

For Six Month Period Ending Dec. 31, 2009
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant **Bahamas Ministry of Tourism**
(b) Registration No. **2310**

(c) Business Address(es) of Registrant
**P.O. Box N-3701
Nassau, Bahamas**

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

- (a) If an individual:
- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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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.

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, National Security Division, U.S. Department of Justice, Washington, DC 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
Edward Archer	Regional Manager	repatriated 7/1/09

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

If yes, furnish the following information:

Name	Position or connection	Date terminated
Rosetta Robinson	Sr. Manager	Retired 11/7/09

- (c) During this 6 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
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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 the 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.

Bahamas Ministry of Tourism

10. EXHIBITS A AND B

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

Exhibit A ³	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Exhibit B ⁴	Yes <input type="checkbox"/>	No <input type="checkbox"/>

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 the 6 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 NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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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:

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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 and places of delivery, names of speakers and subject matter.

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

If yes, describe fully.

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 the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 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 [x] 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
See attached			

Total

(b) RECEIPTS - FUND RAISING 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, or 9 of this statement? Yes [] No [x]

If yes, have you filed an Exhibit D⁸ 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, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes [] No [x]

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose

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, or 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
See 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, or 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:

- 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:

- 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:

- 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

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.

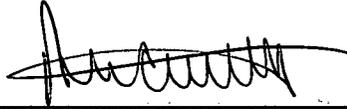
VI - EXECUTION

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 the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Type or print name under each signature¹³)

2/1/10



Rosamon L. Gomez

HSD/CES/REGISTRATION
UNIT

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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
NATIONAL SECURITY 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 NSD-2, formerly Form CRM-154 Supplemental Statement):

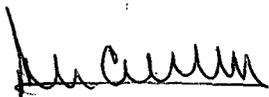
YES _____ or NO X _____

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

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

YES _____ or NO X _____

(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

2-5-10

Date

ROSAMON L. GOMEZ

Please type or print name of
Signatory on the line above

SR MANAGER

Title

NSD/CES/REGISTRATION
UNIT

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U.S. Department of Justice

National Security 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	Transferred to Nassau 7/1/09	
Bosfield	Bradley Lincoln	11/17/1994		
Brown	Valery	11/02/1992		
Davis	Pauline	11/17/1994	Placed on leave 7/31/08	
Glinton	Eureka	03/03/1992	Retired 11/7/09	
Robinson	Rosetta	03/03/1992		
Sands	Carlton Emmanuel Jr.,	08/20/2001		
Thompson	Pauline Davis	08/20/2001	Placed on leave 7/31/08 (same as above)	
Watson	Dornell	11/17/1994		

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**BAHAMAS TOURIST OFFICE
U.S. DEPOSITS
JULY - DECEMBER'09**

JULY	\$ 3,000,000.00
AUGUST	\$ 1,600,000.00
SEPTEMBER	\$ 1,850,000.00
OCTOBER	\$ 3,000,000.00
NOVEMBER	\$ 1,000,000.00
DECEMBER	\$ 2,000,000.00
	\$ 12,450,000.00

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Monthly Filming Of Disney Projects

Work with the Film Commission Unit of the Ministry of Tourism to secure approvals of all films at Castaway Cays for Disney Film. This filming is done at least two to three times a month on average. Coordination must be done each month.

Monthly Band Performances

Each month, the department coordinates with the cruise lines, the performances of various bands in the braiders square and also Rawson Square. Where necessary, the department secures the necessary approvals required from Bahamas Customs and the Port Authority. The department also facilitates the necessary provision of sound equipment and other needs which may arise.

Monthly Interagency Meetings

The Department coordinates these meetings in conjunction with the Port Department to promote dialogue between all users of the Port on how to make improvements in the area, create a better visitor experience and foster unity amongst workers.

Cruise Update: 2009

MINUTES Princess Cruises Meeting

- The Bahamas team met with Steve Nielson, V.P. Government Relations at Princess Cruises head quarters at Port Everglades to discuss Princess Cays.
- Will brief the Director of Investment on the scope of what Princess is proposing. The Director of Investment will drive this request for concessions and it should be in a proposal format that the Government will be receptive to.

3rd QT

New Business

- Disney's New Ship the Disney Dream make 51 calls on Nassau.
- The *Disney Dream* will set sail in 2011, while the *Disney Fantasy* will sail in 2012. The expansion will more than double the passenger capacity for *Disney Cruise Line*. Each ship will have 1,250 staterooms with a passenger capacity of 4000 and both ships be home ported in Port Canaveral
- We have arranged a meeting Disney's new president Karl Holtz to meet the PM in Nassau next week for a curtsey call. We hope to secure the *Disney Fantasy* as well. Most likely they would like an incentive agreement implemented.

NCL will make 21 additional calls to Nassau

- The 2,376-passenger Norwegian Jewel will move from Europe to New York, sailing a combination of seven-day Bahamas & Florida cruises. The ship will sail a series of 21 seven-day Bahamas & Florida cruises with stops in Orlando (Port Canaveral), Great Stirrup Cay and Nassau.

Ms. Bahamas Celebration:

- Ms. Bahamas Celebration believe it or not is the second largest seller of tours in Nassau.
- Carla just completed and offer letter following a meeting with them last week to do 2 weekly sailings to GBI.
- Initially, the ship will make two calls per week to Nassau and two calls to Nassau and will eventually move to GBI only.
- James Turner is working on cruise and stay program for Bahamas Celebration.

Secret Shopper Research Trip

The purpose of the trip was to do research for a Duty Free Shopping Cabinet Paper that Minister will present to Cabinet shortly.

The goal is to make Nassau and GBI more competitive duty free destinations. In a letter written to Min. Zhivargo S. Laing on April 14th, 2009, Charles Klonaris, Chairman of the Nassau Tourism and Development Board recognized the fact that the success of luxury retail shopping in The Bahamas is tied to price competitiveness. The Chairman further indicated that the bulk of shopping is presently done by cruise passengers.

Findings:

- The current passenger spend in The Bahamas averages only \$70 with complaints that shopping in the destination is not as attractive, as prices on the exact items found in The Caribbean are cheaper.
- The average cruise passenger spend is highest in St. Thomas \$163.58 and \$132.65 St. Maarten.
- Electronics is an untapped market for us. Cruise passengers shop in St. Thomas and St. Maarten for the latest, brand name electronic goods and prices up to 30% cheaper than U.S. prices.

August 2009

Attend FCCA CRUISE LINE MEETINGS - Topic: Expanding Caribbean Itineraries

Royal Caribbean Cruise Line

Topics:

- Incentive Agreement
- Investment in the Down Town Redevelopment Project
- New business, new builds
- Securing the Oasis of the Seas beyond the inaugural season

NCL

Topics:

- Increasing calls
- Status of the F3

Carnival Cruise Lines

Topics:

- Incentive Agreement
- Increasing Calls

October 2009 Report: Meeting with Norwegian Cruise Lines at FCCA St. Lucia,

Carla Stuart, Terrance Roberts and Mia Lange met with Norwegian Cruise Lines' executives, Colin Murphy and Captain Sven Sleipnes upon their request.

NCL Calls 2007-2009

Norwegian Cruise Line's calls to The Bahamas have increased from our initial meeting with them in 2006 from and total of 96 calls to Nassau, GBI and GSC in 2007 to 404 total projected calls in 2010. Colin Murphy noted that this is an unprecedented increase.

Port	2007	2008	2009	2010
Nassau	36	86	133	167
Grand Bahama	2	52	71	51*
Great Stirrup Cay	58	92	160	186

*There is a reduction in projected calls to GBI in 2010 due to the cancellation of 10 NCL Gem calls out of New York. Although GBI has an extremely low guest satisfaction rating per the guest surveys, the NCL Gem's cancelation is due of a Right Whale Restricted Zone. It is now required by law that ships out of NY reduce cruising speed by 50%, two hour prior to arrival. Stopping in Grand Bahama would create a delay in the return, arrival time in NY.

NCL Passenger Satisfaction Levels

NCL Sky passengers rated Nassau 63% and GBI 48%. The NCL visitor satisfaction survey has vague questions.

Attended FCCA Conference Workshops – October 28 & 29th, 2009:

- ❖ Sharing of “Best Practices” in the Family Market – Product Experience and Marketing (*panelists include Henry Bain, Director of Sales & Marketing, Atlantis*)
- ❖ FCCA Tour Operator Insurance Program – Changes You Need To Know (*discussions liability issues dealing with guests’ safety, liability to Cruise Lines, etc.*)
- ❖ Shore Excursion Q & A – An Interactive Approach to Everything You Want and Need to Know About Working with the Cruise Lines
- ❖ Sales and Marketing Strategies for Managing Through The Recession
 - Panelist Mark Melville of Chukka Tours said that the recession taught his company that they could be more efficient and that they could produce the same volume of business with a staff reduction of 20%. They learned the importance of vendor relations and that it made practical sense to cut all marginal tours that did not make money.
 - A majority of the panelists said it was best to maintain price integrity – they offered 2 for 1, with the understanding that perceived value was the key.
 - “What can’t be seen can’t be sold! Greater focus has been placed on social networking – Facebook, MySpace, Twitter, RSS Feeds, local market. Web reviews has proven to be the cheapest effective promotions.
 - Jaime Lopez-Diaz, Executive Director, Puerto Rico Tourism Company, recognized that Low Cost Air Carriers saved the day for passengers embarking on cruises from San Juan. He felt strongly that if all islands in the regions are selling the same natural assets, then they will have to compete on price. He recommended that the focus should be on the unique features of each destination.

November 2009

Carnival Dream

- Fielded cruise lines calls and requests
- Prepared Carnival Dream Remarks
- Travelled to Nassau to manage logistics for Carnival Dream
- Prepared staff assignment sheet for Dream Inaugural
- Sent Crew Discount Cards to Carnival
- Sent Memos and made follow-up calls for Dir. Cruise:

- Road Traffic Controller : Request assistance in reducing taxi driver solicitation
- Port Controller: Beta Testing, Security Company selection for RCCL, scanner payment for temp. security building
- Ministry of Finance: Duty free clearance of temporary security building
- Immigration: RCCL security building work permits

Oasis of the Seas

- Prepared staff assignments sheet for Oasis inaugural
- Requested Duty free clearance for Security Building
- Crew Discount Cards to Oasis of the Seas
- Liaised with Ambrose on the design for the Oasis program and signage

Miscellaneous

- Attended the FCCA Conference in St. Lucia
- Met with NCL
- Sent out Press Alert for FCCA Gift Giving
- Sent out Photos and caption for Disney' Holiday Gift Giving to press
- Met with Andre Miller on the last phases on the backend of the cruise section on Bahamas.com
- Forward all cruise related stories to Dir. Cruise Dev.

December 2009 Monthly Report: Mia Lange

- Continued to work on Oasis of the Seas' Inaugural- coordinating the flotilla, (no boats showed up possibly due to the heavy rain); worked with Ambrose on the banner and program design, secured giveaways for the inaugural and worked with Director Cruise on the plaques and plaques keys program onboard.
- Met with Patrick Schneider, VP Shore Excursions to discuss native show tours and next steps to move forward as well as RCCL's proposed launch of a new concept that is gaining popularity, the Volunteerism Tour.
- We work with the Ministry of Social Development and will do research and prepare a list of the needs of several social homes for RCCL.
- Traveled to Nassau to working on logistics for the Oasis of the Seas Inaugural
- Coordinated PR for FCCA and Disney's Holiday Giving and sent photos and captions to the press.
- Worked on populating the Cruise Section on Bahamas.com. This is complete and will be live in a week.

**Aviation Event/Show Schedule Calendar
2009/2010**

<i>Date</i>	<i>Event</i>	<i>Place</i>	<i>Staff</i>	
July 3-6, 2009	"Adventures Fly-in" - See and explore the many Cays in Long Island	Long Island	LS/GR	Done
July 18, 2009	Bahamas Aviation Council Meeting	Nassau	LS /GR	Done
July 24-31, 2009	EAA Oshkosh - Air Venture 2008	Oshkosh, WI	RR/ LS /GR	Done
July 26, 2009	Int'l Federal Pavilion Bahamas Seminar/Oshkosh	Oshkosh, WI	LS /GR	Done
August 6-7, 2009	Bahamas FBO Workshop Seminar – Banyan Air Service	Ft. Lauderdale, FXE	LS /GR	Done
Aug. 29 –Sept. 1	"Fish Fry Fly-in" – Become a Deep-Sea Fishing Expert; Reel in your big game fish.	"Eleuthera	LS /GR	Done
August	FAA/ST Bahamas Seminar Series	Place TBA	LS /GR	
Sept. 11-14	Bahamas FBO Fam Trip	Various Islands	RR/ LS /GR	Done
Sept. 19, 2009	Bahamas Aviation Council Meeting	Grand Bahama Island	LS /GR	Done
Oct. 10 -13, 2009	"Lobster Fly-In" – Join in the Fun, experience the capture and preparation of the Bahamian Lobster	Bahamas Fly-In – Abaco Island	LS /GR	Done
October	FAA/ST Bahamas Seminar Series	Place TBA	LS /GR	
Oct. 30, 2009	Bahamas FBO Fam Trip – Miami Executive Aviation	Nassau/Marsh Harbour	RR/ LS /GR	Done
Oct. 31-Nov. 2, 2009	Halloween Fly-in – Celebrate the Halloween activities including a bonfire	Green Turtle Cay	LS /GR	Done
	Tampa/Bahamas Charity Fly-in –	Hope Town, Abaco	LS /GR	Done
November	FAA/ST Bahamas Seminar Series	Place TBA	KG/GR	
Nov. 5-9, 2009	AOPA Expo Convention 2008	San Jose, CA	LS /GR	Done
November	Bahamas Treasure Hunt – Air Journey	Various Islands	LS	Done
Nov. 21-23, 2009	Cam Owners and Pilots Association Bahamas Fly-in	Marsh Harbour	LS	Done
Nov. 21-23, 2009	"Adventures Fly-In" – See and explore the many Cays in Long Island Bahamas Fly-In –	Cape Santa Maria, LI	LS /GR	Done
November	FAA/ST Bahamas Seminar Series	Place TBA	LS /GR	Done
Dec. 5, 2009	Bahamas Aviation Council Meeting	Nassau	LS /GR	Done
Dec. 3-7, 2009	The Bonanza Society Bahamas Fly-in	Cape Santa, Long Island	LS	Done
Dec. 12-14, 2009	"Junkanoo Grand Finale Fly-In" – Join in a cultural experience of the Native Junkanoo Festival Bahamas Fly-In –	New Providence Island	LS /GR	Done

Key: RR- Rosetta Robinson; LS-Leonard Stuart; GR-Greg Rolle

Summary Report: July –December 2009

Below please find listed in bullet-point format activities conducted during the time period specified above. The objective was to drive group business to the Islands of The Bahamas and ensure The Bahamas is placed in a favorable competitive position.

- Engage e-marketing initiatives/opportunities in an effort to increase Bahamas bookings and awareness.
- Engaged travel consortiums, magazines and tour operators to explore and exploit e-marketing opportunities.
- Conducted numerous presentations for various travel organizations - corporate companies, incentive house, travel agencies with large group departments, and consumer/association organizations to targeted groups.
- Develop and maintain a viable functional database for e-marketing opportunities.
- Generating new qualified group business for TIOTB.
- Provided and acted to provide buyer/seller environments to facilitate groups business.
- Capture & enhanced the perception of TIOTB in the group industry and prevent business from going elsewhere.
- Sales calls to - various corporations, travel coordinators, event organizers, incentive buyers, 3rd party and Independent planners, site selection firms, association planners in PA, NJ, DE.
- Develop and maintain contact and customer base with all planners and industry partners.
- Provided Bahamas hoteliers assistance in-market, appointments, meetings and introductions etc., provided list of planners on which to call.
- Worked to diversify group business to all IOTB - Nassau, GBI and the Out Islands.
- Building and maintaining new and existing customer relationships to the Bahamas.
- Attended trade-shows/conferences and other events that place the Bahamas top of mind and in the best selling position, Opus Group –Leadership Summit, pharmaceutical conference Phl, Events Magazine networking opportunity.
- Meetings with Incentives Houses.
- Coordinated and participated in site inspection for meeting professionals - Nassau & GBI.
- Represented TIOTB at trade shows.
- Attended monthly meetings of meeting trade organizations, e.g., MPI, HSMAI, PBTA, PCMA, ISES, AIM, ASAE etc.
- Facilitated RFP's for corporations, group organizers/facilities, incentive houses, etc Nubian Dream, The Island School – C Maxey.
- Secured give-away items for T. Thompson group.

NSD/CES/REGISTRATION
UNIT

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9-NOV

NAME:
DEPARTMENT:
OFFICE:
MONTH:

Kara Taylor
Groups
Chicago

ACTIVITY/EVENT	DATES	RESULTS	STATUS	PAX	CONTACT
Bahamas Group Incentive Sales Blitz in Minneapilis and Des Moines-Plan, organization and execution of blitz.	November 9-13, 09	Presentated Bahamas to the following Organizations: Business Incentives, The Travel Concern, Advantage Performance Network, Macy's Group Travel Dept., Docherty Incentives, Carlson Travel Network, Motivaction, ITA, Farmers Mutual Hail, ITA ,Travel Flo	received four leads Completed	we presented to 11 agencies and reached 38 pax one on one.	
Participants included: BC Hilton, Wyndham Nassau Resort, Radisson Our Lucaya, Sun Bound-DMC					
Custom Travel Service, St. Louis Mo.		Jan-10 Assisted with promo items including brochures, bag.		54 pax	Dona Kaps
		Visitors guides for their monthly mailer to winners. Kathy will be doing a sit in Nassau Dec 6, 2009. I have been working with this group since nov 2008, when they wanted photos to present to their client.			
Lawson Products	April 10 2010	Registered Wyndham Nassau Resort as a partner		330 pax	Kathy Krawczyk
Holiday Showcase		15-Dec-09 inour booth. Order brochures for same			Kara Manouzi
		Coordinated the production of our first emarketing campaign to highlight three things: 1-hotel special offerings, 2-group events, and group booking	Promo landing page complete awaiting deployment		
E-Marketing Campaign		11-Nov-09 incnetives			Kara Manouzi
		Spearheaded and Coordinated the updates and schedul changes to Meeting & Incentives Landing page on Bahamas.com Group sub pages that were requested were approved. Invoices sent down for payment for existing updates of groups brochure and rights to pics. in brochure.	waiting authorization for sub pages.		Kara Manouzi
Bahamas.Com	On-going				
Claire Bike		Incentive Group booked at Cove Atlantis	Claire wanted recommendations for transfers.	100	

NAME: Kara Taylor
DEPARTMENT: Groups
OFFICE: Chicago
MONTH: November

GROUP/ORGANIZATION NAME	RESULT/STATUS	PAX	# ROOM NIGHTS	TOTAL REVENUE GENERATED	CONTACT
The Travel Concern, Mpls.	LEAD-from Mpls blitz-Decision date is March 2010		20 Estimated-80	Estimated at \$16,000.00 Room revenue only \$320,000 in room	Karen Mason-The Travel Concern & Elizaveth Baum-Our Lucaya
Farmers Mutual Hail-Des Moines,Iowa	LEAD-from Mpls blitz-for year 2012	400	1600	revenue	Becky Shephard
Farmers Mutual Hail-Des Moines,Iowa	LEAD-from Mpls blitz-for year 2012		75 Estimated-300	\$60,000.00 in room revenue	Becky Shephard
			# of attendees unknown		
	LEAD-from Mpls blitz- this is for a dental certification program. This will be the first time that this program will be offered and managed by Travel Flo.		Domestic program pulled in 150. They are hoping that by offering an attractive destination that the participation # will increase.	\$120,000.00 in room revenue	Jenny Serena
Travel Flo-Des Moines, Iowa			Estimated-600		

*The Mpls blitz bottom line could generate over \$1/2 million worth of business for The Bahamas. The cost of the trip to us was less than \$2000.00

NAME: Kara Taylor
DEPARTMENT: Groups
OFFICE: BTO Chicago
MONTH: December

2009

GROUP/ORGANIZATION NAME	RESULT/STATUS	PAX	# ROOM NIGHTS	TOTAL REVENUE GENERATED	CONTACT
USFN Annual Member Retreat Cove Atlantis	The Contract signed. Total revenue doesn't include food and bev. functions for which costs are not yet established. It was with much effort on both my part and especially Paddy from Helms Briscoe to get the group to sign before the Dec 31, deadline for the booking incentive. Thanks to the hotel they gave us (BTO) recognition in their contract.	60 couples	314	130,000 room rev. Estimate w/o air and including F&B is \$200,000.00	Paddy Baker-Helmsbriscoe

NAME: Kara Manouzi
DEPARTMENT: Groups
OFFICE: BTO Chicago
MONTH:

9-Dec

ACTIVITY/EVENT	RESULTS	STATUS	PAX	CONTACT
Staff Meeting Florida Bahamas.com project. -On-going work of sub pages for Meeting Planners.	submitted sub pages for special offerings and Group related events for publication. requested special offerings from Hilton. -Swaped out related links. working on new landing page content. -requested footage from flip camera that Bradley used during the Dec fam.	Attended in the pipeline-waiting for publication from new co. -currently working on new landing page content.		Kerry Fountain Andre Miller
received and reviewed reports from e-marketing campaign from Cecile. 24 hrs/48hrs/7day	Planners are not as quick to open and review emails. The industry still shrinking a bit, I think database needs to be updated after each campaign.	update database		Kara Manouzi Eunice Williams-Corporate Travel Svs-Michigan and CheRhonda Greenlee
Feedback requests from ecampaign	Requests to be placed on Educational Site Visits	received 5 leads that I have followed up on and is awaiting responses.		
Holiday Showcase-Chicago E-brochure development	Shared booth with Wyndham Resorts Bobby received check and is preparing to forward to us the images for selection. Also awaiting first draft of updated brochure.	Awaiting receipt of images and drafts.		Kara Manouzi/Janed Cuffie
Lawson Products-Site Visit Dec 6-9	Completed Site Visit and couldn't stop raving about the staff at Sheraton. Lawson is continuing with their plans to send Bahamas teasers to their sales staff and eventual winners leading up to their April incentive program.	Site Visit completed. We will be sending Lawson a congratulatory letter, hopefully from Valery for the winners.		
E-Marketing Project with MPI	Signed contract on campaign for banner on MPI web and also in their February 1 E-newsletter. Top of page and above the fold placement.	Will work with Andre to develop a banner for submission in time for February 1, launch.		Denise Autorino
Hosted Buyer Program with MPI	New format being used by MPI for this year's meet different. Suppliers will get a chance to meet with planners one on one.	I've asked Jermaine for the Hilton to ask for co-sponsorship of this event. I am awaiting his response.		Meeting Planners International.
Group Database	Asked Andre to build a database just for collection of names from visitors on Group section of Bahamas.com.	Being processed		

**Aviation Event/Show Schedule Calendar
2009/2010**

<i>Date</i>	<i>Event</i>	<i>Place</i>	<i>Staff</i>	
July 3-6, 2009	"Adventures Fly-in" - See and explore the many Cays in Long Island	Long Island	LS/GR	Done
July 18, 2009	Bahamas Aviation Council Meeting	Nassau	LS/GR	Done
July 24-31, 2009	EAA Oshkosh - Air Venture 2008	Oshkosh, WI	RR/LS/GR	Done
July 26, 2009	Int'l Federal Pavilion Bahamas Seminar/Oshkosh	Oshkosh, WI	LS/GR	Done
August 6-7, 2009	Bahamas FBO Workshop Seminar - Banyan Air Service	Ft. Lauderdale, FL	LS/GR	Done
Aug. 29 - Sept. 1	"Fish Fry Fly-in" - Become a Deep-Sea Fishing Expert; Reel in your big game fish.	"Eleuthera	LS/GR	Done
August	FAA/ST Bahamas Seminar Series	Place TBA	LS/GR	
Sept. 11-14	Bahamas FBO Fam Trip	Various Islands	RR/LS/GR	Done
Sept. 19, 2009	Bahamas Aviation Council Meeting	Grand Bahama Island	LS/GR	Done
Oct. 10 -13, 2009	"Lobster Fly-In" - Join in the Fun, experience the capture and preparation of the Bahamian Lobster	Bahamas Fly-In - Abaco Island	LS/GR	Done
October	FAA/ST Bahamas Seminar Series	Place TBA	LS/GR	
Oct. 30, 2009	Bahamas FBO Fam Trip - Miami Executive Aviation	Nassau/Marsh Harbour	RR/LS/GR	Done
Oct. 31-Nov. 2, 2009	Halloween Fly-in - Celebrate the Halloween activities including a bonfire	Green Turtle Cay	LS/GR	Done
	Tampa/Bahamas Charity Fly-in -	Hope Town, Abaco	LS/GR	Done
November	FAA/ST Bahamas Seminar Series	Place TBA	KG/GR	
Nov. 5-9, 2009	AOPA Expo Convention 2008	San Jose, CA	LS/GR	Done
November	Bahamas Treasure Hunt - Air Journey	Various Islands	LS	Done
Nov. 21-23, 2009	Cam Owners and Pilots Association Bahamas Fly-in	Marsh Harbour	LS	Done
Nov. 21-23, 2009	"Adventures Fly-In" - See and explore the many Cays in Long Island Bahamas Fly-In -	Cape Santa Maria, LI	LS/GR	Done
November	FAA/ST Bahamas Seminar Series	Place TBA	LS/GR	Done
Dec. 5, 2009	Bahamas Aviation Council Meeting	Nassau	LS/GR	Done
Dec. 3-7, 2009	The Bonanza Society Bahamas Fly-in	Cape Santa, Long Island	LS	Done

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Offshore Communications Monthly Report

Date: December 5, 2009

Project : Come Home to Your Family (Radio Promotion)

Timeline: June 2009 - present

Status: Recently Launched

Comments: *A team comprising members of the Florida office, communications, sales, IT and e-marketing Departments is currently working with Hot 105 Radio on a four-month long promotion dubbed "Come Home to Your Family," that is aimed at encouraging South Floridians to explore the possibility of a Bahamas heritage through genealogical research, followed up by actual visits to their island of origin. The promotion also hopes to encourage Floridians to plan off-shore family reunions in The Islands of The Bahamas. The promotion, which will run through the end of February 2010, will invite listeners on WHQT Hot 105fm to search out their roots in The Bahamas. Listeners will submit their findings in a story format (how and what they uncovered) on a Bahamas-dedicated web page that is located at www.hot105fm.com. The most exciting and interesting story will be awarded a trip for 10 (air and hotel accommodations) to The Islands Of The Bahamas for a family reunion.*

Project : Miami Dolphins/Landshark Stadium Promotion

Timeline: August 2009 - present

Status: Well Underway

Comments: *As part of a 10 member committee, provide the public relations support for the above promotion aimed at making TIOB more appealing to Dolphins fans and increasing the amount of Florida/Bahamas trips during the 2010 Super Bowl in Miami, FL. Responsibilities include providing copy and regular updates for the Miami Dolphins Sponsorship page and Bahamas.com/dolphans webpage, copy and input for e-blasts and direct mail marketing opportunities and generating and assisting in executing cross promotional/co-branding ideas.*

Project : Bahamas International Film Festival Press Trip

Timeline: August – December 2009

Status: On-going

Comments: *Working with BIFF organizers and the agency to secure media and arrange coverage of festival activities. Communications is also working to combine more general ancillary tours and activities to provide more wide reaching exposure for TIOB.*

Project : Public Relations Support for BTO-USA Departments

Timeline: On-going

Status: Combination of completed and on-going projects

Comments: *Gathered editorial information on Bahamas for Conde Nast; worked with agency to put together media itinerary and accommodations for Southern Island Initiative; secured media coverage for Religious Dept for Dr. Mile Munroe's presentation at the opening of the Gospel Complex; produced and distributed press release in support of the naming of four Florida FBO's as new Bahamas gateways; produced and distributed press release in support of Religious Department's National Broadcasters Convention and Exposition; provide copy as needed for promotional web-pages erected on Bahamas.com in support of Sales and Marketing Department initiatives; provided direction and editorial content as well as approved and edited final submissions for the Elite Traveler 16-page spread in August; produce on a weekly basis, copy and design input, for E-blasts by the Sales and Marketing Department; Provide daily updates on Bahamas news to off-island staff and agencies; produced and distributed press release to publicize Aviation Department's Chocks Program at the AOPA Conference in November; produced article on the Vertical Market Department's successful agreement/partnership with Dockwise Yacht Transport in November that will increase the number of luxury yachts using Bahamian marinas for winter storage.*

This report accounts for the monthly activity of the Ministry of Tourism and Aviation's offices in The Bahamas and Fort Lauderdale. Reports from the Ministry's public relations agencies are provided under separate cover.

Project : MasterCard Find Your Way Promotion
Timeline: 2008 - present
Status: Well Underway
Comments: Continuing work with MasterCard representatives to manage this retail promotion. Responsibilities include press conference organization and execution, providing partner with research and updates.

Project : Islands of the World Fashion Week
Timeline: September – November 2009
Status: Completed
Comments: Arranged a press trip comprised of beauty and fashion writers, editors and photographers to attend the fashion week. The writers, who represented high end consumer magazines like Ebony and Essence, were also exposed to other Nassau/Paradise Island attractions. We will continue to monitor group for stories about TIOB and Islands of the World Fashion Week throughout the year.

Project : National Association of Black Scuba Divers Meeting/Press Trip
Timeline: October – November 2009
Status: Well Underway
Comments: Worked with GBI staff and the agency to secure press coverage, create itinerary and make on-island arrangements for Green and Jet magazines.

Project : Orvis Pro-Am Bonefishing Tournament & Press Trip
Timeline: June – October 2009
Status: Completed
Comments: Assisted agency in organizing press trip for Grand Bahama and Andros. Arranged GBI and Andros tours and activities, secured accommodations and arranged inter-island transfers. Communications representatives also acted as escort along with Weber Shandwick representative to both Islands. Early achievements include Mike Mazur of Fly Fishing in Salt Water who produced an article featuring a recap of the adventure; he also featured 20 color photos on his online gallery. In addition to this online coverage, Mike is planning an Andros-focused print feature for the magazine, tentatively scheduled for the first quarter of 2010

Project : My Miss Universe Competition
Timeline: June – September 2009
Status: Completed
Comments: Assisted with the creation, execution and wrap up of the sweepstakes which was aimed at increasing traffic to Bahamas.com, collecting addresses for My Bahamas and promoting Miss Universe packages to TIOB. Worked with the agency to approve copy/graphics, monitor and post submissions and secure and deliver prize packages.

Project : Miss Universe Pageant
Timeline: March – August 2009
Status: Completed
Comments: Worked with the agencies to secure press and arrange tours and activities surrounding Miss Universe. Communications assisted with arranging accommodations, meals and transportation as well as acting as press escort. Department created and updated Miss Universe page on Bahamas.com and provided b-roll to NBC Universal. The department also staffed, along with Miss Universe representatives, the official Miss Universe Press room.

Project : Modern Bride of the Year Sponsorship
Timeline: March – October 2009
Status: Completed
Comments: Worked with Modern Bride magazine to promote TIOB during the MBOTY campaign. Communications Department activities included approving copy/graphics, securing ads for placement, monitoring websites, magazine and other collaterals to ensure prominence of TIOB/partners logo/presence. Securing prize package for MBOTY winner and representing TIOB during MBOTY partnership dinner and Macy's event in June.

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Project : Caribbean Week New York
Timeline: June 2009
Status: Completed
Comments: *Worked with the agencies to secure editorial appointments for the Director General, assisted in crafting talking points and monitored interviews and resulting coverage. Successfully secured radio interview opportunity for One & Only executive chef and distributed updates of Caribbean Week activities to Bahamas media.*

Project : Aviation Department FBO Fam
Timeline: August – September 2009
Status: Completed
Comments: *Provided public relations support to the Aviation Department for the FBO Fam trip to – Grand Bahama, Long Island, Cat Island and Abaco. The Fam involved escorting a number of FBO and other general aviation executives to the islands to show the ease of flying to and around The Islands of The Bahamas. Twelve planes and 30 persons participated. Communications produced a press release that was featured on Bahamas.com and other online trades. A participant on the Fam, AOPA's editor, Tom Horne's article on the trip was recently released in the Fall edition of AOPA magazine which featured an eight page spread including cover as well as online editorial and photo coverage on the organization's home page, Aopa.com.*

Project : MS Celebration Inaugural Voyage
Timeline: March – April 2009
Status: Completed
Comments: *Invited and escorted Bahamian press who were flown to Florida to participate in the inaugural voyage; produced article and captioned photos for release to Bahamas media, Tourismtoday.com and Bahamas.com.*

Project : Bahamas Bridal Bailout
Timeline: January – December 2009
Status: Completed
Comments: *Provided daily monitoring of micro-site which included monitoring over 700 multimedia submissions, responding to questions, evaluating and assisting with finalist selection and providing input on final five winners.*

Project : Macy's Catalogue Shoot
Timeline: December 2008 – April 2009
Status: Completed
Comments: *Collaborated with GBI office and Macy's to arrange the 2009 Swim Catalogue Shoot on Grand Bahama Island. Communications assisted with securing accommodations, arranging itinerary, providing copy and creating an exclusive on-line promotion.*

Department of Justice biannual summary report

Prepared by

Linville Johnson-

Director, Religious Groups Market

July-December, 2009

The primary activities directed against the Religious Groups market, in an effort to increase group arrivals are as follows:

- Face –to-face meetings meetings/appointments with Religious Planners, Pastors of large congregations and Religious decision makers.
- eMarketing campaigns against targeted lists, announcing specials and discounts
- Product presentations to targeted groups and
- Participation in targeted consumer/trade shows

During this period, an average of 24 In-person calls were made in S. Florida, Orlando, Alabama and Atlanta

We successfully launched the eMarketing campaign using Dr. myles Munroe's Global leadership conference as the inaugural conference/event to be benchmarked against .The templates have now been standardized for consistency

3 Product presentations were delivered to groups in Orlando, Nashville, Ft. Lauderdale and Miami.

We participated in the following 5 major consumer/Trade shows and activities:

1. Aug . 4-6 Broward county coalition of Pastors Breakfast- Davie, Florida
2. Sept.18-19 Bob Harrison Florida Increase conference – Ft. Lauderdale
3. Sept. 28-29 Dr. Myles Leadership Training – Ft. Lauderdale
4. Oct. 26-30 Rejuvenate Marketplace and expo- Alabama
5. Nov. 8-12 Global Leadership conference- Nassau Bahamas

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SALES REPORT – USA July-December, 2009

Partners Events/Initiatives

July, 2009 – Activities:

Meetings with Partners were held in markets: Florida, Pennsylvania, New York and Chicago.

- Sales Budget Meeting – Plantation, Florida
- On-island Sr. Managers Meeting- Nassau, Bahamas
- Group Sales Road Show – Dallas, Texas – Meeting Planners appointments.

August, 2009 – Activities:

- **Groups Sales Destination Familiarization Trip** – Nassau and Grand Bahamas Island: 30 meeting/group planners participated. Host Hotel was the Hilton-Nassau. Day-trip was sponsored to Grand Bahama where meeting planners were welcomed by Radisson Our Lucaya/Reef Village, Pelican Bay and the Garden Groves.
 - **BTO/Sheraton – Travel Impressions** presentations – Bethlehem, PA. Agents were updated on The Islands of the Bahamas product.
 - **Sales Presentations: Florida and New York** were made to agents both at the reservation centers and in-office to top accounts.

September, 2009 Activities:

- **ITME Groups Show: Chicago, IL** – The Bahamas Ministry of Tourism and the Promotion Boards teamed up to participate in the incentive show. Incentive buyers were also treated to lunch.

- **Travelocity Partners Conference: Phoenix, AZ** – The Bahamas Team attended the conference over a two day period where Executives from Travelocity highlighted their plans for 2010 and reviewed new business opportunities.
- **Groups Sales Familiarization Trip** – Nassau/Abaco – 35 planners participated in the trip. Some 8 planners went to Abaco and viewed Great Abaco Beach Resort, Abaco Club at Winding Bay and Treasure Cay Beach Resort for potential Group Business.
- **Affordable Meetings Group Show – DC** – BTO participated in this show. Generated a number of leads with interest shown mostly in the Atlantis properties and Our Lucaya on GBI.

October, 09 Activities:

- **American Express Travel Network Conference, Philadelphia** – The Bahamas Tourist Office as a preferred partner was invited to participate in the conference. The schedule included training seminars, a supplier tradeshow and the general sessions for the travel agents.
- **MLT Vacations Tradeshow- Minneapolis, MN** – The Bahamas Tourist Office in-conjunction with Nassau/PI participated in this tradeshow and conference. Agents were bused in from surrounding states with some 500-600 agents in attendance.
- **Home Base Travel agents show-Atlantic City, NJ** – The Bahamas Tourist Office participated in this show along with several Nassau Hotels. This tradeshow had over 800 agents in attendance.

November, 09 Activities:

- **Sandals Familiarization trips** – BTO (JG, DW) supported departures from Philadelphia and Ft. Lauderdale. In both instances, Travel agents approximately 152 & 130 agents respectively on each fam were exposed to Sandals product in Nassau and Turks and Caicos. Agents attending were from Florida, New Jersey, Pennsylvania, Delaware, Maryland, Tennessee and Georgia. **Outcome:** Sandals conducted their specialists training seminar and agents earned certified status for completion of fam and on-island seminar. Sandals announced that other fams to their Exuma property will be conducted in 2010.
- **Professional Travel Agents of North America:** Solidified groups site tour of Nassau and Grand Bahama product for Dec 10th-11th. **Outcome:** Some 60 agents will participate in this event.(DW)
- **Air Tran/Atlantis Launch/Reception:** BTO (JW) supported the launch with Atlantis top producers in the Atlanta market. **Outcome:** Some 50 Agents prequalified by Atlantis was in attendance and received an overview of Atlantis

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and Nassau/Paradise Island. Air Tran Representative also overviewed their schedule and provided a trip giveaway with Atlantis. (JG)

- **First Class Travel, Sewell, NJ** – The Islands of the Bahamas was the featured destination of the month with special promotions on agency site highlighting packages. **Outcome:** Initial results reported some \$136,000 in bookings inclusive of Bahamas cruises and land packages. Ten (10) bookings remain pending for closure. Program was coordinated in-conjunction with BTO. (DW)
- **Miami Dolphins – Sales offers** – Co-ordination on Sales deals conducted by Jennifer with hotels/promotion boards providing key hotel packages and special rates. Each week a special package is featured as TIOTB deals on the Dolphin e-mails with a call to action at Bahamas.com. **Outcome:** This month 2 packages were reported as sold to Sheraton Nassau Resort.
- **North Shore Chamber Commerce - Boston** – BTO confirmed participation in their Business expo (Feb 2010) in conjunction with Sheraton Nassau Beach Resort. Objective is to garner bookings through promoting winter specials at the Sheraton. This hotel provided a giveaway that will be promoted at the event. **Outcome:** As a result, the BTO received a complimentary booth, Banner ad on Chamber’s website and full page ad in chamber’s directory. (DW)
- **Manufacturers Partners:** As requested a list has been generated in coordination with Verticals Managers. Proposal with Sea Ray being reviewed for recommendations to be submitted and considered for a partner program. **OUTCOME:** Jennifer to complete power point presentation to present plan and to submit Sea Ray proposal recommendations.(JG)

Sales Distributions:

- **Free Companion Airfare:** Working with Sales Distributions and Promotion Boards to solidify participation in this program. Meetings were attended in-conjunction with Nassau Promotion Board at Travel Impressions and Flight Center (formerly GOGO/Liberty)
- **American Airlines Vacations, Delta Vacations and Continental Vacations:** Follow Up to confirm the co-op agreements in place in conjunction with the Out Islands & Grand Bahama Fall campaign featuring a 4th night free and discounted airfare package deals.
- **OTAs:** Worked with OTAs to extend the early winter offers focused on a 4th night free and additional savings messaging. Provided assets for promotion on the sites.

Supplier	Departure Month	FPO Room Nights	NAS Room Nights	Out Islands Room Nights
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Expedia	October, 09	861	4680	124
Travelocity	October, 09	434	2057	46
Orbitz	October, 09	** All-Bahamas	2078	
TI/AEV	October, 09	117	2942	16
LIB-GO	October, 09	79	3843	
*November totals-not available				

Groups -Sales

<i>Group/Organization</i>	<i>Results/Status</i>	<i># of Pax</i>	<i>Est. Room nights</i>	<i>Revenue</i>	<i>Contact</i>
The Travel Concern Minneapolis (KM)	Lead-Decision date-March 2010	20	80	\$16,000	Elizabeth-Our Lucaya
Farmers Mutual Iowa (KM)	Lead-Travel date-2012	400	300	\$60,000	Becky Shepherd
Travel Flo (KM)	Lead-Dental Group- First time offering group program	150 est.	600	\$120,000	Jenny Serena
The Travel Mart(BB)	Confirmed- March,2010	150	TBA	TBA	Kim Kusmon

Groups - Initiatives

- E-Initiatives:** Conducted first e-mail campaign to planners in Groups Managers databases. Messaging focused on Savings for Bookings, Hotels/Promotion Board Group Incentives and Groups Familiarization trips. **Bahamas.com:** Kara received training and based on group page updates, status thus far: information on page was changed to reflect Groups incentives. Links to promote Hotel Incentives were created and photo assets depicting events have been coordinated for delivery in December. Groups sub-pages were also created and approved for posting. **OUTCOME:** E-mail campaign completed with modest results-7day report indicate planners respond to opening mails after the 48hrs period at a higher than others, delivery of e-mails was also an area identified for further review.
- Groups Familiarization Trip:** Coordinated and participated with the NPIPb the fam to Nassau offering a day trip to Abaco which was over subscribed by the planners (JG). Some 8 planners participated. **OUTCOME:** 2 planners on the trip are actually viewing Abaco for upcoming groups in 2010.
- Midwest- Groups Sales appointments:** Kara coordinated appointments for Wyndham, Our Lucaya, and Hilton on a recent trip to Incentive buyers in

Minneapolis and Iowa. Appointments were garnered at: Carlson Travel Network, The Travel Concern, Advantage Performance Network, Motivaction, ITA, Macy's Groups Department, Framer's Mutual and Travel Flo. **OUTCOME:** 4 leads thus far have been generated with potential for groups revenue based on planners interest total some half a million dollars (\$500,000) in business. (KM)

- **Opus Group – Summit:** Collaborated with the Nassau/PI Board teaming up in networking with an influential group of planners. The planners were hand selected and in most cases were the decision makers for their company. **OUTCOME:** Generated thus far 3 leads for potential groups to Nassau and possibly Our Lucaya. (BB)
- **Sports Groups – TEAMS EVENT:** Coordination of the sports groups leads received at TEAMS event. A letter was sent to all TEAMS appointments conducted at the conference. **OUTCOME:** Report to be shared on response to the letters and leads generated as a result. (RM)

December, 09 – Activities:

- **Athletic Business Conference Expo – Orlando, FL:** The Bahamas Tourist Office participated in this show to gain access to Sports Tournament planners. Appointments were held over a three day period with organizers of Tournaments and leads were gathered for potential Bahamas business.
- **Groups Sales Destination Familiarization Trip:** The Bahamas Tourist Office in-conjunction with Nassau/PI sponsored a group planner trip to Nassau and again a day trip to Grand Bahamas Island. This was the most successful trip with over 50 planners attending and 15 participated in the GBI day trip.
- **Holiday Showcase – Chicago, IL:** The Bahamas Tourist Office participated in this show which attracted leisure and groups business. Some 300 persons participated in the show.

Valery Brown-Alce
Sr. Director – Sales-USA

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**BAHAMAS TOURIST OFFICE
LATIN AMERICAN DEPARTMENT
JULY 2009 - DECEMBER 2009**

DATE	EVENT	LOCATION	STAFF ASSIGNED	STATUS
Jul. 1-31/09	Miss Universe/Bahamas Planning	Plantation, FL	GJ	Completed
Jul. 30/09	Meeting with Sony Television Latin America	Plantation, FL	GJ	Completed
Aug. 6-24/09	Miss Universe/Bahamas Events & Pageant	Nassau, Bahamas	GJ	Completed
Sept. 1/09	Bahamas Tourist Office Staff Meeting	Plantation, FL	GJ	Completed
Sept. 8-12/09	La Cumbre Tour Operator Show	San Juan, Puerto Rico	GJ	Completed
Sept. 17-18/09	Latin American Internet Conference	Miami, FL	GJ	Completed
Sept. 25/09	Televisa Publishing & TGI Digital Seminar	Miami, FL	GJ	Completed
Sept. 30/09	Meeting with Fox Networks Latin America	Coral Gables, FL	GJ	Completed
Oct. 6/09	Bahamas Tourist Office Staff Meeting	Plantation, FL	GJ	Completed
Oct. 13/09	Ministry of Tourism Sr. Managers' Meeting	Nassau, Bahamas	GJ	Completed
Oct. 16/09	Site Inspection of Bahamas Celebration	Port Everglades, FL	GJ	Completed
Oct. 21/09	Meeting with Fox Networks Latin America	Coral Gables, FL	GJ	Completed
Oct. 30/09	Meeting with Sony Television Latin America	Coral Gables, FL	GJ	Completed
Nov. 8-13/09	AA Brazil Dive Operator & Media Fam Trip	Nassau, Bahamas	GJ	Completed
Dec. 1/09	Bahamas Tourist Office Staff Meeting	Plantation, FL	GJ	Completed
Dec. 3/09	Covell College Alumni Reception	Miami, FL	GJ	Completed
Dec. 10/09	Meeting with Florida Foreign Trade Assoc.	Doral, FL	GJ	Completed
Dec. 10/00	Fox Networks Premios Telcast/Reception	Hollywood, FL	GJ	Completed

**MONTHLY REPORT FOR GROUP'S
PREPARED BY : Kara Manouzi
July 09**

2010 FEB 18 AM 10: 04

GROUP LEADS	STATUS	NEXT STEP(S)	COMMENT
Ellen Greco Sheraton Nassau Beach Resort.	Suggested to Ellen that the group do an off property venue for dinner; since their private Island won't be completed by the time the group travels.	Get more figures to see if this is feasible for us.	
MARKETING INIATIVES	STATUS	NEXT STEP(S)	
Indusa Visitrends Training	Couldn't gain access	Will arrange to do next training Program.	
Groups landing page	-		
Mary Lynn Novelli MPI	Talked to Mary Lynn about opportunities for partnership with Bahamas.		
August 6-10, Site Visit	-Arrange GBI trip. -Have George send out invite for same -Have Betty put together an itinerary for the one day trip which is turning into a half day trip.	Review e-partnership opportunities from Mary Lynn	
Partnership Opportunities	Research and develop Group partnership opportunities for Bahamas		
Authentically Bahamian Products	-Invite Autentically Bahamian vendors to participate in Presentation during August Site.	Get feedback	
	Develop Sales & Group schedule.		
ACTION IN October	DATE		

**MONTHLY REPORT FOR AUGUST 2009
PREPARED BY : KARA MANOUZI**

MARKETING INIATIVES	STATUS	NEXT STEP(S)	
Groups Web Page	Research/Review of other pages/ -Conference with Andrew regarding requests previously submitted; which were broken down into tasks. -Conference with Valery regarding same. It was suggested that Janet and myself work on this project.	Contact information changed. Pull plans together Send sample e-brochure Do web training program to become a contributor.	
Direct E-mail	Make contact with Bridgette to get this started.	Contact Bridgette	
Fam Trip 27 pax	August 6-10 Site visit-Nassau -Developed and conducted new general Bahamas presentation. -Escorted Group of 4 planners and 1 guest to Grand Bahama Island for the day trip. -Arranged for Bahamas Souvenir vendors to attend. Jennifer Ageeb from Sundrop Creations was the only vendor to show up. She got a chance to showcase her products. -Requested a refund for tickets from Bahamasair for MOT for 2-planners that didn't make the GBI day trip.	-Follow up with attendees from within my territories -Add to database.	
Advertising -Partnership with MPI	3-Conference calls with MPI's advertising and sales Rep Mary Lynn regarding Regional Gold package for The Bahamas that included. E-newsletter/MPI Web banner and Meetings Review video of Minister and One + print advertising	Choose package that best suite our objectives.	
ACTION IN September	DATE		
	-Request and confirm appointments for Sales Blitz for Minnesota- November 10-13, 2009. -Request and secure support for blitz from Hoteliers. -ITME in Chicago-Sept. 2009. -Field e-marketing partnership opportunities with MPI	*MPI proposal attached	
OTHER ACTIVITIES	-Assisted Jennifer/Robert with suggestions for the Day trip to Abaco and Grand Bahama Island. -Conference with Robert concerning same. -applied for CMM program in October 2009. -Worked on inputting names in database. 200+ names so far	Received acceptance into the program. Submitted invoice f submit for payment. On-going	

GROUP LEADS	STATUS	NEXT STEP(S)	COMMENT
Katie Jacobs Atlantis	Katie was trying to get concessions for group and use it as a selling tool for them to rebook for 2012. Worked the numbers and TIOTB would lose if we decided to assist in this way.		Closed. Group booked at Atlantis
Stephen Wray A & D Weighing 500 pax	Group support services offered.	Group booked at Atlantis	closed
CTO-RFP's Mikala	Followed up on list from Mikala from CTO. These leads were followed up on and planners had already worked them.	Retain contacts	Closed.

**MONTHLY REPORT FOR GROUP'S
PREPARED BY : Kara Manouzi
September 2009**

GROUP LEADS	STATUS	NEXT STEP(S)	COMMENT
Atlantis - Kathy Jacob Mount Sainai 200 pax/ 670 room nights	Kathy came to us wanting sponsorship for a cocktail party for a group. Her hook was that if she could get the party comp they would rebook next year.	Requested more information on group.	
A place for mom March 2010	This group is a challenge for anyone quoting it. They don't have much spend. Only \$900.00 per person inclusive of air and they want to spend 5-7 days. They have only been on cruises and is now considering a land stay.	RFP sent our. Follow up with group contact on decision.	
BTE Performance Network		-send brochures	
Helms Briscoe Paddy Baker 120 pax/70 rooms	Would like recommendations for hotels suitable for a group she needed quoted. Paddy-doing site selection only for her client	Send to Sandals and The Cove	
Training/Networking Activities	Toastmasters-Sept 15, 2009-Northbrook		

NSD/CES/REGISTRATION

MARKETING INIATIVES	STATUS	UNIT	NEXT STEP(S)
Bahamas Incentive Sales Blitz	-Worked on requesting and securing appointments -invite hotel partners	2010 FEB 18 AM 10:04	
Nassau Site Visit	-assisted Jennifer/ with suggestions for itinerary and making the program rn smoother		
ITME Show, Chicago	-First day of show was busy, 2 nd day a little less busy and the 3 rd day was very slow. -There were less exhibitors this year.		Contact industry partners to see how many leads were received.
Group Benefits	Contacted several of our industry partners for info on any benefits/incentives/offerings they may have for the groups market. Contacted: Pelican bay, Wyndham Viva Fortuna, Abaco Beach Resort, Bimini Bay		
Bahamas.com	Conferences w/ Andrew,Andre,Stephen,Janet, Valery -talked about ways to improve website and improve groups landing page -requested sub pages for : Group friendly hotels, individual hotel special offerings, Events-including seminars, site trips,group shows/ also requested link for Nassau booking incentive. -Conference with Janet, ways to improve landing page/groups brochure. Determined hotels that should be removed and those that should remain		-Get sample e-brochure for Andrew. -complete training program for content manager for group segment. -Janet to contact Bobby on cost to update groups brochure
E-Marketing	-working on group database for sams		-on going
Partnership Opp.	MPI-Had conference with Mary Lynn Novelli		
ACTION IN	DATE		
October 2009	-Request appointments for November blitz -build new presentation for SSTP (SouthSuburban Travel Professionals October Meeting.		Secure appointments Invite industry partners including Bimini Bay, Abaco Bch. Resort, Sandals, Sheraton, Our Lucaya, Hilton, Wyndham Nassau Resort.

**MONTHLY REPORT FOR GROUP'S
PREPARED BY : Kara Manouzi
October 2009**

GROUP LEADS	STATUS	NEXT STEP(S)	COMMENT
Lawson Products Kathy Krawczy August 2010 330 pax Sheraton Nassau Resort	-Joined Sunbound and Sheraton in a luncheon meeting with Lawson Products -company went over their proposed program including accommodations, food and bev functions, check in procedures, check out procedures and all the nuts and bolts of administering the program. -reviewed options for activities	Send links to suggestions for activities. -receive VIP list -meeting with Kathy next month.	Met with Lawson again last week. Gave suggestion for mailing of congratulatory box.
World class Incentives PPC Merchants Ellen Copley 50 pax - Atlantis	I worked with Ellen in the past on her groups. This group is staying at Atlantis. Ellen does much of her own grunt work and only need minimal support.	-ensured that Ellen receive brochures for her Nov group.	Had Inktell resend items.
Luxury Meetings Summit Nate Childers 75 pax Aug 2009	Being held at Sheraton Nassau Bch Resort. -Assisted show mgr. with securing welcome bags for attendees. -provided welcome kits for bags -provided welcome letters for kits	In exchange. -Bahamas to get mailing list of attendees -logo placed on website -welcome letter from DG/Min.	Bags were inadvertently shipped back to supplier.

MARKETING INIATIVES	STATUS	NEXT STEP(S)	
Bahamas.com/Group landing page	<ul style="list-style-type: none"> -Completed content management training. -made requests for sub pages for : special offerings/ group friendly hotels/group related events 	<ul style="list-style-type: none"> -Develop content for pages. -receive and choose images to swap out. -ensure that Andrew receive original file of Incentive & Meetings Guide. 	
Bahamas Incentive Sales Blitz	<ul style="list-style-type: none"> -organize and request appointments for blitz -confirm appointments -compile group sales team of hoteliers & DMC -confirm participations 		
Groups E-Marketing Initiatives	<ul style="list-style-type: none"> -received contract -received and submitted form for group e-marketing initiative. 	<ul style="list-style-type: none"> -continue developing content -fill out e-mail form from Bridgette. 	
Incentive & Meeting Guide	<ul style="list-style-type: none"> -seek to have guide updated -seek to purchase original files -seek rights to images -combined efforts with Janet -conducted several conference calls with Bobby on getting the above. -called and sent email to Derek Smith concerning ownership of images in the guide. 	<ul style="list-style-type: none"> -send changes to Bobby in pdf form -once original is received have Andrew place same as link on Groups landing page & make request to Jean to have images swapped out. -receive low res text of brochure. -have IT show me how to use sticky noted in adobe or word. 	Submitted for signature.
ITME	<ul style="list-style-type: none"> -requested feedback from industry partners on #of leads received. -requested database of registrants from Claudette Davis 	<ul style="list-style-type: none"> -get update -receive database from Claudette. 	
Bahamas Presentation -SSTP- 51pax	Conducted Bahamas presentation to South Suburban Travel Professional organization to promote leisure group business	-look into possibility of doing a Florida Bahamas site	
ACTION IN	DATE		
November 2009	-Bahamas Incentive Sales Blitz, Minnesota-Nov 10-13, 2009	<ul style="list-style-type: none"> -Execute program & get confirmation on last two appts. 	
December 2009	-Holiday Showcase, Chicago Dec. 15, 2009	<ul style="list-style-type: none"> -Worked on getting incentive guides for show. 	

EUREKA GLINTON – LOS ANGELES
JUNE 2009 - DECEMBER 2009

JUNE 2009

JUNE 2 - 7. HOLLYWOOD BLACK FILM FESTIVAL, BEVERLY HILLS. Attended the 10th Anniversary of The Hollywood International Film Festival, Beverly Hills, CA. Special Screening of a documentary. "Artists Of The Bahamas".

RENEL BROWN - BAHAMIAN ACTRESS. Arranged for Renel Brown to attend The UCLA Theatre, Film and TV Business Youth Summer Camp for two weeks in Westwood, CA. (Bahamian Star in our first Feature, "Rain" Movie.

JUNE 25 - 27. FRENCH AMERICAN FILM FESTIVAL/SCREENINGS. AERO THEATRES, SANTA MONICA.

Attended various screenings, etc. of the above festival.

"A CRAZY THING CALLED LOVE" - MOVIE PROJECT FOR ELEUTHERA. Meeting with Producer/Writer, Director of the above movie project.

" STORM FRONT" MOVIE PROJECT - Meeting with The Founder and Partner of Bennett Global Communications, Los Angeles in ref. to this movie project for The Bahamas.

TIG PRODUCTIONS, INC./TREEHOUSE FILMS, BURBANK, CA. Meeting with Production Assistant in ref. to a movie project for The Bahamas. Assisted with general info., etc.

VH1 REALITY SHOW - 51 MINDS. Assisted with general information in ref. to the shooting of the 51 Minds in The Bahamas.

FRENCH AMERICAN FILM EVENTS - DISCUSSIONS WITH PRODUCERS/DIRECTORS. Attended various Screenings, Q& A. Aero Theatres, Santa Monica, CA.

JULY 2009

UNTITLED MOVIE PROJECT FOR THE BAHAMAS.

495 - PRODUCTIONS - FOX NETWORK TV SHOW, " MORE TO LOVE" Meeting with the Producer of this Fox Network Show, "More To Love". Discussed shooting in various locations in The Bahamas.

CINEMA WITHOUT BOARDERS - Meeting with Editor in Chief, Cinema Without Boarders in ref. to filming in The Bahamas.

HSN - HOME SHOPPING NETWORK PROJECT/VANGUARD ENTERTAINMENT MARKETING GROUP. SUN VALLEY, CA.

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Meeting with Executive V.P. in ref. to Bahamas/HSN Birthday Celebration.

AUGUST 2009

ARTS, ENTERTAINMENT & LIFESTYLE JOURNALISM. Assisted freelance writer/editor with general information in ref. to lifestyle, entertainment, arts, etc. in The Bahamas.

" UGLY BETTY" - TV SHOOT, ATLANTIS, PARADISE ISLAND. Assisted Production Executive/Assistant with general information, etc., in ref. to the "Ugly Betty" TV Shoot at the Atlantis, PI.

DREAM WORKS STUDIOS MOVIE PROJECT - Meeting with Production Assistant in ref. to an Untitled Dream Works Studios Movie Project.

"NARCISSUS DREAMS" SHORT SCREENING AND MEETING WITH THE WRITER/DIRECTOR/PRODUCER.

Had additional meetings with the above to discuss "Bury The Love Axe" Movie Project for Eleuthera, Bahamas.

SEPT 2009

KCET - HEROES AWARDS, LOS ANGELES. Attended this event t to honor Hispanic Heroes.

SEPT. 18 - 19. PRE-EMMY NETWORKING EVENTS. Attended a Pre-Emmy Events, Los Angeles, CA.

OCTOBER 2009

OCT. 25 - 29. WORLD TRAVEL MEDICAL TOURISM CONFERENCE, CENTURY CITY/LA. Attended the above conference with our Director General of Tourism, Doctors from Bahamas, etc. The Bahamas Delegation.

NOVEMBER 2009

NOV. 4 - 11, 09. AMERICAN FILM MARKET. SANTA MONICA. Attended this film market, Screenings, Seminars, Etc.

UNIVERSAL PICTURES - UNIVERSAL CITY, CA. Meeting with Production Assistant to discuss Untitled Project for The Bahamas.

DECEMBER 2009

DEC. 10 - 18. THE BAHAMAS INTERNATIONAL FILM FESTIVAL. Attended the Bahamas International Film Festival, Nassau, Bahamas.

DEC 20 - DEC 30 VACATION

Vertical Markets Department Marketing Working Grid July '09

NSD/CES/REGISTRATION
UNIT

Please note: New Update/Results in Red

Marketing Strategies	Desired Outcomes	Progress & Next Step	Status/Results	Targeted Date	Responsibility
<p>Bahamas Summer Boating Fling</p> <p>This month's report covers some of the most recent updates. Refer to August Report for further Update and Results on the Boating Flings.</p>	<ul style="list-style-type: none"> ✚ To sign up new participants ✚ Target South Florida boaters and the boating Community at large ✚ Increase marketing data base for e-mail campaigns ✚ Increase business for marina and hotel properties ✚ Provide coverage and publicity to attract new and past boaters. ✚ To create awareness on history of the flings and what the flings are all about. 	<ul style="list-style-type: none"> ✚ Call on more marinas that we worked with in the past (didn't happen no cold sales call as directed by our Director – Kerry Fountain) ✚ Build new and stronger relationships with marina & manufactures throughout the U.S. ✚ Co-op opportunities to partner on promotions, attract new and Potential visitors ✚ Plan a boating fling reunion and target all pass and present participants. ✚ Contact hotels and marina properties to get special discounts on dockage and rooms for the reunion. ✚ Plans to invite Tourism Today and the Communications Department (Jeannie Gibson) on the flings to write stories and televise the flings. ✚ Plans to co-op with the BOIPB to host flings. 	<p>2010 FEB 19</p> <ul style="list-style-type: none"> 1) Update info on flip camera to document the boating flings. 2) Took photos of the events. 3) Survey was taken by all the participants at the end of each of the boating flings. <p>❖ <u>Status:</u> Talking to some of the local marinas about:</p> <ul style="list-style-type: none"> a) Hosting the event again in 2010. b) Providing more attractive rates for dockage and accommodations. 	<p>June 17th – Aug. 23 '09</p> <p>May 2010</p>	<p>VM Team</p> <p>VM Team</p>
<p>Website Development Meeting</p> <p>www.bahamas.com/boating www.bahamas.com/diving www.bahamas.com/fishing www.bahamas.com/private-flying</p>	<ul style="list-style-type: none"> ✚ To provide potential boaters/anglers/divers/private pilots with accurate information that can be used to plan their trips to TIOTB. ✚ Convert lookers to bookers. ✚ To encourage past boaters/anglers/divers/private pilots to share their positive experiences on www.bahamas.com via boating/diving/fishing/private pilots pages. 	<ul style="list-style-type: none"> ✚ Add more packages to entice travel and bookings on the site. ✚ Redesign of the entire site layout. ✚ New layout of the site including: <ul style="list-style-type: none"> a) Images b) Videos c) Rotating images <p>Met with Greg on July 15th to discuss changes and updates he wants updated on Bahamas.com/private-flying.</p>	<p>Ongoing</p> <p>No word or progress task still pending by the agency.</p> <p>Refer to August Report for current status on Bahamas.com/private-flying</p>	<p>May 8th, 12th '09</p>	<p>VMTeam/Kerry, Andre'/ Andrew</p>

<p>Trade Show Participation Ft. Lauderdale Boat Show—Oct. 29-Nov. 2 DEMA-Nov.4-8, 2009 Orlando, FL</p>	<ul style="list-style-type: none"> ⬇ Capture leads and provide same to Indusa for email marketing. ⬇ Provide accurate and current information to boaters increasing the likelihood of a visit to the destination. ⬇ Increase awareness of Bahamas boating fling program 	<ul style="list-style-type: none"> ⬇ Develop a booking engine for divers or sporting activities ⬇ Create breathe taking deals and packages on Bahamasdiving.com linked on Bahamas.com/diving 	<p>1) Completing the necessary forms for:</p> <ol style="list-style-type: none"> a) Booth Space b) Furniture & Carpet Rental c) One Man Band d) Booth Display e) Credentials Order f) Exhibitors Guest Tickets g) Drafting and forwarding the procedures guidelines for working out of the Bahamas booth. 	<p>Oct 30th – Nov 3rd '09 – created Nov 24th – Dec.7th '09 – Launch date and testing Jan 20th – 24th '10</p>	<p>VM Team, BDA</p>
<p>Bahamas Dive Fam/Symposium Nov. 8-12, 2009 Nassau</p>	<ul style="list-style-type: none"> ⬇ Generate Bookings ⬇ Convert dive enthusiasts to TIOTB, which in terns generates bookings, increasing revenue. (I.R.) ⬇ Create per post event, recap of last year's event for those who didn't attend. (video footage on Bahamas.com/diving ⬇ Create a buzz "Bubbles" in the Dive industry and create a enjoyable experience ⬇ Solicit Hotel Partner (Co-op Opportunity) 	<ul style="list-style-type: none"> ⬇ Planning and preparation stages ⬇ Obtain rates, invoices for this year's event ⬇ Putting together a welcoming Package (kit) 	<p>Obtained hotel invoice and submit for processing.</p> <p>❖ <u>Status</u></p> <ol style="list-style-type: none"> 1) Persons have already begun signing up. 2) It has been decided that the booking company which was retained by BDA will manage bookings for the Symposium. 	<p>Nov 8th - 12th '09</p>	<p>VM Team/BDA</p>
<p>Marina Operators of The Bahamas (M.O.B)</p>	<ul style="list-style-type: none"> ⬇ To discuss the best boating & fishing practices of today's industry. ⬇ Put forth recommendations and suggestions to the Government for consideration when implementing boating and fishing laws, i.e: <ol style="list-style-type: none"> a) One time multi-entry fee for boaters b) Reducing the number of pages on the Bahamas Customs Clearance Form. c) Increase patrolling and protection of marine resources. 	<ul style="list-style-type: none"> ⬇ Lobby Government for the recommended changes. 	<p>Committee members met; New suggestions have been put forth on ways to improve boating entry into the Bahamas.</p> <p>Committee would be meeting: second week of each quarter (4 times a year) March, June, September, December.</p>	<p>Ongoing</p>	<p>Earl Miller</p>

Vertical Markets Department Marketing Working Grid August '09

Please note: New Update/Results in Red

Marketing Strategies	Desired Outcomes	Progress & Next Step	Status/Results	Targeted Date	Responsibility
Bahamas Fishing Tournaments: Bahamas Wahoo Challenge Bahamas Wahoo Championship Bahamas Billfish Championship	<ul style="list-style-type: none"> ⬇ Increase the number of participants and bring awareness and exposure to these events. ⬇ Invite writers from Florida Sport fishing Magazine, Marlin, Fly Fishing in Salt Water and Florida Sportsman. 	<ul style="list-style-type: none"> ⬇ Tournament information added on Bahamas.com/boating, Bahamas.com/fishing and twitter social media network. ⬇ Keep site information current and up to date. ⬇ Meet with the tournament organizers and sponsors to discuss increasing the length and additional tournaments. <p>*Contact local marinas to obtain their new tournament schedule for 2009/2010.</p>	<p>Information is up and current and flyers were created to inform the Boating community. Monthly meetings commenced with marina operators and tournament organizers.</p> <p>❖ <u>Status:</u></p> <ol style="list-style-type: none"> 1) Posted new tournaments information on Bahamas.com/fishing 2) Created a flyer listing all the scheduled fishing tournaments for 2009/2010. 	<p>June 15th 2009</p> <p>Ongoing</p>	Earl/Carlton
Bahamas Summer Boating Fling	<ul style="list-style-type: none"> ⬇ To sign up new participants ⬇ Target South Florida boaters and the boating Community at large ⬇ Increase marketing data base for e-mail campaigns ⬇ Increase business for marina and hotel properties ⬇ Provide coverage and publicity to attract new and past boaters. ⬇ To create awareness on history of the flings and what the flings are all about. 	<ul style="list-style-type: none"> ⬇ Continue to build new and stronger relationships with marinas and manufacturers throughout the U.S. ⬇ Co-op opportunities to partner on promotions, attract new & Potential visitors ⬇ Plan a boating fling reunion and target all past and present participants. ⬇ Contact hotels and marina properties to get special discounts on dockage and rooms for the reunion. ⬇ Plans to invite Tourism Today and the Communications Department (Jeannie Gibson) on the flings to write stories and televise the flings. ⬇ Plans to co-op with the BOIPB to host flings. 	<p>Utilize Ministry's flip camera to document the boating flings. Took photos of the events. Survey was taken by all the participants at the end of each of the boating fling</p> <p>❖ <u>Status:</u></p> <p>Talking to some of the local marinas about:</p> <ol style="list-style-type: none"> a) Hosting the event again in 2010. b) Providing more attractive rates for dockage and accommodations. <p>❖ <u>Results:</u></p> <ol style="list-style-type: none"> 1) 7 Trips was planned. 2) 6 Trips travelled in total to: Bimini/Abaco/GBI/Nassau. 3) 1 Trip cancelled to GBI, due to bad weather. 4) 62 boats (approximately) in total participated. 5) 300 participants. 	<p>June 17th – Aug. 23 '09</p> <p>May 2010</p>	<p>VM Team</p> <p>VM Team</p>

		<ul style="list-style-type: none"> ⬇ Obtain footage of participants experiences via utilizing both digital and flip cameras. ⬇ Print duplication of footage for posting on Bahamas.com/boating. ⬇ This summer boaters seem more interested in the southern Islands 	<p style="text-align: center;">NSD/CES/REGISTRATION 2010 FEB 18 AM 10:03</p> <ul style="list-style-type: none"> 6) As a result of the survey, we received some negative comments with regard to on-island experiences. 7) Comments were sent to each island's MOT Manager for con. 8) MOT personalized thank you cards was mailed out to all captains who participated. 9) Conducted interviews and received testimonials from participants. 10) Footage of new boating DVD was edited by Greg Paton. 11) New schedule for 2010 has been posted on boating and fishing sites. 		
<p>Website Development meeting</p> <p>www.bahamas.com/boating www.bahamas.com/diving www.bahamas.com/fishing www.bahamas.com/flying www.bahamas.com/private-flying</p>	<ul style="list-style-type: none"> ⬇ Add more packages to entice travel and bookings on the site ⬇ Redesign of the entire site layout ⬇ New images added to the site, No videos added. Rotate images on the site, No videos have been uploaded due to site still in developing stages. 	<ul style="list-style-type: none"> ⬇ Packages have already been added to the site, just working on keeping the information current and up to date. ⬇ Meeting to discuss changes and updates to the site May 8th '09. ⬇ Boating & Fishing video have been provided along with FAQ's for the web. <p>Met with Greg on July 15th to discuss changes and updates he wants updated on Bahamas.com/private-flying.</p>	<p>Continue work in progress</p> <p>No word or progress task still pending by the agency.</p> <p>❖ <u>Status:</u> Assignment put forth by Greg in terms of updates on Bahamas.com/private-flying has been completed with two major things left to be done.</p> <p>Incomplete task:</p> <ul style="list-style-type: none"> a) posting private pilot videos directly on the site. b) posting the VFR Charts. c) Private Pilot Guide. <p>MUST BE DONE BY THE AGENCY</p> <p>Online assignments .</p>	<p>May 8th, 12th '09</p> <p>Pending</p>	<p>VM Team, Kerry/ Andre'/ Andrew</p> <p>Carlton/Andre'</p>

<p>Marine Operators of the Bahamas Meetings: (Aug. 25, 2009, Nassau) (September 12, 2009, Florida)</p>	<ul style="list-style-type: none"> ✦ To discuss the best boating & fishing practices of today's industry. ✦ Put forth recommendations and suggestions to the Government for consideration when implementing boating and fishing laws, i.e: <ul style="list-style-type: none"> a) One time multi-entry fee for boaters b) Reducing the number of pages on the Bahamas Customs Clearance Form. c) Increase patrolling and protection of marine resources. 	<ul style="list-style-type: none"> ✦ Recommendations and discussion among marina members, to come up with the best possible solution. ✦ Put forth our research information to the Department of Customs & Marine Resources Department. ✦ Once review and a decision is made, next step onto Government for approval with finding backing our research for approval to become law. 	<ul style="list-style-type: none"> ❖ <u>Status:</u> <ul style="list-style-type: none"> 1) Working on new electronic filing for Bahamas Customs clearing system, as a result of the float plan. 2) Checking for liabilities and how to overcome same. 	<p>TBD (Tentative date Jan '10)</p>	<p>Earl Miller</p>

Department Marketing Working Grid September '09

Please note: New Update/Results in Red

Marketing Strategies	Desired Outcomes	Progress & Next Step	Status/Results	Targeted Date	Responsibility
Dusky Marine Presentation September 10, 2009	Increase boating traffic to TIOTB Ease of travel to TIOTB	<ul style="list-style-type: none"> Meet with organizers to confirm location/island for trip in, 2010. Proposed island Abaco/GBI. 	<ul style="list-style-type: none"> Results: 1) 32 boats traveled to Bimini for the fishing tournament. 2) 128 people traveled by boat and 10 arrived by air. 3) 138 people in total participated. 4) Host hotel was Bimini Sands. 5) MOT contributed \$5,000.00 to host Awards Presentation & Dinner and continuation of tournament. 	Early 2010	Richard
TAMPA BOAT SHOW September 11-13, 2009	<ul style="list-style-type: none"> Increase boating traffic to TIOTB. Obtain leads. Collect names and email addresses for future promotions. 	Making arrangements for show in 2010.	<ul style="list-style-type: none"> Results: 1) 2 leads obtained: Grady White Group and Boston Whaler Group. 2) 180 email addresses collected and submitted into data base and forwarded to Bridget King for future online promotions. 		VM Team
TREASURE COAST Radio Talk Show September 15, 2009 Stuart, Florida	<ul style="list-style-type: none"> To increase boating traffic to TIOTB. To inform boating community in the Stuart and St. Lucie areas on procedures of cruising to TIOTB. 	<ul style="list-style-type: none"> Meet with Gary Guertin host of the talk show to plan boating trip from those areas. To secure room and dockage rates before finalizing the trip. 	<ul style="list-style-type: none"> Status: Shared with the Treasure Coast communities updates on marinas, fishing tournaments, boating procedures and boating flings including new dates for 2010. Result: Secured a Sea Rays group. Proposed Island: GBI. 	Early 2010	Earl
Meeting with Bass Pro Retail Shop September 17, 2009	<ul style="list-style-type: none"> To increase boating traffic to TIOTB. 	Coop with fishing pros to secure fishing groups. To send out promotional offers and deals using Bass Pro data base.	<ul style="list-style-type: none"> Status: Met with management team of Bass Pro Retail Shop to: <ol style="list-style-type: none"> Discuss co-op opportunities Introduce Jennifer Gardiner. 	Ongoing	Earl

Vertical Markets Department Marketing Working Grid October '09

Please note: New Update/Results in Red

Marketing Strategies	Desired Outcomes	Progress & Next Step	Status/Results	Targeted Date	Responsibility
Bahamas Golf Classic October 1-4, 2009 Nassau Meeting 30, 2009			❖ <u>Status:</u> Met with Bahamas Golf Federation to discuss formation of the Bahamas/Florida Golf Series.		Earl
Bahamas Orvis ProAm Fishing Tournament October 18-24, 2009 Grand Bahama	<ul style="list-style-type: none"> ⬇ Increase boating traffic to TIOTB. ⬇ To reach the fishing community via press and PR components. 	Meet with Angie Orth and Jason Elkins to confirm: <ul style="list-style-type: none"> • Dates for 4th Annual – Proposed date: October 10-16, 2010. • Additional Trip – Proposed date: May 8-14, 2011. Proposed islands: Andros or Abaco. To incorporate Southern Islands initiative. • Earl to speak with Greg Vincent about guides fees for next tournament. • Earl to confirm MOT financial commitment. • Jason Elkins agreed that Orvis will pay for same portion as done for the past two tournaments. 	❖ <u>Results:</u> 1) 24 Participants 2) 6 Press 3) 12 Boats 4) Participants disbursed to Andros 5) Story generated by: Journalist Mike Masur from Fly Fishing in Salt Water. Visit http://tinyurl.com/yla7xdx and http://tinyurl.com/yhaz6jd for story and gallery of 29 color photos. 6) Mike is planning an Andros focused print feature for Fly Fishing in Salt Water magazine.	First quarter 2010	Earl/Karen
Ft. Lauderdale Boat Show October 29 – November 2, 2009	<ul style="list-style-type: none"> ⬇ Increase boating traffic to TIOTB. ⬇ Obtain Leads. ⬇ Collect names and email addresses for future promotions. 	<ul style="list-style-type: none"> • Contact marina properties to obtain prizes/give-aways for daily drawings at the next boat show- • Produce poster and flyer with special deals and general information for distribution. • Miami, Feb. 11-15, 2009. • Insure that all invoices have been received and payment sent to cover cost for participation in the next show. 	❖ <u>Results:</u> 1) 528 email addresses collected at the booth. They were input into the data base and forward to Bridget & Cecile for future boating promotions. 2) 7 marina properties donated prizes for daily drawings. 3) 18 prizes in total were given out ranging from free accommodations, dockage, yatchman's guide and Bahamas caps. The marina properties who donated the prizes were notified and received names of their respective winner. 4) 11 marina properties were represented and 1 person attended from the Bahamas Hotel Association.	ongoing	VM Team

Ft. Lauderdale Boat show cont...			5) Ft. Lauderdale Yacht Club proposed trip to Cape Eleuthera in 2010	TBD	
Nassau Golf Promotion Meeting October 30, 2009					Earl

Vertical Markets Department Marketing Working Grid November '09

Please note: Update/Results in Red

Marketing Strategies	Desired Outcomes	Progress & Next Step	Status/Results	Targeted Date	Responsibility
Bahamas Dive Symposium/Fam Trip December 8-12, 2009 Nassau	<ul style="list-style-type: none"> ⬇ Increase Dive traffic to TIOTB. ⬇ Generate Bookings. ⬇ Offer compelling dive packages. ⬇ Solicit Hotel Partner (Co-op Opportunity) 	<ul style="list-style-type: none"> • Planning and preparation stages. • Obtain rates and invoices for the event. • Creating a welcoming Package to include: general information and information on the islands hosting the post trips. • Recap of the event for those who didn't attend. (video footage on Bahamas.com/diving) 	<p>Obtained hotel invoice</p> <p>Persons have already began signing up.</p> <p>❖ <u>Results:</u></p> <ol style="list-style-type: none"> 1) 65 people attended including 12 from Latin America Group. 2) 30 people disbursed to Abaco, Exuma and Bimini. 3) Story generated and published on website- ogobo.galobo.com written by Anna Paula from Scuba AA Club, Brazil. 4) Beth Watson booked a group of 6 people for 7 nights to Nassau for early 2010. The retailer who booked the group is Jim Cooper Dive. 	Nov 8 th - 12 th '09	VM Team
Dockwise Yacht Transport December 6, 2009	<ul style="list-style-type: none"> ⬇ Increase Boating traffic. ⬇ Discussions with the company marketing personal to transport mega yachts to the Bahamas, during the slow boating season. ⬇ Convince Dock-wise to include The Bahamas on their transport schedule. ⬇ Media exposure. 	<ul style="list-style-type: none"> • Promote this new service for Mega Yachts. • Contact magazine editors, from Southern Boating, Boating & Yachting Magazines informing them of this new service, for transporting yachts to the Bahamas. • Plans to have more than one rendezvous to GBI added to dock-wise transport schedule. • Plans to have a dedicated exclusive ship for transporting yachts to The Bahamas. 	<p>Boat is scheduled to arrive and the communications department was brought up to speed in terms of covering this event with local press coverage.</p> <p>❖ <u>Results:</u></p> <ol style="list-style-type: none"> 1) 18 Yachts ranging from 65' - 90' made the voyage to GBI. 2) 8 yachts got off in GBI and 2 went to St. Thomas. 3) The yachts were docked at Port Lucaya and Lucayan Yacht Club. 4) The reason we had only 8 yachts was due to the lateness in getting the documents approved in the Bahamas. 5) MOT hosted the Dcokwise management team and yacht owners to a welcome reception. 		VM Team

			<p style="text-align: center;">NSD/CES/REGISTRATION UNIT</p> <p style="text-align: center;">2010 FEB 18 AM 10: 03</p> <p>❖ Projection for 2010: 1) Next year there will be two dedicated Dock-wise ships to transport the yachts from the Chestapeak Bay and Los Angeles areas to GBI. 2) Transporting a minimum of 30 boats.</p>		
DEMA Dive Show December 8-12, 2009 Dive Booking Engine	<ul style="list-style-type: none"> ⬇ Increase Dive traffic to TIOTB. ⬇ To obtain leads. ⬇ Collect email addresses for data base. ⬇ Increase awareness of Bahamas boating fling program. ⬇ Generate Bookings. ⬇ Offer compelling dive packages. 	<ul style="list-style-type: none"> ⬇ Develop a booking engine for divers or sporting activities Create breathe taking deals and packages on Bahamasdiving.com linked on Bahamas.com/diving • Booking engine has been developed and being tested before going live on the website. • BDA contracted company to manage booking engine for smaller DI properties. • Possibility of offering booking engine to fly-fishing lodges and small operators. 	<p>❖ Results:</p> <ol style="list-style-type: none"> 1) 150 names and email addresses were collected at the booth. 2) We got the list (dic) of attendees from DEMA organizers for future email campaigns. 3) To date we have received 120 active leads. 4) Projection estimate of \$500,000.00 in bookings revenue. <p>Full report will not be available until the end of December 2009.</p>	Oct 30 th – Nov 3 rd '09 – created Nov 24 th – Dec.7 th '09 – Launch date and testing for booking engine Jan 20 th – 24 th '10	
Cat In To Abaco Fishing Tournament	<ul style="list-style-type: none"> ⬇ Increase fishing traffic to TIOTB 	<ul style="list-style-type: none"> • Reconfirm location in Abaco and rates for participants. 	<p>❖ Status:</p> <ul style="list-style-type: none"> • Postpone due to weather. • New date May/June 2010. • We obtain waiver for tournament fees of \$500.00 from Department of Agriculture & Fisheries. • As a result of waiver, we will receive articles and stories in Costal Angler Magazine and Costal angler .com. 	May/June 2010	Carlton