for the most part it is acceptable, there are a few fine points she want to negotiate and get an agreement.
StarCite	Spoke with representatives to get a general understanding of how StarCite conducts its business.
Quantum TravelNet	Canvassed Quantum, for their group business. Some time ago they did many Bahamas travel groups. Recently they have not done much.
Standard Photo Group	Patricia feels Bahamas would be a good alternative for their company trip, instead of Cancun. They have been to Cancun for the past 3 years.

AFFINITY

Rodgers Travel - T. Showell

Bernard Knowles and party visited GBI. Arrangements were made at Sheraton. The client was not very pleased with how the hotel responded and their on island treatment. Ms. Showell flew down to the destination on an immediate basis to resolve outstanding egregious issues.

Ellen Hill Group - OH

Group of 80 - 100 interior decorators looking for high end property. Four Seasons suggested, they don't like large/crowded properties they are discriminating in hotel choice.

Mirage Planners Inc.

Mirage is working on a social group for September. Travelers will come from NY, PA, MD and DC. Mary will contact Pelican Bay for sleeping rooms and Forbes Charter for transportation.

Meridian Travel Services - OH

A group of Marine Biology majors from Capital University travel to Cozomel each year for credit. This year Bahamas is choice destination.

INSURANCE

Allstate Insurance

Ms. Christy requested a Bahamas presentation. They are interested in the Atlantis, GBI and Exuma. What is there to do on the various islands?

ASSOCIATION

Dive Association

Frank Klare has dive group for GBI, he will visit Florida and then travel to GBI to talk with dive masters at UNEXCO. Richard has also suggested some sites Frank may want to dive.

RELIGIOUS

AFRICAN-AMERICAN

INTELLIGENCE

Telemarketed accounts in the area and entities believe to have an interest in/able to travel to the Bahamas. Continue to develop data base of Incentive Houses and Event Planners in the region.

HSMIAI Meeting : 2.23.06
Penn's View Hotel Philadelphia,
PA
SKAL Meeting: 2.28.06 Walnut
Street, Philadelphia, PA
Participated in radio station Love 95
radio show, "Good Morning Bahamas"
broadcasted live from Philadelphia.
Participated in Event Planners seminar
held at PECO Energy- evening host was
Temple University Tourism Division

Sent follow-up/thank you letters and
CD's of the SDD to appointments we
visited during James' visit.

Next Step**Due Date** **Comments**

Proposal sent to Comfort Suites, Riu, Radisson/Cable Beach Resorts

Group visited Riviera Maya this year.

Expect a reply from the hotel, wait and see how the client feels about hotel's proposal.

Will continue to try.

Forwarded information to hotels for their action and proposal.

Will follow up in July/August with the client. Some hotels were unable to give rates?

Conduct short presentation to Board answer questions about the destination. Showed the Atlantis video etc.

Ms. Kleiner is motivated and excited about the Atlantis. She has heard so much good reviews about the resort.

Find out if there are any objections to TIOTB that I can help them overcome. Conduct a presentation on the new developments. Get group planners on a fam trip to Bahamas - presented GBI fam for June.

Pat to make arrangements for us to do a presentation/answer session to her boss. Host a Bahamas collateral table in the cafeteria during lunch period time TBD.

Pat will inform of the date.

The client was very disappointed with the hotel services and attitudes. He is sold on GBI, has many contacts there and loves the island however, this is the only property that can accommodate his party size.
Group travel date is February 2007, Thursday - Sunday.

Group interested in the Farfield Institute on Andros for 1 or 2 week of January 2007.

Conduct presentation, sent brochures and a list of what to do. Request proposal at clients request and timing.

6-Mar Client interested in knowing if we are able to provide collateral in large quantity

GROUPS DEPARTMENT

Name Bradley Bosfield
Office Philadelphia
Month March 2006.

Project/Group **Status**

INCENTIVE

Aramark Inc.	Made contact with Aramark to try and influence some of the incentive groups to travel to consider TIOTB.
MT Performance Automotive	Ensured the organization received the Westins/Sheraton's proposal. Wanted to learn of the companies feelings based on proposal.
Merck Inc.	Met with Bernard Adams pitched Bahamas as a future meeting destination with all the amenities of major US cities.
Solomon Edwards	Question the client about being in touch with the Bahamas Financial Services. Solomon felt it may be a conflict of interest to have their clients in contact with some entity who offers financial services.
Impact Incentives	Made introduction and contact with Ira Alveras referred by Kaye Evans. Agency books lots of groups to Nassau. He loves the Bahamas and has committed to doing more business
Martz/McGettegan Hewllet Packard	Followed-up with Mitch however unable to meet. Had proposal sent to Ms. Williams by Cable Beach Resorts, Atlantis, Westin and Sandals

CORPORATE

Down2earth Adventures	Alan Fiermonte dive group identifies Belize as the choice destination. Belize offered more attractive price point and value for money than Andros. Dive facilities were also said to be more extensive.
Sun Oil	Contacted Sun Oil for incentive business to travel to the Bahamas. Travel program arrangement is now outsourced to World Travel.
PLATA	Forwarded RFP to Katie Jacobs - Atlantis
Master Spas	Atlantis is hotel of choice. Aided in securing information on the resort, Karen March has sent video and collateral.

Harreth Productions

Will conduct presentation along with Mr. Wickrema for Prudential Financial.

Meridian Travel

Forwarded a lead for a group in January 2007. They are also looking at Jamaica and Barbados. Joint calls with Jermaine Wright, Hilton -BC.

Atkinson & Mullen, Rodgers Travel,
GoGo WW Vacations - Northeast,
Rosenbluth

AFFINITY

Get-A-Way Travel

Made joint call with Jermaine Wright of Hilton - BC, to this agency. Several groups are conducted per year. Agency does fireman/police annual travel, in addition to a very large golf group program.

GoGo WW Vacations - Southampton

Called on Maxine Streeter coordinator who has a group interested in the Bahamas.

INSURANCE

Allstate Insurance

Conducted presentation

ASSOCIATION

MPI Meeting

Attended monthly meeting compliments of

RELIGIOUS

Also made contact with GoGo WW Vacations, US Motivation, George Kunn, Planeit Convention, Rosenbluth Travel, Rogers Travel however there were not any specific leads or significant progress, beyond our prior contact.

INTELLIGENCE

SKAL 3.28.

Sent email messages about the upcoming GBI fam trip in addition fax broadcast.

Attended the Pharmaceutical Conference - Philadelphia along with Jermaine Wright.

Followed-up on CD's SDD to top corporate accounts that we've been in contact with.

Hilton City Philadelphia, PA

ASTA Meeting

HSMAI 3.16

Hyatt Hotel Columbus Ave.

Responded to inquiries received over the website. A good percentage of these leads cannot be followed upon except sending an e-mail extending my contact information and general information brochures.

Doreen Long -New Jersey inquiry made but no additional information available.

Next Step**Due Date****Comments**

Continue to present the Bahamas and build a working partnership with this organization.
Wait for the client to get back to me with the next step.

Will invite planners on a future fam and to a presentation. Develop relationship.

Continue to sell/encourage Ms. Williams to choose Bahamas over Puerto Rico. Cable Beach Resorts very aggressive in negotiations.

Build a relationship with the organization ensure that representatives are invited to presentations and fam trips.

Send collateral and video to Ms. Murphy she has a board meeting in Kansas City she would like to feature the Atlantis.

Solomon may consider having someone from the government address the group while in Nassau. Not very keen on the idea of a financial service entity.

Outlined the many & varied services that our groups department can offer to clients, making it easier for them to book Bahamas.

Group travels first week in December with total pax of 700.

Perhaps Bahamas will be chosen for 2008. R. Treco will keep the company updated with mailing. Name passed on to various entities and PB's.

Jermaine is motivated to work with this agency to secure their business.

Receive information on the group form Maxine, per group permission.

Follow-up with client on the proposal received from the hotels. Secure large quantity of brochures and post cards. Contact Carlton and Kelvin to have brochures shipped.

GROUPS DEPARTMENT

Name
Office
Month

Bradley Bosfield
Philadelphia
April 2006.

Status

Project/Group

INCENTIVE

Communication & Meeting Connections
(CMC)

Seeks a destination for 40 pax. Spoke with Sandra Yates who is the coordinator. Discussed properties and attributes of the destination, why it is a good match for her group
Proposal received and client very happy with the hotel's proposal.

Solomon Edwards

Bruce Rickett has tapped Harreth Productions to conduct its program on Nassau- Atlantis. Harreth has done many programs at the Atlantis in the past. Mr. Rickett is comfortable with HP.

Peak Performance

Maritz/McGatagan
CORPORATE

Bruce Rickett has potential group interested in the Atlantis. A request for proposals has been made of the resort.

Peak Performance

Group will travel in 2008 January either first or second week. The Bahamas will certainly secure this group. The challenge is now to work out all of the special function and amenities PLATA would like to enjoy.

PLATA

Followed-up to encourage the process along ensuring the hotel contract is signed and the group its secured for the Bahamas.

Latitudes Events & Marketing
AFFINITY

Spoke with Brent Inghram along with Tina. Brent is aware there were some issues with Mr. Knowles. The hotel has assigned the wedding to someone. They are resolved to ensure smooth operation of wedding program.

Rodgers Travel

McGinnis Reunion

Send package of general information.

INSURANCE

Nationwide Insurance - OH

Jamie Kiger coordinator requested information on properties that can accommodate groups of 600 pax and 300 rooms. The group will travel in 2007. In addition she would need for another time 65 pax for an executive retreat/board meeting.

ASSOCIATION

HSMAl Meeting 4.13.06

Smith & Wollensky

This group out of Edison, NJ travels every year to destinations. There are former/retired postal letter carriers. Organizer is LeKeisha Rogers.

Board of Traveling Carriers
SKAL Meeting 4.25.06

Fredericks

Vernard Alexander, potential group for July 2007. Additional information is needed from Mr. Alexander.

Minority Networking Exchange

RELIGIOUS

Oxford Presbyterian Church

Michelle Mitchell has group interested in inter-fellowship with churches in the Bahamas upon their visit.

AFRICAN-AMERICAN

Travel Time

Kathy Ashpaw has potential group of 125 persons interested in Nassau. A proposal has been requested from the client so we can approach the hotel.

Jordan Reunion

Susan Wilson coordinator - follow and send necessary requested information.

INTELLIGENCE

MPI Mid-America Educational Con.
Nashville, TN.

Attended the mid-America conference. Conference was very informative, speakers were insightful and were professionals in their respective fields. Made a few contacts and some leads which I will follow-up on to secure Bahamas travel.

Bahamas Groups Incentive Show

Participated in the road-shows in New York and Philadelphia. Presented GBI in New York and co-conducted the presentation in Philadelphia.

World Travel

In the process of developing a local relationship with World Travel.

Continue to build database of entities in the area. E-mail GBI fam invitation to planners.

Contact was also made with Mirage Planning, AIM and Allstate.

Next Step**Due Date Comments**

Contact Ms. Yates in September.

Travel destination decision will be made in September.

There arise challenges in trying to make the time rotation work. The program has to be Thursday/Sunday. US Airways flight out of Nassau leaves too early. Their final session will not be over. They can't change this rotation.

Solomon Edwards will not change their travel program. The final session is over about 2:00 PM, US Airways flight leaves at 10:30 PM.

Met with Debbie in Mitch's office, at his suggestion. His schedule is hectic presently as they are finalizing their program contracts.

Invited to GBI fam trip. No-one will be able to attend but want to be included in future offers

Bruce will attend the NPIP presentation in Philadelphia and participate in the next fam trip to Nassau.

An offer was made to conduct a presentation if needed, collateral and other selling aids are available.

Ms. Showell has begun discussions with Pelican Bay to accommodate the wedding party but the actual wedding would still be held at Westin Sheraton. I understand Marva Monroe is receptive to this idea.

Follow-up with client and wait for their decision.

Jamie requested that we make contact again at the end of June. At that time work will begin in Ernst on 2007 programs.

Place her in contact with the correct church officials.

Names and numbers were referred to the respective managers for them to contact planners in various areas.

GROUPS DEPARTMENT

Name Bradley Bosfield
Office Philadelphia
Month May 2006.

Project/Group **Status**

INCENTIVE

MIBI American Corp.

Spoke with Charles "Chuck" Stehno sends business to Bahamas. Would like to be considered for a fam trip in 2006. The potential in there to increase significantly Bahamas bookings.

Solomon Edwards

I believe we will loose this group because our flight times does not fit in their program rotation.

Firmerich Inc.

This lead was passed on by convention planners, Julie mentioned that this group has gone international before. They do several meetings per year. This may be a good contact for us , they may not travel immediately. Making the contact is a plus for us.

ACO, BDP Enterprises, The HUB
Meeting Group, Meeting Events
Consultants
Merck Inc

Sent letters of introduction to these companies.
Seeking to develop a relationship and gain business.

Mr. Adams is planning a trip to see the Atlantis. His group movement is for 2008.

CORPORATE

Weichert Realtors

Attended the realtors sales conference, networked and spoke on the Bahamas. Weichert, PA will conduct its first exclusive incentive program and is seeking a destination.

Latitudes Events & Marketing

Group signed the Atlantis contract.

Geisinger Health System

Group is looking for June 2007, Tuesday - Friday program. These are Physicians who want to come for a good time. They will have meetings half-day Wednesday-Friday.

Standard Photo Group

Conducted presentation- strengths of the Bahamas. The variety of vacation experiences Bahamas offer. Music and game/contest for T. Shirt and bags. Best island outfit and hat

AFFINITY

Mirage Planners Inc.

Contract is signed with Pelican Bay. According to Mary 70 persons are booked or she has deposits for them. Mirage usually take good numbers to GBI.

Cleveland Family Reunion

Lisa Cleveland prospects TIOTB for her group movement/reunion. Information has been requested and sent. More details are needed and requested.

VIP Travel

Courting this companies business. Presented the Islands of The Bahamas and why the Bahamas should be chosen over other destinations.

INSURANCE

Nationwide Insurance

Sent letter of introduction to Nationwide insurance recommending a Bahamas visit/presentation. Highlighted were the strengths of the Bahamas the competitive advantages of TIOTB.

ASSOCIATION

Glemer Show
Investools Inc.

Attended the Glemer Show on Long Island - NY.
Attended the Investools seminar in Philadelphia.
Bahamas was presented as a destination to visit and purchase after reaching one's quota.

RELIGIOUS

AFRICAN-AMERICAN

NABSD

For 2006 travel this group has decided on Curacao .
The average size of the travel group is 400 persons.

St. Mortz - Harrisburg, PA

A group of Jazz enthusiast who travel for social and entertainment. Interest in the GBI Jazz Festival, groups of 150 - 200. Prominent group of Doctors, Politicians, musicians, lawyers other influential persons

INTELLIGENCE

AIM Expo

Attended the AIM Expo in Philadelphia. The expo comprised of companies who travel for meetings and conventions.

HSMAI Meeting : 5.16.06
Continue to build database of incentive houses and meeting planners and third party planners in the region.

Delaware Park

SKAL Meeting : 5.30.06

Send information and follow-up calls to clients concerning their request. Tele-market potential/prospect businesses and database building.
TravelDreams

Excellence In Travel
Second To None Travel

G. Gray

Next Step

Due Date

Comments

Send information on the GBI fam for June.

Shannon Coughlin will keep Bahamas in mind, for future groups.

Will seek to develop relationship.

Will assist him in securing necessary proposal and possibly going on fam to experience the destination.

The group would like a welcome sign at the airport, a quantity of Welcome to the Bahamas Brochures for ticket stuffers, a welcome address by Ministry of Tourism personnel, possibly a junkanoo performance depending on cost.

Will pass lead on to Starwood, Cable Beach Resorts and Atlantis.

Request proposal form the Cable Beach Resorts and Our Lucaya.

Hopefully there are some small trinket items that we can extend to Ms. Kyle's group- appreciating their constant support.

Organizers will contact me in future and a program to be developed.

I will continue pitching this group for 2007. We will be competing against Turks and Caicos and the Dominican Republic. Ms. Showell will continue to make arrangements for this group until 2008.

Mark Granderson coordinator would love somehow to get a junkanoo demonstration in Harrisburg.

St. Mortz conducted a Bahamas hotter than July weekend 6/18 - 20. Ads aired over the radio, Bahamian food and culture were the features.

GROUPS DEPARTMENT

Name
Office
Month

Bradley Bosfield
Philadelphia
June 2006.

Project/Group

Status

INCENTIVE

Solstice Neurosciences
Hewlett Packard/Convention Planit

Received a very strong/hot lead form NAHA
Presently we are not sure if a decision has been
made. Followed-up/spoke with Julie who promised
she will contact Ms. Williams to ascertain

CORPORATE

MPI Pittsburgh

Attended and pitched the Pittsburgh chapter of MPI
on the prospects of hosting a regional meeting/Fam
Trip in The Bahamas. President and many
members loved the idea, we'll work to make this a
reality.

AFFINITY

Rodgers Travel

Ms. Showell reports the Rodgers/Knowles wedding
party has been lost. The party was met with too
much obstacles in doing this Bahamas wedding.
Aruba and the Marriott there has usurped the
Bahamas.

INSURANCE

Allstate Insurance

Group pretty certain that they will chose GB as the
destination of choice for their incentive trip 2007

ASSOCIATION

RELIGIOUS

AFRICAN-AMERICAN

INTELLIGENCE

Maritz Meeting Planners Fam Trip

Co-hosted/escorted this fam trip along with James Malcolm to GBI and Abaco.

Nassau, Paradise Island Fam Trip

Co-hosted fam trip along with George Brice and staff from the promotion board. Also gave the presentation on GBI.

SKAL 6.27.06

Next Step

Due Date Comments

Find out if there are any hot button items that can aid in securing this business for The Bahamas.

This is absolutely a great piece of business if we can secure for December when the resorts desperately need business.

Wait for the club to get back with best possible month for this trip.

This is an opportunity lost if the only reason we will not host this group is we were lethargic. Lots of big names will possibly attend this wedding e.g., Bill Cosby, Oprah Winfrey, Senator V. Huges, Dr. Mya Angelou to name a few.

This fam was exceptional. The Maritz group were ecstatic and surprise to see & experience what TIOB can offer clients .Insights gained from discussions with Maritz is priceless. I believe we will reap huge benefits as a result of their fam visit.

Great bunch of people, contact made with some planners from PHL- that I did not previously know. Well organized and productive fam.

GROUPS DEPARTMENT

Name: PM Richardson

Office: Plantation

Month: January 2006

Project/Group/Dates (m-d-y)	Status	Next Steps	Due Date
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INCENTIVE

Passport Incentives, July '06

Passport Incentives, based in Colorado Springs is an in-house incentive of a travel agency. Interested in bringing a group to 'walk the footsteps' of the Pirates of The Caribbean film areas. Gave contact info. As well as sent to JM.

CORPORATE

AFFINITY

reunions, fraternal, social, ethnic

Fishing tournament, 5/19-21'06

Group of 60 fishing enthusiasts, from the

Broadcaters' Foundation, sponsored by GE Global Media & Communication. Host hotel is RIU. Will charter boats at destination. CEO Netowrk is local contact and member of organization. Richard Treco and Earl Miller to coordinate with conact.

Communications, NB, brought into the loop
due to pr opportunities being broadcasters.

INSURANCE

ASSOCIATION

RELIGIOUS

AFRICAN-AMERICAN

Intelligence:

Met with Carnival and RCCL to view their database. Both have very extensive and involved programs exclusive to the company and entails minute details of all their group prospects/clients.

NPI has a list not a database

Unable to completely manipulate an research the benefits of StarCite as am unable to get access being a non-member to determine if the program is beneficial to TIOTB.

Other:

Attended two-day session on retirement planning

Returned to work on January 19 - from holidays

GROUPS DEPARTMENT

Name:

Office:

Month: February 2006

Project/Group/Dates (m-d-y)

Status

Next Steps

Due Date

INCENTIVE

CORPORATE

AFFINITY/SMERF

reunions, fraternal, social, ethnic

INSURANCE

ASSOCIATION

RELIGIOUS

AFRICAN-AMERICAN

Intelligence:

Researched and provided the listing of the 'FORTUNE top 100 companies to work for in N. America'. Forwarded to field personnel for their effecting calls, etc., in a word document format inclusive of addresses, contact, number of employees, etc.

Other:

Sent out intimate details as to the management/maintenance of the SDD to all field personnel as well as tactics for AA.

Met with NPIP relative to the upcoming roadshows in the mid-west and east coast. Our involvement will be on a 50/50 basis and we will be intimately involved with the wording, look, feel of the invitations, menu selection, printing of invitation, receipt of list of attendees, listing of who was invited, etc. Will now include all

GBI and OI group hotels.

Invitations, printed in-house, for Minneapolis (700), St. Louis (400), Chicago (1250), Indianapolis (375)

Worked with MANN Travel, Charlotte on the coordination of a 'live remote' on the Celebration in early March.

Had 200+ group with remote being taped in the evening for play following morning. Ship called on NAS and GBI.

Called around, attempting to drum up participants, for the luncheon road shows in the Mid-West, 380 planners.

Unfortunately, this effort only yielded three planners who had not responded previously.

GROUPS DEPARTMENT

Name:

Office:

Month: March 2006

Project/Group/Dates (m-d-y)

Status

Next Steps

Due Date

INCENTIVE

CORPORATE

AFFINITY/SMERF

reunions, fraternal, social, ethnic

INSURANCE

ASSOCIATION

RELIGIOUS

AFRICAN-AMERICAN

Intelligence:

Produced the listing of the Fortune 500 largest corporations, as of their June 05 issue, and forwarded to the sales field personnel.

Sent out the covering letter, program and planner profile/rsvp forms for the 2006 GBI fams to: all field personnel and hotel contacts.

Had produced a five-minute looping group slide show to be used for the Luncheon roadshows.

Purchased and produced jewel spind case labels for all outgoing cd's for the March (quarterly) SDD as well as the March group slide show (beach and flippers/lighthouse)

Printed 1300 invitations for the remainder of the East Coast luncheons - due to a shortfall in invitations and no budget allowed to produce additional 800, negotiated with a vendor for the printing for a vacation. At end of month, cut offer period, Boston had 10, NY 27, PHI 12 RSVPs which will dictate that a very concerted call-around will be initiated within two weeks.

Produced a high-tech SDD that is very user friendly and efficient. Made and mailed to all concerned (120).

Continued to work on IMEX, Incentive Works, Newsletter.

Choose and forwarded 300 images for the 15-minute looping group slide show to be used for the April luncheon roadshows.

GROUPS DEPARTMENT

Name: PM Richardson

Office:

Month: April 2006

Project/Group/Dates (m-d-y)	Status	Next Steps	Due Date
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INCENTIVE

CORPORATE

AFFINITY/SMERF

reunions, fraternal, social, ethnic

INSURANCE

ASSOCIATION

RELIGIOUS

AFRICAN-AMERICAN

Intelligence

Created a Meetings & Incentives Fact Sheet for groups personnel - offshoot/upgraded version of what was produced by JM

Edited the 15-minute looping slide show for the NE luncheons, made copies, spine labels and distributed

Made 213 calls to shore up the attendance at the NE luncheons - netted 6. Majority were voice-mail messages
Attended the NY and PHI luncheons. Packed bags, facilitated check-in.

Continued to oversee the needs of IMEX (Adams, appointments, ordering equipment, etc.)

Worked on the upcoming series of fam trips to GBI - confirmations, etc.

Made spine labels for the SDD (June)

GROUPS DEPARTMENT

Name:

Office:

Month: June 2006

Project/Group/Dates (m-d-y)

Status

Next Steps

Due Date

INCENTIVE

CORPORATE

AFFINITY/SMERF

reunions, fraternal, social, ethnic

INSURANCE

ASSOCIATION

RELIGIOUS

AFRICAN-AMERICAN

Intelligence:

Sick leave for six days. Due to being unable to drive, etc., worked from home for the remainder of the month

Continued to work on the series of upcoming GBI fams (confirmations, updating lists, etc.)

Continue work on IncentiveWorks in Canada, August (advising participants of all required/relevant information, etc.)

Working with organizers for location, registrations, etc.

Made spine labels for the June SDD updates and updated master document

Edited the looping GBI slide show.

Completed information to be included in the newsletter

**GROUPS
DEPARTMENT**

Name
Office
Month

**Cleveland Williams
Bahamas Tourist Office – NY
January, 2006**

Project/Group	Status	Next Steps	Due Date	Comments
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INCENTIVE

CORPORATE

American Safety Razor 2006	Business meeting'06 in the Bahamas at Radisson Cable Beach for 50 people. The original dates were mid January/ Feb or March. Due to budgetary constraints meeting is postponed for Fall'06.	Will follow closely with VTS Travel to monitor Groups' decision to travel, among other things.		
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AFFINITY

reunions, fraternity, social, ethnic

Wedding Group

Booked at The Radisson Cable Beach, a party of 60 -100 persons.

To follow up with the booking agency to monitor the group status and situation regarding hotel's renovations.

Aug 2-12, 2006

Clients are concern about renovations at Cable Beach, but were told it would not affect them.

EELESIA 2008 Group

The Fraternity Phi Gamma Delta Convention is scheduled for 2008 for either Nassau or Grand Bahama for 500 -600 attendees. The Radisson Cable Beach, Atlantis and Our Lucaya were sent leads.

Follow up will be made with the Conference Board Meeting Planners on the development of this group.

Aug. 7-10, 14-17, 2008.

INSURANCE

ASSOCIATION

KAAMCO Meeting

The Airline Association has proposed the Bahamas for their Meeting. California is the competing destination.

Follow up with client to monitor the status of the group and if assistance is needed for the Bahamas.

May 5-10/12-17,06

RELIGIOUS

AFRICAN-AMERICAN

Intelligence:

In the recent survey "Future Watch 2006" by Meeting Professional International & American Express, a comparative outlook on Global Business of Meetings was done.

According to the report, companies are now beginning to realize the importance of meeting planning as a strategic function that will have a positive impact on their organization's growth and success. As a result, it is predicted that the perceived value of meetings will be increased by two to three years.

Cleveland Williams' January'06 Report

The report also states that in the buying process of meetings, that the Meeting Planner is still the most active participant in driving the companies business goals via meetings.

The Growth of the International Travel:

According to the survey, it is predicted that there will be a decline in international meetings travel in 2006, in comparison to 2005. This is due in part to a number of things: Meeting planners have identified workload to have the greatest impact on how their jobs are executed. On the other hand commoditization of the planning function, which was in second position in 2005 is no longer in the top three. Externally, the meetings industry is also being affected by the state of the economy, globalization, and the rising cost of travel as well as increased oil prices.

Continued Market Growth:

Growth in 2006 for the Meetings Market is predicted to occur with the expected number of meetings by organizations of planners and intermediaries from 7 percent in 2005 to 21 percent. The expenditure per meeting is slated to increase from 7 percent to at least 14%, and there is an expectancy of more attendees and longer events than 2005. Meeting planners are expecting 42 percent of their budget to increase from their organization's total budgets.

International Travel Pace Stalls

The report also forecast that there will be a slowing down in the growth of International meetings in 2006. Canadian clients side planners have decided to conduct most of their meetings in Canada in 2006, as only 14% of Canadian meetings will not be domestic, in comparison to 23% in 2005.

WEEKLY SALES ACTIVITY PLAN SHEET

MONTH – FEBRUARY 2006	TELEPHONE	CONTACTS NAMES
Name: Cleveland Williams		
Week of: 1ST -2ND		
Wednesday –Date: 1st		
Agency/Company Name		
<p>Schron Associates Ltd 253 West, 72nd Street – 2nd Floor New York</p> <p>Ovation Corporate Travel The Lawyers' Travel Service 71, Fifth Avenue, 10th floor New York – between 14& 15 street</p> <p>Successful Meetings 770 Broadway, New York</p>	<p>212 595 – 2700</p> <p>212-329-7270</p> <p>646 6544 7364</p>	<p>Mr. Robert P. Schron – Chairman</p> <p>Carol Anne O'Malley Director of Groups & Meetings NY Regional Manager</p> <p>Ms. Terri Hardin - Editor – Destinations</p>

Cleveland Williams' February- Weekly Sales Activity Sheet – page 2

Thursday – Date: 2nd		
Agency/Company Name		
<p>Far Horizons 860 Wyckoff Avenue Mahwah, New Jersey</p>	201 651 0329	Mr. Tiru Irani - President
<p>VTS Travel Direct 860 Wyckoff Avenue Mahwah, New Jersey</p>	201 651 0329	Ms. Sharon Kenny Head Meetings & Incentive Division
<p>Mahwah Travel 165 Franklin Turnpiks Mahwah, New Jersey 07430-1364</p>	201 529 4699	Ms. L. Irene Falkowski Meetings & Incentive Division
<p>4) Dittman Incentive Marketing 108 Church Street, New Brunswick New Jersey</p>	732 -7450600	Ms. Susan Adams Meeting Planner
Friday-Date: 3rd		
Agency/Company Name		
Telemarketing Exercise from home		

Cleveland Williams' February- Weekly Sales Activity Sheet – page 3

Monday –Date: 6TH		
Agency/Company Name		
Telemarketing Exercise from Home		
Tuesday – Date: 7th		
Agency/Company Name		
Wednesday-Date: 8th		
Agency/Company Name		
Telemarketing Exercise from home		
Thursday-Date: 9th		
Agency/Company Name		
<p style="text-align: center;">Global Events & Meeting Management 56 East 52 Street, 28th Floor New York, New York</p>	973 993 1963	Mr. Paul D.Orlando President/ Owner (BTO)
Friday-Date: 10th		
Agency/Company Name		
Telemarketing exercise, Monthly reports and administrative tasks.		

Cleveland Williams' February- Weekly Sales Activity Sheet – page 4

Monday –Date: 13th		
Agency/Company Name		
Rich Worldwide Travel 500 Marmaroneck Avenue Harrison, New York	914 8357600 212 997 1600	Mrs. Donna Devore Group Sales Manager
Tuesday – Date:14th		
Agency/Company Name		
Working from home		
Wednesday-Date: 15th		
Agency/Company Name		
Allen & Partners, Inc 620 Sheriden Avenue Plainfield, NJ 07060	908 561 4062	Mrs. Gayle Thigpen Allen, President (10:00)
Thursday-Date: 16th		
Agency/Company Name		
Pizer Meetings & Incentive Marketing (TB con.)	212 733 4601	Mr. Stephen Caru
Friday-Date: 17th		
Agency/Company Name		
Working from Home		

Cleveland Williams' February - Weekly Sales Activity Sheet – page 5

Monday –Date: 20th		
Agency/Company Name		
Tuesday – Date: 21st		
Agency/Company Name		
Current Medical Directions, Inc 1250 Broadway, 36 th Floor New York, New York 1001	212 771 7315	Christy Ziggler
Wednesday-Date: 22nd		
Agency/Company Name		
Four seasons 110 East 59 th Street 24 th Floor New York, New York 10022	212 688 2268	Sachiko Takahashi
Thursday-Date: 23rd		
Agency/Company Name		
Caprice Travel 1179 Yonker Avenue Yonkers, New York 10704	914 237 8500	John Fazio President
Friday-Date: 24th		
Agency/Company Name		
Monday –Date: 27th		
Agency/Company Name		
Four Seasons Hotels & Resorts 110 Est, 59 th Street 24 th Floor New York, New York	212 6882268	Sachiko Takahasi (12:00)
Tuesday – Date: 28th		
Agency/Company Name		
Austin Travel		

Incentive & Events Department 265 Spagnoli Road Melville, New York 11747	516 465 1000	Ms. Diane Hefferman
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GROUPS DEPARTMENT

Name	Cleveland Williams			
Office	BTO- New York			
Month		Feb-06		
Project/Group	Status	Next Steps	Due Date	Comments
INCENTIVE				
McAfee Security Incentives	350-450 booked @ Sheraton_Our Lucaya -May '06	Site inspection @ Our Lucaya		Ovation Travel's booking
Independent Bank	60 pax @ Atlantis -July 9-12'06	Confirmed		Dittman Incentive Company
Konica Minolta	24 pax @ Atlantis - May 3rd-7th'06	Confirmed		Austin Travel
Custom Computer Specialist	150-160 pax @ Our Lucaya - 16/19 March'07	Tentatively booked		Austin Travel
Future Tires Incentives	50 pax @ Sandals Royal Bahamian/ Radisson -07/11 January'07	Tentatively booked		Austin Travel
New York Interconnect Group	140 pax @ Our Lucaya - March '06	Tentatively booked- Meeting Planner to visit hotel on GBI Fam Trip		Cable Vision Company
Light Path Sales Incentives	30 pax @ Our Lucaya - February'07	Tentatively booked - Meeting Planner to inspect hotel on GBI Fam Trip		Cable Vision Company
K Hovanian Raving Fans	160 pax @ Radisson Cable Beach-10/13 March'06	Confirmed		Dittman Incentive Company
Notes On Sales Calls				
Schron Associates	Owned and managed by Mr. Robert Schron, this company is a small, effective independent Incentive Company. Selling group, conference and mostly Incentive Travel throughout USA and the Caribbean. As a key member of the Greater New York Chapter of MPI- the feasibility of conducting a Bahamas Incentive Evening to better educate Meeting Planners of the opportunities to be had by groups in the Islands of the Bahamas			
Ovation Travel	Ovation, a large leisure travel company, has a Corporate division, specializing in group travel i.e. Meetings, Conferences and Incentive travel. They also provide travel services for top law firms, and Investment companies. This company has two major groups going to the Bahamas			
VTS. Travel	VTS Travel, an Incentive Travel Company in New Jersey, selling Group Travel worldwide. Director of Group Travel, and myself visited them and spoke of the advantages of companies taking their group business to The Bahamas. Meeting Planners will participate in GBI Educational.			
Far Horizins	Does lots of Board Meetings and highend incentives. They are highly interested in selling the Out Islands. Mr. Irani has sold TICOTB and visited them in the past			
Austin Travel Meeting	Sells heavily Incentive travel around the world. Austin Meetings has booked three groups to the Bahamas, one to Atlantis and two at Our Lucaya. After two visits, strong contacts and good working relations are being established			
Intelligence:				

WEEKLY SALES ACTIVITY PLAN SHEET MARCH, 2006

WEEKS & DAYS	TELEPHONE	CONTACTS NAMES
Name: Cleveland Williams		
Week of: 1ST		
Wednesday-Date: 1st	Telemarketing & Emailing GBI Fam Invites	
Agency/Company Name		
TF Production New York (Meeting in Harlem)	914 806 5812	Tricia Frazier Meeting Cancelled
Thursday-Date: 2nd	Emailing GBI Fam Invites & Telemarketing Excercise	
Agency/Company Name		
Telemarketing Home		
Friday-Date: 3rd		
Agency/Company Name		
Telemarketing from Home	GBI Fam Trip Invitations emailed & followed up	
Week of: 2nd		
Monday -Date: 6th		
Agency/Company Name		
PGI, Inc 16 West, 22 Street,5th Floor New York, New York	212 366 6566	Jane Pino
Tuesday - Date: 7th		
Agency/Company Name		

Telemarketing From Home		
Wednesday-Date: 8th		
Agency/Company Name		
Telemarketing From Home		

Thursday-Date: 9th		
Agency/Company Name		
Telemarketing from Home		
Friday-Date: 10th		
Agency/Company Name		
Telemarketing from home		

WEEKLY SALES ACTIVITY PLAN SHEET

Weeks & Days	TELEPHONE	CONTACTS NAMES
Name: Cleveland Williams		
Week of: 3rd		
Monday -Date: 13th		
Agency/Company Name		
Tuesday - Date: 14th		
Agency/Company Name		
Four Seasons Hotels & Resorts 110 Est, 59 th Street 24 th Floor New York, New York	212 6882268	Sachiko Takahasi (12:00)
Wednesday-Date: 15th		

Agency/Company Name		
Thursday-Date: 16th		
Agency/Company Name		
Friday-Date: 17th		
Agency/Company Name		
Monday –Date: 20th		
Agency/Company Name	Telemarketing & GBI Fam Trip Invitational follow- up	
Tuesday – Date: 21st		
Agency/Company Name		
	Telemarketing for April	
Wednesday-Date: 22nd		
Agency/Company Name		
	Telemarketing	
Thursday-Date: 23rd		
Agency/Company Name		
Friday-Date: 24th		
Agency/Company Name	Telemarketing	

Weeks & Days	TELEPHONE	CONTACTS NAMES
Names: Cleveland Williams		
Week of: 5th		
Monday –Date: 27th		
Agency/Company Name		
Tuesday – Date: 28th		
Agency/Company Name		
Wednesday-Date: 29th		
Agency/Company Name		
Thursday-Date: 30th		
Agency/Company Name		
Friday-Date: 31st		
Agency/Company Name		

WEEKLY SALES ACTIVITY PLAN SHEET

MONTH – APRIL 2006	TELEPHONE	CONTACTS NAMES
Names: Cleveland Williams		
Week of: 3rd-7th		
Monday –Date: 3rd		
Agency/Company Name		
Alken Tours 1661 Nostrand Avenue Tilden & Beverly Road 2 nd Floor 11226 Brooklyn, N.Y.	718 856 7711	Joycelan Jullian Meeting Planner (2 or 5 train)12:30
Tuesday – Date: 4th		
Agency/Company Name		
Working from home		
Wednesday-Date: 5th		
Agency/Company Name		
Blyth Corporation 1 East weaver Street Greenwich, Ct 06831	203 552 6660	Ms. Pam Smart Meeting Planner (10:00)
Thursday-Date: 6th		
Agency/Company Name		
Friday-Date: 7th		
Agency/Company Name		
Liberty Travel 440 Franklin Turnpike Mahwah, New Jersey 07430	201 760 0003	Jamie Levine Meeting Planner (10:30)

MONTH – APRIL 2006	TELEPHONE	CONTACTS NAMES
Name: Cleveland Williams		
Week of: 10th -14th		
Monday –Date: 10th		
Agency/Company Name		
Tuesday – Date: 11th		
Agency/Company Name		
Wednesday-Date: 12th		
Agency/Company Name		
Superior Travel Of Orange County 3463 Bay Front Drive Baldwin 3463	516 623 8765	Ms. Carol Mcparland
Thursday-Date: 14th		
Agency/Company Name		
Analog Device 1 Technology Way Norwood, Ma 02062	781 461 3482	Ms. Kate Wynne Executive Assistant/ Meeting Planner (9:30)
Friday-Date: 15th		
Agency/Company Name		

MONTH – APRIL 2006	TELEPHONE	CONTACTS NAMES
Names: Cleveland Williams		
Week of: 18th – 22nd		
Monday –Date: 18th		
Agency/Company Name		
Tuesday – Date: 19th		
Agency/Company Name The New International Marketplace – N.Y.		
Wednesday-Date: 20th		
Agency/Company Name The New International Marketplace – N.Y.		
Thursday-Date: 21st		
Agency/Company Name The New International Market Place – N.Y.		
Friday-Date: 22nd		
Agency/Company Name		

MONTH – APRIL, 2006	TELEPHONE	CONTACTS NAMES
Name: Cleveland Williams		
Week of: 25th -29th		
Monday –Date: 25th		
Agency/Company Name		
<p style="text-align: center;">Bahamas Road Show The Westin Copley Place (Turner Fisheries) 10 Huntington Avenue Boston, Mass.</p>		
Tuesday – Date: 26th		
Agency/Company Name		
<p style="text-align: center;">Bahamas Road Show Sofitel New York 45 West, 44 Street New York</p>		
Wednesday-Date: 27th		
Agency/Company Name		
<p style="text-align: center;">Bahamas Road Show Four Seasons One Logan Square Philadelphia</p>		
Thursday-Date: 28th		
Agency/Company Name		

Friday-Date: 29th		
Agency/Company Name		

GROUPS DEPARTMENT

Name Cleveland Williams
 Office BTO- New York
 Month April '06

Notes on Sales Calls**Alken Tours**

This agency sells group travel mostly Family reunions, Church Groups and Weddings. Weddings are big and mostly throughout the year. Group size ranges from 20-30 pax.

Bithy Corporation

VTS Travel acts as an inhouse corporate planner for

this company for over 6 years. Smaller meetings are from 20-30 pax. Board/Sales Meetings are from 2-3 days and done in the USA. Quarterly meetings done in Amsterdam/Chicago. One of two divisions of this company does incentive travel, which covers roughly 5-7 days. Clients of Bithy are Party Light, Colonial, Candle, Walter Drake and Two Sisters Gourmet.

Clients: Air conditioning/ Plumbing companies, Real Estate Companies, Colleges, Golfing Groups and Weddings. Group Travel normally Jan/February/March/April and May. The company produces about 45 groups per year. Group size is roughly 20-300/400 pax. Does some incentives and mostly incentives and Meetings Destinations sold: Dominican Republic, Mexico/Jamaica and Bahamas.

Liberty Travel

Established 1997, has offices in Miami, N.Y., Mexico, Colombia and Europe. Does group business occasionally. Last year sent a group of 150 to Punta Cana and the Dominican Republic. They also have two conferences per year. The first is held in Spring between March - April and the second in November. The number of participants are over 2000 pax. Destinations are selected where TRAVEL, one office are located. This company has 23,000 agents selling its products and plans are moving ahead to break into the Meetings and Incentive market.

Travel One

Two meetings per year. Fall - in 26 locations worldwide with 400 attendees for 4 days. In the past conference held in Hollywood, CA, Atlanta, Montreal, Chicago, Dallas and Canada. Australia's convention has exhibition for Motion Picture/TV technology. Smaller meetings are done throughout the year - except for summer for 150-300 people. 3 Board Meetings per year. Caribbean Section is trying to get the winter show to go to the Caribbean.

SMPTE**Intelligence**

This show was designed to bring Meeting Planners and the best international suppliers together in a relaxed business environment to discover new venues, planning options and develop quality relationships that lead to better business. TIGTR participated with Our Lucaya Hotel and British Colonial Hilton. Both hoteliers received a number of group leads from this event.

**The International Marketplace
April 19-21****Nassau/Paradise Island****Road Show**

Participated in the N/PI Road Shows in Boston and New York. Followed up with contacts made from these Lucayan and got several appointments.

GROUPS DEPARTMENT

Name Teri Sands

Office Washington DC

Month March '06

Project/Group	Meeting Dates	Status	Rms/nts	Preferred Hotels	Next Steps	Due Date	Comments
TELEMARKETING/Adminstrative							
100 plus telemarketing calls.							Extensive time spent on telemarketing Fortune 500 List, Fortune 100 List and Salesmans Guide, as well as MPI Directory. Mailed out 70 fam invites. Have also sent invites out via email.
Grand Bahama Fam							
MEETINGS							
David Gray - Carroll Travel	3/1/2006						Met with Mr. Gray to work out details for group of 20-30 persons from Australian Embassy to Nassau and Harbour Island.
PJ Butler - Incentive Travel Huse	3/29/2006						Provided updates and fam info
Jan Cook-January Entertainment	3/30/2006						Is hoping to develop a woman's educational conference
INCENTIVE							
CORPORATE							
SMERFS							
military, fraternity, social, ethnic, religious							
Poker Tournament	10/6-9/06	Pend		Wyndham/Radisson			Planner is awaiting proposal from Swanhilde Musika of Wyndham

INSURANCE

GROUPS DEPARTMENT

Name Teri Sands
Office Washington, DC
Month - February 06

Project/Group	Meeting Date	Status	Rms/Nts	Preferred Hotels
INCENTIVE				
Alliance Benefits & Compensation	Apr/May-07	Pend	150 rms	Atlantis, Sandals, Hilton, Westin
Nextel Sprint Corporation	Apr-06	Conf	1500 rms	Atlantis
CORPORATE				
CFSA	02/28-03/03/07	Conf	500/4	Atlantis
ICMI	2007	Pend	tba	Resorts w/break-outs
SMERFs reunions, fraternity, social, ethnic				
Austrian Embassy/Carrolls Travel	3/28/2006	Conf	20 rms	
INSURANCE				
Geico/Transeair Travel	4/2/06	Conf		0 Sovereign of the Sea cruise
ASSOCIATION				
International Bottled Water Assoc	1/28-2/2/07	Pend	200 rmts	Atlantis, C. Bch, 4 Seasons, Westin
RELIGIOUS				
Bact to Basic Marriage Retreat - NC	6/29-7/3/07	Conf	50/4	BC Hilton
AFRICAN-AMERICAN				
Intelligence:				

GROUPS DEPARTMENT

Name Teri Sands
Office Washington DC
Month April & May 2006

Project/Group	Contact	Pers/Rms	Due Date	Status
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Trade Shows

MPI Mid America 4/20-22/06
Memphis TN

4/27/06 - NPICB Road Show

Marketing Efforts

Destination Fams - GBI

Telemarketing

Meetings

Groups

Life Center Ministries	Jermaine Collins 704 408 1295	75/50	11/14-17/0	RFP fwd/conf
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Helms Briscoe - SeaPak Incentive	Trish Root	100 pers	4/1-4/07	Closed
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Sonic Automotive		200/100		No decision
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RJI - Incentive Group	Elaine Smith, Trip Logics 919-233-1754	150/75	6/7-11/06	Confirmed
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Allied Academies	Trey Carland 828- 6708284	40/30	14/12/07	RFP forwarded
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WEEKLY SALES ACTIVITY PLAN

MAY 2006	COMPANIES	TELEPHONES	NAMES
Monday 1 st			
Tuesday 2 nd			
Wednesday 3 rd			
Thursday 4 th			
Friday 5 th			
Monday 8 th			
Tuesday 9 th			
Wednesday 10 th			
Thursday 11 th			
Friday 12 th			

Please note that activities for the above dates: Consisted of telemarketing for appointments, follow up on the Grand Bahama Educational with Corporate Companies, Incentive Houses and Travel Agencies doing Group Business.

Worked with Daniel Brennen of Successful Meetings re- International Market Place, and with Janice Parry of Our Lucaya and Opal Gibson of British Colonial Hilton to co-partner on this event in booth space and sharing.

MAY 2006	COMPANIES	TELEPHONES	NAMES
Monday 15 th			
Tuesday 16 th			
Wednesday 17th	<p>Travel One Services & Tours 841 Castlehill Avenue Bronxs, New York 10473</p> <p>Liberty Travel 120 Fulton Street New York 10038</p>	<p>718 828 8600</p> <p>212 579 7076</p>	<p>Joey Nieves Manager (12:00)</p> <p>Carol Chandler- Grinage (3:00)</p>
Thursday 18 th			
Friday 19 th			
Monday 22nd	<p>Corporate Meetings & Events Madison 36th 11:00am group to Atlantis June 24 –July 1st – (20)</p>	212 679 6818	Thelma & Martin Hirsch
Tuesday 23rd	<p>Cross Roads Travel, Inc. 457 Tarrytown Road Whiteplains, New York 10607</p>	1914 997 2660	Teresa Dinardo
Wednesday 24 th			

Thursday 24 th			
Friday 25 th			

MAY 2006	COMPANIES	TELEPHONES	NAMES
Monday 29 th	Holiday		
Tuesday 30 th			
Wednesday 31 st			

GROUPS DEPARTMENT

Name:

Office:

Month: May 2006

Project/Group/Dates (m-d-y)	Status	Next Steps	Due Date
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INCENTIVE

CORPORATE

AFFINITY/SMERF

reunions, fraternal, social, ethnic

INSURANCE

ASSOCIATION

RELIGIOUS

AFRICAN-AMERICAN

Intelligence

MADE ALL final confirmations, etc. with IMEX. Attended the three-day show in Frankfurt, Germany. Report submitted under separate document

Made phone calls, followed up with e-mails, to the 22 hotels for info. On THE NEW 22.

Ongoing work on the fam trips

Worked on updating, editing and correcting SDD with info. Received

Attended: Visit FLA, MAARS, HSMIAI (Broward-auction), SKAL monthly meetings

Selected slides and music for the GBI looping slide show

GROUPS DEPARTMENT

Name Teri Sands
 Office Washington DC
 Month June 2006

Office Relocation Several Days spent packing up and moving to a new office space

Project/Group	Status	Next Steps	Due Date	Comments
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Meetings

Liliana Johnson - Solar Tours

Robert McPhaul- Carlson Wagonlit

Phyllis Kolodner - Burton Travel

Does corporate travel and Incentives. Needs product update. Given Fam info Group travel is predominantly wedding related

Has done incentive travel to GBI. Had forgotten about TIOTB for incentive travel. Will keep updated.

Telemarketing

Telemarketing Manager continues to telemarket extensively within the regions.

Groups

No leads to date.

Monthly Report January/February 2006

Kara Manouzi

Appointments:

-David Green Organization: met with Jeff Berger. Jeffrey was invited to participate in upcoming fam. David Green Organization is a full service Meeting agency that has clients on both side of the meeting planning industry. They also rep Atlantis. However they are also a site selection company.

-Bannockburn Travel: Met with Dianne Murray. Dianne is responsible for developing the group incentive travel for Bannockburn.

-National Space Society: Met with Jeffrey Liss. Would like sponsorship opportunity for his group to GBI. James to follow up with Jeffrey

-Sammy Dyer School of Dance-Met with Gina Bradley-Has a group of sixty (60) dance students that want to travel and perform in TIOTB.

Telemarketing/Emails: 100

Mostly Chicagoland area. Introductory calls, as well as calls to secure appointments for joint calls with James in mid February.

Group Planning Materials- 15

These were leads from requests for free materials. The majority of these didn't develop into group leads.

Fams:

Abaco/Grand Bahama
Jan. 15-21, 2006

Groups-Current

Bohler Udderholm Corp.-Rolling Meadows IL

Contact: Susan voss

50 pax

Sent RFP to The Ocean Club, Hilton, Atlantis, Four Seasons, The Westin and Four Seasons.

TQ Navigant- Novi Michigan
Contact: Nataki Harris
Union Grace
25 Rooms 50 pax Dec 20-22, 2006

WJ Weiser, Chicago
Contact: Ann Marie

Wanted info on poster boards on GBI, where to find them. Also shipping/custom brokerage info/cost per cubic measurement etc.

Gareway Music Festival/Tours
Contact: Terra Widdifield
100 pax June 18-22, 2006

Comments:

Assisted the Chicago office with the removal of the Bahamas Xmas tree, at the Museum of Science and Industry.

Kara Manouzi

**Monthly Report
March/April 2006**

Kara Manouzi

Appointments

- World Travel Meetings & Incentives-Sarah Williams
joint with James and Old Bahama Bay
- Chris Wolcott-Chicago Forum
- Best Travel-Angie & Janet-Niles IL

Telemarketing/Email-230

- Sent introductory letters and letters promoting new fam schedule.
- sent out thank you notes from attendees at seminar.
- sent out responses to enquiries from Bahamas.com
- Telemarket from Kay's list.

Trade Shows:

**Affordable Meetings Show,
Navy Pier Chicago March 28-30, 2006**

Seminars/Luncheons/Conferences:

**Bahamas Luncheon
Minneapolis March 5, 2006
Chicago March 6, 2006
Indianapolis March 7, 2006
St. Louis March 8, 2006**

**Mid America Conference
Nashville April 19-21, 2006**

Groups-Current

Jones Blair Co
Contact: Bob Coleman
March 23-26, 2006
150 pax

American Brush Manufacturere Assoc.-Aurora IL
Contact: David Parr
March/April 2009
230 pax

Credit Acceptance
Contact: Chris Krisciunas
May9-12, 2006
22 pax

American Travel Consultants
Contact: Piper Boyd
April 21-25, 2006
300 pax

Comments:

-Met David at Holiday Showcase- He had already sent his RFP to Radisson and Hilton. I forwarded the one he gave me to Jennifer-Our Lucaya.

-Bob was a lead from Jennifer and the Bahamas group site. Tried to follow up with Bob but got no response.

-Vacation: March 22-26 & 31.

**Monthly Report
May/June 2006
Kara Manouzi**

Appointments:

Park Travel-Milwaukee WI-Carol Culbreth
Illinois International Travel-David sopinik- Rockford IL
Heavenly Expressions/William Moorehead-Kimberly Smith-Chicago IL
Mount Prospect Vacations-Mt. Prospect IL-Jennie

Telemarketing/Email: 200

Minnesota/Iowa/Michigan
Promotion of June Fam trip and future appointments.

Trade Shows:

None

Fam Trips:

Grand Bahama Educational Site Inspections
June 28-July 1 2006

Groups Leads-Current

Marshall Fields Group Travel, Mpls
Contact: Carol Soderberg
170pax 85 couples Jan 07

Hope Lumber Co. Mi
Contact: Michelle Genza
60pax 25-30 rooms Dec 06

Travel Concepts
Contact: Denise Cannon
30 pax March 07

The Fields Group, Indpls
Contact: Dan Fields
200 pax Nov 28-Dec. 2, 2007

Comments:

-MPI Education & Networking Conf. Chicago 5-16-06
-Toastmasters-1st and 3rd Tuesday in each month.
ps-I plan to continue with email and telemarketing for the rest of June. This to secure appts. for July in Mpls and Iowa.

Maxine Lockhart Groups -Southeast Bi-Annual Report

January 2006

Industry joint meetings, presentations and sales calls held in Miami & Fort Lauderdale, Florida with Centex Homes, Bacardi USA, Notarc Meetings, Levenger, Resort Marketing, Burger King, Home Banc, Executive Incentives, Motorola, Visa International, Sunbelt Motivations, Helms Briscoe and Southeast Toyota to generate group business for The Islands of The Bahamas.

Attended National Tourism Week in Nassau, Bahamas to learn new trends in the industry and state of tourism industry within The Bahamas and what we need to do to sustain and improve the economy.

Attended South Florida Chapter Meeting Professionals International monthly meeting and South Florida Society of Incentive Travel for lead generation, networking and educational purposes.

Other activities for the month included telemarketing, setting up sales calls, distributing leads, emails, reports and other administrative work as well as working with board to prepare for Midwest shows, assisting vertical markets, groups department and industry partners whenever needed.

February 2006

Industry joint meetings, presentations and sales calls with Spherion, Levenger, Burger King, Publix, Executive Incentives, Volker Meetings & Incentives & Pulte Homes & Visa International.

Held group training seminar in Orlando, Florida for the African American Market and Religious Market.

Traveled to Eleuthera and Harbor Island, Bahamas for the purpose of participating in group team fam trip to these islands to update product knowledge.

Attended South Florida Chapter Meeting Professionals International monthly meeting and South Florida Society of Incentive Travel and Toastmasters Westin Club for lead generation, networking and educational purposes.

Other activities for the month included telemarketing, setting up sales calls, distributing leads, emails, reports and other administrative work as well as working with board to prepare for Midwest shows, assisting vertical markets, groups department and industry partners whenever needed.

March 2006

Joint industry Presentations, Sales calls and meetings in Miami, Ft Lauderdale and West Palm Beach with Centex Homes, American Express, Home banc , Meetings Dynamics, Spherion, Southeast Toyota, Tropicana Juice , Tasters Guild, The Opus Group, Stiefel Laboratories Inc, Wachenhut, World Choice Travel, Sensormatic Electronics, Site Selection Meeting Planning, The Ronos Organization, Sherwin Williams, SEC Institute Inc and Sony Broadcast to generate group business for The Islands of The Bahamas.

Traveled to Nassau, Bahamas for the purpose of participating in site inspection for Centex Homes. Participated in Mid-west luncheons for Meeting professionals in Minnesota, Minneapolis, Chicago, Illinois, Indiana, Indianapolis and St Lous, Indianapolis for the purpose of enhancing the destination's presence in the minds of meeting professionals in the area as well as for lead generation.

Attended South Florida Chapter Meeting Professionals International monthly meeting and South Florida Society of Incentive Travel for the purposes of lead generation, networking and educational purposes.

Other activities for the month included telemarketing, setting up sales calls, distributing leads, emails, reports and other administrative work along with participating in team conference calls, working with board to prepare for Northeast shows, assisting vertical markets, groups department and industry partners whenever needed.

April 2006

Joint sales calls, meetings and presentation in Jacksonville, Florida with Starwood group with Mayo Clinic School of Medicine, Carolina Causality Insurance Co, Exclamation Points Inc., Xomed Surgical Products Inc, Allstate Financial, Fidelity National Financial, and American Heritage Life Insurance Co. for the purpose of generating qualified group leads for The Islands of The Bahamas:

Joint sales calls, meetings and presentation with Starwood group in Tampa, Florida with Adventure First, Federation of Defense and Corporate Council, Site Selection, DT International National Juice Products Assn and Meister Electronics for the purpose of generating qualified group leads for The Islands of The Bahamas.

Joint sales calls, meetings and presentation with Starwood group in St Petersburg, Florida with Franklin Templeton Investments, Helms Briscoe, Raymond James, Danka Industries Inc, International Society for Pharmaceutical Engineering for the purpose of generating qualified group leads for The Islands of The Bahamas.

Joint sales calls, meetings and presentation with Starwood group in Clearwater, Florida with Tech Data Corp, Predictable Dentistry Seminars and Destination Marketing Services for the purpose of generating qualified group leads for The Islands of The Bahamas.

Joint sales calls, meetings and presentation with Starwood group in Sarasota, Florida with Sitework Associates Inc, Volkert Meeting Planners Inc, and Zenith Insurance Co for the purpose of generating qualified group leads for The Islands of The Bahamas.

Joint sales calls, meetings and presentation with Starwood group in Orlando, Florida with CLT Meeting Services, Eventures Unlimited Inc, Incentive First, Resort Marketing Consortium, Tupperware, Meeting Managers and Castle Travel Group for the purpose of generating qualified group leads for The Islands of The Bahamas.

Joint sales calls, meetings and presentation with Atlantis groups in Naples, Tampa and Jacksonville , Miami and Ft Lauderdale, Florida with Sitework Associates Inc, Zenith Insurance, Helms Briscoe, Predictable Dentistry Seminars, Raymond James, Danka Industries Inc., All Seasons Travel, Exclamation Points, Xomed Surgical Products, Eventures unlimited, Convergys, Rymark International, Publicis CLT Meetings, Resort Meetings Consortium, Incentive First The CMI Network Inc, Meeting Management Group Inc., DT International Inc., Security Travel, Site Selection, Franklin Templeton Investments ,Suntrust Bank, Meetings Dynamics, University of Miami Continuing Education, Meyers Motivation, JP Morgan and Meeting Managers Inc for purpose of generating qualified group leads for The Islands of The Bahamas:

Attended South Florida Chapter Meeting Professionals International monthly meeting , South Florida Society of Incentive Travel and Westin Toastmasters group for the purposes of lead generation, networking and educational purposes.

Other activities for the month included telemarketing, setting up sales calls, distributing leads, emails, reports and other administrative work along with participating in team conference calls, assisting vertical markets, groups department and industry partners whenever needed.

May, 2006

Joint sales calls, meetings and presentation in Houston, Texas with Carlson Marketing Group Helms Briscoe, Sysco Corporation, Exxon Mobile, International Meeting Managers Inc CM Planners Inc, Group Management Travel, Travel Planners Inc., Global Events CMI Corporate Meetings & Incentives, J B Meetings, FBS Travel Services, Eventful Consulting, OnSite Partners, MTZ Meetings & Incentives and Cemex Inc for purpose of generating qualified group leads for The Islands of The Bahamas.

Joint sales calls, meetings and presentation in Dallas, Texas with Alcon Laboratories Inc. , Stimulys, Galactic Marketing Incentives, Sunbelt Motivations, SEI Incentives, Wyndam Jade, World Travel Meetings & Incentives, BTC Incentives, Meetings Protocol, SpearOne, Travel Service of America, Mary Cowart Meetings Consultants, EMIPanners Meetings & Incentives and Proline Corporation for the purpose of generating qualified group leads for The Islands of The Bahamas.

Traveled to Nassau, Bahamas for the purpose of participating in site inspection for Ardente Supply and Welcome presentation for Barcardi USA Management Group.

Attended South Florida Chapter Meeting Professionals International monthly meeting and South Florida Society of Incentive Travel and Westin Toastmasters group for the purposes of lead generation, networking and educational purposes.

Other activities for the month included telemarketing, setting up sales calls, distributing leads, emails, reports and other administrative work along with participating in team conference calls, assisting vertical markets ,groups department and industry partners whenever needed.

June 2006

Joint sales calls, meetings and presentation in Miami & Ft Lauderdale, Florida with Merrill Lynch, Cleveland Clinic, Carlson Wagonlit, Sunbelt Motivation, Exclamations Unlimited, Site Foundation, Naples, Helms Briscoe, Bacardi USA for the purpose of generating qualified group leads for The Islands of The Bahamas.

Participated in Toastmasters District 47 Spring Conference in Cocoa Beach, Florida for the purpose of promoting The Islands of The Bahamas as a groups destination and capturing business for The Islands of The Bahamas

Meetings held in Miami, Florida set MMI Incentives, American Express, and JM Family Enterprises for the purpose of generating qualified group leads for The Islands of The Bahamas.

Traveled to Grand Bahama to participate in South Florida Chapter of Meeting Professionals International Board Retreat for the purpose of hosting the retreat as well as having the participants experience Grand Bahama as a great alternative for meetings and incentives.

Traveled to Nassau, Bahamas to assist and offer hands on training for the Sporting Department with the National Basketball Association Bargaining Meeting group.

Traveled to Abaco, Bahamas for the Sporting Department's Team Retreat for the purpose of providing group training for the team.

Participated in Society of Incentive Travel Executives Florida conference in Orlando, Florida for lead generation, networking and enhancing The Islands of The Bahamas presence.

Meetings held with Helms Briscoe, Rymark International and CLT Publicis Meetings in Orlando Florida for the purpose of generating qualified group leads for The Islands of The Bahamas.

Joint Sales calls and presentations held in Atlanta with U S Motivations, Conference Direct, Jackson Marketing Group, Conference Link, Incentive Solutions, BellSouth Corp, Timco, Conference Direct, Monumental Meetings, Premier Meetings & Incentives, Conference Link, Williamsburg Travel, Unipro Food Service, World Travel Meetings & Incentives, Chick Fila Inc and JSL Meetings & Incentives for the purpose of generating qualified group leads for The Islands of The Bahamas.

Attended South Florida Chapter Meeting Professionals International monthly meeting
Hollywood Toastmasters group for the purposes of lead generation, networking and educational purposes

Other activities for the month included telemarketing, setting up sales calls, distributing leads, emails, reports and other administrative work along with participating in team conference calls, assisting vertical markets, groups department and industry partners whenever needed.

WEEKLY SALES ACTIVITY PLANS
JUNE, 2006

Week Days	Companies	Telephone Numbers	Contacts
Thursday -1st	Travel With Marie 49 Schneider Lane Montville, NJ 07045 (9:30)	973 299 0010	Marie Tellini
	V.I.P. CRUISES & TRAVEL Eagel Rock Ave West Orange, NJ 07052 (Eagel Rock Dinner 11:00)	973 731 8282	Jeff Altman Owner
Friday – 2nd	Telemarketing From Home		
Monday – 5th	Follow-Up Calls on GBI – Fam Trips & Telemarketing		
Tuesday – 6th	Crossroads Travel 625 Wolcott Street Waterbury, CT 06705	860 434 1635	Pipp & Mina
Wednesday -7th	Brand Travel Service Inc. 62 Main Street Madison, New Jersey 07940 (10:30)	973 822 3222	Joan Metro Consultant

Thursday – 8th	Telemarketing – Sales Appointments for Radisson Cable Beach Resorts		
Friday – 9th	Richworldwide Travel 500 Fifth Avenue Manhattan, New York	212 997 1600	Linda Arena
Monday -12th	Telemarketing for Boston Sales Calls @ Home		
Tuesday – 13th	Worked The Caribbean Tourism Organization Show		
Wednesday – 14th			
Thursday – 15th	David Green Organization 424 Madison Avenue -10 th Floor Pope Associates 261 Madison Avenue 27 th Floor Between 37/38 New York, New York	212 887 0990 424 212 682 7800	Liz Messinger (3:30) Carl Pope

Friday – 16th	Ovation Travel	212 329 7270	Carrol Ann O’Mally
	John Production Company	212 2894374	Dr. Susan Johnson
Monday -19th	Travel to Boston		
Tuesday – 20th	Colpitts World-Travel Meetings & Incentive Division 875 Providence Highway Dedham, Ma 02026	781 326 7800	John S. Hayes Corporate Sales Manager
Wednesday – 21st	Quinwell Associates Ashland 100 waverly Street Ashland, Ma 1721	508 881 9455	Gayle Stevenson Meeting Planner/ Manager (10:00)
Thursday – 22nd	TQ3 Navigant Vacations 155 Federal Street Suite 304 Boston, MA MPI New England Annual Meeting & Gala Awards Boston, MA		
Friday – 23rd			

Monday - 26th			
Tuesday - 27th			
Wednesday -28th	Adelman Travel Group 555 Day Hill Road Windsor, CT 06095	860 688 1100	Ellen Miller Manager (11:00)
Thursday - 29th			
Friday - 30th			

Jan. 2006

Boating:

Attended NY Boat Show 12/31 – Jan 8. NY (and the NE) represents a significant portion of the boating market therefore this show has strategic importance to the overall boating program. It comes at a time when boaters are particularly interested in charting their summer vacation plans. The show also draws a number of general vacationers, honeymooners and anglers.

Working with Southern Boating on the Bahamas Boating Guide. Received a competitive proposal that includes editorial content, boating information, diving and aviation information (for cross promotion purposes). Total print will be 60,000 with 40,000 inserted in Southern Boating's April issue and 20,000 additional run offs. The magazine will also provide reader response cards and a virtual magazine format for placement on boating.bahamas.com. This guide will be available for the Boating show.

Miami Boat Show – invitations have been sent to the press for the press conf Feb 17.

Meeting planned with Orvis. Orvis leads the fishing/soft adventure retail market for over 100 years. Their endorsement of the Bahamas as a fishing destination will represent a strategic coup. Among the items of discussion will be tournaments, fishing guide, retail promotions, mgrs sales conference.

Several groups were netted as a result of our sales initiatives –

Broadcasters Fishing Tournament scheduled for May 19 – 21. Already 10 boats chartered for this event including a Cigar Welcome reception at Gray Cliff.

Industry Partners Nautifcal/Golf outing March 16 – 19. Industry partners and writers will be paired for golf, boating and diving. Great opportunity for direct business and networking possibilities.

Finalizing details:

- the Wave Magazine Fishing Bash and Family Fishing Festival. The intent to deliver direct business to Bimini supported and endorsed by a reputable fishing magazine.

- Exuma and Andros Red Bone Fly Fishing tournaments. Again delivering direct business and securing third party endorsement by the one of the industry's most reputable tournament organizations.

- In Focus Magazine's fishing/sports weekend in Abaco. Working with In Focus editors, Ship Shape TV, SunSplash, Coca Cola, A-Z Travel, Miami Transit. The thinking behind this initiative is to create an event that will draw corporate and reader participation.

Religious

Will be participating in the Religious Conference Management show in California. Some 1200 planners expected to attend. Show being co-oped with NPI, GBI. Hilton, Cable Beach Resorts and GBI participating. Expect to come away with a number of qualified group leads.

Met with Bahamas Faith Ministries during National Tourism Conf. Agreement made to partner based on opportunities available through online, tv, tradeshow, meetings and book sales. Currently evaluating to present final proposal DDG and Dr Munroe.

Promise Keepers event resulted in an article in Gospel Today which reaches some 1,000,000 readers. A number of other travel related articles planned as a result of the editor's visit to Nassau.

Precious Times published an article "Spirited Away: Vacation as Pilgrimage The Islands of the Bahamas in their Jan issue.

Assisting a Christian chartered cruise event to GBI May 29 – June 2. Organizers have secured 600 passengers to date but looking to fill all cabins. Total capacity is 2500 passengers. While on island, passengers will participate in a musical event. Great opportunity for cruise conversion.

Working with a planner to organize a "Back to Basic" Marriage Retreat Seminar in Nassau. Looking at 50 rooms at the Hilton June 29 – July 3.

African American

Organized a partners reception (pre- Trumpet Awards). In attendance were Yvonne Wiltz (100 Black Women), Tommy Dorsch (100 Black Men), Atlanta Brave event planners, Atlanta Constitution writer, VP Diversity Home Depot, members of the Bahamian community, Event served as a networking mixer and allowed the team to discuss trade mission opportunities and to thank partners for their support.

Organized GBI post Trumpet Award trip. Approximately 75 business owners from the USA attended, 111 room nights netted. The event included a Financial Opportunities program. Panelists included Wendy Warren, David Johnson, Dr Coakley (GBI Chamber), Willie Moss, Director Missouri Lottery and President Tennessee State University. As a result several owners are exploring the opportunities to invest in GBI and Exuma. There was a lot of interest in real estate and trade investments. Event considered successful.

Secured:

Mission Encounter group once again. Expect to deliver 800 ppl/500 rooms from June to Aug 2006 at the Nassau Beach.

About 250 rooms for the National Assoc of Guardsmen at the Hilton in 2009. The group preferred Atlantis but was not able to secure because no space was available.

Still working on pre/post trip program with Girlfriends Inc (May 2006) and Sweating in the Spirit event (Aug 2006) for Grand Bahama. Packages are being provided by Grand Bahama Vacations for both events.

Sports Marketing

Submitted a working document for sports.bahamas.com.

Working on hosting the first Sports Council Meeting for GBI. Opportunity to discuss plans, recommendations for events in GBI including the new sports arena.

Taking inventory of sports facilities throughout the islands. Upon completion we will be in a better position to create a facilities guild.

Took membership in the National Sports Council Assoc. Will become active member of this organization for the networking benefits.

Staged a Bahamas arena program that delivered tremendous publicity/pr for the destination to a sold out crowd. Program included performances by the police band, Heat cheerleaders dance routine to Bahamian music, jumbotron exposure, press, prize giveaways for the limbo contist and tshirt toss. Arena managers were very pleased with the pre game publicity for the arena promotion through radio that created an significant increase in tickets sales and online hits. Looking at a similar event for the Orlando Magic.

Working with Adventure Sports Kite Surfing organizers on a photo shoot at Greenwood Beach Resort Cat Isl Feb 15 – 22, 2006. Direct business and PR to be derived from this event.

Working with the great EsSkate tour to plan a skating event in Grand Bahama. Site inspection planned.

Working with Miami Dolphin coordinator to plan the upcoming Dol Fan Fest in Grand Bahama June 9 – 11, 2006.

Met with members of the Fellowship Riders of Florida (Everglades chapter) to pitch biker group trip to the Bahamas.

Met with organizers of Champ Boat to discuss plan for possible Grand Prix of the Bahamas.

Working on a number of golf projects including:

a reality show with the Golf Channel to host and shoot The Big Break VII (the channel's most popular tv reality event) Oct/Nov. The Big Break V was produced in Hawaii and now we are looking at possible sites for the Bahamas event.

Met with Winding Bay to discuss plans for the 1st Annual Winding Bay Classic. Still not clear of the type of event they would like to host.

Flahama Fest is a pro-am sport event that will involve a golf tournament. Players from the Treasure Coast will compete with those from Grand Bahama July – Aug 2006. Organizers anticipate 50 groups of 4. We escorted organizers on site inspection of golf courses in Grand Bahama. Further details forthcoming.

Working with Eclipse Auctions and Celebrity Golf Tournaments to provide trip giveaways for its celebrity events in order to promote the Bahamas as a golf destination.

Meeting with golf directors in S Florida area to introduce golf specialist and seed the idea of golf groups for the destination.

Aviation:

Continuing the monthly Aviation marketing meeting

Made tremendous progress on getting BTC to install new pilot phones at all Bahamas AOE.

Planning a EAA Bahamas seminar at the request of the North Carolina Chapter. Seminar will take place Feb 18 and 120 pilots to attend.

Utilizing the data collected at shows etc for direct mailing and email campaigns to promote flying to the Bahamas and the monthly Fly In program.

Secured several groups:

Cessna/Piper Journey – 14 planes to Abaco
Air Journey Fly In Stella Maris – 8 planes and 21 persons

Pitched and working on the following groups/events:

Canada Pilots Assoc – looking at bringing 13 planes/30 pilots to the Southern Bahamas Ministry of Tourism
Bahamas Treasure Hunt – working with Air Journey to bring 19 planes Feb 2006

Weddings/Honeymoon

Participated in the Houston Bridal show.

About 8,300 brides to be and 600 exhibitors attended. The Bahamas was the official honeymoon destination. Results included

15 Honeymoon requests which will be fulfilled through a Bahamas Specialist for the Dallas/Houston area.

7 leads netted for destination weddings. The estimated economic impact of these leads based on their wedding dates and group size is \$150,000. These leads have been forwarded to indiv bridal consultants.

Participated in the Great Bridal Expo in Washington.

Approximately 430 brides to be and 75 exhibitors participated.

Netted a number of honeymoon and wedding leads.

Netted a wedding group of 40 persons/3 nights in June in Grand Bahama.

Participated at the Cincinnati Wedding Show

Approximately 4500 brides and 95 exhibitors attended.

A number of leads were forwarded to the BBA.

Netted a hot lead of 4 nights/85 persons for Nassau for July.

Weddings Canada

Effort placed against coordinating and participating in the Let's Get Married and National Bridal Show in January. Show participation at these events were tremendous. Let's Get Married had 20,000 persons. Most requests received were for honeymoon information/packages. Saw a great need for collateral in French. National Bridal Show was well attended, approx 20,000. Carlson Wagonlit Travel as a partner in our overall wedding program attended as our call to action.

Received full page advert and online advert As the official honeymoon prize for The Wedding Channel.

Represents a tremendous lead base opportunity and an opportunity to build brand equity in romance.bahamas.com

Receiving daily requests from brides to be for destination wedding info via Bahamas.com. To date (as of Jan 11), responded to 10 perspective brides

SPECIAL MARKETS MONTHLY REPORT – FEB 06

HIGHLIGHTS

BOATING:

- Collateral near completion to be ready for insertion in Southern Boating's April and May issue. The April issue is the swimsuit issue and May is the Bahamas issue. The double coverage will give us about 160,000 readers
- Participated in the Miami Boat show. Among the highlights was a cross presence with Shannon Boat Bahama 35, interviews with press (press conf cancelled), meeting with Boat Digest. Interviews were arranged with Scuba Radio, World of Boating, H2O radio. This gave a reach from the Keys to Virginia and to over 1,000,000 satellite subscribers. The Shannon partnership went over well as it tied the sale of the boat to the many boating adventures to be experienced in the Islands of the Bahamas. Boating Digest is a bit too rich for our pockets though it delivers the widest distribution of serious boaters.
- Orvis meeting held early Feb. Partnership will deliver tournaments, Orvis store conference, fly fishing certification etc. Quite a profitable partnership in our estimation.
- Miami/Nassau Saiboat Race was undersubscribed, delivered 14 boats but has a lot more potential. Speaking with a number of yacht/sail boat clubs to increase participation.

RELIGIOUS:

- Participated in RCMA show (1200 religious planners attended), 25 leads were netted. Met with Pres, RCMA to discuss hosting the Spring Destination Fam for 07 meeting in Nassau (Jamaica was the host in 2004).
- Participated in NRB (National Religious Broadcasters), 6000 attended. Bahamas sponsored the board of directors meeting which gave us access to 100 top radio, newspaper, ministries. Met with Pres to discuss hosting their Int'l Caucus meeting in 07
- Dancing Preachers contract signed with Atlantis for 200 rooms/400 pax – Aug30-Sept 4
- OM Ships – group contracted Atlantis for 60 rooms/120 pax – March 16 – 19
- Family Life – Atlantis, 100 rooms/200 pax (Jan 07)
- Precious Times – RIU contracted for 60 rooms/120 pax
- Int Assoc of Ministers Wives & Widows – Wyndham 600 rooms/1200 pax
- Back to Basic Marriage Retreat – British Colonial 50 rooms/100 pax June 29 – July 3

WEDDING/HONEYMOON - USA

- Attended Bliss Bridal, Baltimore; Great Bridal, Chicago and conducted a Say I Do presentation at Cheryl Weddings for 35 brides to be. At the Chicago show there was a lot of interest in Out Island honeymoons. Chicago netted 3 wedding leads and one confirmed group to Nassau 40 persons. Baltimore netted several leads for wedding services and one confirmed wedding for Pelican Bay. The Say I Do presentation netted a hot wedding lead for Abaco.
- Weddingbells promotion (full page ad, response cards, online presence) generated 4700 inquiries from Dec – Feb). Leads forwarded to Carlson for closing. Awaiting a lead report.
- National Bridal show proved successful. Our partner, Travel Network received 3000 leads and will provide a lead report.

SPORTS

- Met with all sports federations in GBI. The team there proved to be quite ambitious. Also took the opportunity to meet with the Pres of the Caribbean Golf Asso to discuss ways of improving the golf courses in the Bahamas.
- Met with The Great EsSkate to pitch Bahamas as the host of the next event.
- Finalizing collateral.

AVIATION

- Conducted a seminar for Experimental Aircraft North Carolina Chapter. Generated lots of interest for a flying from North Carolina.
- Cessna and Piper Owners visited Marsh Harbour. Jennifer Julin, reported for both the Cessna and Piper magazines participated and will be doing a feature store.
- Bahamas Treasure Hunt, an event organized by Air Journey delivered 11 plans and 29 pax.

AFRICAN AMERICAN

- Participated in the Home Depot Show at their headquarters which gave us access to 5,000 employers.
- Organized a site trip for several investors to look into investment opportunities
- Participated in the Multi Cultural Night at New Birth in order launch the Sweating in the Spirit retreat in Nassau. Gave us access to the church's 1,000 members.

Upcoming/Ongoing/Pending:

BOATING:

- Looking to add more tournaments to Exuma, Andros, Long Island, discussions ongoing with Blue Water Mgt (organizer of the largest fishing tournaments with television, online and print exposure: Island Fishing Adv (currently delivering tournaments to Bimini)
- Finalizing summer boating flings schedule.
- Evaluating a proposal from Wave Magazine to promote a new fishing tournament tied to the legacy of Hemingway.
- Broadcasters Foundation Celebrity Fishing Tournament featuring comedian Steve Harvey, basketball legend John Havelich and others – May 19-21. Will net direct revenue by way of charter boats, hotel, food & bev. 60 to participate.
- Black Boaters Summit delivering 60 pax, March 23 – 27. Boaters will sail throughout The Abacos.
- WEDDINGS - CANADA
- waiting for lead report from Let's Get Married.
- Ongoing: Working on a national campaign with 98 Bay Stores (equivalency, Macy's). Program to include bridal registry
- Working with Carlson on cross promotion with high end jewelry store. Program to include in store campaign (36 stores) that rewards consumers with a prize for purchasing merchandise, possible radio, online, print promotion, Carlson will provide additional exposure in its Romantic Escapes magazine.

RELIGIOUS

- Awaiting proposal from Myles Munroe

SPORTS

- Meeting planned with Golf Channel for March 9 to discuss the Big Break Series V which is a reality golf program. Hawaii received tremendous exposure on the Golf Channel in Feb.
- DolFan Fest planned for June 9 – 11. Working towards 300 fans and pro players.
- Orlando Magic Theme event scheduled for March 10. Expect to stage similar program as the Miami Heat Night ie police band performance, reception, magic dancers in Junkanoo costumes.

AFRICAN AMERICAN

- Awaiting a proposal from LeGrant PR agency
- In Focus Magazine retreat. Secured 25 pax to date for March 17 -19.
- Coordinating sales mission to Chicago, Houston Washington to meet with key planners, organizations.
- Working on securing 112 rooms for members of Tom Joyner's Memorial Weekend cruise.

SPECIAL MARKETS MONTHLY REPORT – MARCH 06

UPCOMING:

Reestablished Marine Council to meet April 26, Nassau. Earl to chair and participants to include Customs, Immigration, Defense Force, Marine Industry Assoc Florida, charter boat managers, Bah marine managers.

DolFan Fest – GBI June 2006

April article in South Florida Sportsman

Wedding publication presentations April 25

BFM meeting to discuss opportunities

Sending out RFPs for African American agencies

Atlanta Braves Bahamas Promotion – Sept 2007

Sun N Fun Aviation Show – Lakeland Florida

HIGHLIGHTS

1) BOATING:

- Boating guide completed and printed. Additional distribution available in the April swimsuit issue of Southern Boating and then again in May issue.
- Seminars conducted on several fishing clubs – Hollywood Sportsmen, Tropical Anglers, Parker Turner. Definite push to the lower/southern Bahamas. Groups confirmed. Specific details under separate cover.
- Latin Builders relationship restored post Cuban situation. Group to have tournament in July in GBI. Deposits confirmed. Group is about 100 boats.
- Still working Boating Flings to confirm Hurricane Hole and Andros. As you know, Hurricane Hole is now owned by Atlantis and as such the rules have changed and fees have risen. This is a matter of concern. Beginning the process of registration mailouts, now up to 300+
- Industry Partner Summit, completed. Disappointing numbers on the supplier side however those that attended from In Focus Magazine, Ship Shape etc have pledged their support to make 2007s event are overwhelming success. In Focus plans to organize a reader/advertisers event in Fall 06.
- Blue Water Management, organizers of fishing tournaments in S. Florida have agreed to steer many of their tournaments to our destination and provide us with media opportunities. This in exchange for trip trade off.
- Palm Beach Show: strong Bah show – Spanish Cay, Sampson Cay, Lucayan Marina, Rum Cay, Part Lucay, Old Bahama Bay. Significant drop in inquiries regarding boating fees. Boaters seem satisfied with the 2 trips in 90 days allowance. Met a contact at Sacks Yachts to discuss opportunity to allow for Bahamas Port Authority to conduct boat registrations in S. Florida. As you know boat registrations provide significant \$\$ contribution to economy.
- Final agreement w Wave to provide marketing support to Bimini's Hemingway Event. Investment to be made \$60,000
- Beneath the Sea show truly successful. Opportunities abound and groups secured Caterpillar/Stuart Cove/98 executives (min \$1800 dive package per person), NY Branch of Black Divers Assoc/Underwater Divers Explorers Society Aug/27 (min \$1300 dive package per person)

2. AFRICAN AMERICAN

- March was another fruitful month. In pursuit of a number of groups. Among the most significant opportunities is the Black Mayors Conf which represents over 500 members and more than 10 meetings per year.
- In receipt of LaGrant Communications proposal for the African American Market
- Confirmed: Coca Cola once again for June 2006 – 105 persons at Atlantis. Mission Encounter for June/Aug 400 in GBI
- Likely to get 100 Black Men of America for 2007, National Association of Guardsmen for 2008, AKA Atlanta Chapter & 50 state chapter presidents for 2008.

3. RELIGIOUS:

- In receipt of BFM proposal \$100,000. Evaluating the opportunities and meeting scheduled to discuss counter offer of \$50,000.
- Precious Times Magazine's Praise in Paradise retreat to be rescheduled for 2007.
- Dancing Preachers Conf sked for Atlantis in Aug/Sept 06 reporting steady and strong bookings. About 200 rooms now booked. Organizer looking for sponsorship support for media program – Black Family Channel, eblasts.

4. WEDDING/HONEYMOON – USA

- Working w/ communications to develop media strategy. Briefing letter to be sent out to Bridal Guide, Fairchild Group, Demetrios. Say I Do to allow for presentations.

5. Weddings – Canada

- Leads steadily coming through WeddingsBell's online promotion with The Bahamas. About 4053 to date.

6. AVIATION

- Worked w/BTC's Gen Manager to install new pilot phone systems at airports in the islands. The benefit of these phones cannot be overstated.
- Attending Sun N Fun in April. Seminars, pre/post flyins also being planned. Seminars likely to be sold out.

7. SPORTS

- Working on details of Dolphin Fest.

MAY MONTHLY REPORT – SPECIAL MARKETS

Highlights:

Groups secured: see info in Religious market, Sports, Aviation, African American, Marine Sports

Stories covered: Wave Magazine re: Bimini Hemingway Festival

Proposals being reviewed: BFM

Promotions secured: WeddingBells, Canada Bride, Today's Bride, Scuba Radio

Retail/Tour operator programs: Thomas Cook/Marlin Travel, SunQuest Vacations

Events: Dancing Preachers, Praise Fest, Dol Fan Fest, Girlfriends Inc

Shows: Great Bridal Expo, Villabon & Villabon wedding show

Presentations: Lighthouse Pt Club

Religious market:

DANCING PREACHERS- Solidified marketing arrangements and contract signed. Latest update, room allotment now sold out (300 rooms, 600-900 ppl), organizer is looking at other hotels such as Comfort Suites for additional space.

DR. MYLES MUNROE- Made final submission of Dr. Munroe's proposal to BMOT for legal review. Awaiting signatures.

PRAISE FEST CRUISE- Quite some time was spent in the coordinating and directing of this Christian missions event on Grand Bahama Island. The event went off without any hitch with 2300 persons cruising from port Canaveral to GBI and then 1200 disembarking on to GBI with Christian witnessing to the youth as a major objective. As the 1200 witnessed to the locals on GBI, the other 1100, wander off into the town and the straw market, making purchases of local hand craft materials and by so doing, making valuable contributions into the local economy. My unofficial projection based on the many persons that were seen in the market wearing the Praisefest Cruise T-shirts, is that approx 500 persons spend approximately \$30 each in the straw market (500 pax X \$30 = \$15,000 plus taxi cost to and from the pier).

CHRISTIAN IN ACTION- Vaughn attended and gave a presentation to approx 30 Christian business owners/entrepreneurs. No leads surfaced but networking to continue

CHRISTIAN SINGLES- Working on this lead of approx 300 Christian Singles to Grand Bahama Island in August 2006. A site inspection is planned and packaging already being sought.

Sports & Aviation market:

Bahamas Fly In to Congo Town netted 32 pilots

DolFan Fest – planned for GBI June 23 – 25. Per Norma's report the level of marketing support was tremendous:

- Dolphin organization sent out 15 eblasts to fan base approx 50,000
- BTO sent out 1 eblast
- There was placement of two Bahamas banners on miamidolphin.com for the duration of promotion,
- 2 interviews completed on 790 AM, The Ticket – Anthony was live on June 1, Leonard did a call in in May
- 2 ad placements in Miami Times entertainment section
- distribution of packages at Dolphin events

Results:

BTO receiving numerous calls but seat availability has become an issue

GBV reports 99 calls for package information, 12 booked but still compiling
boating flotilla includes 12 boats, 56 ppl
miamidolphins.com reports over 2831 entries for the contest page

NBA Players Assoc – contracted to host their conference events in Nass for the next 2 years.

Meeting held with Futures Tour golf events representatives as they've expressed interest to move some of their events outside USA.

Met with event planners in the Treasure coast area of Florida to discuss a possible event in Dec 06.

Ongoing discussion with the Caribbean Basin Table Tennis of North America Inc, an organization of 2500 members. They are looking at the possibility of hosting their 2008 conference in The Bahamas. Coordination and facilities assessment for this event being done by Nassau sports manager.

Nassau sports manager focusing on keeping programs alive and developing new ones with the Bahamas Gymnastic Assoc, Lawn Tennis Assoc, Baseball Ass, Athletic Assoc

GBI sports manager:

provided on the ground support for the Grand Bahama Air Tran Golf Classic (ex Atlanta) Event netted 350 golfers and family.

Ongoing coordination of the Soccer Assoc camp July, Summer Basketball Shoot with 10 US team, the Vacation Volleyball Tournament, NCAA Ladies Championship, Dolfan Fest

Weddings – Canada

Finalizing promotions with Wedding Bells, Today's Bride, Canadian Bride, Sposa and Suhaang publications to give us reach and year long presence in Canada. Advertorials and ad work being coordinated with agency Punch Communications

E-blast to go early June with offers for honeymoon packages, wedding planning information and vacation deals through Air Canada vacations.

Negotiated banner presence on SunQuest Vacations website. Bahamas to be the featured honeymoon destination. Packages offered to Nassau.

Working on retail loyalty program with Thomas Cook/Marlin Travel's 200 agencies. The incentive will be rewarded to the agents converted the most leads generated from the Wedding Bells and Today's Bride honeymoon contest/promotion.

Weddings – USA

Secured featured honeymoon destination position at the Villabon & Villabon Bridal series.

Participated in the Palm Beach Great Bridal Expo, resulting in group interest eg Bachelor Parties, destination weddings. Followup ongoing.

Still working on facilitating reciprocal relationships between US based planners and Bahamas planners

Marine Sports

Promotions -

Bimini Hemingway Festival promotion is currently running in the Sunday travel sections, sports section and Business Monday of Herald's Dade, Broward, Palm Beach and Monroe County edition for 6-8 weeks. Additionally a Herald 4 page Wrap was sent out to select waterfront/affluent zip codes. TV spots focusing on the event will run up to 8 weeks on the Dish Network. A full story spread about the Bimini/Hemingway legacy was covered in the Wave Magazine. Two weeks into the launch of this promotion, they've received 50 calls, 9 confirmed and 14 reservations on hold. Awaiting web analytics.

Scuba Radio off to a start, promoting diving in The Bahamas weekly with one IPOD being given away per month. Participants are directed to scuba Radio to register to win.

Groups and Presentations resulting in the following

Blue Water Boats – 60 boats, 5 days, GBI

Lighthouse Sailing Club, 200 members attended and details underway for 50 boats to Abaco

Marine Max – 100 boats, 5 days, GBI, Abaco

Parker Boat – 65 boats, Abaco

Florida Yacht Charter – talking to them about basing a new operation in Bimini that would require customers to fly in, overnight and encourage additional spend on boat rentals, attractions etc. Looking at S Bimini for this endeavor.

Entertaining discussions with Show Management and the Florida Yacht Brokers Assoc about hosting Charter Show in The Bahamas. Main considerations – marine space availability, conflicts with other show mgt shows, rates, air service from Europe

African American

Atlanta Braves project details underway

Working on HOT 105 "I'll Be There in an Hour" to start in Aug 2006

Still waiting word on conference decision for Black Entertainment Sports Lawyers Assoc, AKA Atlanta chapter, Dynamic Women of Diversity Conf, Dance with US

Agency presentations completed. Decision to be made on who would be the agency of record.

Groups secured:

National Guardsmen, 400 rooms, 2008 Contract under review.

VERTICAL REPORT – JUNE 2006

Director Vertical Markets has been selected as a recipient of the High Heel in High Places Trumpet Award. Ceremonial presentation will take place at the January 07 awards ceremony in Las Vegas.

Canada weddings unit –

All necessary creatives/messages have been completed and approved for upcoming ads, advertorials, eblasts, newsletters, contests/promotions with the leading publications.

Reconsidering a direct line for the Wedding Desk. Comes down to a matter of manpower. Receiving a trickle of calls to the office for wedding leads but we believe this will greatly increase with the added support in the market

USA Wedding unit –

Reviewed charter of the Bah Bridal Assoc with and offered assistance to Dir Romance relative to concerns arising from the previous voting/meeting and also to ensure MOT's representation at the executive level.

Working on a promotion with PAXTV Atlanta and Elite Travel (leading wedding/romance agency in Tampa). The promotion called Let's get Married Atlanta will air this fall to several million customers in Atlanta. Investment required – prize for 2 ground all inclusive, provision of b-roll and interview with Dir Romance. Will supply further details

Dive unit -

Reporting 400 entries to date for the IPOD promotion. Winner will be announced this month. Presentations by publications completed and given the limited budget the advertising allocation will be awarded to Scuba Diving, Dive Training.

African American –

Led the Coca Group to Nassau on a DNA fact finding mission. About 105 participated from Atlanta. Resulted in lots of onshore PR and advance commitments from several bottlers from Philandephia and the Carolinas for next year. Working with Communications to extend the PR to Black PR Newswire, BlackPress.com and Black Press USA newswire.

Trying to get to decision makers in Association of Black Cardiologists. Group fits an ideal customer profile for meetings in the Bahamas.

Religious:

Working with The Trumpeter Communications to reach their email database of 15,000 S. Florida active religious leaders through an online contest/sweepstakes. The desired result – capture of customer data for Bahamas and deliver message about offshore meetings in The Bahamas. The eblast will run for 3 months.

Facilitated a site inspection to GBI for the president of **INSIGHTUSA Ministries** along with two other pastors from the Orlando area, June 29-30. This effort is expected to net a group of 50 persons (25 rooms for the Pelican Bay Resort for 4 nights; August 3- 7, '06. The **Economic Impact (EI)** in the GBI economy is expected to **\$39,000 (50 persons X \$ 780 = \$ 39,000)**

Lost a group of potentially 150 ppl to a cruise line due to lack of ground attention while the planner was in Nassau.

In receipt of a proposal request from Speak Easy for \$12,000. Marketing includes on air promotions, interview, online promotions, speaking engagements etc.

Boating/Fishing –

Conducted a certification program in Andros. About 12 participated in the 5 day course
Completed one boating fling to Bimini (15 boats) this month as the first was cancelled due to weather

Conducted a presentation on the Orlando Sailing Group – 72 participated, commitment and plans underway for sailing trip to Abaco in March 07 for 2 weeks

Working on 07 Partners Fishing/Golf/Dive Summit, teaming up with In focus and Atlanta Journal. Confident that the offshore participation will require us to utilize all rooms/facilities at the Treasure Cay

Working with David Hack productions to produce a fishing series in the Bahamas for next year. Filming will begin this year if budget is approved. This show reaches fishing enthusiasts on the Sunshine Network

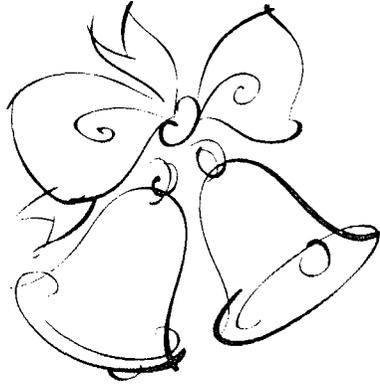
Met with ESPN2 Extreme challenge's organizing group to firm details for 2 events in Nassau and GBI in 07. This year's event in GBI netted 72 anglers.

Sports –

Dolfan Fest completed. Complete report to be submitted. In summary, the offshore promotions delivered about possibly 80 rooms (final count being tallied). Reviewing the performance of our online initiatives ie 15 eblasts, web presence on MiamiDolphins.com, we're also reviewing our communications program, the revenues generated at the events. From all account it appears the Port Lucaya shops, marketplace, Pelican Bay and Tranquility shores were very pleased by the economic benefit.

NBA Players event was completed with 150 rooms for 4 nights at Atlantis in addition to food/beverage service. Groups dept to assist with next year's proposal from Atlantis.

Working on details for Osh Kosh.



WEDDING & HONEYMOON

MONTHLY REPORT: April 01-30/06

BRIDAL SHOW

Our main objective for participating in bridal shows is to promote a greater awareness of TIOTB as a hassle free wedding and honeymoon destination.

GREAT BRIDAL EXPO SHOW:

The above show was held on April 8-9/06 in Detroit. The attendance was well over two thousand persons, with approximately 1200 brides –to-be and 110 exhibitors participating.

As a result:

- 1- 2 brides were interested in a Bahamas Honeymoon Registry**
- 2- 3 grooms were interested in doing bachelor parties**
- 3- 4 bride has scheduled their honeymoon to:**
 - a. Nassau**
 - b. Nassau**
 - c. Grand Bahama**
 - d. Abaco**
- 4- Several brides requested more information on destination weddings and BBA, leads forwarded to BBA.**

5- Kristina Betancourt, wedding date 10/29/06 selected Nassau at the Radisson Cable Beach hotel, with a group of 40 persons with a 3 night stay.

The above weddings are estimated to have an economic impact of \$135,000

MEETING:

Met with Linda Manager of Target's, we discussed having a Bahamas honeymoon give away promotion this will be open to all brides who register with their Honeymoon Registry national wide. Discussions are on going.

Met with Mr. Bastida of Mayors Jewelers, we discussed having a honeymoon or destination wedding give away in additional to a Bahamian day. Discussions are on going Mr. Bastida to speak with his corporate Office in New York.

Met with Ms. Kozan of Commonwealth Jewelery, discussed having a Bahamian ring day. All persons purchasing an engagement ring on these days will automatically be entered into The Bahamas Honeymoon give away. Discussions are on going.

The Wedding Unit along with our Communication Team met with the following Bridal Publications:

- 1 Conde Nast Bridal Group**
- 2 Demetrios**
- 3 I Do Magazine**
- 4 Bridal Guide**

All publications did presentations and open discussions on how their publications can help us to achieved some of the following objectives:

- 1 To encourage more engaged couples to get married in The Bahamas.**
- 2 To create a greater demand for wedding planners in The Bahamas.**
- 3 To encourage persons getting married to honeymoon in The Bahamas.**
- 4 To encourage the use of Bahamian made products for weddings taking place in The Bahamas.**

- 5 To facilitate The Island of The Bahamas Honeymoon Registry**
- 6 Build a database for future trip targeted marketing, anniversary trips, renewal of vows and special trips.
Discussions are ongoing.**

SEMINARS

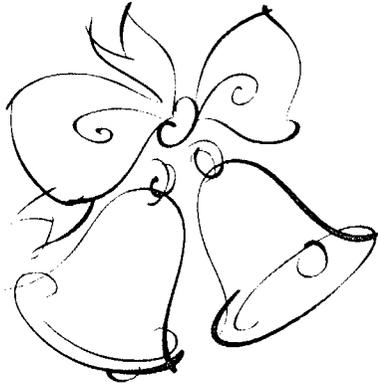
On 4/19/06 at Anderson Weddings, did Say "I DO" presentation to 25 brides-to-be. All of the brides were in the planning stage and show great interest in a destination wedding. Several brides requested more information on the Bahamas Bridal Association and The Bahamas.

As a result Michelle Conney of Martin Country, have scheduled her wedding for November/06 to be held in Long Island.

Weddings.Bahamas.Com:

In up keeping with the above wedding shop on Bahamas.com I have noticed the following:

- 1 The new photos on the flash area have began to show The Islands of The Bahamas wedding story.**
- 2 The event photo on the FMAS needs to depict a wedding or romance back drop.**
- 3 Marriage License Requirements page # 2 we need to be re-word as follows: - Both parties must be in The Bahamas for 24 hours prior to applying for Marriage License. Couple must appear in person before the Registrar General's Officer.**



WEDDING & HONEYMOON

MONTHLY REPORT: May 01-31/06

BRIDAL SHOW

Our main objective for participating in bridal shows is to promote a greater awareness of TIOTB as a hassle free wedding and honeymoon destination.

GREAT BRIDAL EXPO SHOW:

The above show was held on May 7/06 in Palm Beach. The attendance was well over one thousand persons, with approximately 630 brides –to-be and 75 exhibitors participating.

As a result:

- 1- 3 grooms were interested in packages for Bachelor Parties**
- 2- 1 bride has scheduled her honeymoon to Harbour Island for October/06**
- 3- 3 brides requested more information destination weddings.**

VILLABON & VILLABON BRIDAL SHOW

On 5/21/06 I attended Villabon Bridal Show in Palm Bay. Approximately 900 persons attended which included Brides and Grooms to be along with members of their bridal party and other family. There were approximately 45 exhibitors The Bahamas was the only destination at the show.

As a result:

- 1-Jack Baker has scheduled his honeymoon to Green Turtle Cay for 11/12/06**
- 2-Christine Dillender 12/12/06 honeymoon Grand Bahamas**

MEETINGS:

Met with Katie of Fashion for Brides Weddings, would like more information on working with BBA.

Met with Kalya of Creative Wedding, would like to do a networking workshop with BBA, discussions are on going.

SEMINARS:

On 5/11-13/06 attended the Association of Wedding Task Force workshop in Atlanta. There were 27 accredited and master Bridal Consultants who participated.

The main discussions were:

- A) Destination Weddings – Ms. Lois Pearce Director of Ethnic weddings spoke and show high lights of her destination wedding experience of the Abaco Bridal Extravaganza, this gave The Bahamas much mileage on destination.**
- B) Match Extra Hands with Novices – Ms Renee Grannis Director of Education spoke on the importance of Novice members becoming certified and trained professionally. It was agreed that each AWTF member be assigned a novice as a monitor.**

SPECIAL MARKETS REPORT – APRIL 2006

a) Weddings Canada

We now have possession of 4300+ brides to be from the WeddingBells promotion. Working now with Andrew's team on the email campaign to address primary needs – getting married, looking for honeymoon destination and anytime vacations for friends and family. Looking to launch within in two weeks.

Negotiating promotional and online opportunities to get us noticed by brides to be in leading publications, online bridal sites and retail establishments. Hit a home run with Sunquest to have rotating banner presence; likely to have WeddingGuru as a partner for similar online presence and advertorial; working on bridal registry with The Bay Stores.

b) Weddings USA

Concluded presentations with bridal publications – Bridal Guide, Conde Nast, Say I Do, Demetrios Gowns. Fairly confident that the opportunities presented by each will meet a particular priority – either ideal for branding the destination as the ideal romantic spot and/or for direct delivery of wedding and honeymoon business through tour operator delivery systems

In discussions with leading bridal retailers – Target, Mayors Jewelers

Wedding group leads continue to trickle in through the Great Bridal Expo.

c) African American

RFPs sent to several AA PR agencies, date set for presentations - April 18,19.

Reviewing Atlanta Braves proposal/event for Aug 31. Calls for in stadium promotion, junkanoo, etc.

Coca Cola looking to do a bit more with their incentive group trip this year. In addition to making Atlantis the host hotel for their sales meeting, their PR team is looking to create a documentary that will be taped and aired in the US. The documentary aims to trace the genealogy of famous Bahamian celebs like Al Roker, Sidney Poitier and Lenny Kravitz.

Seeing an uptick in group leads for 06,07. Among those requesting contracts are the Dynamic Women of Diversity Conf, Dance with Us, Get Your Groove Back, Gathering of the Queens, In Focus Magazine, Black Entertainers/Sports Lawyers*

Bahamas to be featured in the May issue of InFocus Magazine (Florida based)

d)Religious

Royal Caribbean Praise Cruise chartered to GBI reports to have about 1,400 pax. TBN also participating and looking to do a reality show taped from GBI.

Quite pleased with the segment produced by Cornerstone TV to air to millions of households. Core message is Bahamas is ideal for faith groups bcs of our natural attributes, safety, professional receptive services, deep spiritual culture. MOT owns the segment and will adapt it to 30 sec clip for Bahamas.com and 6 min clip for sales missions.

e)Sports/Aviation

Pres NBA Players Assoc in Nassau. Conference secured for the next 5 years equal to 600 room nights per year including clinics for local kids. The assoc plans to celebrate their 50th Anniversary in TIOTB.

Attended National Sports Commission tradeshow in Kentucky as a foray in the business/trade world of sports tourism.

The Confederation of Central America International Baseball Federation held it's 20 anniversary conference in the Bahamas, April 28-30, 2006. Event will bring together some 30 presidents of baseball federations and associations

Jameika and Jim Duncombe will participate as contestants in Golf Channel's reality show "The Big Break IV". As a benefit the channel will feature the players and their homeland.

The U.S. Bodybuilding Championship to be held/staged in Grand Bahama

35 Coaches to visit Grand Bahama on April 28-30 for a Basketball Showcase at St Georges High School Gym.

Aviation:

Sun N Fun Air Show proved successful, netting direct benefits to destination in the form of leads for travel, pre/post group flyins (19 planes), leads for hotels.

35 planes/70 pax from the Cirrus group traveled to GBI and stayed 3 nights

Three Florida Aero Flying Clubs teamed up for a flyin to Andros for 3 night, 45 pax, 14 planes.

f)BOATING/FISHING/DIVING

Plans for the Orvis fishing/soft adventure guide progressing. Should be in the hands of consumers by Sept.

Wave Magazine dedicated its May issue to Bimini's Hemingway Celebration.

Marine Assoc meeting held in Nassau. Full report under separate cover.

Bimini
Monthly Report – January 2006

National Tourism Church Service was held at Wesley Methodist Church in Alice Town, Bimini. Past Cacique award nominees and winners along with Ministry of Tourism's staff including Hilda James from our Plantation office and Manager of Batelco, Ms. Judy Barry were in attendance. Pastor Don Porttuff and his congregation were delighted to have everyone. I read the message from the Minister.

Held a meeting with Rick Weech, printer from Ft. Pierce to finalize printing of Bimini brochures. Please find email a copy of the rough draft under separate cover. He is now working on redoing the back cover since the Compleat Angler is no longer there.

Attended the National Tourism Conference in Nassau, January 10-12th. Left for classes on January 12, stopped in Bimini January 13th to check out the fire and death and returned to Nassau for the closing ceremony and Cacique Award.

Antoinette Stuart from the Bimini office met with Eleanora and Roy from Continental, persons from Civil Aviation and Ministry of Works, chief councilor and Administrator to discuss the condition of the terminal on South Bimini. Under separate cover I will email Tyrone Sawyer's update.

Espen Tandberg from Bimini Breeze Express, a 60 passenger high speed ferry, visited Bimini to check out the island. I contacted him after he got back to Tampa and he emailed me information about the company and craft. (Information was sent to you last week.)

Escorted Tom Colucci and Glenn Rain to GB for a site inspection and meeting to take sporting events over from the Treasure Coast. Invited Mr. Stuart from the sports team in order to turn the project over to them, but he was unable to attend.

Held several meeting to finalize plans for the Bahamas Theme Night at the Miami Heat Game. Went on a walk through with the sports team at the arena to decide on the venues for The Bahamas events.

Attended the Bahamas Theme Night on January 22nd. Police band performed in front of the arena before and after the game and during the half time break on the court. The Heat dancers wore costumes in the color of the Bahamian flag and danced to a one of our songs. We also had tables on the east plaza with sample food, register to win a trip, and brochures. Minister Wilchcombe along with two of the Golden girls, Pauline Thompson and Eldyce Clarke, were the game ball presenters. The Bahamas had presence on the LED and on Heat T.V. t-shirts with the Bahamas logo were thrown to the fans in the stand.

Attended a meeting at the Dolphins Stadium pertaining to the Dol-Fan Fest that will be held in GB June 9-11, 2006

Met with Heather, director of the Dolphins cheerleaders to discuss shooting their 2007 calendar in The Bahamas.

Attended the general staff meeting in Nassau.

Spoke to Linda Thompson to finalize plans for Continental's inaugural flight to Bimini February 16th. We decided on the following:

- 1) Ms. Thompson will be responsible for the 3' x 8' banner as well as the decoration in the color of the flag, and Androsia for the tables.
- 2) We would like to bring the 30 piece Police marching band. Ms. Thompson is checking on the band.
- 3) The staff in Bimini will work on getting the caterer for the event, the tents, tables, chairs, podium and junkanoo.
- 4) Nalini Bethel would work on an e-blast and inviting the media.
- 5) I will contact Wendy Clemente from Continental re: packages and getting the word out to consumers.

Spoke with Bruce from ACT Production, new owner of Brown's Hotel. He informed me that he is still waiting on legal papers from lands and survey to begin work on the hotel and marina. In the meantime he signed a lease agreement with Greg Roberts for his restaurant and bar "Big John's," across from the Tourist Office. The lease also includes the apartments and the shop next to the restaurant. He is also trying to lease the old sand bar "End of The World Saloon" from Mr. Roberts as well.

Nadia Rolle out of our Bimini did a beautiful job on the Bimini newsletter. She covered the crash and the Compleat Angler fire. I wish to commend her for what she has done. responsibility from me.

Antoinette Stuart came up with the idea of a Career Fair in Bimini and met with Ruthann Rolle on her recent trip to Nassau to further discuss plans. Will keep you abreast.

Planning a business breakfast for owners of the hotels, airlines, high speed ferry, etc. to discuss outlook for 2006. Awaiting date from the Minister who would like some of his cabinet colleagues to attend.

Met with Anthony Albelo, from Envision Consulting Group, Jose Chao, publisher of Wave magazine, and Earl Miller to discuss events in Bimini. We are planning a week long event centered on the life of Ernest Hemingway in Bimini. Details were sent to you last week. Will send more details as we progress.

Worked on flyers for the 56th. Annual Bimini Native Fishing Tournament for the Miami Boat Show, (will forward under separate cover).

Monthly Report
February 2006

- 1) Met with Pete Larkin from Island Fishing & Bimini Grand Slam Tournaments to firm up sponsorship of the tournaments. The tournaments can be viewed at www.islandfishingadventures.com
- 2) Met with the gentleman printing the Bimini brochures. We had Compleat Angler on the brochure and had to remove the picture and rephrase the text.
- 3) Sat in on a conference call with Tyrone Sawyer, Linda Thompson, and others to discuss Continental's inaugural flight and ceremony in Bimini. Plans for the inaugural flight to be held Feb. 16th. were pushed back due to the work at the airport not moving at all. I spoke to the contractor in Bimini, Ali Rolle, who informed me that he was promised a check by Ministry of Works to purchase the material and pay his staff but did not received anything. He did as much as he could do without funds and material.
- 4) Earl Miller and I met with Jose Chao and Anthony Abielo from Wave Magazine to discuss holding a tournament in Bimini. I told them that we needed to revamp the Hemingway tournament, but make it something fun with a look a like contest and proceeds from the event would go toward the Hemingway Museum when it's rebuilt. They however, came back with a proposal of \$100,000 to pull off the tournament. I told Earl the price was outrageous and was not prepared to pay it. Earl brought in Bridgette King, Nalini Bethel, Rosie Gomez, and Anthony Stuart on the follow up meeting and Messrs. Chao and Abielo informed us that they could take off \$10,000, but our cost would be \$90,000. I still think that amount is too high. We are still negotiating but I might just do the tournament on a smaller scale with persons whom I'm sure would be genuinely interested in attending.
- 5) DG, Carla Stuart, and I met with Espen Tandberg, owner of the high speed ferry namely, Bimini Breeze Express. It was a very good meeting and Mr. Tandberg assured us that he meant business. DG requested a conference call as a follow up to Mr. Tandberg's letter to further get a feel as to what he expected from MOT. Carla is now in dialogue with Ministry of Transports to get the necessary permission/approval, etc. to get the ferry service started. In my last conversation with Mr. Tandberg, he assured me that the ferry left Norway and has to make four stops before eventually arriving in Jacksonville, where it will be painted and towed down to Miami. Hopefully all of this will be done by April. This meeting was successful in more than one way. Mr. Tandberg who is familiar with Bimini is now interesting in purchasing one of the abandon hotels on the island. The staff on island and I have been working to get information and telephone numbers for him. He was expected to go to Bimini yesterday, Sunday, Feb. 25th. to meet with the owners of All My Children Hotel and the old Bimini Inn next to Chalk's.
- 6) Held a meeting to finalize marketing and promoting the Dol-Fan Festival in June 9-11, 2006.

7) The Miami Boat Show was held February 16 – 20 at the Miami Beach Convention Center. Each year over 150,000 persons attend the show. This year Bimini had newsletters, the new Bimini brochure, and the brochures from the various hotels and fishing guides. I am proud to say that Bimini was the most sought after island. Everyone wanted to know about Bimini, there were tons of new inquiries and visitors who had stopped coming got information and promised to return. I think this publicity came about after our little island was all over the news with the crash and the Compleat Angler fire. Persons were coming up to me giving sympathy and women were actually crying as they talked.

8) Bruce Orosz and his partner Stanley Levine were at the boat show with a couple of their staff promoting the new Brown's Hotel. Bruce and Stanley recently signed the lease for the Big Johns Restaurant and motel and the End of the World Bar. Work is presently being carried out and Bruce has assured us that he will open April 15th. He is waiting on his papers from Nassau to get started on Brown's Hotel and Marina.

9) Nadia Rolle, Antoinette Stuart, and I worked feverishly to get two of the Junior Ambassador Club members to attend the Miami Boat Show. We selected Jackson Ellis, son of Action Jackson, famous bonefish guide from Bimini who recently passed away and Corey Rolle, son of Bonefish Cordell, another famous bonefish guide from Bimini who also passed away recently, to attend. These two young men are a part of the club and are aspiring to follow in their father's footsteps. Bimini Island Air was generous enough to provide two complimentary round trip tickets for the boys. I provided accommodations, transportation, and meals (they stayed with me), for them while over to the show. My husband gave them spending money. What was so touching, Jackson was in Miami at age five and did not remember anything, it was like his first trip and he was over excited. When they arrived we went to the boat show and they were fascinated with what they saw. Saturday they spent only a couple hours at the show after which my husband and son took them to the mall and the movies. On Sunday, they all begged me to allow them to stay one more day, but I had to follow the schedule of the airline. They both inherited their father's boats, but no engines. Bonefish Ebbie volunteered his services and taught them how to bonefish. We are hoping and praying to get those engines because Bimini has only a few guides left.

10) I met with the sports team to assist with various functions and again with the people from Wave magazine. Nalini Bethel and I also met with Tiffany Jackson from UPN & WB networks in West Palm Beach re: marketing opportunities.

11) I spent a couple days putting together job assignments for the new staff scheduled to begin work March 1st. in the Bimini Tourist Office. Attached is a copy of their assignments. I will be going to Bimini on the first for a few days to get them trained and ready to begin.

12) The harbor dredging will be completed March 15th. Continental now has two flights daily to Bimini, one from Miami and one from Ft. Lauderdale. I had the printer produced

flyers announcing the flights. These flyers will be passed out in Bimini, at the upcoming Palm Beach Boat Show, and during the blitz that I am planning in March.

13) Nadia and Antoinette are working on the Career Fair, and the Women Honoring ceremony slated to be held the end of March. They are also working to get BAIC training started February 27th. for two weeks. Will keep you posted as to the progress.

14) The staff in Bimini is also working on the Native Fishing Tournament and the NFT Pageant for 2006. A copy of the flyer will be sent under separate cover.

15) Nadia and Antoinette are working with the Junior Ambassador Club to get the Bimini library in good working condition.

16) Nadia is now the editor of the Bimini Newsletter and did a fabulous job on the last issue. The staff at the BTO Plantation was impressed. Nadia has also assisted me by working on the budget for 2006/2007.

17) Lamour Rolle was asked to attend the meeting scheduled for March 16 and 17th. with Earlton McPhee, since she was assigned to work on the Blue Flag Program. She will also check with the mechanic about the condition of the car.

Monthly Report – March '06

- 1) On March 1st, the Bimini Tourist Office welcomed three additional staff members, Renee Robins, Pertrisa Saunders, and Marshalese Levarity. I went to Bimini to meet with and train them. Each was given job assignments. During the general staff meeting I explained our mission statement, goals and objectives. A one on one meeting was then held with them.
- 2) Ms. Cleare, Yvonne Woods, Mr. Gray and Mr. Johnson visited Bimini to go over the plans for the straw market. Mr. Johnson displayed the beautiful design and Ms. Cleare suggested we turn the space on the dock area into a park.
- 3) Allison Mortimer was also in Bimini at the time for a briefing on H.R. with the new staff. Richard Munroe visited Bimini to install DSL on everyone's computer. (We are still awaiting computers for the new staff).
- 4) During the month I held meetings every Monday morning at 9:30 a.m. with the staff in Bimini via the telephone. Renee and Pertrisa, because of their age and experience, have caught on, however Marshalese was sent to Nassau for additional training with Linda Thompson. Later in the month the entire staff was called into Nassau for orientation.
- 5) BAIC was in Bimini for two weeks of training with the vendors and other interested persons. There were 19 persons who signed up and completed the course.
- 6) DG, DDG, Basil Smith, Angela Cleare, and Geneva Cooper were in Bimini for site inspection. During that time I gave a presentation on Bimini. Besides the thunder storm on Thursday, the trip went quite well.
- 7) I had several meetings in plantation for the upcoming Dol-Fan Fest. Things are moving along smoothly. Worked with Angelika Cartwright and Andre Miller on flyers and posters for this event.
- 8) I attended the Mid-West Fly Fishing Expo in Warren, Mi. The reason I wanted to go was to create awareness in the Midwest about Bimini and the Out Islands. Ninety eight percent of the persons who stopped at our booth had never heard about the islands and thought that Nassau and Grand Bahama made up The Bahamas. Overall the show was successful.
- 9) I worked the Palm Beach Boat Show which was also a huge success. According to reports on the radio, this show has grown 20% over last year. Walkers Cay, Bimini, and Rum Cay had new resorts coming on stream.
- 10) The events in Bimini, the career fair and honoring Bimini "women of the sea" went well. ZNS, Martella Matthews, and Derek Smith stayed for the event. Minister and I went

back on Friday. The evening started with a float parade from the Government Clinic to the Administrator's residence. The ladies being honored were on a decorated boat being pulled by a truck. Martella has the entire story, I will let you know where to find it as soon as she posts it.

13) Held meetings with Pete Larkin and his team from WAVE magazine re: the Hemingway tournament. It was decided that we will hold an event "Bimini.. Hemingway Festival, August 2-6, 2006 and the Adam Clayton Powell Wahoo Tournament in Nov. '06. Details will be forthcoming. The committee in Plantation consist of Earl Miller, Nalini Bethel, Bridgette King, and Anthony Stuart.

14) Sat in on the Vertical Teams presentations in Plantation.

Monthly Report
April 2006

Attended the senior managers meeting in Nassau, where the Out Island and Product departments made presentations.

Persons from MOT was in Bimini for two days for shell jewelry training.

Attended a workshop at The Miami Dolphins Stadium for all of the marketing partners of the Dolphins. It was very interesting and we had to come up with ways to partner at the games.

Worked on getting out flyers and posters for the Dol-Fan Fest. Worked on producing flyers to get the word out about the Fest in the Bahamas, especially on G.B.

Worked during Draft Day at the Dolphins Stadium promoting the island of Grand Bahama and the upcoming Dol-Fan Fest.

Attended the Bahamas Marine Council meeting in Nassau. It was a very productive meeting. The purpose was to revive the BMC and address pressing issues in marine industries. Representatives from customs department attended, however a follow up meeting is needed with officers from customs in higher position who would be able to assist with the problems.

Met with John Siegel to finalize plans for the 2nd. Annual Bimini Bash featuring the Miami Dolphins cheerleaders.

Worked with Grace Hart, Donnajean Turnquest, Charity Ambrister, Pet Hanna, Craig Woods and Heather Phillips regarding the Miami Dolphins 2007 photo shoot in Exuma.

Attended the International Travel Partners Conference in G.B. We had a meeting with DDG, Bridgette, the vertical markets, events department, Latin American market, tour and travel and romance to discuss Janet Johnson's role as well as promotions for the Super Bowl that will be held in Miami in 2007.

Held a conference call with Coca Cola, Publix and Toyota to discuss joint promotion for Super Bowl 2007 at Dolphins Stadium.

Held meeting via telephone once a week with the staff from Bimini.

Bimini Tourist Office and BAIC held its straw training graduation on April 26th. in Bimini.

Bimini Tourist Office held a kite competition, and a float parade to introduce the contestants of the 2nd Bimini Native Fishing Pageant.

Worked with Wave magazine and the committee in Plantation on the first Bimini's Hemingway Festival scheduled for August 1-6th.

Monthly Report
May, 2006

Giovanni and I escorted a group of persons on a site inspection on Grand Bahama during ITPC. I also met with Billy Saunders, part owner of Tranquility Shores, Marva Munroe from Pelican Bay and Jeremy from Our Lucaya to discuss plans for the upcoming Dol-Fan Fest to GB.

Met with Pete and Jennifer from Wave Magazine to discuss advertising the Native Tournament in the June issue of the magazine, and possibly working on the Adam Clayton Powell Wahoo Tournament in November.

Met with Donnajean Turnquest, Gigi Smith, and Wendy Clements from Continental Connection to discuss promotions for the Dolphins Cheerleaders 2007 calendar shoot to Exuma, scheduled for June 1-7, 2006.

Met with Ken Elder, Director of the Super Bowl Events, Earl Miller, and Anthony Stuart to discuss possible promotions for the Bahamas for the 2007 Super Bowl scheduled to be held at Dolphins Stadium in January.

Held a Dol-Fan Fest meeting to update committee on progress of the fest. Assigned responsibilities to various persons.

Met with Bridgette King, Greg Rolle, and Anita Johnson to discuss PR for the various functions for Dol-Fan Fest.

Met with Greg Rolle and the Sports Team to bring them up-to-date on the Dol-Fan Fest. Also informed Greg of his team's lack of assistance. I was assured by the team that they will help.

Worked with Andre Miller and Jean Simmons to get FMA's on Bimini home page for the Native Tournament, Bimini's Hemingway Festival, and Continental's special. Also worked with Andre to get the Dol-Fan's FMA on GB home page, on events page, and on the boating page.

Worked with Danielle Sergeant to do numerous e-blast, and media PR for the Fest. As well as giveaway items for the Bimini Bash and the calendar shoot, and used equipment for the Eight Mile Crushers (football team on GB) for the Dol-Fan Fest.

Worked with Rosalind on getting rooms and activities finalize on GB for the Dol-Fan Fest.

Held weekly meeting with Bimini via the telephone. Gave assignments for the week to each person. Received updates on the Native Tournament, Junkanoo Summer, box cart

race, cleaning on the island, progress at the airport, progress of Bruce and Stanley's building, Bimini Bay, and Fast Ferry.

Worked with Carlos De Cespedes, Jr. on bringing the group Tin Kin Run again to Bimini. This group consist of over 300 persons and this is the third year. They are scheduled for August 11-13th.

Worked with Jennifer Barber regarding the first Bimini Hoe Outrigger Canoe Race. The event is a canoe race from the waters off Bimini to Miami Beach June 3rd. It is a six hour race. Nine boats have already signed up with six team members to each boat.

Met with Heather Phillips, DJ Turnquest, Grace Hart, and Gigi Smith to finalize plans for the cheerleader's trip to Exuma.

Attended the 2nd. Bimini Bash and CASF tournament featuring the Miami Dolphins cheerleaders. The weather was perfect, the attendance was up from 26 boats to 33 and from 80 persons to 121, and the cheerleaders and tournament participants had a wonderful time. The cheerleaders performed and signed autographs. John Siegel the tournament organizer guarantees even more persons for next year. The event is scheduled for May 18-20, 2007.

Held a long (2 ½ hours) staff meeting in Bimini. Brought the staff up-to-date, got updates from them, assigned lots of duties, listened to their concerns, and complimented them on their hard work. Attended the retirement dinner for Lamour Rolle.

I was informed by both Nadia and Antoinette that the island was packed for the Memorial Day weekend. The art festival was also a huge success. Bruce and Stanley held a soft opening for their night club and rooms above the club. They were also very please that their paper work for the marina and hotel was finally approved on Wednesday, May 24th.

Espen Tangberg with the Bimini Breeze Ferry was in Nassau on Monday and then went to Bimini to finalize docking for the boat. He informed Nadia that the paper work is the hold up in Nassau. (I hope this is not another Bruce situation).

BAHAMAS TOURIST OFFICE**LATIN AMERICAN DEPARTMENT****JULY 2005 - JUNE 2006**

DATE	EVENT	LOCATION	STAFF ASSIGNED	STATUS
Jul 14-17/05	Latin Builders Fishing Tournament	Freeport, Grand Bahama	FR	Completed
Aug 5-9/05	Sales Calls with Tour Operators	Santiago, Chile	AS	Completed
Aug 10-14/05	Sales Calls with Tour Operators	Buenos Aires, Argentina	AS	Completed
Aug 15-19/05	Meetings with Mexican Tour Operators	Mexico City, Mexico	FR	Completed
Sept 4-6/05	Financial Committee Meeting	Nassau, Bahamas	GJ	Completed
Sept 7-9/05	La Cumbre Tour Operator Show	Houston, Texas	GJ, AS, FR	Completed
Sept 16/05	Cuban American Bar Assoc Golf Tournament	Coral Gables, FL	FR	Completed
Sept 26/05	Indusa Computer Training	Plantation, Florida	GJ	Completed
Oct 7/05	JMC Meeting	Plantation, Florida	GJ	Completed
Oct 12/05	Meeting with Latin Builders Association	Miami, Florida	GJ, FR	Completed
Oct 14/05	Meetings with Hispanic Businesses	Miami, Florida	GJ, FR	Completed
Oct 17-20/05	Mexico Tour Operators Fam Trip	Nassau, Bahamas	GJ, FR	Completed
Oct 26-30/05	ABAV Travel Agent Show	Rio de Janeiro, Brazil	GJ, AS	Completed
Nov 2/05	Meetings with MK Tours & Travel Agencies	Miami, Florida	GJ, FR	Completed
Nov 8/05	Meetings with Travel Agencies	Miami, Florida	GJ, FR	Completed
Nov 17-20/05	Bahamasair Inaugual Fam Trip	Marsh Harbour, Abaco	FR	Completed

Nov 17-22/05	FIT Travel Agent Show	Buenos Aires, Argentina	GJ, AS	Completed
Dec 5-9/05	Meetings w/Tour Operators, Airlines, Media	Mexico City, Mexico	GJ, FR	Completed
Dec 12/05	Indusa Computer Training	Plantation, Florida	GJ	Completed
Dec 13/05	Meetings w/Report Americas & Sandals	Miami, Florida	GJ, FR, AS	Completed
Dec 22/05	Meeting ref Panamian Cooking Show	Nassau, Bahamas	GJ	Completed
Jan 8-13/06	National Tourism Conference	Nassau, Bahamas	GJ	Completed
Jan 15-17/06	CHA Marketplace	San Juan, Puerto Rico	GJ	Completed
Jan 20/06	MK Tours Trade Show	San Juan, Puerto Rico	GJ, FR	Completed
Jan 24/06	Meeting with Delta Vacations	Miami, Florida	GJ, AS, FR	Completed
Jan 25-27/06	Appointment -Visa Renewal	Nassau, Bahamas	GJ	Completed
Jan 30-31/06	Financial Planning Seminar	Plantation, Florida	GJ	Completed
Feb 1-3/06	COPA Airlines Meeting	Panama City, Panama	GJ, FR	Completed
Feb 6/06	Meetings w/Village of Merrick Park and Miami Outboard Club	Miami, Florida	GJ, FR	Completed
Feb 8-9/06	Managers Meeting & Presentation	Nassau, Bahamas	GJ	Completed
Feb 15/06	Meeting with Action Travel	Orlando, Florida	GJ	Completed
Feb 22/06	Meeting with Simon Malls Executives	Miami, Florida	GJ, FR	Completed
Mar 8/06	Meeting with Spirit Vacations	Plantation, Florida	GJ	Completed
Mar 9/06	Expo Boletin Turistico	Leon, Mexico	FR	Completed

Mar 13-19/06	Reforma Newspaper Press Trip (Mexico)	Bahamas	FR	Completed
Mar 18/06	Village of Merrick Park Promotion	Coral Gables, Florida	GJ/AS	Completed
Mar 24-26/06	Nascimento Turismo Workshops	Sao Paulo, Brazil	GJ/AS	Completed
Mar 29-30/06	Braztoa 25th Business Meeting	Sao Paulo, Brazil	GJ/AS	Completed
Apr 4-5/06	Travel Distribution Latin America & Caribbean	Mexico City, Mexico	GJ/FR	Completed
Apr 4/06	Mundo Continental Tradeshow	Sao Paulo, Brazil	AS	Completed
Apr 6/06	Mundo Continental Tradeshow	Rio de Janeiro, Brazil	AS	Completed
Apr 7-9/06	Miami Herald Show	Miami Beach, Florida	FR	Completed
Apr 20/06	Meeting with Simon Malls Executives	Miami, Florida	GJ/FR	Completed
Apr 25/06	Expo Mayoristas	Mexico City, Mexico	FR	Completed
Apr 26/06	Expo Mayoristas	Puebla, Mexico	AS	Completed
Apr 27/06	Expo Mayoristas	Vera Cruz, Mexico	AS	Completed
Apr 27/06	American Express Vacations Tradeshow	Guadalajara, Mexico	FR	Completed
Apr 28/06	American Express Vacations Tradeshow	Mexico City, Mexico	FR	Completed
Apr 28/06	Meeting with Travesias Magazine	Plantation, Florida	GJ	Completed
Apr 30 - May 3, 2006	International Partners Conference	Grand Bahama, Bahamas	GJ/AS	Completed
May. 3, 2006	Expo Mayoristas	Guadalajara, Mexico	FR	Completed
May. 4, 2006	American Express Vacations Tradeshow	Monterrey, Mexico	FR	Completed

May. 12 - 13, 2006	Expo Boletin Turistico	Monterrey, MEXICO	FR	Completed
May. 16, 2006	Expo Mayoristas	Monterrey, Mexico	FR	Completed
May. 19 - 21, 2006	Travel Shop	Mexico City, Mexico	FR	Completed
May. 24, 2006	American Express Groups Training	Mexico City, Mexico	FR	Completed
May. 26, 2006	Expo Boletin Turistico	Mexico City, Mexico	FR	Completed
Jun. 2 - 7, 2006	Travel Viagem Press Trip (Brazil)	Nassau, Bahamas	GJ/AS	Completed
Jun. 6 - 11, 2006	Press Trip (Mexico, Argentina, Chile)	Nassau, Bahamas	GJ/FR	Completed
Jun. 6 - 11, 2006	Press Trip (Brazil)	Nassau, Bahamas	GJ/AS	Completed
Jun. 9 - 12, 2006	Supersonicos/American Airlines Fam	Nassau, Bahamas	GJ/FR	Completed
Jun. 19, 2006	Bahamas Workshop for Travel Agents	Sao Paulo, Brazil	GJ/AS	Completed
Jun. 19, 2006	Bahamas Reception for Meeting Planners	Sao Paulo, Brazil	GJ/AS	Completed
Jun. 20 - 22, 2006	Latin America & Caribbean Incentive and Meeting Exhibition	Sao Paulo, Brazil	GJ/AS	Completed
Jun. 23, 2006	Bahamas Workshop for Travel Agents	Buenos Aires, Argentina	GJ/AS	Completed

**TOUR & TRAVEL
MONTHLY REPORT
JANUARY, 2006**

**Florida Marketing
Monthly Status Report**

Prepared By: Anthony A. Stuart

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Orlando Sentinel Drive-A-Way Contest	Completed - Contest runs Feb 16 – 19 & Feb 23-26. Bahamas to receive 12 half page color ads, 1 full page color ad, 6 full page black & white, 10: 60 seconds radio spots on 740 the team radio and 10 POP displays at 10 car dealership locations to include: Central Florida Toyota, Fairbanks Mazda, Napleton Chrysler, Jeep, Dodge, Greenway Ford and Bob Dance Automotive etc. Entry boxes will display images of the hotel and	Final ad proofing. Forward Prize pack.	JG	01/30/06

	will be placed at all participating car dealerships. In exchange for the above, the Bahamas has donated an 8days/7nights stay complaints of the British Colonial Hilton and roundtrip air for 2 on Bahmasair. Total promotional value \$231,975.00			
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Bahama Breeze	<p>Pending --</p> <p>Following the November meeting 5 members from the Bahama Breeze team and 4 members from the Richards Group decided to visit Nassau during the New Years Holiday. The 9 member group purchased airline/hotel and tickets for Junkanoo. The Bahamas Tourist Office hosted the group to a city tour and lunch at Arawak Cay. Special thanks to Carla, Puja from the Communications Dept-Nassau and Romeo's Limousine Service for their assistance with the group.</p> <p>I am in receipt of the revised proposal focusing on website Sweepstake and Message in a</p>	<p>Discussion with DDF and forward recommendations.</p> <p>Will forward to Nalini Bethel to review and obtain a POV & a ROI report</p>	JG	01/19/06

	<p>Bottle Promotion. Since our meeting and Bahamas power point presentation, I sense that BB may not be able to proceed with ideas initially discussed. Discussion with DDF for further action. My recommendation at this time is forward to Communication Dept/Agency for consideration.</p>			
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Tommy Bahama @ Point Orlando	<p>Pending –</p> <p>Preparing Sweepstakes proposal soliciting participation.</p>	<p>Follow up with corporate office.</p>	JG	01/27/06
Snowbird Extravaganza Show	<p>The show was well attended by senior Canadians shopping good cruise deals. The Bahamas was the only Caribbean destination and surprisingly Discovery was the only cruise/transportation ferry and Sun Cruz gambling cruise. Flyers were produced for the show from GoGo Tours and goGrand Bahama Vacations Cruise & Fly packages. Louisiana and Alabama in full force. Bahamas Show interest was Nassau/GBI/Bimini and Abaco. Prizes were donated by GBI 3days/2night – Port Lucaya & Best Western, Discovery provided cruise transportation.</p>	<p>Confirm number of attendees from show organizers and follow up with local travel agent on bookings from the show in consideration for next year's event.</p>	JG & CT	01/30/06

Spirit Vacations	Meeting schedule for 02/7 to discuss Plans for Florida and partnering with the operator	Following meeting schedule a series of product updates and possible fam/s for res center	JG	01/09/06
Disney-Epcot Food & Wine Festival	Schedule meeting to secure proposal.	Secure Bahamas participation	JG	
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
GoGo Tours Go Grand Bahama Vacations	Bahamas flyer requested from the Ramsey Office for the Snowbird Travel Show. GoGo is the number one operator in this area, but Bahamas rates are extremely high. Packages rates feature American or Bahamasair. Go Travel was the call-to-action for GoGo Tours. Fly & Cruise Flyer was also produced for the show by Go Grand Bahama Vacations. Ft. Lauderdale rates more competitive.	Receive email flyer from Ramsey and print copies.	JG/CT/KW	01/10/06
Radio Disney	Local Promotions	Revisit last year's proposal and evaluate seeking participate in local consumer promotions for 2006.	JG	01/30/06
Go Travel	Met with Pat Booth, Manager to discuss results of the Orlando Magic Radio promotion and the	Due to the holiday season there were no calls for the Orlando Magic Radio	JG	01/10/06

	upcoming Call-to-action for the Snowbird Extravaganza Show.	promotion. Details were sent to the Communications Department for the radio ad, but I was not provided with copies of what was actually submitted for the promo. What Bahamas ad is being tagged and are we offering a give-away? Will track the Snowbird Extravaganza.		
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Tampa Caribbean Carnival	Tampa will host its first Caribbean Carnival April 27-30, 2006. The event will be held at the Florida State Fairgrounds.	Waiting on proposal and background information on the event from Carl Gray Advised Fred Ferguson	KW/JG	01/19/06
01/24 In-office – telemarketing & admin matters	Worked on rsvp’s for Supplier Nite – 19 confirmed.	Get checks to Bank Atlantic Center and pick up tickets, collect giveaways.	CT	
01/25 In-office – telemarketing & admin matters	Florida Marketing: finalized plans for Supplier Nite. Also discussed Orlando Magic’s Bahamas Night in Orlando, March 10. Florida Unit to assist Sports Unit again at this event. Plans are that it will mirror that of the Heat’s Bahamas Night.		CT	
01/26 South Florida Fair-WPB	Attended the South Florida Fair-WPB to evaluate future participation by the Florida Team.	Follow up with Cloud X on leads for GBI	CT/KW	
01/27 In-office	Complete last minute details on Supplier Nite. Contact guests for reconfirmation.		CT	
01/29	Set up for Supplier Nite at the	Host the Event on Jan. 30 th .	CT/KW/JG	Jan. 30

	Bank Atlantic Center.	Supplier list will be sent under separate cover.		
01/30 Bahamas Supplier Nite	Summary in Feb's report.	Hosted at the GBI Zone at Bank Atlantic Centre on Monday Jan. 30 th . Presentation & reception in the zone followed by the NHL hockey game; Panthers vs Toronto Maple Leafs	CT/KW/JG/AS	
01/31 In-office – telemarketing			CT	
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Miami Heat-Bahamas Nite	Assist Sports Team with the creation & execution of the Bahamas Nite	Created T-Shirts & obtained Pineapple & Coconut Tarts. Assisted with police band, hosted the information table, provided coconut & pineapple tarts & Bahamian candies	AS/KW/CT	Completed
Orlando Magic – Bahamas Theme Nite	Gave advice & recommendations on activities for Bahamas Nite	Feb 02 meeting to discuss plans & assign roles	AS/CT/KW/JG	March 10
Minister's Visit to WPB	Minister was invited to attend a meeting with West Palm Beach county officials. Continue to communicate with Robynn (Minister's office)	Awaiting confirmation of the Minister's is availability on the suggested date of March 29. Robynn advised that Basil Smith, Tyrone Sawyer & Groups person will travel with the Minister	KW	March 29
National Tourism Conference	Hosted BTO Booth at Career Fair. Meet with Students to advise them on opportunities offshore with the BTO.	Students will contact HR if they are interested in a career with MOT/BTO	AS	Completed
Laminate's R Us Prize Giveaway	Worked with James Turner & Bob to secure this opportunity for	James to sign agreement	KW	

	GBITB			
Bahamas.com	Private Accommodations on Bahamas.com	Karen is working with Andrew to ensure that hotels that are license are listed if they meet Expedia's code.	KW	
Bahamas.com	Met with Andrew to discuss Bahamas.com options for Miami Heat Bahamas Nite promotion.	Names were collected in a register to win contest to be for an E Offer.	KW/AS	Feb 17
Financial Services & Retirement Seminar	Attend sessions on Jan. 30 & 31 & Feb. 1	Plan for our Retirement	JG/KW/AS	Feb. 1
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Bahamas Booth Displays	Assigned to assist with the creation of new Booth, Displays & Pop Up Displays. Met with the 3 boards to show them the booth concept & advise on MOT plans. Karen assisted with the selection of images as well Jameica (Golf) & Earl (boating).	Bridgette advised her staff in Vertical markets to provide images for the PoP Up displays Get approval on recommended images & take to Skyline for the creation on the displays	AS/KW & Richard Treco	Feb 20

Trade Organizations:

Skal International – 01/10/06

Marketing Intelligence: JG:

MIA continues to lead MCO in number of flights in 2005, but Orlando is poised to retain its title as the state's busiest airport in terms of passengers. Orlando ranks second to Miami in number of takeoffs and landings with 359,609 flights compared with Miami 381,306, according to FAA. Last year, Orlando overtook Miami in the number of passengers who passed through the airport and is on track to rank in the No. 1 spot and is likely to exceed 33 million passengers in 2005, compared with 31 million the previous year.

10 PERFECT (winter escapes) ISLAND GETAWAYS (no passport needed)

Life America Weekend Magazine, January 13, 2006

1. Mackinac Island, Michigan
2. Galveston, Texas
3. Manhattan, New York
4. St. John, U.S. Virgin Island
5. Kiawah Island, South Carolina
6. The Islands of Hawaii
7. Vieques, Puerto Rico
8. Santa Catalina Island, California
9. Orcas Island, Washington
10. Sanibel Island, Florida

Airlines: JG

Southwest low cost carrier reported soaring profits and confirms plans to expand to three newly constructed gates at OIA by March. The increase from 9 gates to 12 gates will make Southwest Orlando's # 1 at Orlando International Airport.

Independence Air closed its doors after filing for Chapter 11 protection November, 2005. The airline operated 2 daily departures between Orlando and Washington/Dulles, down from 18 daily flights in January 2005.

AirTran reports for the year traffic increased 33.3 percent over 2004 on a 28.3 percent increase in capacity. The airline served a record 16.6 million customers during 2005, a 26.3 percent increase year-over-year.

Cruiselines: JG:

Cloud X Fast Ferry, advertising new service from Palm Beach to Grand Bahama in the Orlando Sentinel Travel section for the past several weeks. (2 days/1 night package at Pelican Bay lead price of \$276) BTO and Cloud X schedule to make joint sales calls early March.

Carnival Corp., Royal Caribbean and other cruise lines may see a 4.5 percent rise in passengers this year, this is however the smallest growth rate in passengers in five years. CLIA estimates that 11.2 million people on cruises in 2005.

Marketing Intelligence: CT:

Cloud X, ferry service to GBI has placed advertisements in Palm Beach Post. As of Feb.9, Thursday will be added to schedule offering a Thurs – Mon. service.

Miami Herald featuring advertising of TIOTB as destination sponsor at their Travel Expo. Logo is also posted on miamiherald.com.

Airlines: CT:

American Airlines to launch Family reunion Sweepstakes Feb.1-28. Winner to receive 10 round-trip tickets for family to vacation together in GBI for 4 days/3 nights. Registrants can enter to win online at family.whyoufly.com.

Competition: CT:

Carnival Cruise Line offering
 3 and 4 night cruises from \$249
 4 and 5 night cruises from \$349
 6, 7 & 8 day cruises from \$499
 Mexico offering 7 night all-inclusive package from \$559 per person.

ATLANTA & SOUTH – Monthly Status Report

Prepared By: Conrad King

January 2006

ACTIVITES/PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILITY	DUE DATE
In-office Admin	Contacted partners in southern markets to introduce myself as the new rep for the area. Requested updated industry lists from Delta, Air Tran and US Airways, Go Go Vacations	Have begun to update the list to merge and purge and define list of key accounts with whom I will target over the next 6 months. This process is still on-going.	CK	Feb 7
Sales Calls	Sales Calls on going on key accounts	On going	CK	--
Air Tran	Air Tran has new sales	Share marketing plans with	CK	Feb 15

	managers in Atlanta and mid Atlantic states, all of whom are undergoing training. Effects will be made to meet with each manager.	new managers and come up with marketing initiatives for those GBI markets . Jan 27 th - Will communication with BTO GBI Manager to discuss some in markets projects. The basic goal for each market is to work with a core of key retail agents, with the goal focusing on Education, Destination Experience, and Incentive.	CK	Feb 5
Jan 27 th : Certified Vacations	Jan 27 th : Spoke to Local Sales Manager – Certified Vacations regarding forming a partnership as a preferred with Mann Travel. This could be another level of distribution for Bahamas product if possible. As a policy Mann Travel ONLY works with its preferred partners. Mann Travel is very progressive in its marketing efforts with potential to deliver consistent business to TIOTB. It is the largest independently owned chain in NC, with 12 store fronts.	Will speak to Mark- Mann Travel Marketing Manager about expanding Bahamas business with Certified Vacations.	CK	Jan 29
Working with Grant Merz with World Venture to establish on going relationship	Grant has implied that he wished to work with TIOTB -	Requested database of all home based agents in southern	CK	Feb 15

	<p>Tentatively scheduled for Feb 7th.</p> <p>Jan27th: New dates have been selected for this event. The new date for Supplier Night is March 28 to coincide with the Atlanta Blitz. Invites have been sent to three Promotion Boards, Local contacts.</p>	<p>Will work with Frances Fisher to coordinate RSVPS. Will forward pro forma invoice to Frances for processing.</p>	<p>CK</p>	<p>Feb 6</p>
<p>Adventure Travel Annual Company Meeting- Working with Paula McGougal to assist here with company meeting.</p>	<p>One hundred and 150 of their employees will be attending company meeting in Atlanta, Jan 28th. Seeking support to showcase Junkanoo at the event.</p> <p>Jan 27th:</p> <p>The Junkanoo display was a smashing success.</p>	<p>Have made contact with Ms McDougal and secured items for Junkanoo Display at Adventure Travel's annual Sales and Marketing meeting . Will also use this opportunity to work with the agency to develop future and residual business for TIOTB through education, in-house training.</p> <p>Jan 28th</p> <p>A meeting has been confirmed to discuss Adventure Travel / BTO projects, which will be communicated throughout agency among its retail agents.</p>	<p>CK</p> <p>CK</p>	<p>Feb 7</p> <p>Feb 7</p>
<p>VIP Travel – Will be attending vip consumer show this weekend – Jan 14th at</p>	<p>Spoke to organizer and told here that we cannot pay for the</p>	<p>Next show is scheduled for April 06. I will monitor the</p>	<p>CK</p>	<p>Feb 3</p>

Atlanta Convention Center – 3000 participants	<p>show, but will attend show gratis and determine if it is something to look at in the future.</p> <p>Jan 27th. Attended the travel show and was impressed with the attendance. Based on the interests from the consumers, it is to our best interest to participate in the show, which is scheduled for this coming April.</p>	<p>show and see if we should attend. Cost is \$150.00.</p> <p>Invoice received and will be sent to Frances for processing.</p>	CK	Feb 3
Atlanta Sales Blitz-	<p>Spoke to Becky Reinke- Sales Manager Pelican Bay about blitzing the area. Will also send out letter to other large hotels to determine their level of interest.</p> <p>Jan 27th. Date for Sales Blitz has been confirmed. Will be the week of March 27 – 31.</p>	<p>Based on initial feedback, end of Feb early March is most likely timetable.</p> <p>The blitz will be in conjunction with Group's Department. I have made initial contact with James Malcolm and Maxine Lockhard to discuss initial plans. A meeting is scheduled for next weeks to go over and confirm the project. Group's team expects to compile its own account for the blitz.</p>	CK CK	Jan 20 Feb 8

Special Projects: Jan 20 th : Seniors Month - September "At Home Agents" Month - October Singles Market - July	Have completed Marketing Plan 2006. Three special projects have been proposed. See Section 1. of completed Marketing Plan for project details.	Share detail of project with other BTO manager to determine if similar project might be workable in other markets. If so, it is hoped to expand the program to viable markets.	CK	Feb 28
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Marketing Intelligence

- Pelican Bay placed advertising in the Atlanta Journal Constitution – Suite Deals. Buy four nights, get 5th – 7th nights free. Rate is \$349.0 per night. Seven night stay is priced at \$1,396.00 per couple for stays through April 22.
- Air Jamaica will be kicking off sales blitz in Charlotte, NC week of Jan 29 – February 3.
- Based on the level of advertising in the markets, there is stiff competition from other warm weather destinations. Like many markets, this competition is lead by Dominican Republic with its All- Inclusive Specials. Jamaica is also very popular. Both destinations have non stop and connecting flights through major gateways.

Delta has bill boards adverts in prominent locations in Buckhead and Downtown; Non-stop Atlanta – Antigua, Atlanta – Grand Cayman.

- Dominican Republic
- Jamaica
- Hawaii
- Cayman Islands
- Grand Bahama / Nassau

Trade/Consumer shows

1/1 VIP Travel Consumer Show Atlanta, GA 7,000 pax CK.

Trade Organizations

1/19 Travel Industry Assoc of GA Atlanta, GA 59 pax CK
 1/ 23 CTO Monthly Meeting Atlanta, GA 47 pax CK

New York -Monthly Status Report

Prepared By: Nuvolari Chotoosingh January 2006

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Participated in the Adventures in Travel Expo in New York City	Show was well attended and Bahamas was represented by BTO along with several hotel properties	Bahamas needs a new and improved look by way of a booth that will come on stream in the very near future	Our continued participation in this show is recommended	
In-house training of GoGo/Liberty agents	Would like to continue with training for agents but need to visit properties firsthand	Requested familiarization trip to get update on the status of various properties		April
Made contact with NJ chapter of CTO	In the process of planning sponsor-ship of April monthly meeting	Invite NPIP, OIPB and GBIPB to participate		

Participated in Vacation Expo Travel Show in Boston	Show did not seem to have the participation of past years, several promotion boards and hotels represented.	May wish to consider our participation every other year		
CTO Week Planning Meeting Dates for CTO Week June 11-16, 2006	Plans for this CTO week are in the initial stages, several aspects are being considered for participation	Keep abreast of the planning details and forward updates on Bahamas.		

Marketing Intelligence

Jamaica is sponsoring the "Know before You Go" weather report on NJ Cable
Nassau/PI continue to be main request for information at shows

Trade/Consumer shows

1/13-15 Adventures in Travel Expo New York, NY 1000pax
1/20-22 Vacation Expo Boston, MA 2000pax

Trade Organizations

Made contact the NJ CTO Chapter planning presentation for group

Philadelphia- Monthly Status Report

Prepared By: DORNELL WATSON

JANUARY 2006

ACTIVITIES/PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILITY	DUE DATE
All Aboard Cruises & Travel 4 th Annual Cruise & Travel Expo (3/25/06) Wilmington, DE	Pending – Trying to secure a complimentary 3-nt all-inclusive package as a barter to participate in this consumer	Send letter to Courtney Brooks of Cable Beach Resorts to solicit participation.	Dornell Watson	2/3/06

	show.			
CI Travel – In-Agency Training	Pending – Spoke with Joanne Williams, Training Mgr, to set up training for agents from 12 Norfolk/Virginia Beach offices. Objective is to educate and update agents on Bahamas product prior to their Travel Sale Extravaganza Consumer Show on 3/11/06, that TIOTB is participating in.	Confirm tentative training dates 2/22 – 2/23/06.	Dornell Watson	2/3/06
MetroWest Chamber of Commerce (Boston, MA)	Pending – The Chamber has a May 12 th , 2006 opening for sponsorship of their breakfast meeting.	Invite Jet Blue to Sponsor or co-sponsor the meeting with TIOTB. I am currently trying to make contact with a Jet Blue Sales Rep.	Dornell Watson	3/3/06
Gold N’ Dayz Travel – Yuengling Beer Group (350 pax)	Completed – Communicated with the Groups Dept in Nassau to secure Welcome Sign and Custom Clearance for the group’s arrival on 1/27/06. One of the Reps from the Group Dept will also attend the reception schedule for Sunday (1/29/06) at Breezes to extend a warm welcome and provide Kalik Beer Sampling.			
AAA Travel Southern New England Consumer Show (Boston, MA)	Pending - Left 2 messages for Terry Leo, Marketing Mgr, requesting info on the cost and date of the show.	Awaiting response	Dornell Watson	
1/11 - Sales Calls	Completed 4 sales calls in Wayne & Paoli areas.			

1/12 – Sales Calls	Completed 4 sales calls in Center City, Phil.			
1/18 – Sales Calls	Completed 3 sales calls in Blue Bell, Spring House & North Wales.	Forward any Bahamas specials to Spring House Travel for email blast to corp. clients. Also mail a supply of Bahamas brochures.	Dornell Watson	
1/19 – Sales Calls	Completed 4 sales calls in Broomal, Havertown and Newtown Sq.	Follow-up with Roma Travel on collateral request for confirmed wedding group and follow-up on status of pending Sept. group.	Dornell Watson	
1/20-22 – Vacation Outlet/NLG - Vacation Expo	Participated in 3-day weekend show.			
1/25 - Gogo Office (N.E. Phil) – Res. Training	Completed training for 16 agents.			
1/25 – Sales Calls	Completed 4 sales calls in N.E. Phil.			
1/26 – In- Agency Training – Liberty Travel	Completed training for 3 agents in the Bel Air , MD office			
1/26 – Sales Calls	Completed 5 sales calls in Bel Air, MD	Follow-up with Training Mgr of Travel Concepts to schedule Bahamas Presentation for 25 agents	Dornell Watson	3/10/06

Marketing Intelligence

Most of the agencies called on reported that business is increasing, however, Bahamas bookings continue to be soft due to high pricing (air & hotel) and cooler temperatures compared to other parts of the Caribbean. Overall, the most requested Bahamas packages were for Atlantis, Radisson CB and RIU. There were a lot of questions concerning the Cable Beach Resorts project.

Most requested and booked vacations were Cruises, Riviera Maya, Punta Cana, Jamaica, Hawaii, and Las Vegas.

Advertised Lead Bahamas package in The Philadelphia Inquirer: Nassau Beach Hotel-\$649/3nts (Winter Sale – Liberty Travel).

Group Leads/Confirmations: Roma Travel has a confirmed wedding group to Radisson CB (11/06) – 30 pax/45 room nights and one unconfirmed group to Breezes (Sept. '06).

COMPETITION:

Jamaica is running TV ads with Liberty Travel; Air Jamaica had an airfare sale for bookings thru 1/25/06.

Cayman Islands is running TV ads with Spirit Airlines.

U.S. Virgin Islands was voted Best Caribbean Destination for 2005 by Travel Weekly Readers Choice Awards (1/17/06)

Riviera Maya (Inclusive of Playa del Carmen, Cozumel & Cancun) was voted Best Destination in Mexico for 2005, also by Travel Weekly Readers Choice Awards.

GOGO WWV - Met with Susan Gaines of the N.E. Philadelphia Office on 1/25, she reported soft bookings to the Bahamas so far for the 1st Quarter and was unable to give me an exact number or dollar amount at the time. She will try to have some figures for me by the end of the quarter. The groups agent reported 1 confirmed group and 2 pending groups – all to Nassau.

Trade/Consumer shows

1/20-22 Vacation Expo Boston, MA 5000 consumers DW, NC

The show's attendance was soft compared to prior years, however, we received a total of 24 bookings in the booth (all Nassau) over the 3-day weekend.

Presentations

1/25	Gogo WWV	N.E. Philadelphia	16 agents	DW
1/26	Liberty Travel	Bel Air, MD	3 agents	DW

Chicago North-Midwest - Monthly Status Report
January,2006

Prepared By: Margaret Campbell, CTC

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Adventure Travel Show, January 6-8, 06 at the Rosemont Convention Center, IL.	Assisted L. Cooper & D. Turnquest with the setting-up and manning of the booth. There were over 2,000 consumers in attendance. The adventure travelers that visited our booth, made inquires about the Out Islands, Grand Bahama and very little Nassau. The Travel Planner show, a (6) radio stations network out of St. Charles, MO. aired from the show(www.kewinandsuetravel.com). Fortunately, I was able to arrange an on-the-spot interview segment for Ms. Turnquest, to talk about adventure opportunities in the Out Islands.	Maintain on-going relationship to discuss future segments for TIOTB. Ms. Turnquest, requested a copy of the airing, which is pending from Kevin the talk-show host.	M.C	None
T & T. Leisure agents sales calls (15) south and south loop Chicago, IL.	Agents reported that despite increased schedule airlift, clients preference the non-stop charter services due to departure times and price-point. An agent indicated that there	Future follow-up with Eyes Around The World Travel, regarding their interest in a golf group this summer. Plans to schedule In-house presentations with Aarco	M.C.	On-going

	<p>were no advertisements of the Bahamas in the market and suggested that with the damage in Mexico after the hurricane; we may want to seize this opportunity to inform agents and consumers about Bahamas values.</p> <p>Several agents also mentioned, that they have seen some decreased in bookings to the Bahamas within the past few years because of the internet but noted that there is still a lot of their clients, are reluctant to use their credit cards for bookings and enjoy the service of a travel agent. Bookings appear to be strongest for Nassau at Breezes, Atlantis, Hilton and very little request for Grand Bahama and the Out Islands. Eyes Around the World Travel has a small group(10) traveling to Nassau on February 12, 06 and Aarco Travel is working on several bookings for a few nursing teachers to Nassau during the Spring Break at Breezes. Assisted Annemarie Bray from the Society for Urodynamics & Female Urology with her group of (300)</p>	<p>Travel, Acorn Travel and Crossroad Travel for the months of February and March, 06. Awaiting confirmed dates from agents. Aarco Travel is also requesting that I bring detailed information and flyers for our Grand Bahama Jazz festival to their March In-house presentation.</p>		
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	to Grand Bahama on February 22-25, 06 at the Western Our Lucaya; in the absence of the Midwest group manager and forwarded lead/request to Grand Bahama, MOT.			
Telemarketing, IND.& MO.	Agents were receptive, although some were busy and was not interested in a survey up-date. Overall cruises to the Bahamas from these areas on Carnival are selling well.	Data gathering for transferring to Lotus Notes upon installation.	M.C	On-going
T.& T. Promotions: Real Men Cook/Fathers' Day annual(14) states event.	Arranged for the Bahamas to participate in this year's event, based on the success of our participation last year. The Bahamas received excellent exposure at the events via media(clear channel radio stations, print and web links) in major markets such as New York, Chicago and Atlanta.	Forwarded lead to Ms. A. Johnson, Director for the African-American market.	M.C	Pending
WIRK Radio/Abaco Country & Western Wild horses Benefit, February 2-5, 06 Marsh Harbor, Abaco.	Discussed and solicited media support for Abaco's country and western promotion. Media exposure is on-going with on-air advertisement by D.J. during their morning drive, email blasts(see website: www.WIRK.com). Also joining country artist Aaron Tippin in Abaco, the producers for GAC	On-going discussions with Ms. J. Outten and B. Harding from the MOT, Abaco in co-ordination these efforts.	M.C	On-going

	network a cable station and a writer from Front News magazine(negotiating) one of the largest demographics country print.			
ABC/Rejoice Musical Soul Food and Mahogoni Expressions Travel, Bahamas Gospel cruise, March 3-6, 06 concluding with a Nassau event at Bahamas Faith Ministry with Pastor Donnie McClurkin.	Finalizing discussions with Ms. McIver from ABC network, Pastor Allen and Francis from BFM, Leisure Tours about the on-going advertisements with the ABC/Rejoice program on their 40+ syndicated radio stations and website: www.Rejoicemusicalsoulfood.com) from November, 05 and to continue up to cruise date. In my efforts to convert cruise passengers to stop-over passengers; hence this promotion on March 4, 06. To date Mahogoni Expressions Travel informed me that there are (276) confirmed bookings, excluding ABC's staff(TBA) and the performing Gospel Artist(TBA).	Continued discussions and informed Mr. L.Johnson, Director for the Religious market of the Tour and Travel promotion.	M.C	On-going
Transit T.V (3) months advertisement on Illinois suburban (451) vehicles/buses during the Winter months, 06.	Met with Teri Amey, Regional Mgr. from Transit/T.V as a follow-up meeting of summer 05 with Moniaque Randall who is no longer with the company.	Upon completion of a second presentation by Ms. Teri Amey from Transit/T.V, I advised her that I would forward her hard copy prom materiel to our	M.C	Pending

	<p>During that time, we discussed TIOTB being advertised on Illinois surban(451) vehicles/buses with 1,239 screen and 612,000 weekly impressions during the winter months of 06. The cost at that time was approximately \$8,000 for (3) months. Upon completion of their presentation, a proposal was forwarded by one of Transit/TV's manager to Fallon, Minneapolis our advertising firm and for the attention of Ms. Amey Sheil.</p>	<p>Director of Communications, Mr. Basil Smith.</p>		

Marketing Intelligence:

- Apple Vacations and Funjet reported that travel agents bookings into Nassau on schedule air and land packages has significantly increased, for the months of January and February over last year. I am awaiting a meeting with Ms. Sally Favia, Director of Sales at Apple Vacations to discuss industry partnership relations and introducing a travel agents incentive booking program for agents in the Southern IL. area.

The cruise markets also appears to be experiencing excellent bookings to the Bahamas, due to their low winter rates starting at \$469.00 for 4/3nights, an all-inclusive package per person on Carnival.

St. Lucia is advertising their Jazz festival throughout the Midwest..

Mexico remains our greatest competition, as the best value for dollar; with Costa Rica and Eastern Europe being the up-and-coming destinations.

While we are getting our share of the market, there is still a progressive demand for the ‘special interest’ markets and cultural events. Competing destinations such as Hawaii and Mexico are taking advantage of this need by introducing programs such as ‘Family Vacation’ and ‘Religious Tour and Cruises’.

Trade/Consumer shows:

1/6-8 Adventure Travel Show - Chicago, IL. - 2,000 pax - L.C, M.C & D.T.

Trade Organizations:

1/10 Chicago Chamber of Commerce Seminar - Chicago, IL. - 80+pax - M.C.

**Chicago South - Midwest
Monthly Status Report
JANUARY 2006**

Prepared By: LEVAUGHN COOPER

ACTIVITIES/PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILITY	DUE DATE
Radio Promotion	Finally confirmed appointment with Jim Sauers of WBIG Radio regarding a Bahamas talk show. Will include one of our hotel partners to provide giveaway	Will meet with him on Feb. 2 nd	Levaughn Cooper	
Newspaper Advertising	Joe Boncela of the Plain Dealer Newspaper in Cleveland wants The Bahamas to advertise in the	Awaiting information from him and will forward to Director, Tour/Travel as soon	Levaughn Cooper	

	<p>April 6th Caribbean Week. Will be sending me information on the past two years so that we can see what was done</p>	<p>as it is received. Will continue to discuss opportunities for Bahamas in marketplace and plan on meeting with him as soon as I make plans for travel to Cleveland.</p>		
Consumer Show	<p>Attended the Adventure Travel Show which was held over three days. OIPB shared our booth and was of great help as most attendees were interested in some aspect of the OI. Small Hope Bay as well as Staniel Cay had a booth at the show. This proved to be very helpful with persons who were interested in diving.</p>		Levaughn Cooper	
Sales Presentations	<p>AAA Travel in Naperville is interested in staff in both stores (Naperville & Rockford)</p>	<p>Sue the manager will confirm the dates with me. Will follow-up with her within the next week</p>	Levaughn Cooper	
Sales Calls	<p>Made 12 sales calls in Naperville/Aurora area. Because of the unseasonably warm winter,, lower bookings are reported compared to recent years nonetheless, TIOTB bookings have increased slightly.</p>	<p>Followed-up with general promotional material which was needed by a few agents?</p>	Levaughn Cooper	
Gulliver's Travel Vacation Expo	<p>Will be attending this show over the weekend and also have a series of office presentations set up</p>	<p>Will give status in next month's report</p>	Levaughn Cooper	

Group Travel	Met Susan Voss, meeting planner from Bohler- Uddeholm at the Adventure Show. She have a group of 40/50 top executives and only interested in Atlantis, Ocean Club, 4 Seasons.	Forwarded onto to Kara, Groups Manager for Midwest to follow-up.	Levaughn Cooper	
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Trade/Consumer Shows

01/6-8 Adventure Travel Show	Chicago, IL	4,000+ pax	LC/MC
01/29 Gulliver's Travel Vacation Expo	Bettendorf, IA	1,500 est.	LC (will report on this next month)

Marketing Intelligence

- Ford Motor Company has just announced that they will be closing many of their plants. This would definitely affect the economy of Michigan since they are headquartered there.
- In reviewing the Chicago Tribune Travel Section, I've notice that The Bahamas is advertised by AA, with only the Nassau Beach hotel listed. United Vacations is advertising Nassau Beach Hotel & Riu hotel packages. Liberty Travel ads feature The Bahamas but only for Sheraton/Westin on GBI. (Will mail copy of travel section)
- Sandals had a one-day event at Liberty Travel locations in both Naperville & Skokie for the consumer on Jan. 28th.
- Apple Vacations for the past three weeks had great specials to Mexico. 3/4 of their ads are on properties from that region. Funjet also focused on Mexico vacation values. Mexico remains popular and is one of our major competitors from this market with Jamaica in second place.
- Travel Agents have mentioned that there is a spike in bookings to TIOTB over the next three months. Clients have responded favorably to the non-stop flight from ORD/NAS on American (Regional Jet)

Texas and West - Monthly Status Report

Prepared By: LURLINE BUBB

JANUARY - 2006

ACTIVITES/PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILITY	DUE DATE
1/4/06. Follow calls with Grant Mertz and Wayne Nugent, World Venture, re up coming trip to Nassau, group 180 pax.	Spoke with Ms. Knowles, NPICBPB, re World ventures request. Approximately 180 Home Base Agent is scheduled to arrive in Nassau, Jan, 22, 2006. On board Carnival Cruise.	Via telephone introductory calls to Ms. Knowles, with Mr. Mertz to make arrangements for on shore activities. Ms. Knowles will follow up with Mr. Merz in regards to activities, City tour, hotel tours and presentation during short visit to Nassau. Knowles indicated that she will follow up with Grant Merz.	Lurline Bubb	Jan 22, 2006.
1/04/06. Telemarketing calls Agents in Dallas	Completed 20 calls throughout the Dallas Area.	Agents are excited that Bahamas Tourist office is located in Dallas.	Lurline	
Houston Bridal Show, Houston Texas.	Participated in Houston Bridal Show, Jan 07-8, 2006. According to the organizers, attendance just "Brides" that came through the doors on Saturday, Jan 08, 2006, - 3792, this is not the total number of guest – just the Brides who registered. In addition Mothers, bride's maid etc. On Sunday the figures doubled. A book	We invited a Bahamian Travel Agent from Carlson Wagonlit Travel, Houston, to work with us at the booth for definite bookings, unfortunately, he did not attend. My recommendation for next year is to have some show specials to offer each potential bride during the show. Special packages with	Lurline	

	correlated by wedding dates will be mailed to vendors by January 30 th , 2006	price for certain time of the year, September or October, based on destination. Receive over 55 requests for Cruise - honeymoon. In addition, Brides are asking for on Island activities during stop over. Great show. Mrs. S. Huyler, BTO, FL. did a fantastic job decorating the booth. .		
Work on up coming sales activities				
1/11/06. Lunch meeting with AA Vacation	Meeting was schedule with AA Vacation Sales Manager/Dallas.	Unfortunately two hrs prior to our meeting, AA-VAC. Cancelled. Follow up will be made for our next meeting to discuss how we can work together with agents in the West and South West region. We are looking at February for our next meeting.	Lurline	Follow up on going.
Telemarketing calls Costa Mesa Agents				
1/21-22/06. Orange County Register Show, Costa Mesa,	Participated in Orange County Register Consumer/ Travel Agents Show. Approximately 60 Travel agents, majority home based were in attendance the first ½ 10 am-2pm. Jan 21. Followed by the consumer. For the remainder of the show. However, based on their original estimation of “twenty	Received lots of compliments on improvements made over the past few years. Orange County travelers tend to travel to Hawaii, Mexico, Jamaica, cruise, and other Caribbean countries. Our presence is lacking in Orange County. This County is one of the most affluent counties on the West	Lurline	

	thousand will attend". I would say ten thousand were in attendance.	coast; County residents have a high average household income. My recommendation is to have more visibility in this region, major ingredient for growth.		
Sales calls meeting, Orange county, CA. Jan. 23, 2006.	Made appoint with American Express Managers. Need to reschedule due low attendance of agents. However information was left for review.	Follow up will me made.	Lurline.	
Sales appointments, Hamilton, CA. Jan. 24, 2006	Made 9 sales calls in Hamilton Beach, 8 Agents have never been to the Bahamas and one in the past 10-15 years. Agents are interested in Family Islands, general Bahamas seminars and Fam trips.	Recommendation is to invite agents to our destination for both seminars and Familiarization trip. In fact agents were delighted to know that we have a Bahamas Tourist office. Lots of follow up.	Lurline	
Sales appointment, Irvine , CA.– Jan. 25, 2006	Made four calls and conducted one meeting. Positive, agents are asking for product seminars	Same as in Hamilton Beach.	Lurline	
Sales meeting, Irvine, CA, Jan 25, 2006	Met with All Directions/Royal Travel. Specialize in Church groups.	We discuss ways in which we can develop relationship first and then work on events in The Bahamas. Reason? Deals with Mega Churches with Congregation 5-20 thousand. " Looking for dependability". Per owner. Mrs. Henry. She also gave me a lead in Dallas for events. Follow up will be made.		

Dynamic Travel Show, Dallas, Jan. 27-29, 2006	Attend Dynamic Travel Show, Dallas. Agents were hosted one day .Approximately 55, agents visited our booth and completed a questionnaire. Saturday and Sunday, consumer was in attendance. Approximately 10,000 consumers attended.	Consumers were asking for viable Airline connection to Nassau. They were informed/ AA Services N/S from Dallas. In addition, Spirit Airlines new N/S services from Dallas.		
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Marketing Intelligence

- **Jamaica Tourist Board is hosting 4 seminars in Texas, Jan. 31, Dallas. February 01- 02, Austin, and February 03, Houston.**
- **Barbados Tourist Board- Two Sales Mangers in LA.**
- **Sandals five Sales reps in LA.**
- **Each Tourist Board/ a Minimum of two Sales Managers in LA.**
- **Jamaica Tourist sales manager indicated that Lax is the six largest producing State.**
- **Agents made positive comments, just lack of product knowledge.**

TOUR/TRAVEL-USA - MARKETS REPORT

FEBRUARY, 2006

Tour & Travel Monthly Report Atlanta & Southern States

Prepared By: Conrad King

February 2006

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
In-office Admin	<p>Contacted partners in southern markets to introduce myself as the new rep for the area. Requested updated industry lists from Delta, Air Tran and US Airways, Gogo Vacations.</p> <p>Feb 2006</p> <p>Now have a database of the top 100 accounts from key wholesalers partners in GA, NC, SC.</p>	<p>Working on updating the list to merge and purge and define list of targeted key accounts over the next 6 months. This process is still on-going.</p> <p>In addition to these territories, contact was made with specific retail / corporate accounts in AL, TN. Efforts have already been made to develop marketing plans/ activity for such accounts.</p>	<p>CK</p> <p>CK</p>	<p>Completed</p> <p>March 15</p>
Air Tran	Air Tran has new sales managers		CK	Completed

	<p>in Atlanta and mid Atlantic states.</p> <p>Feb 2006</p> <p>Made contact with Gail Evilsisor and discussed proposals for future joint activities and come up with marketing initiatives for the GBI markets .</p>	<p>Submitted a proposal to Air Tran earlier requesting assistance to transport blitz participants from GBI. Follow up will be made to on this request.</p>	<p>CK</p>	<p>March 15</p>
<p>Feb 2006- Certified Vacations</p>	<p>Feb 2006</p> <p>Will be Hosting two VIP luncheons in Atlanta with Certified Vacations. These top accounts are based on sales volume with Certified Vacations.</p>	<p>Mann Travel only works with its preferred partners; Funjet, Gogo, Travel Impressions. Have spoken to Travel Impression Sales Manager for NC to discuss plans to for this agency.</p> <p>Some of these accounts are already preferred with TIOTB – Carlson Travel, Amex, AAA, and a few independent accounts. I have already shared some ideas with Certified Vacations’ Manager, who is very eager to proceed with such plans in the</p>	<p>CK</p> <p>CK</p>	<p>On-going</p>

		south.		
Mann Travel Consumer Show – Charlotte, NC	Feb 2006 Made sales calls on Mann Travel Retail stores, while in NC for the Mann Travel Show. Mann Travel is the largest independent travel agency in NC and is very aggressive in marketing its services to the public. Last fall, Mann Travel had 30 bookings as a result of the NPIP booking incentive that was introduced fall of 2005 cover.	.Plans for joint calls with Starwood, Certified Vacations Rep in Spring is being pursued. The next step is to have discussions with Mark Fletcher, VP Marketing, to develop Bahamas program with these store fronts. See results of Mann Travel Show report – Jan 29. (under separate	CK CK	On-going
Supplier Night – Atlanta	Plans are progressing with Supplier Night, which is scheduled for March 28. It is the same week as the Atlanta Blitz. Invites have been sent to three Promotion Boards, Local contacts.	Working with Liz to coordinate the event. All plans are on target.	CK CK	On-going
Atlanta Sales Blitz-	See Supplier Night Above!		CK	
Adventure Travel Annual Company Meeting-	Feb 2006 After a successful meeting, I will be following up with this account to discuss future projects.	Have discussed this account with Certified Vacations and plan to make joint calls in AI on this account in May.	CK	Mar 30

	<p>Will also use this opportunity to work with the agency to develop future and residual business for TIOTB through education, in-house training.</p> <p>The Junkanoo display was a smashing success.</p>		CK	
CTO Chapter Meeting / Charity Donation – Nassau, and / or GBI	Met with vice president Atlanta CTO chapter. CTO wants to hold its monthly board meeting in Bahamas and make donation to Bahamas charity.	Have requested official letter of intent. As soon as this is received, I will follow up to see how to make this happen. Will also seek assistance from air line partners to see what support they can give to help the chapter defray travel costs.	CK CK	Mar 15
Special Projects:				
Jan 20 th : Seniors Month - September “At Home Agents” Month - October Singles Market - July	Have completed Marketing Plan 2006. Three special projects have been proposed. See Section 1. of completed Marketing Plan for project details.	Share detail of project with other BTO managers to determine if similar project might be workable in other markets. If so, it is hoped to expand the program to viable markets.	CK	Mar 20

Marketing Intelligence

Tour operators, Airlines, Travel agents, Chain hotels with properties in The Bahamas etc.

Pelican Bay advertising in the Atlanta Journal Constitution – Suite Deals. Buy four nights, get 5th – 7th nights free. Rate is \$349.0 per night. Seven night stay is priced at \$1,396.00 per couple for stays through April 22.

The Atlanta Journal Constitution (AJC) has themed travel sections throughout the year. The sections and dates are as follows:

Feb 5	Romantic Get-a-ways
Feb 12	Cruises
Mar 5	AJC Go Guide
Mar 19	Island Get-a-ways
April 9	Southeast Inns
April 23	Budget Travel
May 7	Summer Travel Guide
May 21	Beach Travel Guide
June 18	Luxury Travel
July 19	Historic / Heritage Travel
July 23	Casino Vacations
Aug 20	Outdoor / Adventure Travel
Sept 24	Fall Get-a-ways
Oct 1	Cruises
Oct 22	Ski Vacations
Nov 12	Holiday Travel Guide
Dec 17	AJC Photo Contest.

2. Is there a series of road shows being sponsored?

Air Jamaica sponsored a sales blitz in Charlotte, NC week of Jan 29 – February 3.

3. What are the top five popular destinations in your markets and why?

Based on the level of advertising in the markets, there is stiff competition from other warm weather destinations. Like many markets, this competition is lead by Dominican Republic, Jamaica, Cayman Islands. Each destination has non stop airlift and connecting flights through major gateways.

Delta has bill boards adverts in prominent locations in Buckhead and Downtown; Non-stop Atlanta – Antigua, Atlanta – Grand Cayman.

- Dominican Republic
- Jamaica
- Hawaii
- Cayman Islands
- Grand Bahama / Nassau

4. What are the preferred islands and hotels in The Bahamas amongst consumers?

Atlanta continues to be the most requested. Current New Paper Advertising has the hotel promoting its specials at a lead prices of \$489.00 4days / 3 nights Land Only.

5. What is the average price of a Bahamas package vs. a competitor's package from each of your major markets?

Air Jamaica Vacations - Lead Prices

Four Days starting from \$475.00.

All Inclusive 4 d / 3 nts \$715.00

Upgrade to first class. Amex promotion \$250.00

Vacation Express: (Air, Hotel, Transfer from Atlanta)

Cancun 3 nights \$449.00

Punta Cana 3 nights \$459.00

Puerto Plata 7 nights \$689.00

Trade/Consumer shows

1/29 Mann Travel Show Charlotte, NC 2,000 CK.

Trade Organizations

2/13 Travel Industry Assoc of GA Atlanta, GA 59 pax CK
 2/ 23 CTO Monthly Meeting Atlanta, GA 47 pax CK

**Tour & Travel Monthly Status Report
 PHILADELPHIA**

Prepared By: DORNELL WATSON

FEBRUARY 2006

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
MetroWest Chamber of Commerce (Boston, MA)	Pending – Still trying to secure the name of the Jet Blue Sales/ Mktg Rep to present this promotional opportunity to.		DW	3/10/06
Caribbean Week 2006 BTO Planning Team (Nuvi C., Elizabeth R., Jennifer G., Dornell W.)	Pending – Participated in 2 Conference calls discussing: 1) selection of chefs for Celebrity Chef Program; 2) Ideas for TIOTB theme for booth at the Caribbean Fair and 3) Participation in Weddings in the park.	Contact Freda in the Weddings Dept (MOT –Nassau).	DW	2/27/06
Gogo WW Vacations	Pending – Made 2 requests for Bahamas Special Pkg offers for 1) Baltimore Sun Expo and 2) CI Travel Sale Extravaganza	Frequent Follow-ups with Gogo Managers	DW	2/24/06 3/3/06
1/31 – Sales Calls	Completed 3 sales calls in Ardmore & Haverford.	Mailed Nassau hotel brochures to AAA Travel	DW	

2/1 – CTO Meeting	Participated in 2min. Suppliers Updates.			
2/2 - Sales Calls In-Agency Pres	Completed 4 sales calls in Harrisburg. Also gave a presentation to agents at Boscov's Travel			
2/7 – Sales Calls	Completed 3 sales calls in Springfield.			
2/8 – Sales Calls	Completed 3 sales calls in Jenkintown. Also had a meeting w/Marilyn Kopew at Rubensohn Travel who had specific collateral requests for 2 confirmed groups	Mail Bahamas brochures to Rubensohn Travel.	DW	
2/9 – Sales Calls	Completed 4 sales calls in Plymouth Meeting and Lafayette Hill.	Mail Supply of Before You Go brochures to Robertson Travel for Bahamas cruise group.	DW	
2/10-12 – Adventures in Travel Show (Washington, DC)	Participated in 3-day weekend show.	Forward names of media contacts to Nalini B.	DW	
2/15 - Gogo Office (Warminster) – Res. Training	Completed training for 5 agents.			
2/15 – Sales Calls	Completed 4 sales calls in Warminster & Southampton.			
2/16 – Joint calls w/B.C. Hilton Rep	Joint calls made to 6 agencies in the Wilmington, DE area.			
2/22 – In-Agency Product Training CI Travel (Kiln Creek)	Presentation was made to 6 agents from 2 offices.	Mail Bahamas collaterals to CI Travel Offices	DW	
2/22 – Meeting w/ Gogo WWV Branch Mgr in Virginia Beach	Received a list of top 15 Bahamas producers for 2005 and got feedback on business to destination. Also did updates with 2 Res. Agents.	Follow-up w/manager on PDF File for Bahamas Special Offer for CI Travel Sale Event in Mar.	DW	
2/23 – In-Agency Product Training	Presentation was made to	Mail Bahamas collaterals to	DW	

CI Travel (Pembroke) & (Centura)	largest office in Pembroke to 8 agents and to Centura Office to 5 agents	various offices. Organize an office fam in fall '06.		
2/25-26 – Baltimore Sun Travel & Golf Expo	Participated in 2-day weekend consumer show. The Out Isl. Prom Board shared booth with BTO.	Follow-up on travel agent group leads and requests.	DW	

Marketing Intelligence

Most of the agencies called on reported that business overall was good. As for Bahamas bookings, many had a few bookings for spring travel to Nassau mainly at Atlantis, Radisson CB and RIU. Conducted sales appointments on 5 Liberty Travel agencies, and about 3 of them had complaints about the Radisson (mainly poor service and accommodations). They have noted that there is now a service desk in place specifically for Liberty Travel clients. There were also a couple of complaints regarding poor accommodations at the Hotel Riu P.I.

Most requested and booked vacations were Cruises, Riviera Maya, Punta Cana, Caribbean, Hawaii, and Las Vegas.

Group Leads/Confirmations: Rubinsohn Travel has a confirmed Incentive Group to Westin at Our Lucaya (4/06) – 200 pax/400 room nights.

Competition

Mexico – a number of winter and spring specials are being advertised by various tour operators in the area.

Tour Operators

Gogo WWV - Met with Laurie Mayers of the Warminster office on 2/15, she described bookings to the Bahamas as average and did not give an exact figure. She and other res. agents had a number of complaints for both Breezes and the Riu P.I. and said her office refused to sell them. Her top sellers overall are Cancun, Riviera Maya, Punta Cana, and Las Vegas.

Gogo WWV – met with Paula Barfield of the Virginia Bch office on 2/22, she reported bookings as good to The Bahamas. Most of the Bah requests are usually for Atlantis. She said that there are about 12 bookings so far for the year. She also provided me with a list of the top 15 Bahamas producers for 2005. Their top sellers are Hawaii, Las Vegas, Cancun/Riviera Maya and Caribbean.

United Vacations/Funjet Vacations – Michael Lauenstein, BDM (East Coast), is hosting a fam from the DC/VA area via United Airlines. The fam is from 3/6-10, and the host hotel is Riu P.I. A total of 16 agents are participating and 8 others are on a waiting list. The cost of the fam is \$199/agent.

Trade/Consumer shows

2/10-12 Adventures in Travel Show Washington, DC 1500 consumers & 20 Agents DW, NC, Pelican Bay, Peace & Plenty Beach Resort

The show's attendance was soft overall, due to a snow storm that occurred Saturday afternoon and a Home & Garden Show that was going on the same time at the Convention Center. On Friday, the travel agents turnout was poor; on Saturday the consumer traffic was steady but not crowded; and on Sunday it was dead (due to the snow) maybe about 100 consumers.

Many consumers asked about vacation packages as opposed to adventure activities, many of whom were only familiar with Nas and GBI and completely unaware of the Out Islands of the Bahamas. Additionally, several media people dropped off cards and asked to be placed on a media list. I requested a Bahamas special offer from Funjet Vacations and Gogo WWV but neither company was able to get the PDF to me in time.

2/25-26 Baltimore Sun Golf & Travel Expo Baltimore, MD 2000 consumers & 20 Agents DW, OIPB

The show's attendance was fair, could be better, and the consumer interest was high, however, many of them were price driven and looking for good deals to The Bahamas. There was a lot of questions about Grand Bahama and the status of the Crown Plaza. There was also much interest in the Nassau mainly all-inclusive hotels and also Atlantis Resort. Both Iola and I had a chance to educate a number of consumers about the Out Islands of The Bahamas, those who had already been to Nassau and GBI.

Presentations

2/2	Boscov's Tvl Ctr	Harrisburg, PA	3 agents	DW
2/15	Gogo WWV	Warminster, PA	5 agents	DW
2/22	CI Travel	Tabb, VA	6 agents	DW
2/22	Gogo WWV	Virginia Bch, VA	3 agents	DW
2/23	CI Travel	Virginia Bch, VA	8 agents	DW
2/23	CI Travel	Norfolk, VA	5 agents	DW

Trade Organizations

2/1 CTO Greater Phil Chapter Sponsored by Grenada Tourist Board 75 Agents

Tour and Travel Monthly Status Report - New York

Prepared By: Nuvolari Chotoosingh

February 2006

ACTIVITES/PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILITY	DUE DATE
Participated in New York Times Show, New York and conducted a radio interview for "Travel with Stephanie Abrams" show.	Show was well attended and TIOTB was represented by BTO/NPIP/GBITB along with several hotel properties. Bahamas booth garnered attention and interest in the islands	Follow up with Consumer requests and some of the trade that came to our booth. Our continued participation in this show is recommended	NC	
In-house training for Liberty Travel Reservations Agents.	Presentation went extremely well with emphasis placed on researching the out islands product using Bahamas.com. This was well received by agents.	Familiarization trip planned for March will be of great benefit. Also on-going training presentations are planned.	NC	March
Made contact with NJ chapter of CTO	In the process of planning sponsor-ship of April monthly meeting	Invite NPIP, OIPB and GBIPB to participate. I will attend next meeting in March	NC	March
Participated in Adventures in Travel Show in Washington DC	Show was well attended and several hotel properties were represented.	Show should remain on BTO calendar.	NC	

CTO Week Planning Meeting Dates for CTO Week June 11-16, 2006	Plans for this CTO week are in the advanced stages. We are viewing several aspects to consider for participation	Keep abreast of the plans as they change and forward info on to team to ensure that Bahamas is represented	NC	
Joint sales calls with Dornell Watson in Philadelphia	Completed exercise for training purposes.	Identify preferred agencies to contact. Making arrangements to do joints calls with hotel partners in CT and NJ	NC	March/ April

Marketing Intelligence

- Jamaica is sponsoring the “Know before You Go” weather report on NJ Cable
- Nassau/PI continue to be main request for information at shows
- Atlantis continues to generate” buzz” at the shows
- Received request regarding project time schedule for Cotton Bay

Top destinations featured in the North East:

Mexico-Value for price/value, all include inexpensive
 Jamaica-All inclusive, Breezes& Sandals
 Bahamas-Easy to get to, good weekend getaway
 Barbados-Real Caribbean experience

Trade/Consumer shows

2/10-12	Adventures in Travel Expo	Wash. DC	2500pax
2/24-26	New York Times Show	New York, NY	3000pax

**Tour & Travel Monthly Status Report
Texas & WEST**

Prepared By: LURLINE BUBB

FEBRUARY - 2006

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Meeting with Director/caterers/ Austin/Jan 30, 2006. In addition, Sales appointments Jan 31-Feb o2, 2006	Discuss up coming Bahamas Presentation-June, 2006 Made sales appointments in Austin. Agents are asking for, product update, and seminar and familiarization trips. Agents indicated that the Bahamas is a wonderful destination. However, due to price, Mexico is frequently requested by clients. Agents indicated that loyal and affluent clients are not concerned about price.	Working on Product seminar in June or July for agents in Austin and surrounding area.	Lurline Bubb	
Feb. 01, 2. In-House Presentation-Austin	Conducted two in-house presentations for Austin agents with 6 and 8 Employees.	Agents are excited that Bahamas Tourist office is located in Dallas.	Lurline	
Feb. 07- 9 –Sales Appointments-Ft. Worth	Sales calls in Ft. Worth area. Agents indicated that The Bahamas is a good market for them; however, due to lack of product update they are a bit reluctant to recommend some of the hotels. Agents prefer seminar in Ft. Worth instead of	Identify venue for product up date seminar in Ft. Worth, sometime in July, 2006. Every effort will be made to assist agents in that area.		

Ft. Worth	Dallas. In addition, met with Presiding of Carlson' Wagon Lit agencies in Ft. Worth. We discussed joint efforts in Ft. promoting the Bahamas			
			Lurline	
Work on up coming sales activities				
			Lurline	
Telemarketing calls San Jose Agents	Sales calls on 6 agencies in the area. They shared positive comments about TIOTB. However lack of product update and familiarization trips needed.	Follow up will be made.		
Feb. 10- 12, 2006- Bay Area Consumer/Travel show, Santa Clara, CA.	Participated in Bay Area Consumer/ Travel Agents Show. Approximately 80 Travel agents and the majority were home based between 10 am- 2pm. Feb. 11 & 12 th . Followed by the consumer .However, based on their original estimation "10 thousand will attend". Approximately, four thousand were in attendance. Lots of requests for more airlift between Lax and Nassau.	Received lots of positive feedback on improvements made over the past few years. Consumer selecting leisure vacations are choosing travel to Hawaii, Mexico, Jamaica, cruise, and other Caribbean countries. Our presence is lacking in San Jose and Bay Area. This area is a strong base for the technology industry and is an affluent county on the West coast. I would recommend more visibility in this region, major ingredient for growth.	Lurline	
Sales calls meeting, San Jose, CA. Feb, 13, 2006.	Agents requesting educational seminars and Familiarization		Lurline.	

	trips. Some agents have not visited the Bahamas in twenty years. Agents are interested in	Follow up will me made.		
	The Family Islands, and general Bahamas seminars and Fam trips.	Recommendation is to invite agents to our destination for both seminars and Familiarization trip. In fact agents were delighted to know that we have a Bahamas Tourist office. Lots of follow up.	Lurline	
Sales appointment Feb. 20-24, 2006 National Religious Broadcasting Conference, Gaylord Texas, Sponsored by The Religious Markets. Mr. L. Johnson and his team were in attendance.	Attend NRB Conference. Board meeting was sponsored by The Bahamas Religious department. In addition, we had a Bahamas booth. Approximately sis thousand persons attend conference. Lots of exposure for us in Dallas market. Result- at the NRB Show, we received an invitation to attend upcoming seminar in Arlington at no cost for booth. March 10 - 11, 2006 – From 7-10:30pm.. They are expecting approximately three to four hundred persons. Will ask American Airline Vacation to provide special; packages for attendees.	We discussed ways in which we can develop relationship first and then work on events in The Bahamas. Deals with Mega Churches in West and south west region thousand. ” events. Follow up will be made.	Lurline	

Marketing Intelligence

- Jamaica Tourist Board, Bahamas Tourist Board, U.S Virgin Islands, Cancun, Tour operators and Hotels were in attendance at Bay Area Travel.
- Agents made positive comments, just lack of product knowledge.
- Conducting Bahamas seminar for WORLD VENTURES AGENTS, Dallas, March 03, 2006 attendance approximately 6to 7 hundred, no cost for booth and presentation.

**Tour & Travel Monthly Status Report
Midwest-Chicago-North**

Prepared By: LEVAUGHN COOPER

FEBRUARY 2006

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Consumer Travel Show	Participated in Gulliver's Travel Vacation Show in Moline, IL (Quad Cities) Feb. 29 th . Show was held in middle of mall and each booth well decorated with framed destination posters and other enhancements. Approximately 1000 persons attended and cruises were the main interest of consumers. The show was well represented by the two major wholesalers, all the other destinations and hotel suppliers in the Midwest	Awaiting the list of consumers who signed up for trip giveaways. Since Air Tran flies from the area and Northwest connects thru Memphis, have arranged a presentation for the staff (3 offices). Will advise me of appropriate date.	Levaughn Cooper	
Sales Calls – Quad Cities	Made calls on agencies while in the area. The main focus for consumers are Mexico, Cruises & Disney	Follow-up with collateral material for those agencies who were in need	Levaughn Cooper	

Radio Promotion	Met with Jim Sauer of WBIG Radio Station in Aurora regarding their Travel Show. Interested in Bahamas' participation to promote Spring/Summer travel. Asking for trip giveaway for their listening audience. Sent to Pelican Bay, Our Lucaya & Radisson Resorts	Awaiting responses from Our Lucaya & Radisson. Pelican Bay was unable to participate	Levaughn Cooper	Mar. 2nd
Liberty Travel	Met with Managers at the two Liberty Travel locations in the Chicagoland area not only to introduce myself to them, but to also seek out possible Bahamas promotions which can benefit both of us.	Will follow-up with another meeting	Levaughn Cooper	
AAA Training	Finally able to get into AAA Chicago to do presentation for agents. We now have a confirmed date in April. The interest for the presentation is the Out Islands and Grand Bahama Island	Will work on the small details in the weeks ahead	Levaughn Cooper	Apr. 25th
AAA Travel Awareness	AAA Defiance, OH is having a travel awareness day in May for their clients and other consumers. Requested collateral materials and other promotional giveaway items to make the event interesting.	Kelvin assisted me with the items needed to pass onto to her.	Levaughn Cooper	May 5th
Sales Calls Chicago	Made calls in Skokie and Palatine areas. Many of them		Levasughn Cooper	

	have scaled down to 1 or 2 pax in office, internet is killing their business and sell mostly Mexico because of the charter service and inexpensive pricing.			
Joint Sales Calls Columbus, OH	Had a full week of calls in Columbus, OH with the Apple Vacation Rep. and introducing myself to the agents. Called on a number of Carlson and Uniglobe agencies in the area as well as Apple top accounts. Bahamas is sold with difficulty because of the lack of charter and not enough affordable all-inclusive properties. Uncovered three group leads for The Bahamas – they are looking for destinations for their group in 2007. Will forward this onto the Groups Dept.	Will forward list to Kelvin to send out collateral material. Some of them had other needs and will deal with them personally. Will work closely with the Carlson and Uniglobe agencies in the Columbus/Dayton/Cincinnati area.	Levaughn Cooper	

Trade Organizations:

2/13 South Suburban Travel Meeting Chicago, IL 60 pax

Trade/Consumer Shows

01/29 Gulliver Travel Vacation Show Moline, IL 1000 persons

Marketing Intelligence

- American Airlines Rep has informed me that they will be starting services from Chicago O’Hare to Grand Bahama Island beginning May 6th using their Canadian Regional Jet with a Sat/Sun rotation.
- The top destinations from this area are still Mexico, Dominican Republic, Jamaica then the Caribbean. This is due in part to the numerous charter service and the many all-inclusive properties.
- Sandals’ is focusing on online bookings through Unique Vacations now that they no longer use Apple Vacations in the Midwest as one of their booking agents. They still have GoGo & Travel Impression.
- The preferred hotel in the Columbus area is the Riu and Radisson hotels
- Agents have complained while on calls in Columbus that their have been negative reports about Breezes SuperClubs. They said that the rooms are shabby and in need of renovations and the food is bad. There have also been a few complaints about the Riu property – it is not at the same standard as other properties in Mexico.

**Tour & Travel Monthly Status Report
Midwest – Chicago-South
FEBRUARY, 2006**

Prepared By: Margaret Campbell

PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILITY	DUE DATE
T.&T.Leisure agents sales calls(12) S.Surban and Chicago.	Agents called on reported that they do a mixture of leisure, group and cruise business to the Bahamas; specifically into N.P.I., a limited amount of Grand Bahama and no Out Islands. Bahamas hotels being requested are: Atlantis, Hilton, Breezes and Pelician Bay(G.B) along with cruises. National Tours and STA.Travel were two agents that are booking lots of	Follow-up meeting with Carol’s Travel and Nelson from WLS radio to discuss this year trip and how we can convert this group to the Bahamas. Mailed out our Nassau visitor’s guide and what-to-do-before-you-go brochures to National Tours as requested for several of their clients(2 couples) that are booked into Nassau during the	M.C	N/A

	<p>Spring-break students into London and Europe. Nancy from National Tours, mentioned that she had a request for Nassau but the price was not reasonable enough for her client(Proviso High School); consideration is being given for next year. Carol from Carol's Travel & Cruise Center is looking at doing another promotional trip with WLS radio this September; last year they had a 'come-along listening audience of over (100) pax. and live broadcast' from Vegas. Her agency also booked a large group (150) pax to Atlantis last year and they sold several cruise groups to the Bahamas within the past several months on Carnival. Mary from Bluebird Travel informed me that business is slow overall for their agency in comparison to last year. However, this month she sold several packages to Atlantis and her agency due to drop in business has down-size from (8) agents to (2) this year.</p>	<p>Spring break period.</p>		
<p>Best Travel In-House Expo</p>	<p>This show was well attended with over (120) consumers and employees from Kirkland &</p>	<p>Follow-up with Best Travel to confirm bookings for the Bahamas. I would also</p>	<p>M.C</p>	<p>N/A</p>

	<p>Ellis Corporation. Although we did not have a specific flyer(s) for this event, Best Travel labeled our brochures with their referral stickers for point-of-sales. Attendees were interested in Nassau, Grand Bahama and Eleuthera.; especially for family vacations and weddings. I received two leads, one being a family vacation of (8) pax. and the other (4) pax. which I forwarded to Best Travel. Other Industry partners in attendance, were Apple Vacations, Europe Tours, Disney and Carnival.</p>	<p>recommend our continued participate in these shows. There is no payment required, plus our destination would receive visibility and there are possible opportunities for group, incentive and leisure business.</p> <p>A request was also made to the Bahamas.com department(Adderley)for assistance in putting together, flyer(s) for future shows.</p>		
<p>Mahogani Expressions Travel/Youth Alive Promotion at BFM, Nassau</p>	<p>Assisting Larry from Mahogani Expressions Travel with a proposed group of students(23) and (8) adults, who are planning a trip to Nassau for Bahamas Faith Ministry Youth Alive Conference July, 06.</p>	<p>Referred by ABC Networks/Rejoice. Awaiting confirmation of attendees from travel agent after Nassau site-inspection, during his visit to Nassau, March 4, 06. I would then forward lead to Group and Religious departments.</p>	M.C	Pending
<p>Telemarketing</p>	<p>Agents called on were in the Minneapolis area. Responses were fair with some bookings to Nassau and a definite interest for FAM trips and product update.</p>	<p>Follow-up in April to visit agents for In-House presentation.</p>	M.C.	Pending
<p>Abaco Country & Western/Aaron Tippin Benefit Fest</p>	<p>Attended and worked with the Abaco MOT staff in</p>	<p>Maintain on-going relationship with media associates.</p>	M.C	completed

coordinating a radio promotion for the successful Aaron Tippin Country & Western benefit concert to aid the wild horses of Abaco. The event drew a crowd, of over (500) locals and visitors; including the two winners from West Palm Beach that won the contest, that was aired on WIRK-Fm.102 during the promotion. WIRK-FM 102 Country & Western station in West Palm Beach who promoted the event and ran (50) :60 seconds spots on-air drive time promos; including the sponsors(Abaco Island, Abaco Beach Resort, Bahamasair and American Airlines was excited about the event and partnering with the Ministry Of Tourism, Abaco on the promotion; noted their Promotion Manager. Bahamas. Mr. J.R. Davis, Productions also filmed the concert for a cable television segment, which will be aired shortly on the Country Music Across America Show on the Great American Country Network that reaches about 50 million homes throughout the U.S. Management and staff of

	the Abaco MOT thanked me for my assistance and they are looking forward to an even greater event next year. During my follow-up with WIRK-West Palm Beach, U.S.99-Chicago and WKISS-Miami country radio stations and J.R. Productions expressed an interest to become involved.			
Chicago Cultural Affairs	Had discussions with Ms. Perry from the Mayor's Office of Cultural Affairs, about having a Bahamian 'Art/Craft' exhibit, the month of July, 06 in celebration of the Bahamas Independence.	Follow-up meeting to discuss details next week.	M.C	Pending
WLS.890 AM. Radio	Met with Steve Nelson from WLS. Radio to discuss the possibility of having their annual 'Roe Show' offshore 'live-broadcast and listening audience trip aired in the Bahamas this year.	Awaiting proposal for further discussion and the involvement of Carol's Travel, to handle all bookings.	M.C	Pending.

Marketing Intelligence:

Some cruise lines are paying up to 15% commission and more to travel agents. Given this development with the trend of attracting advance bookings, some destinations such as Alaska are offering off-shore programs and pre-paid events prior to the ship arrival through travel agencies and tour operators.

Travel Agents noted that, more frequent airlift out of Chicago is resulting in more bookings to Nassau. There is also a need for brand advertising of TIOTB in the market and we may want to convert more agents who presently sell other sun destinations to selling larger volume of TIOTB products. Some of the ways in which we can accomplish this, is by not only educating them on the advantages of the product and FAM trips but also introducing booking incentive programs for travel agents.

Competition:

Mexico, Puerto Rico and the Virgin Islands growth in visitors continues to be popular due to price-points and weekly charters out of this market.

Airlines/Wholesalers:

Funjet/Mark Travel, Southern, II. Manager reported that Spirit Airlines to Nassau via Fort Lauderdale bookings are selling well. They are also offering an incentive double bonus booking program to travel agents; when their clients pay for a package in full using their Master card.

Apple Vacations reported that their room availability for Atlantis and the Hilton is their greatest demand and their sked airlift on American Airlines has increased within the past few months.

Organizations:

Chicago Chamber of Commerce - 2/10/06

Florida Department Monthly Report

Prepared By: Anthony A. Stuart

Cecile Torrence				
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
02/01 In-office – telemarketing & admin matters	Women of Tomorrow Mentor & Scholarship Programs requesting prize giveaway for 5 th Annual Gala which is to be held March 25 in Miami. This is a not-for-profit organization that pairs at-risk girls with accomplished professional women to help them live up to their full potential. This year they are mentoring 1,500 at-risk girls in 86 public high schools in Miami Dade, Broward and Palm Beach Counties with a network of 200 professional women.	Secured 2 cruise certificates on Discovery Cruise Line.	CT	Completed
02/02-03 – In-office – telemarketing & admin matters			CT	
02/04 S. Andros	Participated in inaugural flight to S. Andros. Flight operated by Lynx will service Congo Town twice a week, Wednesdays & Saturdays out of FLL. Inaugural ceremony was well attend and included President of the S.Andros Christian Council, the Island	Inform TA & consumers of this 2X weekly service	CT & AS	Complete

	<p>Administrator, Chief Councilor, MP for S.Andros Mr. Whitney Bastian, Miss Bahamas, Tyronne Sawyer, Linda Thompson and PR/FLL. Roundtrip tickets -are as follows: adults/\$288.65 children/229.65 infants/\$57.65 (taxes only).</p>			
02/06 In- office – telemarketing & admin matters - Merrick Park Meeting- All-star	<p>Met with Denise Galvez to discuss Village of Merrick Park promotion which is to take place March 18 in Coral Gables. Working with Latin America Unit to put promotion together. Mall will be themed out Bahamas with Junkanoo, conch and straw vendors, woodcarver and artist. Promotion Boards, Vertical Markets, Discovery, Bahamasair to be invited to participate.</p> <p>-Met with Hispanic group to discuss fishing tournament in TIOTB. Frank Rodriguez (Latin American Dept.) has been working with this group to take tournament to the Bahamas. They are looking at GBI in 2007.</p>	<p>Secure vendors, Junkanoo group, hotel rate. Check warehouse for bamboo hut, order Bahamas bags and maps. Request flyers from Liberty. Request/order food samplings which will consist of conch salad, pastries and Goombay Punch.</p>	CT assisted by KW	17.3.6
02/07 Caribbean Destination Fair. CTO	Miami Gardens – attended the	Group has relationship with	CT	

Monthly Meeting	<p>'Caribbean Destination Fair' put on by the Caribbean Association of Law Students at St. Thomas University. Students were looking for spring break packages, quite a few expressed that they had visited some of the Out Islands.</p> <p>Attended CTO – meeting sponsored by Rockwell Tours and Spirit Airlines.</p>	the Caribbean Bar Association, keep in contact with group.		
02/08 In-office	Worked on Merrick Park promotion - contacted MOT-GBI to secure vendors for March 18 promotion.	Request Goombay Punch from Caribbean Bottling. Order collateral	CT	17.2.6
02/09 In-office	Met with Kevin Farlow of the University of Miami Athletic Dept., to discuss marketing initiatives. Proposal to be put together and presented next week.	Confirm date for meeting with Florida Marketing and Sports Tourism Units.	CT	
02/14 In-office – telemarketing & admin matter. Gold Coast TIA Monthly Meeting	Monthly meeting held in Ft. Lauderdale sponsored by Silver Seas.		CT	
02/16 Florida Direct Marketing Meeting – Cypress Creek	Attended the Florida Direct Marketing meeting for networking purposes.	Join association – based on approval.	CT	
02/17-18 Miami Int'l Boat Show - Miami	Busy show – several questions on the boating fee, whether or not it had changed again.		CT	
02/21 New Birth Baptist Church Multicultural Evening - Miami	Assisted the African American Dept with manning the booth as		CT & KW	

	well as food sampling. Also promoted the Donna Richardson's Health & Wellness Retreat which is scheduled for Aug.11-13, 2006, on GBI. Two night packages start from \$203 pp (GBV).			
02/22 In-office- telemarketing & admin matters. Palm Beach Post	AAS and I met with Chadi Irani of the Palm Beach Post – discussed several promotional opportunities - on-line in particular. Also discussed Sunfest, Florida's largest music, art and waterfront festival. PBP is a major sponsor of this event and this year it takes place May 4-7 in WPB. Chadi will get back to us with any opportunities that we could take advantage of.		CT & AS	
Jennifer Gardiner				
Orlando Sentinel	Meeting to discuss Bahamas participating in E-Marketing Campaign	Waiting on proposal/contract agreement	JG	02/14/06
Caribbean Week	Once per year CTO brings together all Caribbean counties to NYC to highlight the sights, sounds, color, culture, fine Cuisine and unique destination vacations. For the third consecutive year I will be assisting with the Celebrity	I was able to secure Jason McBride chef of the year and MOT's Cacique Award winner from the Radisson Cable Beach Resort and Ezra Rolle from Old Bahama Bay. Currently I am working with both chefs	JG	ongoing

	<p>Chef Program. The week long event consist of 2 Caribbean weddings, Caribbean Gospel fest, Celebrity Cricket Match, Caribbean Media Marketplace& Press Conference, workshops/Seminars, Caribbean State Ball, Town Hall Meeting and more. Event is schedule for June 11 – 17, 2006.</p>	<p>trying to obtain the necessary bio/photo etc to submit to CTO by Mar 01.</p> <p>For this year’s Chef program the Bahamas will be participating in in-store cook demonstrations at William-Sonoma, Macy’s Bloomingdale’s, United Nations Delegates Luncheon, NYC Firefighters Cooking Competition, Media Marketplace, Appearances on Local morning Talk Shows and appearances at local New York Restaurants etc.</p>		
<p>Bahamas Night – Orlando Magic</p>	<p>Assisting with the coordination of the Police band – performances at Universal and Downtown Disney, (pending) hotel accommodation, bus transportation, and TD Water House on site activities.</p>	<p>Tour and Travel partners to be invited to attend and network with BTO. GBI & NPI flyers are in place...will confirm with Anthony on the Out Island Flyer.</p> <p>I was also able to secure 3days/2nights give-away from Our Lucaya Resort.</p> <p>Waiting on confirmation from Sports Marketing on</p>	<p>JG/AS</p>	<p>ongoing</p>

		various components.		
Tommy Bahama @ Point Orlando	Contacted Tommy Bahamas Corporate once again hoping to be able to offer Bahamas Sweepstakes for Grand Opening of the Point Orlando Store.	I was asked to submit ideas for them to consider. Kim and I will discuss in a few weeks.	JG	02/17/06
Spirit Vacations	Participated in meeting held with Spirit Vacations Marketing Department hoping to increase business (mid-week) to NPI from FLL/MCO. Spirit has confirmed with the support of NPI they will put in place the MCO/NAS direct air service. Fred has confirmed that NPI will support the service with Spirit. Also viewing E-Marketing proposal.(please refer to AS contact report)	Work closely with Anthony on E-Marketing Campaign, Schedule product update/fam with Res Center staff, joint efforts on Trade/Consumer show. (please refer to AS contact report)	JG/AS	02/07/06
			JG	
Gogo Tours	Following up on tracking booking information on the Orlando Magic radio ads.	To date no bookings/calls for the Orlando Magic Bahamas packages. A meeting is also schedule Mar 2 for further discussion and to with assist the Groups Training session in Orlando.	JG	02/22/06
MIX 105.1 FM Radio	Submitting proposal for local radio promotions. Radio station	Follow up with radio contact	JG	2/15/06

	is request hard \$\$\$.			
Go Travel	<p>Spoke with Pat and she has confirmed there are no bookings as a result of the call-to-action from the Orlando Magic radio ad.</p> <p>Also, no booking from the Snowbird Show packages. Meeting schedule for Mar 2 assisting Groups Training</p>	Follow up with Pat on Bahamas booking programs.	JG	02/09/06
Central Florida's Caribbean American Business Expo & Conference	<p>Met with event organizers who are soliciting the Bahamas participation in 3 day event June 1-3, 2006 at the Central Florida Fair Exposition Park. Organizers are hoping to attract local business owner in Central giving an insight on doing business in Orange County and the Caribbean.</p> <p>Also working with Caribbean business owners and featuring speaks from Caribbean Government Officials and members of Congress and Local Government. Hoping to achieve the support of all Caribbean Ministry of Tourism & Foreign Affairs Offices in Florida.</p>	A generic proposal was submitted and in viewing, did not present appealing for the ranging from \$1,000-\$3,000. I request media/advertising information for consideration.	JG	2/21/06

Tampa Carnival – April 27 – 29, 2006	For first time event very costly. Efforts were made to prepare a-la-cart proposal, but very costly.	Recommendations to move forward with fact finding mission.	JG	2/10/06
Travelocity	Met with Carol Menzal to discuss E-Marketing opportunities.(Please refer to AS contact Report)	Work closely with AS to put E-Marketing Campaign in place. Follow-up call to Carol.	JG/AS	2/7/06
Our Lucaya Resort	Met with Scott Zimmer to discuss joint efforts Product updates/Seminars, Consumer/Trade Shows and promotional opportunities.	Both representatives to share show and promotional schedules.	JG	2/16/06
Karen Wring				
Bahamas Promotional Items/Giveaways	Met with Joey Johnson: Mead-Johnson Int'l, Glenn Siesser: Cooperate Advantage and Kathy Abraham: Levy Advertising for giveaway items.		KW	Feb. 28
Tour & Travel Staff Update/Island Hopping	Working on Nassau/PI Itinerary and speaking with Prescott Young - Harbor Island office	Prescott would provide on island itinerary for the day trip-April 5	KW	March 18
Communications Department Presentation	Attended Communications presentation on new campaign and Ad initiatives	Basil & Nalini presented new Ad and commercial campaign & explained reason behind recent negative story on Bahamas Ad in NY	KW	Completed
Florida Market Unit Presentation	Coordinated the arrangements for the Florida Market presentation to staff.	Presentation is scheduled for Monday, February 27, 11:00am-1:30pm, Solon C	KW	Feb. 27 30 Staff Attended.

		Renaissance Hotel, lunch included. Twenty staff have RSVP		Report sent under separate cover.
Laminate R Us Promotion	Resent images of Cloud X and Fortuna Beach to Bob Ohrablo for website and printed materials	Awaiting sample copy of website and printed materials for James approval before publishing. Promotion was scheduled to start February but is behind schedule and would run for six weeks after starting date	KW	Feb
West Palm Beach Marketing Meeting	Liaison between PBTB, DDG & Minister's office provide information for meeting. Agenda & room confirmation number emailed to all concerned	Meeting scheduled for Wednesday, March 29, 3:00pm-5:00pm at Breakers Resort, reception to follow Awaiting flight itinerary from Miriam Bowe to arrange ground transportation	KW	March 29
Get Motivated Seminar: Key Note Speaker: Colin Powell, Rudy Giuliani, Jerry Lewis, Don Shula, Suze Orman among others. Cost is \$49.00 per person or for an entire office.	Requested by Anthony to arrange for BTO Florida staff including Jennifer, to attend seminar. Speakers are:	Seminar scheduled for Wednesday, March 29 from 8:00am – 4:45pm at Bank Atlantic Centre Awaiting 30 tickets for distribution to staff.	KW	March 29
Administrative Assistance	Met with Jennifer to understand her role & how she functions in a satellite office setting. Assisted Jennifer with temporary relocation Sat in on meeting with Jennifer and Scott Zimmerman from Our Lucaya to discuss joint	Jennifer would occupy temporary office for approximately three-four weeks until renovations are completed. Magic Event is 10.3.6 Could not secure Universal	KW	10.3.6

	marketing initiatives – MCO & BAH Walk about at City Walk, Universal Studios for proposed performance by Royal Bahamas Police Force Band – March 10, 06. Tour Orlando Magic Stadium for upcoming Bahamas Night Event			
Multi Cultural Show	Assisted Anita with promoting BAH by distributing information packages and Bahamian food sampling at the Multi Cultural Show-New Hope Baptist Church – Opa Locka.		KW	Completed
Orlando Magic	Bahamas Nite	Report sent under separate cover	AS, JG, CT, KW	10.3.6
Booth Display	Working with Richard Treco.	Report sent under separate cover	AS	ASAP
E-Marketing	Met with Andrew to discuss E opportunities for Florida Spirit Vacations	Looking at ways to use Bahamas.com as the call to action to support the various department efforts. Discussed placing upcoming events on .com such as Dol Fan Fest & Magic Camp. Working with Spirit for an E campaign to 153,000 consumers using a special package that Spirit Vacations will create. Track & Measure. We can not use	AS AS & JG	Ongoing

	Florida Page	<p>Bahamas.com list as the call to action is Spirit.</p> <p>Discussed it with Travelocity as they are interested in it. I am awaiting a proposal from them. I will ask Andrew to look at it & perhaps he can find a way for Bahamas.com to host such a page for off peak travel.</p>		

Cecile Torrance

Trade Organizations:

2/7 CTO Monthly Meeting – 85 pax

2/14 Gold Coast TIA Monthly Meeting – 75 pax

Consumer Organizations:

2/16 Florida Direct Marketing Meeting – 80 pax

Marketing Intelligence:

- ATLANTIS LOSES GUEST DATA. The Atlantis Resort on Paradise Island in the Bahamas is reporting that personal information belonging to nearly 55,000 customers has been stolen from the resort's databases. The stolen information includes names, addresses, credit card details, social security numbers, drivers license numbers and bank account data, according to a filing with the Bahamas

Securities and Exchange Commission. Atlantis is notifying affected customers and offering them a free credit monitoring service for one year.

- Spirit Vacations offering:

Nassau – 4 days/3 nights - \$279

Puerto Rico – 4 days/3 night - \$389

Sandals (Nassau/Jamaica) - \$519

Airlines:

- Bahamasair now flying to non-stop service from FLL to Marsh Harbour only once a week instead of twice a week. Sunday's flight stops in Nassau.

Jennifer Gardiner

Trade Organizations:

Skal International – 01/15/06

Additional Activities

2/01/06 – Retirement Seminar

2/9/06 – Caribbean Week Conference Call

2/13/06 – Caribbean Week Conference Call, Julia Burnside

2/14/06 – Caribbean Weeks Conference Call

2/15/06 – Sports Tourism Conference call – Orlando Magic

2/17/06 – Office move

**TOUR & TRAVEL – USA
MONTHLY REPORT
MARCH, 2006**

**Tour & Travel Monthly Status Report
Northeast**

Prepared By: DORNELL WATSON

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Metro West Chamber of Commerce (Boston, MA)	Pending – Still trying to secure the name of the Jet Blue Sales/ Mktg Rep to present this promotional opportunity to.		DW	4/14/06
Caribbean Week 2006 BTO Planning Team (Nuvi C., Elizabeth R., Jennifer G., Dornell W.)	Pending – Working on the following items: 1)budget for event: 2)ad for souvenir booklet, samples of Bahamas product for gift bag (State Ball)	Contact Rowena Rolle - Authentically Bahamian Dept. and Stephanie Toote -Advertising Dept.	DW	4/14/06
Water Fire – Providence, RI (Consumer Event)	Pending – Awaiting response from Sandals Rep. regarding	Request approval to participate.	DW	4/28/06

	Co-sponsorship opportunities.			
Marketing Plan and Budget for Fiscal Period 2006/2007	Completed – Researched and compiled plan	Submit for approval of activities	DW	3/27/06
3/1 – CTO Meeting	Participated in CTO Trade Show sponsored by Air Jamaica			
3/2 – Suppliers Dinner Sponsored by Starwood Hotels	Attended event and networked with tour operators and hotel partners.			
3/9 – Res Training – Gogo WWV (Whitehall) Sales Calls	Completed training for 5 agents Completed 3 sales calls in the Allentown area.	Follow up with manager for Bahamas figures Send Before you Go brochures for group.	DW	3/17/06
3/11 – CI Travel Sale Extravaganza	Participated in consumer event at Pembroke Mall, Virginia Bch	Follow-up w/agency to get booking details on event	DW	4/7/06
3/16 – Joint Sales Calls with SuperClubs Rep for Central and E. PA	Called on 6 agencies in Warrington and Doylestown. Also stopped in to Cheap Caribbean. Com Res. Center.	Follow-up w/Cheap Caribbean .com to set up Res Training for reservation agents.	DW	4/7/06
3/23 – Meeting with Delores Butler re Women's/Bahamas Day at Baptist Church. Provided a supply of Bah. Brochures.	Follow-up on interest in group travel.		DW	

3/27 – Tour & Travel Meeting	Participated in Tour & Tvl Meeting			
3/28-30 – BTO Atlanta Sales Blitz	Participated in sales blitz			

Marketing Intelligence

Most of the agencies called on reported that business overall was good. As for Bahamas bookings, many had a few bookings for spring travel to Nassau. Many agents complained that air (this time of year) to The Bahamas is very high and as a result end up pushing Apple's charter destinations.

Lead price: \$635/3 nights – Nassau Beach Hotel

Most requested and booked vacations are Cruises, Riviera Maya/Cancun, Punta Cana, and Hawaii.

Group Leads/Confirmations: Iobst Travel has a confirmed Wedding Group to Sandals RB (4/06) – 50 pax/125 room nights.

Competition

There are a lot of ads from the competition, Jamaica, Puerto Rico and Cayman Islands, to name a few. Where are TIOTB ads????

Jamaica hosted a seminar in Philadelphia on 3/30.

Tour Operators

Gogo WWV - Met with Kathy Stephen of the Whitehall (Allentown) office on 3/9, she described bookings to the Bahamas as average. Nassau is more popular and the most requested hotels are Atlantis and Radisson CB. The main complaint was high airfares and limited availability.

1st Qtr – 57 bookings to TIOTB; total sales \$142,000.00

Future Bookings – 65 bookings totaling \$236,500.00

Gogo's office in Providence reported \$400,000.00 in future Bahamas bookings. The more popular destinations out of Southern New England are Aruba, Riviera Maya/Cancun and Punta Cana.

US Airways Vacations – hosted a week of shows in Baltimore, Long Island and Philadelphia. The focus was on the merger with America West, new products, new ways to book, and new commission structure.

Consumer/Trade Shows

3/11 C.I. Travel Sale Extravaganza Virginia Beach, VA 300 consumers DW

The show’s attendance was very soft due to the great spring weather which many people seem to be enjoying outdoors. The mall was a new location the agency decided to try but did not turn out to be the best venue. The hours (11 hours) were too long. My suggestion is to skip out on this show next spring.

Presentations

3/9 GogoWWV Whitehall, PA 5 agents DW

Trade Organizations

3/1 CTO Greater Phil Chapter Sponsored by Air Jamaica 100 Agents

Tour & Travel Monthly Status Report Midwest				
Prepared By: Margaret Campbell				
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Leisure agents sales calls(10) S.Surb. Homewood, Downers Grove, Westmont and S. Chicago.	Agents called on during this period, reported that their Bahamas bookings are strong for the month of March through May, 06. Agents are also selling some Freeport, using Air Trans out of Midway	N/A	M.C	N/A

	via Atlanta. However, Apple Vacations and GoGo are their preferred wholesalers to the Bahamas using skid airline seats on various domestic carriers.			
Best Travel In-House Expo	Best Travel, invited our participation to another one of their corporate accounts(500) Attendees. Along there were other industry partners attending and the Bahamas was well received and numerous questions were asked about Nassau/Atlantis and some Out Island (Exuma).	Flyers/Brochures were supplied by our E-commerce dept. and the attending consumers, advised that they would follow-up with Best travel for bookings in addition to viewing our site and details as noted on the flyer. Best Travel confirmed (8) bookings to-date.	M.C	N/A
Mahogani Expressions Travel/Youth Alive Promotion at BFM, Nassau	Mahogani Expressions Travel with a proposed group of students(23) and (8) adults, who are planning a trip to Nassau for Bahamas Faith Ministry Youth Alive Conference July, 06 lead was forwarded to Religious dept.	To-date Larry advised that his group is not booked and the Religious dept. referred him to another person that was not able to assist him with the required dates his clients requested.	M.C	Pending
Telemarketing	Agents called on were in the S. Suburbs and Indiana area. Responses were good and agents in these areas are selling quite a lot of cruises and some Nassau; in particular spring break and last minute corporate clients.	Forwarded Bahamas, 'what-to-do-before-you-go brochures to requesting agents.	M.C	N/A
WLS.890 AM Radio	Attended a broadcast promotion and	Need to confirm airline	M.C	Pending.

	sales managers meeting at WLS radio reference our proposed trip to Grand Bahama in September. Our Lucaya Resort approved their proposal and committed participation. Carol's Travel would be the booking agency.	seats and there are on-going discussions with American Airlines.		
ABC Networks Radio Gospel Bahamas Cruise-Bahamas	ABC Networks/Rejoice Musical Soul food & Mahogany Expressions travel gospel cruise to the Bahamas with (300) passengers including gospel artists, record label executives and ABC staff; on-island event of an 'evening of praise & worship' with Pastor Donnie McClurkin at Bahamas Faith Ministry was a success noted Ms. McIver, Programmer from the stations. It was also the Midwest Tour & Travel department's first gospel 'Ship-To-Shore Promotion' an effort to convert cruise visitors to land-base visitors by exposing them to an on-island event.	Arrange for delivery of local media coverage (ZNS/C.D and newspapers) copies to be forwarded to ABC Network Programmer. Her plans are to extend coverage of the on-island event to U.S media (gospel magazines, newsletters, and websites).	M.C	Completed

Marketing Intelligence: The cruise markets appear to be experiencing significant bookings due to their low rates and all-inclusive packages.

Breezes Super Clubs Resorts/Bahamas, one of our all-inclusive resorts is advertising throughout the Midwest a 'all rooms-one price deal' campaign to the Bahamas for only \$129.00 pp through August 15-November 14, 2006.

Competition:

Mexico and Europe continues to be popular due to price-points and weekly charters out of this market.

Airlines/Wholesalers:

GoGo Tours reported that bookings to Nassau are selling well through May, 06.

Apple Vacations reported that their bookings on sked air is selling very well into Nassau; Also they are currently offering a super spring sale to Riviera Maya for (6nts.) as low as \$699.99 and Puerto Vallarta for (4nts.) at \$599.99 all-inclusive.

Tour & Travel Monthly Status Report Western Markets				
Prepared By: LURLINE BUBB				
ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
March 01, 2006, Meeting- Ms. Marina McLean.	Met with Mrs. Marina McLean, we discussed Single event for September, 2006. In addition, gave a brief Bahamas update at their March 10, 2006.	Follow up will be made in April, 2006	Lurline	
March 03, 2006. World Venture Presentation, Adams Hotel, Dallas	A Bahamas presentation was conducted and participated in the Trade Show for World Venture Home Based Agents. Approximately 800 + were in attendance for presentation. " The Bahamas was destination	Follow up with President, for additional Bahamas Seminar in various Cities in the West and South West.	Lurline	

	of choice as indicated by Mr. Mertz Grant Travel agents from the West and South West Region S A.			
March 04, 2006-World Venture	Attended Dinner /Trade show at the Adams Hotel, Dallas. Approximately One Thousand Home based agents and Suppliers were in attendance.	Received positive feed back from agents. In fact, they are planning a trip to Nassau, September, 2006. Accommodation, Atlantis. Approximately 500 persons.	Lurline	
March 8, 2006. Joint Sales Calls	Made joint sales calls with Super clubs Dallas Sales Manager and Breezes, Bahamas PR. Representative. Made approximately 8 calls.	Follow up will be made with agencies, in April/May.		
March 10-12, 2006 Religious Trade show. World Travel, Nassau, Bahamas. Ms. Tamesha Saint, Mr. Wayne Rolle.	<p>Provided Bahamas Material and decorations for the Bahamas delegations, attending Man Power, TDJ, and Seminar in Gaylord, Texas.</p> <p>In addition, I met with them to discuss the many ways in which we can assist them during their visit to West or South West. Approximately 7 – 8 thousand were in attendance.</p>	<p>I will continue to keep an open dialogue with the team.</p> <p>Dr. Myles Munroe and Mr. Dave Burrows, BFM, Bahamas were guest speakers at this event. The Bahamas received maximum exposure in Dallas.</p>	Lurline Lurline	
March 15, 2006. Met with Ms. Debby Rae Estill, GOGO Tours, Sales Manager, TX., OK., LA., & AZ.	Discussed opportunities in both our territories for agents to sell more Bahamas. I requested from Gogo promotional flyers for up coming CTO and Consumer shows. This would	On-going follow up will be made with GOGO Tours...	Lurline	

	help to get our names in the market... We discussed joint sales calls, Blitz, Bahamas Seminars and flyer with Special price Packages for both areas of responsibilities. See attached.			
March 23, 2006. Met with Classic Vacation, Sales Manager, Ms. Teresa Seville	We discussed ways in which we can work together in the next three Months.	Follow up will be made.	Lurline	
March 26- 28, 2006	Attended Sales and marketing meeting In Atlanta. Present our Marketing and Budget plans for June 2006- 2007. Very successful meeting.		Lurline	
March 30, 2006- Bahamas Sponsored Dallas, N. Chapter Meeting	Conducted Bahamas Product Seminar/Presentation, Dallas, TX. The attendance was not as high as expected due to several conflicts with other Travel agents functions during same time.	Received a few calls from Agents. They indicated that they appreciated our efforts to re-educate them about the Bahamas. In addition, received a few request for additional brochures and a possible group to Abaco.	Lurline	

Marketing Intelligence

Classic Vacations – Top destination are as follows: – 1. Hawaii- 2. Aruba- 3. Mexico 4. Jamaica 5. Bahamas

GOGO Tours- Top Sun destination are as follows: **Cancun, Mexico, Jamaica. Bahamas is # 6 from this region.**

Trade/Consumer shows

World Venture Tour- Trade Show- 800- March 03- 2006
1000- March 4, 2006

Greater Houston Travel and Consumer Show - April 01-2, 2006

Consumer- TD Jakes Man Power Show - 7-8 Thousand pax. - March 10-22, 2006

Trade Organizations

N. E. Texas, CTO Chapter Presentation 35 Agents – Omni Hotel - March 30, 2006 - LB

**Florida Marketing Unit
Monthly Status Report**

Prepared By: Anthony A. Stuart

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Greater FLL Convention & Visitors Board	Richard Treco arranged a meeting with sales & marketing team of the FLL CVB to discuss joint opportunities for	Sent airlift & sea travel routes to them. Keep in touch & will forward info to them on	AS	Ongoing

	<p>TIOTB. They were very open to joint events. They are interested in 2 centre diving program. Richard will coordinate this. We discussed pre & post convention business & easy access to TIOTB by air or sea. Updated them on our Passport program & asked if we could advertise on their website.</p>	TIOTB.		
Orlando Magic	Sent under separate cover	Await dates for Magic camp, Eblast & advertising opportunities.	AS, JG, KW & CT	Done
Spirit Vacations	Met with Brian Shilling & Adam Malcolm the new VP sales. Discussed opportunities for NPI & upcoming events for joint opportunities. Brian stated that no firm date is set for the MCO-NAS service, but is hoping for fall 06.	Seek partnership opportunities.	AS	Ongoing
Spirit Vacations	A special 4 day/ 3 nite mid week Spirit Vacations offer was sent via Eblast to 153,000 consumers in MCO, TPA, FMY, PBI FLL & MIA. Brian Davis is monitoring the program & Spirit will report on sales results.	Follow progress with Debbie Orlin of Spirit. If it works, we will Eblast additional offers	AS & JG	Done
Bahamasair	Met with Woody to present our Florida plan.	Keep working with Woody	AS, JG, KW & CT	Ongoing
SeaTrade	Richard Treco & I created a booth setup for this industry	Follow up with Carla & Mia	AS, CT & KW	Done

	event. Cecile, Karen & I assisted at the show.			
Dol Fan Fest	Follow-up meeting for GBI event. Tailgate party, Training Camp & Fam Fest. Create GBV packages & arrangements for cheerleaders	Secure Port Lucaya for Tailgate Party. Create flyers for Eblast.	AS	Ongoing
Nicklaus Companies (Jack Nicklaus)	Met with Becky Reincke of Pelican to assist with Nicklaus Companies (Jack Nicklaus) who are interested in hosting a girls weekend away June 9-11. on GBI. Woodie (UP) will assist with reduced air rates from Florida	Has the potential to establish an annual Jack Nicklaus training & teaching event on GBI for lady golfers.	AS	Ongoing
Cloud X, Palm Beach Port & Palm Beach Chamber of Commerce	Presentation by Cloud X to the business community. Good opportunity for group business & incentive programs. Becky from Pelican Bay was in attendance	Follow up with a number of prospect I met at the event, including Sam's Club	AS	Done
Partner Summit - TCB	Met with Various partners from AAM, Vertical, & Religious Markets	Will host a follow-up	AS	Ongoing
In Focus Magazine & TV Show	Was interviewed for a story on TIOTB & Florida Market. Highlight was proximity, people, multi island destination, history, boating, golf & culture in relation to African American Market (AAM)	Provide guidance for future projects with AAM & TIOTB	AS	Done
Radio Station T James	Discussed hosting a number of come along events in TIOTB as well as special programs. We discussed: Marriage Renewal	I will Linville, Anita, Earl & Richard to plan a strategy & then arrange a meeting with them to plan a program	AS,	Ongoing

	program on GBI (they presently host one for 100 couples each year in West Florida). Radio come alone with a gospel concert. Golf tournament for their corporate clients, boating fling for AAM	from Florida.		
Vertical Markets Presentations	Assisted with the PPoint creation of the Boating, AAM, Diving & Religious Market Presentations. Attended the presentations to secure opportunities for Fla market.	Will continue to assist & work closely with them to secure business for TIOTB. Will advise my team of opportunities.	AS	Ongoing
Budget	Worked on 06/07 Budget		AS & KW	
Palm Beach Boat Show	Some complaints about \$300.00 fee. Most consumers were complaining about the increased development in the Out Islands. Good show as consumers here can afford TIOTB.	Advise Richard & Earl	CT, KW, AS	Done
Treasure Cay Hotel	Karen & I met with Lynne June to discuss Florida programs. Discussed joint consumer promotions, fam trips & media opportunities	Florida Team will seek opportunities for TCB	AS & KW	Ongoing
PROJECTS Cecile Torrence	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
3/01 In-house Presentation AmExp Meeting	House of Travel-Aventura (6 agents). Agents expressed excitement in the plans for the	Will take complaints to the respective properties. In the case of the Wyndham – was	CT	Done

	<p>Cable Beach Resorts – only a few were aware of the Marina Village at Atlantis. There were also a some complaints about Comforts Suites in paying commissions – the wait is months. Another complaint was about the Wyndham.</p> <p>- Met with Debbie Martin, American Express Res Center. Plans are in place for a ‘Bahamas Day’ which is tentatively scheduled to take place in May. This center is one of six in the country, they are located in Jacksonville, Atlanta, Salt Lake City, Phoenix and LA. Calls are re-routed from Phoenix and they handle their Platinum and Centurion card holders. There are approx 320 res agents at this location. The One and Only Ocean Club is the only Bahamas hotel in their program, but there is a need for the agents to become familiar with the destination. The Bahamas presentation will be done in 30 minute sessions - agents are to sign-up to attend. It’s possible that we could have up to 100</p>	<p>given the documents and will pass on.</p> <p>-Will invite hotel rep. Prepare quiz for agents. Order food – put together destination presentation only. Secure prizes.</p>		
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	agents. We will bring in lunch. We also decided that on order to get the Bahamas momentum going that I will put a quiz together – and send to them 2-weeks before – and give prizes based on correct answers.			
3/02 In-office	Follow-up on the Merrick Park promotion. Contacted Junkanoo group for invoice - Discovery Cruise Line for participation confirmation as well as rate to transport vendors over to FLL – Flower company for costing.	Get all invoices in for processing.	CT	
3/03 Orchid Show-Miami	Show was in a different location this year – Miami Beach Convention Center. Shared table with Traveleaders – GBV put flyer together with packages. Traveleaders offered coupons of \$50 toward the purchase of a tour package – coupon valid six (6) months from date of issue. Steady flow of consumers.	Follow-up with Traveleaders on the GV show special to GBI	CT	Done
3/06	Merrick Park Promotion Meeting with BTO staff. Purpose of meeting was to update staff on promotion and also requested assistance during the event for the following areas: brochures, register-to-		CT	Done

	<p>win, Goombay Punch and food samplings of pineapple and coconut tarts.</p> <p>Karen and I printed flyers and packed 500 bags for the Orlando Magic event.</p>			
3/07 In-office – Meeting with Peter	<p>Met with Peter Kuperman of James Crystal Radio Group to discuss promotional opportunities and their Travel & Leisure Show. Talked about a Mother’s Day promotion. Will put proposal together and also keep us abreast of any joint promotions with their clients.</p>	Will follow-up for proposal.	CT	
3/09-11 Golf Channel	<p>3/9 - Attended meeting with the Sports Unit and the Golf Channel, which is owned by Comcast. They have been in existence for 11 years and reaches an audience of 75 million households. Would like to do ‘Big Break V11’ in The Bahamas. Last year it was done in Hawaii. It’s golf with style – 14 episodes to be shot in 2 weeks, and to be aired from Feb-May – also a 12-month on-line promotion with several cross promotions. Total cost of promotion - \$750,000. B.King</p>	Advise DD Florida for his follow-up with Golf manager & sports department	CT	Ongoing

	felt that the proposal should be vetted through the agency.			
3/09-11 Orlando Magic	- Orlando Magic Event – end results successful. Police Band performed before the game, during half time and after the game. Bahamas souvenir poster maps were given out to basketball fans as they left the stadium.		CT	Done
3/14 Meeting/Merrick Park NTS-WPB	Merrick Park walk-through of area where Bahamas Festival would be held. Tents and umbrellas to be placed around area – balloon arch to be placed over the area as well as clusters of balloons tied on street lights. - National Trade Show.-WPB, 130 agents. Agents came out in full. A few questions on weddings.		CT	Done
3/15 Joint sales calls in Naples NTS-Ft.Myers	Sales calls in Naples with Pelican Bay – 4 calls on the way to Ft. Myers. National Trade Show – Ft.Myers – 96 agents. Mentioned the Cloud X ferry service at both venues and very	Advise Cloud X on agent response	CT	Done

	few agents knew about it. However, it did spark some interest. There were several questions about the service. Pelican Bay secured a group lead from			
3/16	Collected Goombay Punch from Imperial Majesty at Port Everglades. Also assisted Karen in breaking down booth at Sea trade, Miami Beach Convention Center.		CT	Done
3/17	Vendors for Merrick Park promotion arrived on Discovery Cruise Line.	Pick up and transport to hotel.	CT	Done
3/18	Village of Merrick Park promotion. All vendors and suppliers were out in full force. Suppliers included Spirit Airlines, GoGo Tours, Neil Watson, hoteliers – Abaco Beach Hotel and Peace & Plenty. (see attachment). Set-up of event went well and even though we did not get the numbers, we got the exposure.	Follow up with partners to see what response was & # of bookings	CT	Done
3/19	Transport vendors back to the Port to return to GBI.			
3/20 Miami Dolphin Meeting	Meeting was held to discuss 2 nd Annual Fan Fest scheduled to be held on GBI June 23-25. Went over plans – Tailgate party will be held on the dinner	Follow up for number of persons traveling so that air seats can be blocked. - Fan Fest will also be	CT	Ongoing

	cruise Friday evening – Football clinic for the kids is schedule for Saturday morning – then the actual fest is planned for Tranquility Shores Saturday afternoon. Networking/dinner is scheduled for Saturday night at Old Bahama Bay. Sunday afternoon departures. This time everybody from Dolphin Camp to go over on the same flight rather than different flights/times/days as they did last year.	promoted at the Miami Herald Show.		
3/22 In-house presentation	Cook’s Travel – Jupiter – 12 agents. Updated agents in two sessions over lunch. Many had not been over to the Bahamas in years. Discussed fam to GBI. This agency is associated with two other agencies, so there are about 20 agents in total. Two-night fam to be done in two groups.	Follow-up with Pelican Bay, Old Bahama Bay and Cloud X to confirm dates for fam.	CT	Done
3/23 Casual Day				
3/24 Boat Show - WPB	Show was busy – there were several questions on the Atlantis and Exuma.	Pass on Information to Earl Miller	CT	
3/27-30 Atlanta Sales Blitz			CT	Now
3/31 CTO Meeting				
Karen Wring	March, 2006			
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE

				DATE
Tour & Travel Staff Update	Nassau/Paradise Island itinerary completed. Hotels inspection, Ground Transportation & Fast Ferry confirmed. Prescott forwarded itinerary for Harbor Island site inspections. Expenses for Nassau/Abaco/Harbor was sent to Frances Fisher for processing.	Waiting for revised itinerary from Abaco Office. Itinerary for the entire trip would be compiled into one and sent to all staff traveling. Staff update is scheduled for April 2 – 7 islands are NAS/PI, GBI, ABACO, HARBOR ISLAND	Karen	March 30
Promotion – Village of Merrick Park	Attended meeting for Village of Merrick to discuss arrangements for the show.	Village of Merrick Park was held on Saturday, March 18 in Coral Gables. The ambiance of the event was beautiful, the Junkanoo was great, the event was well attended and the staff worked very hard.	Karen	Completed
Bahamas/Orlando Magic Promotion	Attended meeting to finalize plans for the Bahamas Nite. Copied 1,000 Nassau/PI & GBI packaging flyers and packed 500 bags with information and made arrangements with Ameri Suites to secured 10,000 maps. The Florida team traveled to Orland for the Bahamas Nite. I assisted at the information & sample table at the event.	Florida Team to assist with Orlando Magic Summer Camp	Karen	Completed
Florida Market Unit Presentation	The presentation was well	All departments work	Karen	Completed

	attended by the staff. The role and function of the Florida was clearly defined and understood by all.	together for one common goal-to increase visitor arrival toTIOTB		
Laminate R Us Promotion	Sent follow up email to Bob Ohrablo requesting status of the promotion.	Bob advised that they have expanded their markets to include all of Florida and would be mailing throughout the entire state. He would send the art work to us for James's approval by the middle of next week.	Karen	May
Laminate R Us continue				
West Palm Beach Marketing Meeting	Travel arrangements are confirmed for the Bahamas delegation. Greg Rolle has advised that I cancel the Town car which was reserved for the Minister. The agenda was revised by the Palm Beach Development Council to include Europe Marketing initiatives. Revised agenda was sent to all who are traveling. Assisted Anthony with preparing a fact sheet of Palm Beach County and the presentation for the meeting.	The group travels to Palm Beach on March 29, CO flight #9175 arriving PBI at 11:25 am and departing on March 30 CO flight #9277 7:30 am. Greg Rolle would be driving the Minister and Marcian. Anthony would be driving the DDG, Basil Smith & Tyrone Sawyer. 20 people from Palm Beach are scheduled to attend the meeting. 20 plus may be attending the reception.	Karen	March 29
Get Motivated Seminar	Received the 30 tickets for the Seminar and they were given to and distributed by Miriam.	Waiting to attend.	Karen	March 29

Sea Trade Show	Attended the Sea Trade from March 14 – 16 at the Miami Beach Convention Centre. Assisted Carla Stuart and Mia Lange from the Cruise department.	Carla & Mia would be net working on cruise & port initiatives.	Karen	Completed
Palm Beach Boat Show	Mr. Stuart and I attended the Palm Beach Boat Show on Saturday, March 25.	The show was well attended and we look forward to an increase in boaters.	Karen	Completed
Industry Partner Meeting	Sat in on the meeting with Anthony & Lyn from Treasure Beach Hotel to discuss joint initiatives for BAH/Treasure Cay.	Looking at putting together a plan to coordinate a Bahamas event in Florida with a similar concept to that of the Junkanoo In June Festival.	Karen	July 4 (tentative)
Administrative Assistance	Asked by Mr. Stuart to compile a list of Chamber of Commerce offices in Florida and find out how much is the cost for membership. Made phone calls and have received some responses.	When the list is completed we would discuss and make decision on membership based on fees and benefits.	Karen	April 17
Prepared By: Jennifer D. Gardiner				
PROJECTS	STATUS/SYNOPSIS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Orlando Sentinel	Meeting to discuss Bahamas participating in E-Marketing Campaign	Waiting on proposal/contract agreement Meeting is schedule to discuss opportunities.	JG	04/12/06

<p>Caribbean Week – June 11-17, 2006</p>	<p>Once per year CTO brings together all Caribbean counties to NYC to highlight the sights, sounds, color, culture, fine Cuisine and unique destination vacations. For the third consecutive year I will be assisting with the Celebrity Chef Program. The week long event consist of 2 Caribbean weddings, Caribbean Gospel fest, Celebrity Cricket Match, Caribbean Media Marketplace & Press Conference, workshops/Seminars, Caribbean State Ball, Town Hall Meeting and more. Event is schedule for June 11 – 17, 2006.</p>	<p>I was able to secure Jason McBride chef of the year and MOT's Cacique Award winner from the Radisson Cable Beach Resort and Ezra Rolle from Old Bahama Bay.</p> <p>For this year's Chef program the Bahamas will be participating in in-store cook demonstrations at William-Sonoma, Macy's Bloomingdale's, United Nations Delegates Luncheon, NYC Firefighters Cooking Competition, Media Marketplace, Appearances on Local morning Talk Shows and appearances at local New York Restaurants etc.</p> <p>All applications, photos, bio's, logos were submitted 2/27/06. Currently I am working chefs on recipes and with both hotel sales department on video presentation and recipe postcards. Both hotels have agreed to cover fees for the</p>	<p>JG/LR</p>	<p>ongoing</p>
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		<p>production of video and postcards. I was also able to secure honeymoon give away with Old Bahama Bay Resorts – 6days/5nights deluxe stay with daily breakfast. Roundtrip airport Limousine service is pending with Forbes Charter Services.</p>		
<p>Bahamas Night Orlando Magic March 10, 2006</p>	<p>A successful Bahamas Night coordinated by the Florida Sales team and Sports Marketing Department during the Orlando Magic vs. Cleveland Cavaliers at the TD Waterhouse Arena.</p>	<p>6 Tour and Travel partners attend and networked at the VIP Reception held prior to the game. Other guest of The Bahamas was also hosted in a Luxury Suite for the evening</p> <p>Florida Sales team along with Sports Marketing worked tabling at the promo prior to the game and inside the arena during the game. General collateral, flyers, food samplings were distributed during pre game events and thousands of consumers had an opportunity to register to win a weekend give-away to Nassau. The Royal Bahamas Police</p>	<p>JG/AS/CT/KW</p>	<p>Completed</p>

		<p>Band preformed Bahamian music during the pre and post game and during half-time.</p> <p>The Orlando Magic dancers danced to the beat of Stevie S – Hold your head - Bahamian music was also played during the game.</p>		
<p>Groups Sales Training/Appointments Gogo Tours & Go Travel</p>	<p>New staff members were hosted to group's sales training in Orlando by for the Groups Department.</p>	<p>I coordinate Sales appointments with tour operator Gogo Tours and top account Go Travel.</p> <p>The exchange was to give new colleagues the opportunity to experience the difference in tour & travel appointments vs. a meeting, groups and incentive appointment. Also teaching opening, listening and probing skills, and stressing the importance of account management and relationship building.</p> <p>A Religious African American group lead was also uncovered during the sales appointment with Go Travel. Follow-up and lead referral to be put in place.</p>	JG	3/2/06

		The final day the team sat with Tammi Runzier from the Orange/Orlando Visitors & Conventions who provide tips on qualifying and booking groups, filling rooms during need periods, time management, group fams, and policies.		
Go Travel	Sales appointment re: Groups Training exercise with Manager Leigh Richards	Bahamas lead was uncovered for annual group retreat travel. Please refer to contact Report	JG	Completed
Spirit Vacations	Meeting schedule with Res manager to coordinate Bahamas Day	Will follow-up upon my return to the office.	JG	04/14/06
			JG	
Gogo Tours	Sales appointment re: Groups Training exercise with Gogo Manager Tinker Herring	Bahamas numbers are up from last year during the same period. Top hotel activity is: Atlantis, Sandals, Breezes and Radisson.	JG	03/2/06
	Joint Sales Calls	Prepare and cross reference agent list		04/17/06
MIX 105.1 FM Radio	Submitting proposal for local radio promotions. Radio station is request hard \$\$\$.	Follow up with radio contact	JG	04/14/06
	Spoke with Pat and she has confirmed there are no bookings as a result of the call-	Follow up with Pat on Bahamas booking programs.	JG	02/09/06

	<p>to-action from the Orlando Magic radio ad.</p> <p>Also, no booking from the Snowbird Show packages. Meeting schedule for Mar 2 assisting Groups Training</p>			
Central Florida's Caribbean American Business Expo & Conference	<p>Bahamas will participate in 3 day event June 1-3, 2006 at the Silver sponsorship level.</p> <p>Organizers are hoping to attract local business owner in Central giving an insight on doing business in Orange County and the Caribbean.</p> <p>Also working with Caribbean business owners and featuring speaks from Caribbean Government Officials and members of Congress and Local Government. Organizers also hoping to achieve the support of all Caribbean Ministry of Tourism & Foreign Affairs Offices in Florida.</p>	Processing of application for payment and submission of Bahamas logo.		3/29/06
Travel-Cruise/Golf & Spa Show - Mar 24 -25, 2006	Attend the show with travel partner Starwood Hotels. At the Tampa Convention Centre	More than 1,000 + agents attended the show to learn about latest trends, commission incentives,	JG	3/24-25/06

		<p>products/services with synergies and value.</p> <p>80% of attendee were home based agents looking to work closely with 200 participating blue-ribbon domestic and international suppliers, offering interactive educational seminars, panels, sales & marketing technology for home based agents, destinations and niche marketing products, travel industry paying commissions to home based agents.</p> <p>Travel Institute and CLIA also offered accredited value towards professional designation, certification programs by Niche Cruise Alliance, prizes, cruise ship inspections and fam trips.</p> <p>I was able to attend the Saturday morning sessions whom include keynote speakers as Robert Whitley, President United States Tour Operator Assoc., topic: " How to be a Hero in Three</p>		
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		<p>easy Steps” Dan Cupertino, VP Travel Agency Sales Walt Disney Parks & Resorts, topic: “ Scaling New Heights”, Gary Fee, President Outside Sales Support Network, topic: “ Now that We have Arrive, What do We Have to Look Forward To”, and last but not least Vincent Vanderpool-Wallace former DG BMOT and Secretary General CTO, topic: “ The Caribbean & Travel Agents: The Path to Achieving Success Together”. He gave a scope of the Caribbean and spoke of its importance to the US, a new campaign to promote the Caribbean as one destination. He high lighten that the death of travel agents are exaggerated - technology enables you, but people and only people can deliver the experience. Travel agents are the people delivering the experience. In closing he stated that Travel agents are here forever and CTO needs</p>		
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		<p>travel agents in their life...yes Vincent said that (smile)</p> <p>I think the Bahamas should seek participation in next year's show under the Sports Marketing Golf Department in conjunction with Tour & Travel offering golf packages and more.</p>		
<p>United States Passport Office Newspaper Ad Campaign</p>	<p>United States Passport Office is running passport ad campaign: Think Globally – Apply Locally.</p> <p>Hoping to tie in Bahamas passport campaign with US campaign by offering Bahamas Sweepstake. Central Florida residents register to win a Bahamas get away when apply for US passports</p>	<p>Follow-up call/meeting is schedule for April 20, 2006</p>	<p>JG</p>	<p>3/7/06 4/20/06</p>
<p>New Church of Faith Inc</p>	<p>Annual Group Retreat</p>	<p>Lead uncovered during sales appointment. Met with event planner to discuss opportunity to host group retreat to the Bahamas April 2007.</p>	<p>JG</p>	<p>3/7/06</p>

		<p>Lead Referral and Contact Report submitted to Religious and African American Departments. Follow-up with both departments.</p> <p>Please refer to attached reports.</p>		

Trade Organizations:

- 3/14 – NTS-WPB - 130 agents
- 3/15 - NTS-Ft. Myers – 96 agents
- 3/31 - CTO - Miami

Leave Record:

- 3/21 - Casual Day

Marketing Intelligence:

- Bahamas anticipates \$2 billion in tourism revenue for '06. The Bahamas Ministry of Tourism is estimating a record \$2 billion in tourism revenue for 2005. This figure was arrived at by calculating the actual number of visitors and the results of an exit survey on the average expenditure of a stopover visitor.
- Cayman Islands has changed their attitude towards gays by allowing a boatload of them to spend the day onshore.
- Puerto Rico to ban smoking in bars, casinos and other public places. Violators would pay a \$250 fine for a first offense and \$2,000 for each additional offense – Bill to be passed in the House.

- Several agents asking about GBV – did not know that they still existed.
- Dillard's Travel not allowed to sell GBV – it seems that money owed is still outstanding and GoGo is the preferred tour operator. **CT**

Airlines:

Up will cancel its PBI – NAS service in mid April. This comes on the heel of the cancellation of the FLL - MHH service. AAS

Delta Airlines, which aims to become the number-two airline to Latin America and the Caribbean in terms of flights and destinations served, will launch a dozen new routes to Mexico from Atlanta, Boston, New York (Kennedy), Los Angeles and Washington (Dulles) from March 11 to June 3. Service from Salt Lake City to Mazatlan, Mexico began March 8.

New Caribbean service from Atlanta includes Kingston, Jamaica, and Aguadilla and Ponce, Puerto Rico, on June 1.

Flights to Quito and Guayaquil, Ecuador, launch from Atlanta on June 8, followed by New York (Kennedy) service to Sao Paulo, Brazil, June 16.

AAS

Cruise Lines:

Carnival Cruise line will join with the Belize Government and build a new \$50 million cruise terminal in Belize.

Trade Organizations: JG

Skal International – 03/03/06

Leave Record

Vacation – March 13 – 17, 2006

Sick Day March 28, 2006

Additional Activities

3/2 – Groups Sales Appointments

3/7 – Caribbean Week Conference Call

2/7/06 – Caribbean Week Conference Call, Old Bahama Bay

- Radisson Cable Beach Resort

2/09/06 – Assisted with arrivals for Bahamas Night
- TD Waterhouse Walk-through re: Bahamas Night

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- TD Waterhouse Walk-through re: Bahamas Night

Tour & Travel Monthly Status Report Midwest

Prepared By: Levaughn Cooper (Chicago, MI, OH, MN)

APRIL 2006

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
4/3-7 Tour & Travel Destination Fam Trip	Site inspections of Nassau, FPO, Eleuthera & Abaco were conducted. Happy to see GBI properties and island since the last hurricane. Also it was good for me to see The Abaco Club @ Winding Bay	Now that I have seen the various properties on the mentioned islands, I would like to see others on Exuma, Long Island, Andros & Cat Island. This is to be the next trip in the upcoming months.	Levaughn Cooper	
4/18-21 In Office	Finalize Sales Blitz/Seminar for the following week. Met with AA to go thru blitz list and ensure that all agencies were in place		Levaughn Cooper	
4/24-27 Sales Blitz	We had a total of 5 teams each day, visiting approx 7-8 agencies. The following persons participated: James Turner-GBI, Elaine Smith-GBI, Hartley Forbes-GBI, Rudy Meadows-GBI, Steve Clements-GBV, Debbie Massion-Pelican Bay(local Rep), Linda Morton-Starwood (Local Rep), Don Cornish-BTO, Margaret Campbell-BTO Chicago, Gil Gozman-AA,	All the agents were excited about the new service out of the area, but they are in urgently need product knowledge. Just about all of them have never been to GBI or it's been years since their last visit. AA, BTO & Starwood will be doing a series of fam trips in the future to GBI for these agents.	Levaughn Cooper	

	Brian Chapman-AA. AA provided the list of their top producing travel agencies who do bookings to GBI and also NAS			
4/25 Presentation Training	Did a presentation/training at AAA to their agents. Some of them came as far as Bloomington, IL to receive updates on The Bahamas. Each session was allotted 2 hrs. Their primary interest shared was GBI and the Out Island. Since GBI reps were here for the blitz, I utilize Elaine Smith to assist me with the GBI presentation	There is also a lack of knowledge amongst that group of agents on the product. I would like to do a fam trip specifically for AAA agents. Starwood Rep has agreed to provide the rooms, but we will have to finalize the dates with both AAA and American Airlines. Also need to follow-up with some of the agents who had specific request.	Levaughn Cooper	
4/27 Seminar	The evening function at the Sofitel Hotel went very well. We had approx. sixty travel agents attended. Prizes and surprises were given away at the event. AA provided five roundtrip tickets for two to go along with the land stays and Forbes Charter threw in ground transfer to/from airport. Some also received a dolphin encounter. Over all, the evening was a success		Levaughn Cooper	

4/10-17 Vacation

Marketing Intelligence

While doing my training at AAA, a few of the agents asked about Atlantis and said how very difficult it is to get brochures from them. I had some with me that was brought by Don Cornish and gave some to them.

As I mentioned, the agents were all hungry for knowledge about GBI. They are familiar with GBI when GBV was still in the market many years ago and have been asking when they will return. Now they have something even better because their clients can go anytime and not have to wait on a charter. The flight is Sat/Sun and leaves at 1:30pm and arrives in GBI at 5:30pm. Persons can either go southbound thru Miami and return direct or have it in the reverse. According to AA, they have 61 passengers confirmed on that first flight on May 6th. That is wonderful because they are using a Canadian Regional Jet. On that first flight at the gate they want to draw some excitement and looking for little items they can give their passengers. Margaret and I will assist them with those things. I know that service will do well out of this market because they have that nonstop component to it.

**Tour & Travel Monthly Status Report
Midwest
April, 2006**

Prepared By: Margaret Campbell (Chicago, SO. MIDWEST STATES)

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
T. & T. Dept. Educational Bahamas Site Inspection (New Providence, Grand Bahama, Abaco and Harbor Island)	As for the Islands visited, each Offered a difference and unique vacation experience, for the traveler to the Bahamas. There is also a great need for product development, especially in public areas; in respect to cleanness, infrastructure, landscaping and beautification	Nassau – The new addition to Atlantis is schedule for completion early Spring, 07 with a new Vegas style night club and larger expansion to the dolphin experience. The Cable Beach major re-development project is pending construction early 07 and	M.C	N/A

	<p>of the islands. Although areas of Abaco, Harbour island and West End, Grand Bahama seem to have quite a lot of construction going on; this need to be done to balance out the beautiful islands upon completion of these new and remodeled hotels. All resorts visited throughout the islands were in good condition with minor problems and most of the Nassau resorts/ were experiencing up to 85% occupancy.</p>	<p>presently there is on-going cosmetic remodeling of the Radisson Resort, Cable Beach. Grand Bahama – Old Bahama Bay Resort, West End and the Ginn Corporation, projects is on-going and upon completion, these resorts would bring about a new tourism awareness and marketing efforts to that area of the island; similar to the Atlantis resort in Nassau.</p>		
<p>Grand Bahama/American Airlines/BTO Sales Blitz calls (25) + calls in South and North Suburban, Il.</p>	<p>This effort was in support of American Airlines new direct service to Grand Bahama, effective May 6, 06. The Blitz team consisted of two Grand Bahama Island, Tourist Office staff members, three member hoteliers, and Grand Bahama Vacations staff, one of G.B. ground operator and two American Airline’s staff members; along with T. &T, two Midwest staff members. Agents called on were top producers verified by American Airlines and most of the agents welcomed our call and noted</p>	<p>Follow-up with several agents would be carried out in the upcoming weeks. Immediate emphasis would be place on those agents requesting In-house presentations and assistance with special promotions, such as golf, wedding group and media (on-Island broadcast) business to Grand Bahama Island.</p>	<p>M.C</p>	<p>N/A</p>

	<p>that their client's preference the non-stop service, departure times and price-point. Also, they should see an additional increased Grand Bahamas business, due to this new service. There were also several questions asked about the Royal Oasis property, annual events such as the Jazz Festival and basically what Grand Bahama had to offer their clients; which warrant our visit. There is also a great demand for branding of Grand Bahama island in the market and advertising (print and media). The agent's dinner presentation was quite a success with over 60 agents attending; along with one of our wholesaler (Apple Vacation) and media affiliates (WLS radio).</p>			
<p>Bannockburn Travel Management, presentation during the week of the Sales Blitz (20) + agents and managers.</p>	<p>A presentation was given to the high end travel management company on Grand Bahama, spear-headed by J.Turner, myself and participating hoteliers and ground operator. The agents and department managers received our very well and thank us for the up-</p>	<p>Referred group Director contact to Midwest Group Manager and extended an agency Fam trip within the near future to Grand Bahama.</p>	<p>M.C</p>	<p>N/A</p>

	<p>dated information of Grand Bahama. Ms. Diane Murray, Director of Meeting & Incentive Travel have a group going to Atlantis in the Fall, 06 but is very much interested in Grand Bahama, since they have an in-house American Airline personnel. She requested group information of our destination and referral was given to the Midwest group manager. The participating team of presenters from Grand Bahama was also introduce to Mr. Joseph Mazza, President & CEO of the company, who love to fish and was invited by one of our team member(D.Cornish) to visit Abaco. He informed us that he plan to visit both Islands Grand Bahama and Abaco, in the near future.</p>			
<p>Apple Vacations Reservationists staff training, presentation during the week of the Sales Blitz (22) Revs. Agents.</p>	<p>A presentation was made to the group of new trainees on Grand Bahama by me and two of our member hoteliers (Pelican Bay and Island Palm. The trainees were very attentive, took lots of notes and asked numerous questions about G.B. We also raffled an invitation to the dinner presentation, as an</p>	<p>An invitation was extended to participate in future training sessions at Apple Vacation and one is schedule for May, 06.</p>	<p>M.C.</p>	<p>N/A</p>

	incentive, after asking the group several questions after our presentation; as proof of their attention, it was surprising and two of the Revs. Trainees won and attended. Also one of the attendees won a trip for two to G.B. Island.			
Promotional opportunity with Caribbean Intl. Festival and Aarco Travel summer, 06	Discussed Bahamas Tourist Office participation in the Midwest African Caribbean International Festival of Life parade schedule for mid summer, 06 at Garfield Park. This year's event would include a Travel pavilion and other destinations.	Finalized discussions and forward proposal and contact to the African American department, for their follow-up and interest. Also informed Mr. Martin their cultural coordinator of such and our organization's operational procedure.	M.C	N/A

Marketing Intelligence:

Apple Vacations and Funjet reported that travel agents bookings into Nassau on schedule air and land packages is going well, with minimum request or bookings into Grand Bahama.

American Airlines, reported as of April 28, 06 their direct service to Grand Bahama was booked up to 60%.

The cruise markets still appear to be experiencing excellent bookings to the Bahamas, reported by numerous agents.

Competition:

Throughout the Midwest, cruises and Jamaica all-inclusive package are being requested, reported by agents called on this period.

Tour & Travel Monthly Report

ATLANTA & CAROLINAS

Prepared By: Conrad King

April 2006

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
In-office Admin	Contacted partners in southern markets to introduce myself as the new rep for the area. Requested updated industry lists from Delta, Air Tran and US Airways, Go Go Vacations.	Have began to update the list to merge and purge and define list of key accounts with whom I will target over the next 6 months. This process is still on-going.	CK	Completed
	April 2006 Now have a database of top 100 accounts from wholesalers partners for GA, NC, SC.	This process has been narrowed down to focus on those key accounts that have been discovered during the recent sales blitz in Atlanta. Of these accounts, group accounts will be forward to group department. Key retail chain agencies will be the focus of my sales effort. The strategy will be guided and directed to develop strategies and programs for these accounts.	CK	On-going
Sales Calls	Sales Calls on going on key	On going	CK	--

	accounts.			
Delta Air Lines	<p>Spoke to Joe Diaz, Manager-Caribbean Sales, to discuss the proposed in-house training at Delta Res' Center.</p> <p>Also reminded him about ITPC in GBI.</p> <p>Followed up with Joe regarding Delta's Bill Board Ads in Atlanta area. Joe reported that the Bill Boards Ads was a campaign to promote service to its new destinations. Antigua and Cayman Islands were featured for last three months.</p>	<p>Date TBA. Tentatively scheduled for late May</p> <p>Joe said that he will be attending Delta Costa Rico product launch. Not sure if able to attend the conference.</p> <p>Atlanta is a major drive city. Billboards ads is one way of reaching mass market.</p>	CK	May 15
Air Tran	Have spoken to manager of Air Tran to discuss training for its Res Center in Savannah.	Date TBA.	CK	June 31
April 2006- Certified Vacations	April 2006		CK	

	<p>Hosted VIP luncheons in Atlanta with Certified Vacations. These top accounts are based on \$\$\$\$ sales volume with Certified Vacations.</p>	<p>The local manager for Certified reported that bookings continue to do well.</p> <p>The VIP luncheons are a core strategy in the Atlanta marketing plan, with Certified Vacations and other wholesalers and Tour Operators. Certified has already requested us to co-op another VIP luncheon.</p> <p>Expect to host another series of VIP luncheons with Certified in TN, AL, SC, NC in coming months.</p> <p>VIP luncheons are also scheduled for GoGo, Travel Impressions.</p>	CK	On-going
Travel Impressions	<p>At the recently held Supplier Night 2006, I spoke to Travel Impressions manager and discussed plans for Mann Travel, NC. Mann Travel is an Amex affiliate and only works with its preferred accounts. Mann Travel is an independent agency with twelve outlets in the greater charlotte area.</p>	<p>Will coordinate with Travel Impressions and Mann Travel to set up booking incentive, in-house presentations for agency to develop business in shoulder period.</p>	CK	May 31
GoGo Worldwide Vacations	<p>BTO/GoGo have been distributing specials on sales calls.</p>	<p>See question (8) below.</p>		

Supplier Night – Atlanta	<p>April 2006</p> <p>Supplier Night event was hosted in Atlanta, March 28. There were a total of 35 attendees.</p> <p>Each supplier was given a copy of BTO mid Atlantic 12 month marketing plan and shared BTO's outlook for the next 12 months, with regard to pursuing business development with co-partners.</p>	<p>A database has been established, that comprises all the attendees of Supplier Night 2006. A follow up letter has been sent to each that opens the door for future business. (see copy attached.)One of the attendees of Supplier Night 2006 has already followed up to discuss a Bahamas project. I have suggested Abaco Club on Winding Bay. After a recent tour of the hotel, it was outlined that the market share is upscale clients, the same market demographic as Gregory Fernander, Owner and Golf Specialist- Lifetimetravelgroup. Fernander is current under review for PGA affiliation certification. I expect to meet with Fernander during ITPC in GBI.</p>	CK	Completed
Carlson Travel – Peachtree City,GA	<p>Recently visited this account during Atlanta 2006 Blitz week. Lots of window space and would like display material for display window. . Classic Travel is a Carlson affiliate located in Peachtree City, which is an affluent community outside of Atlanta. The agency has 5 full</p>	<p>Working on securing items for the display and will deliver for next display period. Have also spoken to Dan Solly, President and Tanja Spohn regarding setting up in-house presentations for internal staff, to coincide with window display promotion. The promotion is expected to be</p>	CK	May 15

	time staff locally but 90 outside full nationwide, including Hawaii and Alaska.	on display for 3 months. The display will depict Junkanoo, a tie in to Junkanoo Summer 2006.		
CTO Chapter Meeting / Charity Donation – Nassau, and / or GBI	Met with vice president Atlanta CTO chapter. CTO wants to hold its monthly board meeting in Bahamas and make donation to Bahamas charity.	There is interest in the chapter traveling to Nassau or GBI but the fam / board meeting may have to be delayed a few months. I will continue to follow up on this and report accordingly.	CK CK	On-going until confirmed.

Marketing Intelligence

- **Tour operators, Airlines, Travel agents, Chain hotels with properties in The Bahamas etc.**

Pelican Bay continues with its' Atlanta Journal Constitution ad campaign – Suite Deals. Buy four nights, get 5th – 7th nights free. Rate is \$349.0 per night. Seven night stay is priced at \$1,396.00 per couple for stays through April 22. This special promo had paid off for Pelican Bay, says Becky Reinke, Sales Manager for the hotel. Pelican Bay is a big seller out of the Atlanta market.

- **Have competitor's launched any new and unique advertising campaigns?**

Currently, two of the smaller Caribbean islands have bill board advertising in major Atlanta freeways. Cayman Islands and Antigua ads are prominently displayed to promote daily service from Atlanta. Atlanta has very heavy rush hour traffic and a Bahamas bill board ad which is prominently displayed may help our efforts in reaching consumers.

- **What initiatives are being demonstrated in your territory can work to increase business to TIOTB?**

See The Carlson Project:- Initial proposal was submitted to Director Tour & Travel. Final report will be submitted for approval May 5th.

Presently, I am working with the African American team to promote the Bahamas Junkanoo Fest at Atlanta Braves. Eddie and his team are working on the logistics of the event. I will use the opportunity to promote packages with special price point, which directs consumers to Bahamas.com. Focus will also be placed at the event the "Bahamas Junkanoo Summer" program that is being promoted.

- **What are the preferred islands and hotels in The Bahamas amongst consumers?**

Atlantis continues to be the most requested. Requested Carrie Jones -Gogo Worldwide Vacations to create flier to distribute on sales calls. Lead prices for the land only packages start at \$135.00. The booking incentive special requires that bookings be made by 4/15/06 with travel completed by 4/23 – 6/28/06.

- **Average price of a Bahamas package vs. a competitor's package from each of your major markets?**

Air Jamaica Vacations - Lead Prices

Four Days starting from \$488.00.

All Inclusive 4 days /3 nts \$745.00

Upgrade to first class. Amex promotion \$250.00

Vacation Express: (Air, Hotel, Transfer from Atlanta)

Cancun 3 nights \$459.00

Punta Cana 3 nights \$465.00

Puerto Plata 7 nights \$697.00

Trade/Consumer shows

Bahamas Supplier Night,2006. Atlanta, GA. There were a total of 35 attendees. Supplier Night 2006 database has been set up, and a thank you letter to all participants has been sent. A follow up will be made to convert interest into bookings.

Trade Organizations

4/10	Travel Industry Assoc of GA	Atlanta, GA	59 pax	CK
4/ 19	CTO Monthly Meeting	Atlanta, GA	47 pax	CK
4/22	Personal Touch Consumer / Bridal Show	Atlanta, GA	120	CK

Florida Marketing Monthly Report April 2006

Prepared By: Anthony A. Stuart

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Orlando Sentinel	Met with promotional and advertising managers to discuss Bahamas E-Marketing Campaign.	Waiting on proposal agreement, however, I am currently viewing Summer Calendar hoping to promote Junkanoo Summer. Details was also shared with Janet Johnson for consideration and \$\$\$ support.	JG	05/05/06 4/20/06
Caribbean Week – June 11-17, 2006	Once per year CTO brings together all Caribbean counties to NYC to highlight the sights, sounds, color, culture, fine Cuisine and unique destination vacations. For the third consecutive year I will be assisting with the Celebrity Chef Program. The week long	Recipe postcards final proofing completed, submitted for printing. Video presentation for chef Ezra Russell completed. Video presentation for chef Jason McBride will be shot	JG	ongoing

	<p>event consist of 2 Caribbean weddings, Caribbean Gospel fest, Celebrity Cricket Match, Caribbean Media Marketplace & Press Conference, workshops/Seminars, Caribbean State Ball, Town Hall Meeting and more. Event is schedule for June 11 – 17, 2006.</p>	<p>on property 4/28/06.</p> <p>Budget and shopping list completed.</p> <p>Roundtrip Limousine airport transfers confirm with Forbes Charter. Logo was submitted for site placement.</p> <p>Waiting on rap up meeting from project manager & Kahn Communications to confirm line up for the week.</p> <p>Upon my recommendation it was agreed by team members that the Bahamas booth at the Caribbean Fair will carry the team “Junkanoo Summer” with efforts to assist with the launch of the new program.</p> <p>Initial note was sent to Faye Burrows requesting details of the program, collateral, props and give-away items. Nuvi will follow up with Janet updating on Caribbean Week and our needs and \$\$\$ support.</p>		
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Walt Disney World Co.	<p>Attended strategy planning with Janet Johnson. MOT is seeking partners to assist and support new project of a water laser/light show in Nassau. Sites identified are cruise port and Fort Charlotte, similar to the sound and light show that was held in the Bahamas many years ago.</p> <p>VP Corporate Alliance, Ken Murdock and Business Development Manager Catherine Young lend support by offering strategy steps, creating a program, laying a good foundation, immediate goals, demographics, MOT branding, local popular brands, local business plan to support the investment, account management, local investors and consideration for outside contracting. 5-7 year partnership with Pirates of the Caribbean and the James Bond Tour.</p> <p>Discussions continued for about two hours to include talks on</p>	<p>Follow up with Catherine regarding joint promotional opportunities.</p> <p>Janet will continue to work with Disney on her efforts.</p>	JG	3/30/06

	Disney Epcot Wine & Food, Festival, billboards, Downtown Disney, Radios Disney, Corporate sponsorships and Disney Visa			
Orlando/Orange County Convention & Visitors Bureau	<p>Met with Sr. Director Membership & Advertising, Sheryl Taylor seeking her assistance on how we can best work together on promoting two center vacations.</p> <p>MOT is not eligible for membership, but could enroll under Bahamasair as the company and BTO staff listed on file.</p> <p>This would enable us to have access to leads, event listing, meeting & conventions listings, ad placements in all four publications, monthly news letter and invite to all CVB events.</p> <p>A year ago I met with Dir Marketing – but was not an easy nut to crack.</p>	Follow up meeting with membership Sales Manager and Bahamasair	JG	4/24/06
Mark Travel/Spirit Vacations	Planning a Bahamas Day at Mark Travel - Res center for Spirit Vacations. Date is tentatively schedule for	Event planning process - Follow up with Chrissy at Mark Travel and industry partners to confirm	JG	4/20/06

	<p>Wednesday June 28 from 10:00 am – 3:00pm for 100 employees.</p> <p>I am currently preparing letter to submit to hotel partners, NPI and PITA requesting their participation to confirm date/time. Myself and industry partners will conduct informal presentations to groups of 5-7 persons.</p> <p>A day of joint sales calls will also follow on Thursday June 29.</p> <p>Light lunch will also be served.</p>	date/time.		
Spirit Vacations:	<p>The recent South Florida eblast campaign was surveyed on a three day booking window 3/9-12/06 prove successful with 82% of sales to Nassau during that time was as a result of the eblast special rate campaign.</p> <p>Many thanks to Anthony and the IT unit - Andrew, Brian and Andrea for making this happen.</p>	Continued monitor and request status report	JG	4/25/06
Gogo Tours	<p>Follow up on tracking booking information on the Orlando Magic radio ads.</p>	Spoke with local manager and requested an investigation as to why	JG	02/22/06

		<p>operator or travel agent could not provide booking details.</p> <p>It was confirmed that there was not a tracking number in place for the Orlando Magic radio ads therefore it could not be determine if any Bahamas bookings at this time was as a result of the ad.</p> <p>I was not provided with details from Nalini or Fallon on what was submitted; however, I was given a copy of the actual tag by the Orlando Magic.</p>		
Clear Channel Lite Rock 99.3 FM Radio	<p>Was presented with a promotional proposal for a Bahamas live broadcast June 19-23, 2006. Lite is requesting 3 7days/6nights all inclusive stays for radio personalities and engineers and 4 4days/3nights stays for on-air give away. Total promotional value \$40,955.</p> <p>I did not see the promotional value, but decided to send to</p>	<p>Decline. Commitment deadline is 4/28/06</p>	JG	4/24/06

	<p>Cable Beach Resorts and PITA.</p> <p>One partner could not see the value. Second partner was interested, but only willing to donate 1 3 nights stay.</p>			
<p>Staff Fam</p>	<p>Fam trip for me was long over due and recommend yearly updates.</p> <p>I have not seen the Out Island hotels in more than 5 years and GBI 1 year.</p> <p>Was very please to see all Out Island hotels were doing extremely well and has done a good job in upgrading the properties.</p> <p>GBI on the other was not doing well...low occupancy. Hopefully the new projects coming on stream will boast sales for the Island. Product still in much need of clean-up and beautician campaign.</p> <p>Nassau - what can you say about Nassau - hotels are doing</p>			

	<p>well.</p> <p>In closing, I would like to add that hopefully all future staff fams are better organized. We are the Bahamas experts and it should reflect in our work even though we are dealing with colleagues.</p>			
PITA/Bahamasair	<p>Met with industry partners to discuss upcoming fam dates.</p> <p>PITA requesting dedicated fams May 19-21 & June 2-4.</p> <p>When informed that BTO fams will be assisted by the promotion board incurring a daily rate of \$33, and visit to other properties, PITA wanted to proceed with dedicated fams.</p> <p>I suggested she organizer 1 day fams to accommodation 3 Paradise Island properties.</p> <p>Also discussing with Woody July fams. Bahamasair not will during the months of June, July and August.</p>	<p>Follow up with Bahamasair on July dates and confirmation.</p>	JG	4/25/06
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE

<p>Tour & Travel Staff Update</p>	<p>Participated in familiarization trip, April 2 – 7. Islands visited- NAS/PI, GBI, Harbour Is, Abaco. Staff participated-Karen Wring, Jennifer Gardiner, Levaughn Cooper, Margaret Campbell, Jeanie Gibson, Conrad King, Nuvolari Chotoosingh Toured existing properties and construction on new developments. Updated on proposed plans to increase and enhance visitor experience. The hotels on the islands are doing well and were running full occupancy. Grand Bahama Island is badly in need of restoration and hotel occupancy was low.</p>	<p>Better equipped and knowledgeable to promote and sell TIOTB</p>	<p>Karen</p>	<p>Completed</p>
<p>Agent @ Home Show</p> <p>Palm Beach County Meeting</p>	<p>Participated in Agent @ Home Show with Becky Reincke from Pelican Bay. April 12 from 5pm-8pm. Agents were mostly Seniors. Information on GBI was given out. Drafted thank you letter on behalf of the Minister to Mr. Charles Lehmann, executive director PBC Tourist Development Council. As reported by DDG and Mr.</p>	<p>Agents agreed to booking more clients to GBI</p> <p>Waiting for DDG approval on thank you letter. Letter would be send to Mr. Lehman and Mr. Tony Missolotte, commissioner, PBC</p>	<p>Karen</p> <p>Karen</p>	<p>Completed</p> <p>April 28</p>

	Stuart the meeting was a success and the thank you letter has reflected same.			
Chamber of Commerce	Compiled information on the Chamber of Commerce – membership application, cost, benefit and calendar of events in Greater Miami, Broward & Orange Counties, Southwest Florida-Naples/Ft. Myers, Key West, Tampa, Palm Beach and Jacksonville	Instructed by Mr. Stuart the Florida unit would be pursuing membership in Key West, Palm Beach, Orange County, Greater Miami, Broward County and Tampa. Membership would allow for opportunities to: expand networking, create visibility, access to information and services, etc...	Karen	May 8
Laminate R Us Tampa Carnival	Received proof of post card. I suggested the following changes: adding www.grandbahamavacations.com and the Bahamas logo and change the word Surf and replace it with Sun. Andre sent a copy of the high resolution logo to Bob. Jennifer and I did a walk through of the Tampa Carnival on Saturday, April 29. The concept was similar to our “Junkanoo In June” festival only on a lower scale and quality. There were very few	Received approval for changes from James Turner. Bob has agreed to make changes to the post card and send them to the entire state of Florida and Atlanta. We make a wise decision by not buying into the first Tampa Carnival. The target audience is not the focus of TIOTB. As a result of our findings, I do not see any benefits or returns for	Karen Karen	Ongoing

	<p>food and craft vendors who were scattered over a large area causing the Festival to lose its intimacy and flavor. Exhibits signs were posted but no exhibitors were set up. The participants and attendees were mostly Jamaicans and Trinidadians.</p>	<p>TIOTB presence at the actual event.</p> <p>However, we may consider participating in the Carnival's PR/Ad campaign in 2007.</p>		
Events Department – Hello Card	<p>Created Art design for Hello Poster Display & Tent Card for JSF & Hello Card</p> <p>Create a template of opportunities that BTO will offer the BTC Hello card in exchange for the \$100,000 that BTC gave to NTW. The opportunities include, logo placement on brochures & flyers, vertical market participate, golf tournaments, flying events, scuba radio, and boating flings.</p>	<p>Used at the annual National Association of Bahamians Gala Nite. Tent Cards placed on each table promoting JSF & Hello Card.</p> <p>Presented it to Angelika, Bridgette & Anita. They will discuss with Janet Johnson and determine a plan of action</p>	<p>AAS</p> <p>Angelika</p>	<p>Done</p> <p>Ongoing</p>

Super Bowl XL1	<p>Super Bowl will be held in Miami in 07. DDG has appointed a team (Communications & Events Department, Weber, Norma & I) to explore options for TIOTB to benefit from this event.</p> <p>The 2010 Super Bowl will be held in Miami as well.</p>	<p>Looking at Pre & Post as well as Super Bowl Parties in TIOTB featuring international known musical artist.</p> <p>We would use the same plans & adjust as needed for 2010</p>	AAS	Ongoing
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
3/27-30 Atlanta Blitz and Supplier Night	<p>Sales Calls went very well. Agents are hungry for updated Bahamas information, especially the Out Islands. Uncovered two group leads – were passed on to Pelican Bay and the Hilton respectively.</p>	Conrad to follow up with agents.	CT	
4/03 In-office	<p>Secure prize for Mother's Day Promotion with the James Crystal Radio Group - WFTL 850 AM. Dr. Laura, radio talk show host, will be at Florida Atlantic University, May 13 and will personally give the prize away.</p> <p>Will also participate in their Travel & Leisure Expo, June 24, 2006 and the Signature</p>	Hotel and airline will be invited to participate in travel show.	CT	

	Grand – a 45 minute seminar is also included.			
4/04 Travel Impressions Trade Show	Shared Cable Beach Resorts' booth. TI top accounts attended the show, ie American and AAA agents. Scott Zimmerman, Starwood Hotels also participated in the show.		CT	
4/06 Miami Herald Show set-up	- Met with Bernadette Claybourne, who is planning a women's conference in Nassau August 13-17. It's called the 'Megiddo Woman Workshop' which trains females to be women, wives and mothers. Went to Liberty Travel to assist in packages for the group - 50 rooms. They are looking at the Bristish Colonial Hilton. Richard, Leah and Claudette Davis, NPI, assisted with set-up of show.	Will follow-up with Liberty Travel.	CT	
4/07 Miami Herald Show	Show for trade opened today- was very slow.		CT	
4/7-9 Miami Herald Show	Even though the show has grown in terms of vendors, it failed to attract the consumers.	Will re-visit our participation in next year's show.	CT	
4/10 In-office	Old Bahama Bay and Continental Airlines have donated a giveaway for the Mother's Day Promotion which is to begin May 1. Promotion	Request Bahamas copy spots from PR/agency, if available.	CT	

	will be aired at least six times per day.			
4/11-13 Vacation				
4/14 Day Off				
4/17 -21 In-office	Worked on T&T Fam trip, Bahamas quiz for AmExp agents.		CT	
4/24 GoGoWV Appreciation Dinner	Boca – Approx 65 of Gogo’s top accounts came out for the event. Shared Pelican Bay’s booth.		CT	
4/25 GoGoWV Appreciation Dinner	Coral Gables – Approx. 80 agents attended. Cable Beach Resort and Our Lucaya also participated. Spoke to manager about coming in to do an in-house seminar.	Will follow-up to schedule date for Gogo’s training.	CT	
4/26-28 In-office	Finalized T&T fam, completed Bahamas quiz, monthly report, and activities.	Send quiz to AmExp res center. Winners to get prizes.	CT	
4/29 – Miami Dolphins Draft Day	Event used to promote Fan Fest on GBI.		CT	

Trade Organizations:

SKAL

Leave Record:

2 Days Casual AAS

1 Day Vacation AAS

Marketing Intelligence:

Daytona Beach is no longer advertising or going after the spring break market. They decided that the \$196 million market was not a good target for the city. They will concentrate on the Daytona 500, Bike Week & Bikeoberfest which put \$744 million in the economy. AAS

In 2005, Miami-Dade welcomed 11.3 million visitors & Broward county 10 million. AAS

Miami Herald featured an article in the travel section of the April 9, 2006 edition on Gambling in TIOTB AAS

Miami is experiencing a great hotel season. Occupancy rates are #2 in the USA (behind Phoenix (88.5%) at 86.5%. Room rates are #2 behind NYC (\$204.31) at \$179.45 & increasing. AAS

Café Bahama. New restaurant opened upstairs of Festival Place. Nicely decorated serving Bahamian food. Also features a logo shop. The restaurant is owned by and operated by Paul Bevans a former BTO colleague. Will consider using this as a venue for H2O welcome reception.AAS

Airlines:

Lynx air service FLL-S. Andros is doing well. There is a healthy balance between local air passengers & visitors. AAS

Trade Organizations:

4/4	-	Travel Impressions	-	60 agents
4/24	-	Gogo WWV Appreciation Dinner	-	65 agents
4/25	-	Gogo WWV Appreciation Dinner	-	80 agents

Marketing Intelligence:

- Agents claim that business is just now slowing down – clients are starting to plan summer travel.

- According to ASTA travel agents are using the internet more for research, bookings and communications.

Competition:

- Florida Getaway Vacations – offering 3 day/2 night package for \$99 plus tax per package to Orlando. Package also includes 2 tickets to Universal Studios, Islands of Adventure or Sea World.
- Cruise lines are trying to lure passengers back with low prices – they are being cut mainly for Caribbean sailings from now until the fall. Royal Caribbean is offering a deal on a number of Bahamas, Mexico and Caribbean trips in which the third and fourth cruisers can sail for \$99. This, of course, is the result of the high-profile problems the cruise lines have been faced with as well as hurricane fears.

**Tour and Travel Monthly Status Report
New York/New Jersey**

Prepared By: Nuvolari Chotoosingh April 2006

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
In-house training of Liberty Res Agents. Next training presentation is planned.	Presentation went extremely well with great emphases placed on the out islands using Bahamas.com		NC	May
Sponsorship of NJ-CTO monthly meeting	Conducted presentation of Bahamas for CTO members. Also in	Follow-up with those members who attended for feedback. The Chapter seems to be on the decline	NC	May

	attendance were Don Cornish and Dornell Watson.	and we will reevaluate our working with them.		
Caribbean Week June 11-15	Presently work on plans for the Bahamas participation in CTO Week. Plans are on the way to incorporate Junkanoo Summer Festival as theme.	Committee working to confirm all pieces such as Chefs program, Honeymoon, Booths etc. Follow up call to be made to Janet Johnson to obtain giveaways, posters etc.	NC	May
TO-FAM	Staff Fam Trip went well although we were on tight schedule. Islands visited were GBI Abaco, Nassau and Harbour Island.	Identify Agents for FAM this summer.	NC	May
Joint Sales calls in NJ Area with PITDA rep.	Made joint Sales calls with PITDA Manger in NJ. Agents were very receptive and interested in latest developments in TIOTB.	Will continue to keep agents abreast of ongoing developments	NC	May

Marketing Intelligence

Top destinations from the North East

- Mexico-Value for money, all include inexpensive
- Jamaica-All inclusive, Breezes& Sandals name recognition
- Bahamas-Easy to get to, good weekend getaway

Barbados-Real Caribbean experience

Trade Organizations

BTO sponsored NJ-CTO with Bahamas Night presentation.

Misc./Administrative matters

- Joint calls with PITDA Rep in NJ
Working with CTO scheduling Caribbean Week in NYC

Tour & Travel Monthly Status Report
NORTHEAST MARKETS

Prepared By: DORNELL WATSON

APRIL 2006

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Caribbean Week 2006 BTO Planning Team (Nuvi C., Elizabeth R., Jennifer G., Dornell W.)	Pending – Working on the following items: 1) researching cost of transportation for 10 members of Colours to perform at Carib. Fair Event: 2) Contact Stephanie Toote re ad for souvenir booklet for State Ball.		DW	5/12/06
Water Fire – Providence, RI (Consumer Event)	Pending – Awaiting response from Sandals Rep. regarding Co-sponsorship opportunities.	Once details on event are provided, submit budget for approval.	DW	5/19/06
Norfolk Harbor fest /Colours Junkanoo	Pending – Working with Chris	1) Budget was submitted to	DW	5/5/06

Performance – June 9-11, 2006. (50 Pax) Norfolk, VA	Justilien from Colours Junkanoo Group and Kelly O’Neill at Festevents to bring up 50 performers to perform at Norfolk Harbourfest. TIOTB will also have a booth at the event.	Director of T & T, awaiting approval from MOT. 2) Submit payment for air travel for group to Gogo WWV.		
CBS Radio Baltimore/Baltimore Travel Guide – Summer Advertising & Marketing Program – June/July 2006	Pending – Received an advertising and marketing proposal from CBS Radio (referred by AAA Tvl) to participate in their Baltimore Travel Guide and radio ads in Baltimore, MD area.	Approval granted to participate Contact AAA Tvl & Travel Impressions for a fall package offer to promote; Develop ad and commercials to be aired.	DW	5/15/06
4/4 – Sales Calls (Lancaster, PA)	Called on 5 agencies	Made note of agents interested in fams.	DW	
4/5 – CTO Meeting	Participated in CTO Trade Show sponsored by Travel Impressions			
4/17 – Joint Calls w/ Pelican Bay (South Jersey) Agents At Home Expo (Phil.)	Called on 5 agencies in S. Jersey Invited to participate with Pelican Bay at this trade show attended by 110 agents	Get the list of at-home agents for Bah. newsletter e-mails and special events offers.	DW	
4/18 – Joint Calls w/Pelican Bay (Virginia) Agents At Home Expo (Reston, VA)	Called on 4 agencies in VA. Participated jointly w/Pelican Bay (100 agents)			
4/19 – Bahamas Night at CTO-NJ Chapter Meeting (Clark, NJ)	Participated in trade show and presentation to members.			
4/20 – Joint Calls w/Don Cornish (BTO) (S. Jersey) Gogo Office (Voorhees, NJ) (5 Agents)	Follow-up on group lead with Rosenbluth Tvl. Updated agents on Bah. Product also got feedback on bookings and information on 3 group leads/confirmations.	Forward RIU’s Sales Mgr contact info to P. Sarullo at Gogo office	DW	

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Marketing Intelligence

The agencies called on this month gave different reports on bookings to The Bahamas. For the most part, many agents complained of how high airfares have been to the destination. The big vacation sellers were cruises, Orlando, Las Vegas, Mexico and Punta Cana.

Lead price: \$699/4 nts – Best Western Bay View Suites

Group Leads/Confirmations:

Rosenbluth Vacations (Voorhees, NJ) has a confirmed Wedding Group to Radisson CB (7/19-21/06) – 36 pax/54 room nights.

- Gogo WWV: 1) Rock Band group (11/06) - 200 pax/300 room nights at Breezes (unconfirmed)
2) Wedding group (7/06) – 52 pax/78 room nights at British Colonial (confirmed)
3) Wedding group (6/06) – 20 pax/30 room nights at RIU (confirmed)

Competition

There are still a lot of ads from the competition, Jamaica, Puerto Rico and Cayman Islands, to name a few. Where are TIOTB ads????

Mexico – Has an Extravaganza Sale going on – Book between 4/23 -5/8 and travel by 4/26 -12/20/06 (from \$899/7 nts AI)

Jamaica – Air Jamaica Vacations has a “Fall Fever Sale” – book by 5/7 and travel 8/20 – 12/13/06 (from \$465/6 nts)

Tour Operators

Gogo WWV - Met with Linda Blackmore of the Voorhees office on 4/20, she described bookings to the Bahamas as average. Nassau is more popular and the most requested hotels are Atlantis and Radisson CB. The main complaint was high airfares and limited availability.

Top sellers are Punta Cana, Jamaica, Las Vegas and Orlando

Trade Organizations

4/5	CTO Greater Phil Chapter	Sponsored by Travel Impressions	140 Agents
4/20	CTO – NJ Chapter	Tradeshaw & Presentation by TIOTB	29 Agents

**Tour & Travel-USA
STATUS REPORT –MAY, 2006**

Northeast Monthly Status Report

Prepared By: DORNELL WATSON

MAY 2006

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Caribbean Week 2006 BTO Planning Team (Nuvi C., Elizabeth R., Jennifer G., Dornell W.)	Transportation for Colours Junkanoo Group (15 pax) now booked and paid for.	1) Follow-up on pdf file from Gogo WW Vacations for flyers for Caribbean Fair. 2) Assist Liz with production of entry forms for trip give- away at Caribbean Fair event	DW	6/1/06 6/2/06
Water Fire – Providence, RI (Consumer Event)	Pending – Received info from Sandals Rep. regarding joint sponsorship opportunities. Date is set for 1 st weekend in Sept. Further	Once details of event are provided, a budget will be submitted for approval.	DW	6/16/06

	details will be provided.			
Norfolk Harborfest /Colours Junkanoo Performance – June 9-11, 2006 (50 Pax) Norfolk, VA	R/T air transportation, one-way bus charter and hotel accommodations for Colours Junkanoo Group is now paid for and secured.	1) Awaiting package of information regarding booth space and Junkanoo Group's performance times. 2) Print flyers and select agency for call to action. 3) Order brochures for event.	DW	6/5/06
CBS Radio Baltimore/Baltimore Travel Guide – Summer Advertising & Marketing Program – June/July 2006	Submitted ad and editorial piece for print in Summer Guide. Also received a special package offer from Travel Impressions to advertise. Made a request to A. Miller for logo and hyperlink to TIOTB web page for submission by 5/31.	Request a :30 commercial announcement for submission to CBS Radio.	DW	6/16/06
4/30 – 5/3 – Int'l Travel Partners Conference in Grand Bahama	Participated in conference activities as well as pre and post fam trips to Abaco and Exuma.			
5/4 -5/6 - Nassau and Harbour Island Independent Fam Trips.				

Competition

Puerto Rico – On-going TV campaign currently running on major networks. **Cayman** has also introduced a summer/fall special program being promoted on TV.

Tour Operators

Gogo WWV - Awaiting feedback from Business Development Mgr regarding 1st Quarter bookings for PA and South Jersey areas.

**Tour & Travel Monthly Status Report
Midwest - South
MAY, 2006**

Prepared By: Margaret Campbell

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
T &T Leisure Sales Calls/In-Office Training.	Completed (8) sales calls and (2) in-office training session throughout the downtown Chicago area and Southern, ILL. Travel Agents noted that the direct	Upon referral of an on-island wedding planner from our Fla. wedding Manager and an on-going assistance to Jane from Emerald Cruise & Travel;	M.C	N/A

	<p>airlift on American Airlines to Nassau and Grand Bahama out of Chicago accounts for their increase bookings to Nassau and Grand Bahama. Emerald Cruise & Travel reported a wedding group going into Nassau on July 8, 06 and also, they are working with four couples planning a trip to Nassau in August, 06. Larry from Travel With Me, have (6) pax going into Nassau next month, staying at Atlantis and noted that bookings of clients into that resort is becoming difficult and he don't know if it's because of space allotment or customer service.</p>	<p>their bookings of (8) clients for her client's wedding in Nassau at the Radisson July 8, 06 increased to (34) to date. I also mailed out a quality of brochures (What-to-do) and made-up a flyer from our press kit on things to do in the Bahamas; to be distributed to the visiting passengers prior to their arrival in Nassau.</p> <p>Discussions are on-going with Bloechl from Carlson Wagonlit travel, about conducting a staff in-house training next month.</p>		
Telemarketing	<p>Calls were made in Indiana and Minnesota. Most of the Carlson managers I spoke with were aware of the Bahamas program and look forward</p>	<p>Discussed future in-house training and FAM trips into Nassau and Grand Bahama.</p>	M.C	N/A

	to working with us.			
T & T Promotions: WLS.890 Radio, Columbia College Teachers Seminar and The Soul Children of Chicago Choir.	<p>On-going discussions with WLS.890.Radio regarding their Fall (Sept.06) Live-broadcast from Grand Bahama Island.</p> <p>Met with Dr. R. Sands regarding the Bahamas participation in this year's teacher's seminar. Met with Mr. Walt Whitman, Director of The Soul Children of Chicago Choir, regarding their interest to perform in the Bahamas.</p>	<p>Awaiting final details from Apple Vacations, Air Trans, Our Lucaya and Carol's Travel regarding contracts and bookings start-up date. The station is planning to start their on-air promotion mid June, 06. Details are pending regarding the Bahamas participation in this year's Columbia College teacher's seminar. I forwarded a request from Columbia College to Ms. Arlene Nash-Ferguson, whom they requested and she is communicating with Dr. Bethel from the Bahamas Department of Cultural Affairs; regarding her participation which is pending and details to follow.</p> <p>Awaiting proposal and further details also</p>	M.C	Pending

		regarding the Chicago Choir (100+) members visit to the Bahamas.		
T & T Trade Show	Plans confirmed and paid (\$30) for our participation in South Suburban Travel Professional Trade Show, June 12, 06. Linda from Suburban Travel Organization informed me, that the show is attended by more than (300) agents from the surrounding area and Indiana border-line.	Organization membership dues were paid. I will participate in the trade show. Also, brochures for the up-coming show were requested.	M.C	Pending

Marketing Intelligence:

Cruise lines due to the increased business, are paying up to 15% commission and more to travel agents.

There is a need for brand advertising of TIOTB in the Midwest market and in particular Grand Bahama Island. There is also a need for consistent training/updates for agents in the area on TIOTB.

Competition:

Mexico and Jamaica growth in visitors continues to be popular due to lower price-points and weekly charters out of this market.

Airlines/Wholesalers:

Funjet/Mark Travel, Southern, Il. Manager reported there are steady bookings on Spirit Airlines to Nassau via Fort Lauderdale. Also some requests are being received for American Airlines.

Apple Vacations reported that their Bahamas summer bookings are steady with passengers traveling on American Airlines to Nassau and Grand Bahama.

Organizations:

South Suburban Travel Professionals – 05/17/16.

Tour & Travel Monthly Status Report Midwest - North				
Prepared By: LEVAUGHN COOPER			MAY 2006	
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Cleveland ASTA Travel fest	Completed – This show was not well attended as in the previous years. This was due to the fact that it was first spring/summer type day for the season. It	Followed up on some of the specific Agents requests. Made contact with the Bahamas suppliers from that area. This will be needed for	Levaughn Cooper	

	was estimated at 350 pax, but there was a little over 100pax.	my upcoming Bahamas Nights.		
WKKV-FM Radio Show	Ongoing – Working with Sean John at station for a Radio Come along for end Aug., beginning Sept.	Have sent the proposal to the Hilton Hotel who is interested, but they require further details before making any commitment. Will also send this onto American Airlines to ascertain interest once we have come to an agreement on the amount of hotel rooms/air needed for staff & recording artist.	Levaughn Cooper	Aug. 31
5/9&11, 23-25Sales Calls	Completed – Made calls in the Itasca, Roselle, Wheaton & Bloomingdale areas. Most of the agents were aware that AA has begun services into GBI. They are pleased about the new service and know that it can benefit their clients. Just one of the agents was concerned about the size of the aircraft being used.	Will continue to promote the new service to GBI over the next few months. Need to get some additional collateral material based on number of request received to date.		

5/15-19 Midwest Travel Supplier Assn. Trade Shows	Ongoing - Participated in a week of shows in Dayton, Cincinnati, Lexington & Louisville. These shows are usually smaller in size, but very intimate. You get an opportunity to speak with the agents' one-on-one. There was quite a bit of interest in the Out Islands from that area and questions regarding Grand Bahama Island and Royal Oasis	Followed up on some of the requests received. Also assisting a cruise group who is going to be in Nassau July 22 nd and looking for a Bahamian restaurant to have lunch/tour while on island.	Levaughn Cooper	July 22nd

Marketing Intelligence

A few of the agencies have reported they are now selling lots of Europe. They attributed this to the lack of immediate threat to America at this time, and their need for vacations. Also agents see this as an increase in \$ as their clients are spending much more for a quality vacation. They also said that the Caribbean is still a top seller because of proximity to the US, but cruising is very popular to that area.

American Airlines have reported that the load factors into Grand Bahama have been going well. For that first flight (May 6th), they had 67 passengers on a 75seater. Also during the past weeks, it has been going quite well. Their sales staff is still interested in a FAM Trip to GBI and will be contacting us by the end of June to confirm a date.

Misc: Agents are now requesting collateral pieces on Grand Bahama Island. We need GBI brochures not sure when they will be available in quantities but I have been directing agents to the website. Many of them would still like to have a few pieces in their office as a point of reference and also for their clients to view. A few GBV brochures were available after the blitz, but this has been depleted. What is the status of collateral pieces for GBI?

Tour & Travel Monthly Status Report
 Western Markets
 MAY, 2006

Prepared By: LURLINE BUBB

ACTIVITES/PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILI TY	DUE DATE
May 01- 06, 2006 IPC Conference- Grand Bahama	Attended International Partners Conference, Freeport, Grand Bahama. It was very educational. Tour Operators, Wholesales, and Airlines spent most of the time discussing developing new business to GBI. In addition, they informed us that GBI is underserved and need more exposure in markets to travel agents and consumers. The Conference was very	Create a GBI sales project.	Lurline Bubb	

	informative.			
May 4 & 5- Site inspection, GBI.	In keeping with the Bahamas Partners request, I completed a site tour of hotels, City and Country tour of the Island, and experienced some of what GBI has to offer. I can now recommend GBI with confidence to our Travel agents and consumers.	Create special generic programs for distribution during Consumer/Travel agents shows.	Lurline	
Meeting - May 16, Ms. Crystal Hadnott, Marketing Manager, Carlson, Houston May, 16, 2006 Continuation Carlson's meeting.	Met with Crystal to discuss ways to increase business from Houston. We are now working on a plan that include a Bahamas Promotion and update. There is lack of product knowledge on GBI in particular and we discussed Familiarization trips and opportunities for employees to sell more Bahamas.	Follow up will be made regarding upcoming event, and fam trips for employees. Crystal will provide proposal with additional information.	Lurline	
May 17, 2006 Meeting with Carol Pace-Shelley, Results/Carlson.	Discussed promotions for employees of all Results Agencies in West & South West, since Carol has	Follow up meeting is planned and also I will provide Carol with promotional details in	Lurline	

	<p>major accounts with these companies. Also discussed participation in travel seminars, Bahamas Breakfast and Dinner Clubs. Carol is very interested in working with us to promote the Bahamas in this region.</p>	<p>writing, so that she can solicit partner participation in any promotional opportunities.</p>		
<p>May 18, 2006 7:AM Presentation and Meeting with Go-Go, Houston, TX.</p>	<p>Conducted an in-house Presentation for Go-Go Reservation staff in Houston. Met with Manager, to review how we can grow our business from Houston. One of the reasons is that more education on the Bahamas is needed for us to be a big seller in Houston. She indicated that Educational seminars and Familiarization Trips would help.” Flight times are not bad for the Bahamas. Product knowledge would certainly help”</p>	<p>Follow up will be made. She has agreed to work with BTO on any projects.</p>	<p>Lurline</p>	

<p>May 18, 2006</p> <p>Meeting with Stu.</p>	<p>Met with Mr. Stu Barash, "Travel with Stu Barash" KFNC -FM Radio. The CEO had a scheduled trip planned for Exuma later in May, 2006.</p> <p>We discussed need for more visibility of thee Bahamas in Houston by conducting Radio advertising, Bahamas trip giveaways, Sponsorship and more.</p>	<p>Will follow up with our Bahamas Partners for give-away and other opportunities.</p>	<p>Lurline</p>	
<p>May 19, 2006</p> <p>Met with –Producer of Travel Shows in Texas</p>	<p>We discussed various shows, in the fall, 2006 and 2007.</p>	<p>Will follow up on discussion areas.</p>	<p>Lurline</p>	
<p>May 25, 2006</p>				
<p>Bahamas Partners Suppliers VI.P. Dinner,</p>	<p>Hosted Bahamas Partners in Dallas. It was an extraordinary Group. We discussed ways in which we can work as partners to develop business to The Islands Of The Bahamas. Our partners were very excited and are ready to</p>	<p>Follow up meeting will be held in July, 2006.</p>		

	support our plans. Everyone want to support the goal of increasing business from this region.			
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**Florida Marketing Unit Monthly Report
May 2006**

Prepared By: Anthony A. Stuart

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Bahamas/American Heritage Luncheon	Monthly Luncheon Hosted by Consul General. Guest Speaker was Jacob Rose who spoke on Bahamian Immigration & the new proposed USA Immigration Law. Cross section of Bahamians & friends of the Bahamas attended	Opportunity for Bahamas trade & investment business & leisure vacations	AS & KW	Ongoing
TIOTB Rest Stop at The MS Bike Tour	Created a Bahamas Theme at the rest stop in support of the Bahamas Biking Team that rode in the Tour on Saturday & Sunday	Promoted TIOTB at the event to the bike riders & support staff. NPIP staff also participated in the event	AS & KW	Completed
Super Bowl XL1 (Island Bowl)	Met with Ken Elder of the South Florida Super Bowl	We will review his proposal & advised him on what we	AS	Ongoing

	Committee to discuss opportunities for Super Bowl 07 & 09	like, dislike & would want. I will send a report under separate cover		
ITPC Report	Sent under separate cover			
Dol Fan Fest	Event takes place June 23-25 in GBI. Needs a great effort for it to succeed. We will assist the sports department along with communications	I was asked to be the on air spokesperson on radio & TV to promote the event. We will give away trip to participate in the event as well. Consumer blast, fax blast to agents, onshore PR for the training camp, tailgate party & fan fest activities in works. Norma, Angelika, Leonard & I went to GBI for a site of activity events and to meet with on island partners.	AS & CT	June 25
Dol Fan Fest GBI Press Conference	Participated in a Press Conference on GBI to announce the Fan Fest and to speak about the activities on GBI. Invited Children to participate in the Training Camp, Families to come to Fan Fest & Tailgating Party & spoke about the relationship between Miami Dolphins & TIOTB.	Press conference will be held 2 weeks before the event to announce the players & alumni that will participate in the event	AS	Done
Orlando Magic Camp in The Bahamas	Awaiting a decision on dates &	Once dates are confirmed,	AS & JG	July 06

	locations, and sanctioning by the Bahamas Basketball Federation	camp is sanctioned by BBF & a gym is confirmed, we need to create packages and promote the event. Unfortunately, due to lack of confirmation on anything, both ads to promote the camp in Magic Magazine were missed.		
HOT 105 FM	Anita has a proposal from them for a "I'll be there in an Hour" promotion.	Promotion will demonstrate the ease of travel to TIOTB. There are 4 DJ's and we would look at Bone Fishing in Andros, Soft Adventure in GBI, Fishing in Bimini & Island Hopping in Abaco. A winner would be selected to travel to the destination with the DJ and the DJ would call back in an hour on arrival in the destination & with daily reports. (Hello Card).	AS & KW	July 06
Water Channel	Interested in promoting all water activities in TIOTB on this new TV station on Dish TV.	Grace will provide them with "raw" footage of activities in TIOTB. We will put them in touch with the new marina projects. They are interested in the Hemmingway Classic	AS	Aug 06
NBA Players Association Meetings	Confirmed for Atlantis Resort	Assist sports department with the event. Create onshore events & activities	AS	June 06

		for players & fans.		
Family Christian Associations of America	Presented Treasure Cay as an option for next year's golf tournament of 100 players. If they do not bring the tournament, they will provide a number of foursomes at the Partners Summit in TCB in 07	Will provide them with dates and prices for 07 tournament.	AS & Earl Miller	Nov. 06
Toastmasters Conference – Coco Beach, Fl	Met with Toastmasters organizers about hosting the Oct 07 conference in TIOTB. Offered both NPI & GBI as options. As most of the group will travel via MCO, NPI is the better option. Met with Charles Saunders on UP who is prepared to put a special flight/price in place to secure the event. Please see report sent under separate cover by Maxine Lockhart	Maxine will follow-up the Toastmasters organization in MCO to secure the event for TIOTB	AS, JG & Maxine Lockhart	Oct 06
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
5/01-02 – In-office	Completed arrangements for fam trip.		CT	
5/03-07 Fam trip – Nassau/Hi	Hotels on PI and Nassau were visited. Most of them were running over 85% full. Took the fast ferry over to Harbour Is. We were met by Prescott Young who gave us the grand		CT	

	tour.			
5/08-11 In-office	Worked on last minute details for res training and CTO meeting. Prepared 'fun facts' quiz for meeting		CT	
5/12 American Exp Res Training	Conducted Bahamas training to over 50 agents at the AmExp res center in Miramar. Agents were very excited. Six sessions of presentations were done by Donnajean and myself. Karen assisted with the set-up. Many of the agents participated in the Bahamas quiz, which actually forced them to go on line to find some of the answers. It was a lot of fun – there were 20 questions, most of them got 16 and over correct. Prizes were given to the top three. There was also interest from the other centers, the one in Jax in particular.		CT	
5/13 Dr.Laura's Show-Boca	Attended Dr. Laura's Show at Florida Atlantic University where we gave the grand prize – 3/2 and Old Bahama Bay with air on Continental Airlines. Show was put on by WFTL radio/talk show.	Will be working with this radio station on other promotions. The Travel & Leisure Show originally scheduled for June 24 has been postponed until Oct. Also speaking with them on a possible radio come along	CT	

5/15				
5/16 CTO Monthly Meeting	<ul style="list-style-type: none"> - TIOTB sponsored the meeting. Promotion Boards and their members were invited. The following attended: NPIP, Cable Beach Resorts, Hilton, GBITB, GBV, Discovery, Forbes Charter, Pelican Bay, Viva Wyndham, Our Lucaya, Island Palm and BOIPB. - Rockwell Tours requested Bahamas updates for agents. 	<ul style="list-style-type: none"> - Working with GBITB and CTO on a fam for members. - Follow-up with Rockwell Tours to schedule a date. 	CT	
5/17 Dolphin Meeting	<ul style="list-style-type: none"> - Meeting called to finalize plans for Fan Fest. - Working with On the Inside Publication in securing trip giveaway for an on-line sweepstakes. On the Inside is a new publication in the building trades industry. It is specifically designed to target homeowners. 	<ul style="list-style-type: none"> - Tour & Travel responsible for handling the tail gate party, which will be held in the marketplace at Port Lucaya. - Secured prize for promotion. Bimini Sands to give a 3 day/2 night stay. 		
5/22	Working with Expedia & BOIPB in arranging Bahamas training to agents.		CT	
5/23 Casual Day				
5/24 The Girl Friends Meeting	- Meeting held to finalize plans for the event, which is to be	- Set up was at 2:00 pm.	CT	

	<p>held on the following day. Over 700 registered.</p> <ul style="list-style-type: none"> - Met with Laura Rehaluk of the Sun Sentinel and Evan Saucedo of the Tribune to discuss some promotional opportunities. Ideas discussed were targeted toward our need periods Sept/Oct and included passport program, singles travel etc. 			
5/25 Tour & Travel Meeting The Girl Friends Event	<ul style="list-style-type: none"> - Tour & Travel brainstorming meeting. - The Girl Friend event proved to be successful. BTO provided Junkanoo group, Bahamian band, souvenir cowbells, flags and prizes. GBV provided packages for the group 		CT	
5/26 Tour & Travel Meeting	Discussed upcoming projects in the different territories. Will also be concentrating more of secondary markets.		CT	
PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Junkanoo Summer Festival	Contacted Corporate Advantage and received quote on merchandise for the upcoming JSF: Lanyards, Whistles, Sports Bottles, Bracelets, Air	Corporate Advantage reported that the deposit was received and proofs are being sent Andrea Coakley for	Karen	June 9

	<p>Freshener, Luggage Stickers, Bandanas, Pennant Strings, Entrance Bands, Key Rings, Cocktail Napkins and Placemats.</p> <p>Andrea Coakley reported that the JSF committee made the decision to order some of the items (highlighted). The invoice was approved by the Director of Events on May 16 and deposit sent.</p>	<p>approval. Competition date is pending and uncertain if merchandise would be ready in time for first week festival. Approval of the proofs is taking longer than expected.</p> <p>The items would be shipped directly to Andrea in Nassau to avoid paying sales tax. Andrea has provided shipping information. However, Corporate Advantage advised that it would be costly to FedEx. Anthony has suggested a more economical way to shipped merchandise.</p>		
Chamber of Commerce	<p>Submitted membership forms to Accounts department, Nassau for processing of Chamber of Commerce membership fees. Proposed membership are: Greater Miami, Broward County, Southwest Florida-Naples/Ft. Myers, Key West, Tampa, Palm Beach</p>	<p>Awaiting approval and would forward to respective Chambers for membership.</p>	Karen	May 30
Administration	<p>Submitted registration forms and requested payment for</p>	<p>Awaiting approval for payment of registration to</p>	Karen	Completed

<p>Laminate R Us</p>	<p>Anthony and Cecile to attend 2006 Results Travel National Meeting on Friday, June 16 in Palm Beach Gardens.</p> <p>Submitted registration for Florida team to attend 2006 Tourism Leadership Summit</p> <p>Follow up call with Bob Ohrablo. Bob advised that the promotion is going very well and would end on June 15. There are about 20-30 entries per day who are signing up to win a free trip to GBI. As of today about 500 people are registered to win the trip.</p>	<p>said shows.</p> <p>The drawing is scheduled for June 16 and we would be informed of who the winners are.</p>	<p>Karen</p>	<p>June 16</p>
<p>Bahamas Day at American Express Reservation Centre May 12, 2006</p>	<p>Assisted Cecile with the Bahamas Day at American Express Res. Centre in Miramar on May 12 from 9:30am – 3:30pm.</p> <p>The BOIPB was represented by Donna Jean. About 80 agents attended six – 30 minute</p>	<p>Most of the agents had visited the Bahamas and are looking forward to a familiarization trip.</p> <p>Work on getting some of the hotel properties in the American Express program.</p>	<p>Karen</p>	<p>Completed</p>

	<p>sessions. The sessions were intimate and interactive. Surprisingly there are no hotel properties in American Express program. A Bahamas questionnaire was distributed prior to our arrival which gave the agents an opportunity to visit Bahamas.com to find the answers. Prizes were given to the top three winners. TIOTB sponsored lunch.</p>			
<p>“Junkanoo Festival National Reception” Girl Friends Incorporated – Miami Chapter May 25, 2006</p>	<p>Anita Johnson-Patty requested the assistance of the Florida Market (Karen & Cecile) at the “Junkanoo Festival National Reception” on May 25 at Westin Diplomat Resort, Hallandale Beach, Florida from 8:00 pm – 11:00 pm. The event was part of the Girl Friends Inc. 71st National Conclave – May 25-28, 2006. Assisted with decorating the room in a Nautical theme (straw items, conch shells, flags, cow bells...) and providing information on TIOTB. Free trip to GBI and Bahamas gift bags were given as prizes. There was a Junkanoo Rush and Paul Bodie & Island Force</p>	<p>The event was very well attended. The Event organizers were pleased with TIOTB participation in helping to make the event a success. Anita would follow up on discussing future projects that would benefit TIOTB.</p>	<p>Karen</p>	<p>Completed</p>

	provided the entertainment.			
TIOTB & HOT 105 FM Marketing Promotion	<p>Anthony, Anita and I met to discuss the written proposed marketing promotion between TIOTB and HOT 105.</p> <p>Following that meeting we met members from the said radio station to discuss terms and conditions for the joint promotions. The promotion is schedule to be launched in August 06 and start in July 06 running for four weeks. Islands included are GBI, Abaco, Andros & Bimini. Promotion focus would highlight proximity “be there in an Hour” and benefit of each island.</p>	<p>HOT 105 FM is in agreement with the plans as discussed and has agreed to revisiting the proposal and get back to us after Memorial Day holiday, May 29.</p>	Karen	September 30
Florida Market Staff Meeting – May 25 & 26, 2006	<p>The Florida team held a meeting on May 25 & 26. Topics discussed: project & product updates, upcoming activities (Dol Fan Fest, GBI Blitz, Junkanoo Summer Festival, Magic Summer Camp...) & Area Update. We all provide an overview of projects that we are working on, have worked and would be approaching for the future.</p>	<p>The upcoming fiscal year, July 06 – June 07 we would concentrate our efforts on various markets for business. We would focus more on promotional opportunities with different establishments such as Whole Foods & Maroone Car dealership... Each team member would submit training tailored to</p>	Karen	Ongoing

		their individual need.		
Sports Market Meeting – May 30, 2006	Sat in briefly on the Sports Market meeting on May 30 to discuss upcoming BAH/NBA basketball clinics. 20 NBA players and 1000 kids are expected to attend the event. It was suggested that the clinics be divided into two one hour session.	Anthony has agreed to securing tee shirts, golf shirts, caps, back packs- designed specifically for this event-to be included in gift bags for players. In addition, Florida would provide 100 TIOTB bracelets for the event.	Anthony/Karen	June 28
Bahamas Consulate General- Bahamian/American Heritage Luncheon – May 30, 2006	Anthony and I attended the Bahamian/American Heritage Luncheon on May 30 at 12:00 p.m. at The Rusty Pelican Restaurant, Rickenbacker Causeway, Miami, Fl. The luncheon was hosted by Mrs. Alma Adams, Consul General. The guest speaker was Jacob Rose, Attorney-At-Law. Mr. Rose spoke on US Immigration laws. Three main points discussed was: what to do to remain in the US legally; temporary workers status and taxation. Ms. Adams said that the Minister of Foreign Affairs was concern about and requested feedback from Bahamians on the recent staging of demonstration on the	The Consul General hopes that luncheons such as this would help to “promote, foster, nurture and strengthen Bahamian pride and history”. The luncheons would be held once a month to provide an opportunity for potential networking of Bahamian/American and to serve as a vehicle for growth.	Anthony/Karen	Completed

	new US immigrant laws. The cost of the luncheon was \$20.00 per person.			
CTO Training – May 16, 2006	Assisted Cecile at the CTO agents training held on May 16 at Dave & Busters. About 40 agents attended. Cecile conducted the presentation on product update. In attendance were: James Turner, Donna Jean Turnquest, Denise-GBI and hoteliers from NPI, Pelicans Bay, British Colonial Hilton... Bahamas questionnaire was given out and prizes awarded to the winners.	These product updates are important to the agents. It gives them the opportunity to keep abreast with new developments on the islands and can also be used as a refresher course for many. We now need to put a plan in place to conduct familiarization trips twice a year for the agents. As a result of the answers on the questionnaires many of them are in need of first hand knowledge of the product.		
PROJECTS	STATUS/SYNOPSIS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Tampa Carnival	Karen and I participated in an event assessment of the Tampa Carnival on Saturday April 29 in consideration for next year's event. It was apparent by the lack of sponsors and vendors participation organizers faced challenges in preparing for this	My recommendations is to consider community support during third or forth year of festival.	JG/KW	04/29/06

	year's first event.			
Caribbean Week – June 11-17, 2006	<p>Once per year CTO brings together all Caribbean counties to NYC to highlight the sights, sounds, color, culture, fine Cuisine and unique destination vacations. For the third consecutive year I will be assisting with the Celebrity Chef Program. The week long event consist of 2 Caribbean weddings, Caribbean Gospel fest, Celebrity Cricket Match, Caribbean Media Marketplace& Press Conference, workshops/Seminars, Caribbean State Ball, Town Hall Meeting and more.</p> <p>Event is schedule for June 11 – 17, 2006.</p>	<p>Recipe postcards shipped to New York office</p> <p>Video presentation for chef Jason McBride completed.</p> <p>Video presentation for chef Ezra Russell was reshoot on property 4/28/06.</p> <p>Budget and shopping list completed.</p> <p>Roundtrip Limousine airport transfers confirm with Forbes Charter. Logo was submitted for site placement.</p> <p>Celebrity Chef Program Cooking Demonstrations:</p> <p>Chef Jason McBride: June 12 -</p>	JG	Ongoing
World of Nations Festival	<p>City of Jacksonville presents its fourteen annual World of Nations Celebrations with over 30 foreign countries participating in the International Party, Children's Corridor, Parade of Flags, International</p>	<p>Follow up with tour operator requesting number of attendees and number of Bahamas bookings generated from the show.</p>	JG	5/5-7/06

	<p>Fireworks, food tasting & more. Countries from around the world showcased unique diversity, sights, sounds and taste. You build it and they will come...Park officials closed park gates when some 50,000 event goers bumped shoulder to shoulder to experience the many cultural traditions and heritage. Event passports were stamped from dusk to dawn.</p> <p>BTO partnered with Caribbean Tours & Cruise.(formerly Reggae Jam) Bahamas flyer included Nassau/GBI/Out Island with a lead price of \$388</p>			
Orlando/Orange County Convention & Visitors Bureau	CVB following up Bahamas membership application.	It was discussed that BTO will consider International Transportation membership application for Bahamasair – (\$1520) with return concessions from Bahamasair for BTO. Per annum cost is somewhat high; however, the benefits from CVB are seamless. Please advise how to proceed.	JG	5/3/06
Mark Travel/Spirit Vacations	Bahamas Day at Mark Travel - Res Center/Spirit Vacations.	Finalize event details with vendors.	JG	05/16/06

	<p>Confirm for Wednesday June 28 from 10:00 am – 3:00pm for 100 res agents and customer service representatives.</p> <p>Partners Participating: Comfort Suites, Paradise Island Harbour Resort, Best Western Bay View Suites, British Colonial Hilton, Breezes, Sandals, Radisson, Wyndham and Nassau Beach. BTO serving lunch for entire staff.</p>			
Joint Sales Calls – GoGo Tours	<p>Partnered with GoGo calling on their top accounts – GGWV Bahamas numbers are up 1% during same period last year. Shared information on new Continental service between Orlando and GBI – shopped pricing in the system and rates are extremely high.</p>	Ongoing follow up	JG	5/09/06
All About Travel	<p>Sandals & Honeymoon specialist. Bahamas booking via GoGo or Sandals direct. Requesting fam trips</p>	ongoing	JG	5/9/06
Windermere Travel	<p>Sandals specialist and currently selling Nassau program. Expressed interest in selling the Out Islands.</p>	ongoing	JG	5/9/06
Travel Links	<p>Selling Nassau program via GoGo and some Out Island-</p>	ongoing		

	Abaco. Fam trip required.	ongoing		
Go Travel	Bahamas summer group to Nassau – Radisson. Repeat clients to Abaco. Fam trip required			
Continental Airlines	Have not been able to obtain update info from CO on high pricing in the system. GBV confirms there is an introductory rates starting from \$258, but when shopped with operators and travel agent we were not able to locate through August.	Ongoing follow up	JG	5/10/06
GBI Blitz	Updated travel agent database and organize call patterns for upcoming GBI Blitz introducing the launch of the new Continental airlines non stop daily service from Orlando to GBI on June 8. 5 team's daily calling on 8 calls per day for 2 & 1/2 days. James and his team organizing invitation/venue for trade show and product presentation. Industry partner arrival June 4 – debriefing & packing of blitz collateral Jun 5 – Blitzing June 5-8, trade show/reception June 8.	Finalize details for upcoming event.	JG	
MIX 105.1 – WOMX- FM CBS Radio	Met with account executives Lydia Frost and Michele	Mix to submit proposal	JG	5/24/06

	Holland to discuss Bahamas Come Along and on air promotions.			
Pirates of The Caribbean promotion	On the Run & Mobil gas stations running Pirates of the Caribbean – “Dean Man’s Chest promotion for the up coming movie release July 7. \$2 for \$2 – buy two 20 oz bottle Coca-Cola and find treasure in a bottle of bounty prize or sweepstakes offer. Sponsors are: Islands of the Bahamas, Old Bahama Bay, and Coke. Radio ads are also running on CBS network.(ads does not give hotel location)			

Trade Organizations:

SKAL Meeting (AS)

CTO – 50 agents hosted 60 Agents at CTO Bahamas Nite CT

Skal Meeting (JG)

Marketing Intelligence:

Magic Johnson Enterprises have joined with GoGo Worldwide, Cruise ship Centres & RCI to form the Magic Johnson Travel Group. The goal is to get minority agents to become part of a national network of home based travel seller. The company is to be based in Miami. The “business in a box” cost \$4,995.00 & includes 1 week training at Cruise ship Centres Vancouver office & 1 week aboard an RCI cruise ship. AS

Tour & Travel Monthly Report
 Atlanta & Near South States
 May 2006

Prepared By: Conrad King

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILI TY	DUE DATE
In-office Admin	Continuing on going contact with partners in southern markets. Efforts are being made to cultivate contacts made through networking opportunities.	Currently coordinating a project between two prospects met at a T&T sponsored event. Details listed below.	CK	On-going
	Of the top 100 accounts, 21 are members of CTO-Atlanta. The chapter wishes to have its board meeting Nassau.	Will speak to local Delta rep regarding seat costs for 10 seats. Hope to submit a request to NPI promotion board for fam package. CTO not able to go to Nassau as planned earlier in spring of 06.	CK	On-going

Air Tran	Have spoken to manager of Air Tran to discuss training for its Reservation Center in Savannah.	Date TBA. Awaiting official confirmation from the airline.	CK	June 31
Certified Vacations	<p>May 2006</p> <p>Met with local Certified Vacations rep to discuss and share in-market activities. Has shown interest in participating in next year's "The Carlson Project – Junkanoo summer- 2007 " A project request was sent to the company's head quarters and is waiting decision.</p>		<p>CK</p> <p>CK</p>	On-going
Travel Impressions	I spoke to Travel Impressions manager and discussed plans for Mann Travel, NC. Mann Travel is an Amex affiliate and only works with its preferred accounts. Mann Travel is an independent agency with twelve outlets in the greater charlotte area.	Will coordinate with Travel Impressions and Mann Travel to set up booking incentive, in-house presentations for agency to develop business in shoulder period.	CK	On going
GoGo Worldwide Vacations	Have referred Gregory Fernander to GoGo to discuss	Hope to have packages ready for PGA Store	CK	On-going

	BEST Bahamas Golf packages.	promotion. Date TBA.		
It's Marketing111	Met with Marketing manager to discuss Bahamas projects. There is interest in co-sponsoring a Bahamas event. The company currently representing private label exclusive golf clothing line and wishes to expand into golf market.	Will be meeting with It's Marketing111 and Lifetime travel Group, to discuss PGA in store promotion. A proper point presentation was created that highlights T&T Objectives. Presentation content is open for discuss prior to meeting with respective parties.	CK	On going
The Carlson Project 2007	Have completed final meeting of T&T team to review the project. Upon minor revisions, will be submitted to Dir. T&T.	Dir. T&T to sign off on The Carlson Project.	CK	On going
Classice Travel – Peachtree City, GA	Lots of window space and would like material for display window Classice Travel is a Carlson affiliate located in Peachtree City, which is an affluent community outside of Atlanta. The agency has 5 full time staff locally but 90	Compiled all Junkanoo Summer information sent out from Event's Dept. The information will be used to support Classic Travel's window display. Sample Junkanoo Summer CDs was provided to the agency.	CK	June 5

	outside full nationwide, including Hawaii and Alaska.			
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Marketing Intelligence

- **.Tour operators, Airlines, Travel agents, Chain hotels with properties in The Bahamas etc.** - Promoting Junkanoo Summer 2006 Specials in local market.
- Attended the kick-off to the Sandals Ultra Convention, in Atlanta. Attended all of the learning seminars that were offered as part of the program. There were 550 agents who attended the convention.
- Will be working in conjunction with African American team to promote the Bahamas Junkanoo Fest at Atlanta Braves. Eddie and his team are working on the logistics of the event. I will use the opportunity to promote packages with special price point, which directs consumers to Bahamas.com. The event is being proposed for September 2006.
- Atlantis continues to be the most requested. Requested Carrie Jones -Gogo Worldwide Vacations to create flier to distribute on sales calls. Lead prices for the land only packages start at \$135.00.

Bahamas package vs. a competitor's package from each of your major markets:

- **Air Jamaica Vacations - Lead Prices**

- Four Days starting from \$428.00.

All Inclusive 4 days /3 nts \$ 350.00 **

Upgrade to first class. Amex promotion \$250.00

** Summer Special

Vacation Express: (Air, Hotel, Transfer from Atlanta)

Cancun 3 nights \$449.00
Punta Cana 3 nights \$455.00
Puerto Plata 7 nights \$677.00

Trade Organizations

5/1 Travel Industry Assoc of GA Atlanta, GA 59 pax CK