

For Six Month Period Ending December 1999
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
BAHAMAS TOURIST OFFICE **2310**

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

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

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

N/A

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, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

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

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes No

If yes, furnish the following information:

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

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

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

If yes, furnish the following information:

Name	Position or connection	Date terminated
Dwayne Evans	Marketing Representative	August 31, 1999

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

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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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? N/A Yes No

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

II - FOREIGN PRINCIPAL

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

If yes, furnish the following information:

Name of foreign principal

Date of termination

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

If yes, furnish following information:

Name and address of foreign principal

Date acquired

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

N/A

10. **EXHIBITS A AND B**
(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following. N/A

Exhibit A³ Yes No
Exhibit B⁴ Yes No

If no, please attach the required exhibit.

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

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

If no, please attach the required amendment.

2. The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

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

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

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes No N/A

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

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

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

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

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government, a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

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

Date	From Whom	Purpose	Amount
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SEE INSERT 14 (a)

Total

(b) RECEIPTS - FUND RASING CAMPAIGN

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

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

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

(c) RECEIPTS-THINGS OF VALUE

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

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e))

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

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

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

During this 6 month reporting period, have you

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

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

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

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

Date	To Whom	Purpose	Amount
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SEE INSERT 15 (a)

Total

(b) DISBURSEMENTS-THINGS OF VALUE

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

Yes

No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes

No

If yes, furnish the following information:

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

V - INFORMATIONAL MATERIALS

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

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

17. Identify each such foreign principal.

N/A

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

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

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

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

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

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

21. What language was used in the informational materials: N/A

- English
- Other (specify) _____

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

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

- Yes
- No

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

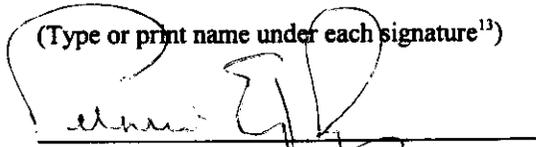
VI--EXECUTION

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

(Date of signature)

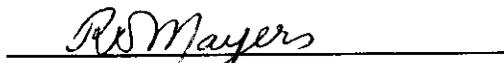
(Type or print name under each signature¹³)

March 24, 2000



Patricia E.J. Rodgers (Dr.)
Permanent Secretary

March 24, 2000



Renee D. Mayers (Mrs.)
Sr. Manager, Human Resources

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

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

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials - page 8 of Form CRM-154, formerly Form OBD-64-Supplemental Statement):

YES _____ or NO XXXXX

(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 XXXXX or NO _____

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

R.D. Mayers
Signature

March 24, 2000
Date

Mrs. Renee D. Mayers
Please type or print name of
signatory on the line above

Sr. Manager, Human Resources
Title

Item 11

BAHAMAS TOURIST OFFICE

3450 WILSHIRE BLVD., #208
LOS ANGELES, CA 90010

TEL: 213-385-0033

FAX: 1-213-383-3966

FAX COVER SHEET

DATE: *March 23, 2000*
TO: *Pamela Sawyer*
FROM: *Charmayne Bullard*
REF: *Sales activity July - Dec, 99*

SPECIAL NOTES: *Decided to send up to*
June 2000.

TOTAL NUMBER OF PAGES: *4*..... INCLUDING THIS PAGE.

**IF YOU DO NOT RECEIVE ALL OF THESE PAGES, PLEASE CALL
AS SOON AS POSSIBLE.**

BTC WEST - MARKETING ACTIVITIES
June 1999- June 2000

Date	Name of Show - T/C	City	Est. # of T/A	Est. # of Cons.	BTC Pers.
Aug 12	Fam Trip Breezes	Nassau	8		V. Kelly
Aug 28-29	Visions Women Expo	Dallas, TX		1,500	V. Kelly
Aug. 28	CTO Caribbean Carnival Dinner & Auction	Houston, TX			C. Rose
Sept. 15	CTO-LA Caribbean Beach Party	Los Angeles, CA			L A Team
Sept 15	Business Place '99	Dallas, TX		5,000	V. Kelly
Sept 27	NTE	Palm Springs, CA	100		E. Glinton
Sept 28	NTE	Ontario, CA	100		E. Glinton
Sept 29	NTE	Anaheim, CA	100		E. Glinton
Oct. 2-3	Caribbean Festival	Houston, TX			C. Rose
Oct. 4	National Trade Show	Pleasanton, CA	150		W Rolle
Oct. 5	National Trade Show	Fresno, CA	150		W Rolle
Oct. 6	National Trade Show	Sacramento, CA	150		W Rolle
Oct. 7	National Trade Show	Monterey, CA	150		W Rolle
Oct. 5	NTE	Ft. Worth, TX	100		V. Kelly
Oct. 5	NTE	Dallas, TX	100		V. Kelly
Oct. 7	NTE	Houston, TX	500		C. Rose
Oct. 5	Island Flight Vacations	San Diego	50		E. Glinton
Oct. 6	Island Flight Vacations	Los Angeles	125		E. Glinton
Oct. 7	Island Flight Vacations	Irvine	100		W Rolle
Oct 10	World of Cruises	Piano, TX			V Kelly
Oct. 11	Delta Vacation Product Launch	Dallas, TX	2-300		V. Kelly
Oct. 16-17	Wedding Expo	Littleton, CO			W. Rolle
Oct. 20	Baylor College, Trvl Fair	Houston, TX		250	C Rose

Date	Name of Show - T/C	City	Est. # of T/A	Est. # of Cons.	BTC Pers.
Oct. 25	Orange County ASTA Golf Classic	Costa Mesa, CA			W. Rolle
Oct. 29	NTE	Albuquerque, NM	150		C. Rose
Nov. 1	National Trade Show	New Orleans, LA	150		C. Rose
Nov 2	Apple Vacations Product Launch 2000	Mesa, CA	120		E. Ginton
Nov. 3	Apple Vacations Product Launch 2000	Phoenix, AZ	40		E. Ginton
Nov. 3	Apple Vacations Product Launch 2000	Scottsdale, AZ	125		E. Ginton
Nov 4	Great Bridal Expo	Houston, TX			C. Rose
Nov. 4	Apple Vacations Product Launch 2000	Tucson	80		E. Ginton
Nov 12-14	Independent Travel Counselor	Beaumont, TX			C. Rose
Nov 14	Modesto Bee Travel Show	Modesto, CA	150		W. Rolle
Nov 16	NTE	Los Angeles, CA	100		W. Rolle
Nov 17	NTE	Woodland Hills, CA	100		W. Rolle
Nov. 18	Suppliers Night	Dallas, TX			V. Kelly
Nov. 18	NTE	Pasadena	100		J. Gibson
Nov 19	NTE	Santa Barbara	100		E. Ginton
Dec. 2	Bahamas Suppliers Night	Houston, TX			C. Rose
Dec. 8	CTO- Bahamas Dinner	Silicon Valley, CA			W. Rolle
Jan. 8	Prestige Travel Fair 2000	Las Vegas, NV			W. Rolle
Feb. 8	Asta San Diego Travel Fest	San Diego, CA			E. Ginton
Feb 4-8	The Travel Show	Seattle, WA			E. Ginton
Feb. 5-6	Orange County Register	Costa Mesa, CA			E. Ginton
Feb. 6	Dallas Morning News Vacations at Sea Showcase	Gravevine, TX			V. Kelly
Feb 11-13	Vacation & Leisure Show	Ft. Worth, TX			V. Kelly
Feb. 11-12	Travel Expo	Salt Lake City, UT			E. Ginton
Feb. 19	ASTA Phoenix	Phoenix, AZ			E. Ginton
Feb. 20	Vacation Fest 2000	Santa Monica, CA			W. Rolle

Date	Name of Show - T/C	City	Est. # of T/A	Est. # of Cons.	BTC Pers.
Mar 20	Uniglobe Travel Show	Antelope Valley, CA			W Rolle
APRIL	Rocky Mountain CTO Bahamas Dinner	Denver, CO	200		W. Rolle
April 3-8	NTS Series of Shows	Colorado			W. Rolle
May 1-4	NTS Series of Shows	North and South TX			CR/VK
May 20-21	Los Angeles Times Travel Show	Los Angeles, CA			L A Team

MONTHLY REPORT

December 1-31, 1999

To: Sr. Regional Manager - Florida

From: Sr. Marketing Representative - WPB/Lee & Collier Counties

C1

Fam Trips

Date: Gateway: Destination Attendance Air/Partner

Results:

Sales Calls

Planned: Actual: Variance:

10

12

Objectives:

- To inform agents of the Bahamas Getaway Promotion with American Express.
- To inform agents of SeaJets (hydrofoil) out of the Port of Palm Beach into GBI.
- To enroll agents in BTI program.

Results:

- Now that SeaJets is in operation - agents are waiting to see how long it will last - apparently a hydrofoil service to GBI started about 10-15 years ago out of Ft. Lauderdale, but it did not last long. The Cat is also not a good example.
- One by one agencies continue to either merge, close or managers are working from home.
- Embassy Travel, Palm Beach merged with Megellan about a year ago and now they are closing.
- Royal Palm Travel, Boca, when lease is up in April '00, will be closing its doors. Owner will work from home.
- Red Carpet Travel, Delray Bch, held its Grand Opening. Dec. 9 - Aimee Kretz is the Owner/Manager.

Market Intelligence:

- Over the Thanksgiving holidays Seajets experienced a mechanical problem.
- SeaJets experiencing engine problems – informing agents Dec. 9 that they would not be taking any bookings until Dec.17.

In-agency seminars

<u>Planned:</u>	<u>Actual:</u>	<u>Variance:</u>
06	0	-06

Results:

BTI Seminars

<u>Date:</u>	<u>City:</u>	<u># Anticipated:</u>	<u>Actual Attendance:</u>
<u>Results:</u>			
<u>Intelligence:</u>			

Trade Shows

<u>Date:</u>	<u>City:</u>	<u>Name of Function:</u>	<u>#Anticipated:</u>	<u>Actual:</u>
<u>Results:</u>				
<u>Intelligence:</u>				

Trade Presentations

<u>Date:</u>	<u>City:</u>	<u>Name of Function:</u>	<u># Anticipated:</u>	<u>Actual:</u>
<u>Results:</u>				
<u>Intelligence:</u>				

-3-
Telemarketing

<u>Planned:</u>	<u>Actual:</u>	<u>Variance:</u>
40	65	

Objective:

- Spoke with John Badham, A to Z Travel, Bonita Springs - regarding coop advertising with the cable company in the area.
- Spoke with Eldin Ferguson about his appearance on NBC, Dec.21 - he is looking for financial assistance for the show. He claims that he spoke to Cordell Thompson and also the DG - who was told to go through the Miami office.

Results:

- Proposal was sent to office from South Florida Cable Company for perusal.
- Told Eldin that there was absolutely no money for anything.
- A to Z Travel's coop advertising was tentatively scheduled to begin Dec.27, if approved - will have push back because of the National Cable Advertising Campaign which is to begin Dec.15. Area Manager would prefer promotion for the spring, but John Badham prefers that it kicks in right after the National Cable Advertising Campaign, to reinforce the message.
- Ken Johnson, The Vacation Place, has moved his office at his home in Lantana.
-

C2

Retail Co-op campaigns

<u>Dates:</u>	<u>Partners:</u>	<u>Size:</u>	<u>Newspaper:</u>
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Consumer promotion

<u>Dates:</u>	<u>Partners:</u>	<u>Campaign name:</u>	<u>Call-to-action:</u>
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Campaign:

Results:

Consumer Shows

<u>Date:</u>	<u>City:</u>	<u>Name of Function:</u>	<u># Anticipated</u>	<u>Actual:</u>
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Results:

Intelligence:

C3

Group production

Dates:

Group name:

Persons:

Room nights:

Comments:

- Please note that I will be on vacation Dec. 21 -31. HAPPY HOLIDAYS TO YOU AND YOURS.

MONTHLY REPORT

December 1999

TO: Pamela Richardson

FROM: Bridgette King

CC: Jennifer Munnings

CUSTOMER FOCUS 1

Date	Gateway	FAM TRIPS		Agents
		Destination	Airline/partner	

Objective:

Results:

SALES CALLS (50 P/M)

<u>Planned</u>	<u>Actual</u>	<u>Variance</u>
26	10	-16

Objectives:

- Promote Amx Getaway and update agents on extension

Results:

- Agents will attempt to promote Getaway during the extension
- Very pleased about the British Colonial refurbishment

Market Intelligence:

More agency closures uncovered. Several are now working out of other agencies' space. The benefit being – no overhead, no administrative expenses.

Variance:

Worked on November monthly report – Nov 30
 Sick day – Dec 1,2
 Casual – Dec 7
 ½ casual – Dec 9
 Casual days – Dec 13,14
 Floating day – Dec 16
 Vacation – Dec 20 – Jan 6

In-Agency Seminars (8p/mth)

<u>Planned:</u>	<u>Actual:</u>	<u>Variance:</u>
4	1	-3

Objective:

- Promote the Amx Getaway promo
- Product update

Results:

<u>Agency</u>	<u>Location</u>	<u>Numbers</u>	<u>Results</u>
CSF Travel	Pembroke	2	fam interest

TRADE SHOWS

<u>Date</u>	<u>City</u>	<u>Name of Function</u>	<u>#Anticipated</u>	<u>Actual</u>
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Results**Trade Presentations**

<u>Planned:</u>	<u>Actual:</u>	<u>Variance:</u>
0	1	+1

<u>Date</u>	<u>City</u>	<u>Name of Function</u>	<u>#Anticipated</u>	<u>#Actual</u>
Dec 1	Miami	Gogo Night	8	7

Results:

Gogo reported that Sun Intl had availability over the holidays and had lifted the 7 night minimum restriction for Gogo.

Telemarketing

<u>Planned:</u> 15	<u>Actual:</u> 18	<u>Variance:</u> 3
<u>Objective:</u>		

- Promote Getaway
- Target bti incompletes

Results:

- Found that there was some improvement in the Getaway bookings though minimal. Agents reported that operators have not done a good job of passing the info on to agents about the program.
- Agents had seen the ads on tv and assumed the program was exclusively for AMX retail stores.
- Agents also reported receiving requests for short vacations to the Out Islands for the 1st quarter of the year.
- Dtours planning to expand their program in Nassau. Expressed concern about the Nassau Marriott (ie hotel classification). They are currently building their web page.
- Offered 2 complimentary bs enrollments to Ralphe Duggar of Duggar Tvl. Very receptive to the offer and will assign the 2nd enrollment to one of his agents.

CUSTOMER FOCUS 2 - Consumer

Retail Co-op campaign

<u>Dates:</u>	<u>Partners:</u>	<u>Size:</u>	<u>Newspaper:</u>
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Objective:

Results:

Consumer promotion (8 annually)

<u>Dates</u>	<u>Partners:</u>	<u>Campaign name:</u>	<u>Call-to-action</u>
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Campaign

Results:

MONTHLY REPORT

December, 1999

Linville Johnson

Religious Market

C1 - Sales Calls – 20 per month

Planned	20	Actual	12	Variance	-8
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Objectives: (A) To position TIOTB as the best value for money as well as a country that adheres to and honors religious principles and practices as is outlined in the pre amble of the Bahamian constitution. (B) To develop quality leads resulting in increased group room nights in hotels in TIOTB.

Results: Often times the results of activities generated during the current reporting period are not manifested for some time into the future. The results this month manifested itself in a closer working relationship with the principles of the church of the apostolic faith of the Lord Jesus, who convened in Ft. Lauderdale to hold their annual state church convention. The opportunity was taken to finalize their 2000 national convention which will be held in Nassau.

Market Intelligence: There were the general concerns regarding Y2k. Overall the mood of the market was upbeat, as this is a very important season in the religious as well as the secular world- The birth month of Jesus Christ.

Fam Trips - 0 per month

Date	Gateway	Destination:	Attendance	Air Price
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Group Leads

Group	Name	Date	Destination(s)	Pax	Room Nites
Church of the Apostolic Faith		Dec. 2000	Nassau/ Paradise isl	600	1,500
Faith Temple couple,s Group		Aug.2000	Nassau/Paradise Isl	50	75

Objectives: Qualify a minimum of four (4) Religious Group leads and/or as many possible

Result: Forward the above Two (2) leads to the respective hotels for follow-up

Site Inspection

Name	Company	Dates	Destination (s)
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Result:.

Results: Group confirmed via cable broadcast, their intention to hold their annual national convention in Nassau in Dec 2000. Approx 600 pax are expected to attend.

Intelligence:

Trade Presentations

Date:	City:	Name of Function:	# Anticipated:	Actual:
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Results:

Intelligence:

Telemarketing

Planned: 80	Actual 45	Variance: -35
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Objective: Convey TIOTB's message of proximity, Diversity, and easy access. Also promoting the fact that prayers, not only are welcome in Bahamian public schools, but at the beginning of each session of Bahamian parliament as well.

Results: Heightened the awareness of TIOTB's main attributes, while positioning TIOTB in a positive light to host future Religious group business.

Intelligence: TIOTB continues to enjoy a very favourable impression as a destination.

C-2 Press Trips

Date	Names	Destination(s)	Affiliation(s)
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Results:

Objective:

Religious Group Promotion

Dates	Names	Locations	Function
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Results.

Objectives To promote to the Western region religious market to TIOTB

MONTHLY REPORT-DECEMBER '99

To: Pamela M. Richardson

From: Edward Archer

cc.: Regional managers

C1 Fam Trips

Date: Gateway: Destination: Attendance: Air/Partner:

Results:

Sales Calls (50 per month)

<u>Planned:</u>	<u>Actual:</u>	<u>Variance:</u>
25	10	-15

Objectives.

Continue to promote Bahamas Getaway program, concentrate on converting agents to become BS. Try to identify pro Bahamas agents & update of product. Promote winter programs.

Results

- Getaway ad was still visible and talked about during the month of December.
- Discussion on hurricane Floyd now diminished.
- Prices (high) for travel during Christmas & New Years was mentioned, but those agents selling were not complaining
- Agents continue to show interest in our BS program, but some still hesitant on paying themselves, looking for agency to pay or complimentary.
- December was a short work month due to time off (vacation 2x weeks plus 2 casual days)

Market Intelligence:

In-Agency Seminars (8 per month)

<u>Planned:</u>	<u>Actual:</u>	<u>Variance:</u>
4	2	-2

Objectives:

Focusing on Bahamas Getaway & BS program to promote group leads

Results:

- Seminars went very well and were well received.

Preview 2000

Monthly Task:

Assigned To:

Completion:

Objective:

Results:

BTI Seminars

Date: City: # Anticipated: Actual Attendance:

Results:

Intelligence:

Trade Shows

Date: City: Name of Function: # Anticipated: Actual:

Results:

Intelligence:

Trade Presentations

Date: City: Name of Function: # Anticipated: Actual:

Results:

Intelligence:

Telemarketing

Planned: Actual Variance:
25 39 -14

objective:

Promote BS program, update accounts

Results:

- Agents with time were interested in BS program but a little hesitant on payment, some feel that agency should pay and not agents and others were looking for a complimentary pass.

Intelligence:

C2 Retail Co-op campaigns

Dates: Partners: Size: Newspaper:

Objective:

Results:

Consumer promotions (8 annually)

Dates: Partners: Campaign name: Call-to-action:

Campaign:

Results:

Consumer Shows

Date: City: Name of Function: # Anticipated: Actual:

Results:

Intelligence:

C3

Group production (2 per month)

Dates: Group name: Persons: Room nights:

CUSTOMER FOCUS 1

Objective: To build a critical mass of Bahamas Specialists

Increase group business

Product update

Promote Bahamas Getaway

Fam trips

Date	Gateway	Destinations	Airline/Partner	Agents/planners
11/4-8	Carolinas	NPI	TAC/UP/AA/DL/ USAir	13
11/8-11	Atlanta	NPI	Delta	12
11/10-10	FLL (WPB)	NPI	UP	6

Results:

Five people enrolled in the BTI program; many others expressed interest.

Selling the BTI program continues to be a challenge in the SE particularly South Florida. Agents perception is still one of not having any real 'value' in the program particularly with the limited amount of 'lead referrals'.

Emphasis has been placed on fams for the past few years and we have been fairly successful with our fam attendance and quality of agents. All the fam participants have their BTI enrollment included in the fam rate; however, even with this tactic we have been unsuccessful in converting agents into BS (completing the SSG). Conversion rate from the fams is 1%.

Consideration is being given to administer/proctor the exam at the end of the groups' stays in TIOTB particularly those who have a two-night or more experience. This would greatly reduce the constant comment of 'too busy to complete and take test'.

Although the fam may be one destination, during the course of the stay, we will continue to have a BTI seminar touching on all the major points and constantly educate the agents in between transportation periods and at functions, etc.

There was only one enrollee in the BTI program for the month of October for the SE.

All groups were very impressed with the new Bahamas and the new downtown environment of the BC Hilton.

Two additional fams were scheduled to NPI with Bahamasair and American Eagle; however, both were cancelled due to unavailability of hotel rooms.

Site Inspection

Name	Affiliation	Destination(s)	Results	Manager
Mike Bingham John Maddeux	Moody Radio Broadcasting Network Conf.	NPI/GBI	June 2000 at the Lucayan and Radisson or Atlantis	Linville

Sales Calls

Area	Planned	Actual	Variance
Florida	275	120	-155
Atlanta	50	35	- 18
Charlotte	50	18	- 32
Groups	20	39	+ 19
Religious Market	20	15	- 5

Results:

Strong observation of agents resisting to complete the SSG component of the BTI program. As usual, many commitments and promises but no completions.

From the calls, received checks for agents to participate in the fams.

Agents are aware of the Getaway program; however, there appears to be a definite lull in the excitement level of the consumer when booking TIOTB re Getaway. Many query the connection to the AMX card when the majority of people have VISA/Mastercard. Still book but not on the Getaway program.

General concern as to the condition of Bahamia (Princess) properties. With change of name, will desperately needed renovation become reality?

Agents have not experienced any great excitement about millenium travel - actually, many people are opting to staying home or within driving distance.

Many agents are expressing concern for January 1 and the possibilities. Many feel rather confident that consumers are saving their money for travel later in the year (after January 5 or so) so as to avoid any Y2K complications.

Sales calls netted a number of qualified group leads (see below).

A very strong Bahamas contingent (60), headed up by the BTO Eleuthera team, attend the Sanford Festival (Orlando area). There was a junkanoo, policeman, wood carver, braiders, market show, etc. The group found this 'sister city' activity very favorable and well received and hopefully will covert to future business.

In-agency seminars

Agency	Location	Numbers	Results	Manager
Vagabond Travel	Palm Beach	2	Enlisted fam part.	Cecile
Kimberly Travel	Davie	3	Interest in GBI	Bridgette
Unlimited Vac.	Hollywood	2	Some BTI interest	Bridgette
NBC Leisure	Pembroke Pines	3	Senior market	Bridgette
Welcome Aboard	Hallandale	3	SSG commitment	Bridgette
ABC Travel	Margate	2	Fam trip request	Bridgette
Nice & Easy	Margate	2	Interest in GBI	Bridgette
Travel Plus	FLL	3	Int. in BTI	Bridgette
Runaway Travel	Miramar	2	Part. In fam trip	Bridgette
Costamar Travel	Miami	4	Int. in fam	Jennifer GP
House of Travel	Aventura	6	BTI enrollment	Jennifer GP
				Eddie

Trade Shows

Name	Location	Attendance	Results	Manager
Holland America	At sea/Half Moon Cay	1200		Jennifer M
Holland America	At Sea/Half Moon	1200		Donna
NTS	Atlanta	100+	Full house-qualified agents	Eddie
NTS	Raleigh	101		Ralph
NTS	Charleston	84		Ralph
NTS	Pensacola	100	4 BTI enrollees	Janet

Places To Go	Gables	25		Jennifer M
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Results:

Holland America christened it's newest ship, Volendam, and invited 2400 agents from throughout the country for two two-day cruises from FLL. Ship stopped at Half Moon Cay for a day of leisure.

Opportunity to network during and after tradeshow.

NTS attracted many agents from the outlining areas of the Carolinas and, during this period, successful in allaying concerns as to the condition of the Out Islands post hurricane and opening periods.

NTS continues to attract top quality agents who are timely and interested in the suppliers.

Trade presentation

Name	Location	Attendance	Results	Manager
CTO	Atlanta	100+	2000 out of country meeting?	Eddie

Telemarketing

Area	Planned	Actual	Variance
Atlanta	50	59	+ 9
Charlotte	50	38	- 12
Florida	300	187	-113
Groups	60	55	+ 5
Religious Market	60	65	+ 5

Intelligence:

Tallahassee is a very heavy association market and price conscious. Many restrictions to travel to TIOTB due to by-laws and government regulations.

The perception of TIOTB, as a successful groups destination, has certainly has certainly make major strides. Planners are very open to the idea of using as a group travel area.

BS change of addresses uncovered and followed up with BTI desk.

Fam trip participants secured.

Customer Focus 2

Objective: Increase consumer awareness

Consumer Promotions:

Name	Location	Partner	Manager
Secrets	Gables	Vision Tv/Places To Go	Jennifer M
Church on the way	LA		Linville

Campaign: Secrets, is a one-week theatrical production at the Miracle Theatre in Coral Gables. A booth was available, for the week, pre/during intermission/post production with Bahamas flyers and packages. Promotion of Secrets, via tv, also had TIOTB as a sponsor. Over 200 patrons (28% of total) visited the booth. Vision Travel is following up on interest.

Abundant Life Christian Church had a golf outing in LA. We were unable to obtain a hotel package for the grand prize but did receive exposure by: Verbal promotion by Pastor Chris during his organization meetings, church newsletter (5,000) and having collateral information on display, at the outing.

Customer Focus 3

Objective: Increase group business

Group production/leads:

Name	Dates	Destination	People	Results	Manager
Moody Radio	June '00	NPI/GBI	70	Confirm	Linville
St. Matthews	June '00	GBI	35-50	Lead	Linville*

St. Agnes	June '00	GBI	40-50	Lead	Linville*
Damascus Ch.	June '00	GBI	30-40	Lead	Linville*
Smart Disc.	5/17-20 '01	NPI	150	Lead	Maxine
Dairy Queen	9/14-17 '01	NPI	90	Lead	Maxine
Medical Ed.	10/3-7 '00	NPI	120	Lead	Maxine
Triare Rest.	8/24-28 '00	NPI	50	Lead	Maxine
Hienzinger Hol	2/21-24 '01	NPI	200	Lead	Maxine
Ancomp Inc.	11/23-26 '01	NPI	75	Lead	Maxine
Racal Datacom	10/11-15 '01	NPI	300	Lead	Maxine
Acuderm Inc.	9/7-10 '00	NPI	80	Lead	Maxine
Bacom Palmer	8/9-12 '00	NPI	100	Lead	Maxine

*One-day cruise visit via Discovery

TOUR OPERATORS/WHOLESALERS

GBV has expressed concern about their Pittsburg and Cleveland flights during January. The first two flights are sold out, December 23/30; however, due to very low loads, they will be combining both flights during the January period. To increase loads, GBV is now negotiating cable buy in these areas.

Bahamas Getaway production figures for November:

Certified Vacations (Delta Vacations) - 1 (total of 49 for the period) - very dismal

Places To Go - 0

Changes in Latitude - 5

Raggae Jam - 0

BTNetwork - 0

Dtours - 2

Alken - 2

Bahamas Vacations - 5

Festa - TBA

GBV - TBA

SeaJets is off and away to GBI; however, some startup glitches were very evident. Due to mechanical problems, customers had to seek accommodations and transportation in WPB without any assistance from SeaJets. Clients not happy.

USAirways has signed our co-op marketing counterproposal dedicated to a multi-city print campaign for the winter/early spring.

AIRLINES

Chalks has been purchased (ex. Eastern Pilots) and will be renamed Ocean Airways in January. Presently operating three round-trip to PI, increasing to 6 in January, 9 in February for a total of 12 daily in March. They have purchased 7 mallars (17 passengers) and 12 G-111 (34 passengers) planes. They are all being refitted with turbo prop, new paint and design and picture windows. Bill Jones is involved. Listing of all SF operators and key agencies have been forwarded for a fax broadcast.

PUBLIC RELATIONS

Palm Beach CRUISING IN STYLE. Seajets embarking on Bahamian voyages from Palm Beach to GBI.

News Journal, Daytona Beach, RESORTING TO EXTREMES. Dedicated to the large five resorts on Cable Beach, historical sight-seeing, shopping, attractions, dolphin encounter, Graycliffe and how to get there.

Pensacola News Journal FERRY SERVICE TO BAHAMAS COMMENCES. Fast ferry between S. Florida and TIOTB.

Miami Herald OUTTA HERE TRAVEL NEWS AND VALUES. Reopening of the BC Hilton, advice on package.

Miami Herald MORE ON THE BAHAMAS. A NEW OPTION FOR GETTING TO Freeport - SeaJets.

El Nuevo Herald DISNEY INVADE LOS MARES CON UN NUEVO CRUCERO. Disney Wonder's trip to Castaway Cay.

WINGTIPS...ON THE MOVE...EXPLORING THE BAHAMAS. Natural wonders, activities and shopping.

Miami Herald...CATAMARAN SERVICE SHUTS DOWN...TheCat.

Miami herald...FERRY'S CLOSURE STILL A MYSTERY. Ferry folds under mysterious circumstances.

Air Jamaica Skywritings MAGICAL VISITS. Accommodations at a variety of hotels in Nassau and Harbour Island.

Palm Beach Post WHAT A DEAL. Special rates for Disney Magic and Disney Wonder in TIOTB.

Stuart News BAHAMAS: A FANTASY OF ISLANDS IN THE STREAM. A TRAVELLER'S DIARY. Abaco, Bimini, Harbour Island and Exuma.

Stuart News HYDROFOIL SERVICE OFFERED TO BAHAMAS. Prices and potential for boosting business prospects for tourism-related operations in GBI.

Jupiter Courier NOW IS THE TIME FOR A NASSAU VACATION. Attractions and accommodations.

Stuart News CATTIG AWAY TO THE BAHAMAS JUST GO QUICKER. Fast Ferry.

Waterway Times THE SECRET OF THE BAHAMAS. Green Turtle Cay

Deland Beacon BAHAMIANS BRING A TASTE OF ISLAND FOOD, MUSIC, REVLRY. 60 Bahamians arrived in Sanford from Eleuthera to continue a special relationship.

LATIN AMERICA

The GSA's from Garay Marketing (Latin America) were on an intensive one-week educational tour of TIOTB visiting NPI/GBI, Eleuthera.

Preliminary marketing plans are in progress along with budgets for each country. Representation has been made for a 'print stick' for the Spanish/Portuguese trade and consumer brochure with our new GSAs addresses.

OTHER

The annual Thanksgiving luncheon for our suppliers was, once again, a huge success. We hosted over 125 people for lunch over a three-hour period - all food prepared by the staff.

CUSTOMER FOCUS 1

To build a critical mass of Bahamas specialists

Fam Trips

Date	Gateway	Destination	Airline/partner	Agents/planners
7-11	National	NPI	American	48
10	Miami	NPI	Bahamasair	8
29-31	Miami	NPI	Bahamasair	7

- Secured airline commitment for seats for fam trips during October/November; however, NPI hotel accommodations were unavailable on three of the weekend periods and these fams were cancelled. Could not reschedule due to NPI also being fairly fully booked during the November weekends. NPI fams are in great demand!
- The destination program (national groups) did not visit GBI, during this trip, due to the large number of planners; however, GBI did have a representative to conduct the seminar and spend time with the planners.

Site Inspections

Name	Affiliation	Destination	Results
Susan Pelletier	Editor, RCMA	NPI/GBI	Religious article in Feb.'00 issue

Sales Calls

Area	Planned	Actual	Variance
Florida	275	81	-194
Atlanta	50	40	- 10
Charlotte	50	22	- 28
Groups	40	43	+ 3

- SeaJets actively soliciting agents support via constant 'fax broadcasts' for their GBI service from WPB effective November 6 five days per week.
- Millennium bookings are NOT fast and furious and many destinations are reporting availabilities.
- The Cat has suspended service to both NPI and GBI due to low loads.
- Reduced commissions still very foremost in agency community conversations and most agencies have already resolved to charging service fees.
- Delta scheduled to commence non-stop jet service to Aruba and St. Marteen from Atlanta, December 1. Certified Vacations has already contracted with the hotels for packages.

In-Agency Seminars

Agency	Location	Numbers	Results
Woodmont Travel	Tamarac	4	
Aleks Travel	FLL	6	
Dolphin Travel	FLL	4	Fam interest
Total Travel	Tamarac	4	
Tamiami Travel	FLL	2	
SeaGull Travel	Boca Raton	2	
Isings Travel	Boca Raton	2	
Travellers Choice	Jupiter	2	
Atlantic Coast	Juno Beach	2	
Travel Gallery	Jupiter	2	
Travellers Choice	Jupiter	2	
Travel Is Fun	Miami	3	
MAP Travel	Miami	2	
Kendale Lakes	Miami	2	
Vision Travel	Miami	4	
Celebration Travel	Miami	2	
Good Buy Travel	Miami	2	
Come Cruise with US	Lithonia	6	Owners on Fam trip Nov. 8-11
Universal Tours	Decatur	4	BTI interest & group business
Dillards Travel	Alpharetta	4	One agent completed the BTI program
Turner Travels	Atlanta	3	Participate in "Come See Us" program
Williamsburg Travel	Atlanta	3	Group lead
Jonesboro Travel	Jonesboro	3	Group lead & BTI interest
Gold Crown Travel	Charlotte	3	BTI interest

- Many of the agents have not been to TIOTB in the past three years
- Main Bahamas interest is Sandals or Atlantis - no interest in GBI
- Getaway (Atlanta) continues to be a hot topic - agents still in awe of the major consumer campaign in the Sunday travel section

Trade Shows

Name	Location	Attendance	Results
FLL Boat Show	FLL		Incredible exposure to boating mkt.
LIMRA	Orlando	700	2 group leads
Delta Vacations	Atlanta	300	Clarion/Radisson in attendance

Trade Presentations

Name	Location	Attendance	Results
GoGo	Aruba	300	Captive audience for Bahamas update
Peninsula	Fort Pierce	43	
Peninsula	West Palm Beach	46	
Peninsula	Miami	25	
Peninsula	Ocala	27	
Peninsula	Lakeland	26	
Peninsula	Orlando	40	
Peninsula	Melbourne	45	
Peninsula	Tampa	45	
Peninsula	Sarasota	53	
Peninsula	Fort Myers	52	

- Seminars were conducted pre-Peninsula shows in the primary as well as secondary cities of Florida. Attendance at these pre-show seminars exceeded expectation and agents were exceptionally interested and responsive. Many questions surrounded the effects of the hurricane, Bahamasair's delays and cancellations and the lack of communication on the confirmation/rejection of the Come See for Yourself program.
- In the more remote areas of Florida, agents appear to be more interested in the Out Islands. Requesting OI fams.

Telemarketing

Area	Planned	Actual	Variance
Atlanta	50	60	+10
Florida	300	230	- 70
Charlotte	50	43	- 7
Groups	140	127	- 13

Objectives:

1. Encourage BTI completions to become BS
2. Seeking group opportunities (prospecting)
3. Bahamas update (post Floyd/Irene)

Customer Focus 2

Increase consumer awareness

Retail Co-op Campaigns

Consumer Promotions

Campaign Name	Location	Partner	Results
Conch Fritter Fest.	Riviera Beach		See 1
Halloween Bash	South Florida	Port Lucaya/UP/Power 96	See 2
Scripps Treasure Coast	Stuart-Vero Bch	Treasure Coast Newspaper	See 3

1. Postponed due to Hurricane Irene. Being rescheduled to February 2000.
2. Two weeks of on-air promotion promoting the Halloween Bash. At site, live radio broadcast with on air announcements. Bahamas received 30 spots at 12 seconds each
3. Newspaper promotion with sweepstake pulling in over 2,300 participants which is a 3.1 increase over their average. Biggest draw came from Hobe Sound, Jupiter and Stuart. Newspaper would like this event to become annual promotion.

Customer Focus 3

Increase group business

Group production/leads

Name	Date	Destination(s)	People	Results
Victory Christian Center	Fall 2000	NPI	225-250	Lead
Miami New Life Church	Fall 2000	NPI	50	Lead
VCC	Nov 2001	NPI	100	Lead
Tabernacle Baptist Church	Jun 2000	GBI	100	Lead
Tasco Sales	8/24-27 '00	NPI	200	Lead
Newtech Corp	10/19-22 '00	NPI	100	Lead
Comare Products	3/15-19 '01	NPI	300	Lead
L&M Manufacturing	9/17-20 '01	NPI	240	Lead
Knights of Columbus	3/7-11 '01	NPI	600	Lead
Farm Bureau Insurance	4/5-8 '01	NPI	300	Lead
Am. Health Network	9/7-10 '00	NPI	100	Lead
Sony Corp	3/22-25 '01	NPI	400	Lead
Laser Institute of Am.	7/17-20 '00	NPI	90	Lead
KFC National Management	7/14-16 '00	NPI	50	Lead
Baers Crystal	5/24-27 '00	NPI	120	Lead

- The El Conquistador Resort & Country Club, Puerto Rico, is offering a \$1,000 cash credit to groups booking 100 room night and up to a \$7,500 credit for meetings of 1,000 room nights or more. If group bookings are made through the Puerto Rico Tourism Company, double credit up to \$15,000 will be paid.

LATIN AMERICA

Victor Manjarres, VP-Latin America Sales/Marketing, SuperClubs, has been assigned to Sao Paulo, Brazil. SuperClubs will be opening their first Latin American hotel, in Sao Paulo, in July and an additional eight hotels, in LA, in the next five years. Victor will be heading up the sales coordination project as well as coordinating the Latin American initiatives for all the Caribbean properties.

Garay Marketing has been contracted to be the BMOT Latin American representative company in Chile, Argentina, Brazil and Mexico. Angel Garay, based in Miami, heads up the team. Plans are finalized for a in-depth fam to NPI/GBI and Eleuthera in mid-November. Initial marketing plans are being prepared to include focus groups, self-liquidating fams, budgets, etc.

PUBLIC RELATIONS

Miami Herald *THE CARIBBEAN ISSUE...ISLANDS*

Hurricane damage report, off season pricing which included article on Radisson, celebrities who visit TIOTB.

Miami Herald *BUILDING UP THE BAHAMAS*

Updates readers on the Clifton Point development and how it is being targeted by foreign developers

Ft. Pierce Tribune *FAST FERRY AN EASY OPTION FOR TRIPS IN THE BAHAMAS*

Article on the fast ferry service to Harbour Island

Florida Today, *Melbourne CATAMARAN ZIPS AROUND BAHAMIAN PORTS OF CALL*

Article on fast ferry service to Harbour Island

Palm Beach Post *ISLAND MATIC*

Gambling at Atlantis, TIOTB good for singles

Palm Beach Post *GREAT CONCH FRITTER SEASON AND BAHAMIAN CULTURE FESTIVAL*

Highlighting events and culture of TIOTB

Broward Times *CONCH FRITTER SEASFOOD FESTIVAL FEATURES FOOD*

Free Press Adviser, Marathon *MARATHON RACING TEAM WINS NATIONAL CHAMPIONSHIP*

Super Boat Challenge

MONTHLY REPORT

September '99

C1 - Sales Calls – 20 per month

Planned	Actual	Variance
20	29	+9

Objectives: Concentrate sales calls on organizations in Jacksonville and South Florida that have the Potential to travel to The Islands of The Bahamas.

Results: Nine group leads were generated from the Jacksonville area, one from South Florida and one from Atlanta area. There are also three companies in Jacksonville who expressed interest in TIOTB but are still working on program. Leads for these are forthcoming.

Market Intelligence: Large number of consumers in Jacksonville area interested in travelling to TIOTB. Have large disposal income, work in very high stress job and take multiple short breaks. Companies in Jacksonville like the idea of TIOTB as an incentive destination and would like to see increase in activities in TIOTB for groups to help de-stress participants. Executives with boats are very unhappy about a \$100.00 increase for boating licensing fees. Met four who will not bring their boats back to TIOTB because of this. Will speak to Earl about this. Found lots of Bahamas friends in Jacksonville. Meeting Planners in the area reported that this sales trip was very timely. Jacksonville appears to be a great area to get continuing education programs. Medical companies in this area do a lot of off-shore programs.

Fam Trips-

Date	Gateway	Destination:	Attendance	Air Price
Sept 9-13, 1999		Nassau/Grand Bahama	30 planners	

Results: Did not attend due to illness.

Group Leads

Group	Name	Date	Destination(s)	Pax	Room Nites
MSI		Oct 12-15,2000	Nassau, Bahamas	60	90
Mercury Marine		Oct 3-8, 2000	Nassau, Bahamas	65	300
Xerox Corporation		March 3-6,2000	Nassau, Bahamas	100	150
Mayo Clinic Jacksonville		July 2001	Nassau, Bahamas	90	360
Unisource		October 25-29,2000	Nassau, Bahamas	500	1,800
Festivities Publications		August 8-12,2001	Nassau, Bahamas	150	600
Exclamation Points		April 23-28, 2000	Nassau, Bahamas	90	225
Xomed Surgical Products		November 8-12, 2000	Nassau, Bahamas	120	480
Hienzinger Holdings		September 7-10,2000	Nassau, Bahamas	60	90
American Assn of Plastic Surgeons		June 26-30,2000	Nassau, Bahamas	80	320

Objectives: Produce qualified group leads to respective group hotels from group producers in In Jacksonville and South Florida area.

Result: 11 group leads generated.

Site Inspection

Group Shows				
Date	City	Name of function	# Anticipated	Actual
Results:				
Intelligence:				
Trade Presentations				
Date:	City:	Name of Function:	# Anticipated:	Actual:
Results:				
Intelligence:				

Telemarketing		
Planned:	Actual	Variance:
60	40	- 20
Objective: Drive qualified group leads to increase group room nights to TIOTB and increase awareness of TIOTB in the group market in Atlanta and Florida.		
Results: Incentive planners in Atlanta and North Florida more open to TIOTB as an incentive destination. A large percentage of Associations showed interest in meeting in TIOTB but were very price sensitive. I was able to get commitments from 15 of them for follow up calls/meetings. Also found a few Association who can come to TIOTB but would not, because their members use their shows to sell products.		
Intelligence: A 1999 survey by the Incentive Federation found that companies that use incentive travel found them to be cost efficient and effective, a double whammy that goes a long way toward boosting the bottom line and improving quality. 82% of all companies surveyed reported that they use incentive travel as sales incentive. 66% used it as a consumer/user promotion, 61% for non- sales recognition programs and 48% used incentive travel for dealer incentives. 69% of all companies agreed that travel awards are remembered longer than cash payments. The survey also found that incentive travel has increased by 30% since 1997.		

C-2 Press Trips			
Date	Names	Destination(s)	Affiliation(s)
Results:			
Objective:			

MONTHLY REPORT -

September 1999

To: Pamela M. Richardson

From: Edward Archer

cc.: Regional managers

C1

Fam Trips

Date: Gateway: Destination: Attendance: Air/Partner:

Results:

Sales Calls (50 per month)

<u>Planned:</u>	<u>Actual:</u>	<u>Variance:</u>
50	35	-15

Objectives:

Promote Bahamas Getaway program (newspaper ads) in Atlanta, and BTI.

Results:

Get away program continues to be very popular topic of discussion, some agents are surprise that 3/4page color ad is still running.

Market Intelligence:

- Grand Bahama Vacations pulled Memphis/Freeport charter service after announcing it will run year round
- GBV announced that Memphis/Freeport charter service will resume mid-January 00.
- Edward Davis, new southeast sales rep for Apple vacations based in Atlanta, willing to work with BTO.
- Sam's Club consume promotion postponed, we did not need the PR right now with news paper ads running in the area. However they are willing to work with us at a later date.
- Exuma consumer promotion was great. I was received as something, "different". 135 attended. Conch fritters, Kalik beer and live Bahamian music was well received. The island of Exuma was highlighted but all islands were mentioned.

In-Agency Seminars (8 per month)

Planned:
8

Actual:
3

Variance:
-5

Objectives:

Focusing on Bahamas Getaway, BTI & BS programs and to create group leads

Results:

- A total of 16 agents, 6 each at two presentations and 4 at the other
- Getaway program continues to be discussed with agents interest on the incentive
- No group leads for Bahamas at this time.
- BTI & BS still a good sell especially agents wanting fam experience
- Lots of question about the hurricane and what damage
- Agents reporting bookings has slowed but no mentioned of lost business as a result of Floyd
- Mack did a great job with the hurricane fax updates, made life easy.

Preview 2000

Monthly Task:

Assigned To:

Completion:

Objective:

Results:

BTI Seminars

Date:

City:

Anticipated:

Actual Attendance:

Results:

Intelligence:

Trade Shows

Date: City: Name of Function: # Anticipated: Actual:

Results:

Intelligence:

Trade Presentations

Date: City: Name of Function: # Anticipated: Actual:

Results:

Intelligence:

Telemarketing

Planned: Actual Variance:
_50 62 +12

Objective:

To set up and confirm appointments Atlanta and update product.

Results:

Again all telemarketing calls went well. appointment calls were easy. Product update was most discussed especially after Floyd.

Intelligence:

- Agents are adjusting very well to appointment calls, some still say there is no need
- After Floyd – Hurricane was the most popular topic of discussion.

C2

Retail Co-op campaigns

Dates:

Partners:

Size:

Newspaper:

Objective:

Results:

Consumer promotions (8 annually)

Dates:

09/26/99

Partners:

Peace & Plenty

Campaign name:

Exuma Night Promotion

Call-to-action:

Campaign:

Direct mail

Results:

A great promotion, something different, something new. 135 attended. Food included freshly made conch fritters and Kalik beer. Rusty Armbrister provided live Bahamian musci. AA and Peace & Plenty provided 4D/3N giveaway. Manger and owner of Peace and Plenty attended. Also brought their famous bar tender Lermon Role to mix and serve Bahamian drinks.

Consumer Shows

Date:

City:

Name of Function:

Anticipated:

Actual:

Results:

Intelligence:

C3

Group production (2 per month)

Dates:

Group name:

Persons:

Room nights:

SEPTEMBER 99 MONTHLY REPORT

To: Pamela M. Richardson
From: Ralph Lovett / Regional Manager - Carolinas
cc: Regional Managers

C1 Fam Trips

<u>Date:</u>	<u>Gateway:</u>	<u>Destination:</u>	<u>Attendance:</u>	<u>Air/Partner:</u>
N/A				

Sales Calls (50 per month)

<u>Planned:</u>	<u>Actual:</u>	<u>Variance:</u>
50	8	42

Objectives: Update agents on new developments in TIOTB – Promote BTI Program- Develop new business-Promote Bahamas Getaway Program-Gather market intelligence. Reassure agents of the limited damage caused by Hurricane Dennis & Floyd.

Results:

1. Agents were concerned about the damage that resulted from both Hurricanes that hit TIOTB. While I was able to give them a favorable report on Dennis, Floyd was a different matter. I did explain that Nassau, Grand Bahama and the Out Islands in the southern Bahamas were up and running but there were some problems in the Abacos and Eleuthera.
2. Spring Break Travel has requested our assistance obtaining artwork for their spring program brochure to Grand Bahama. Forwarded request to Area Manager.
3. .

Market Intelligence:

1. Midway is willing to work with the BTO with seats to Orlando and Ft. Lauderdale for fam trips. They have requested that we provide dates before a final decision can be made.
2. USAirways lowered their RDU/SJU fare to \$199.00 from \$209.00 and raised their CLT/SJU fare to \$209.00 from \$199.00.
3. Eastwind Airlines suspended service on Sep. 07. They were based in Trenton NJ but utilized Greensboro as their main hub offering service to Orlando.
4. Holland America / Windstar Cruises conducted Y2K seminars and Product Updates for the year 2000. It was held in Raleigh at the Sheraton Four Points Sep. 15th and at the Park Hotel on Sep.21 in Charlotte.

5. The Aruba Tourism Authority conducted a dinner seminar in Raleigh (Sep 22) and Charlotte (Sep. 23). No attendance figures were available.
6. USAirways is offering special fares to the USVI (STT / STX) from Charlotte at \$209.00. Cancun fares are now \$199.00.
7. It was reported in the Charlotte Observer that on line bookings for cruise lines is still a novelty and it is not likely and that most of the major cruise lines are resistant to the idea. 97% of all cruise line bookings come through travel agents and the cruise line does not want to alienate the travel agent by going around them. RCCL is quoted, as saying there is a big difference between booking an air ticket and a cruise. The consumer needs the expertise of the travel professional.

In-Agency Seminars (8 per month)

<u>Planned:</u>	<u>Actual:</u>	<u>Variance:</u>
8	1	7

Objectives: Conduct in depth seminars on changes and developments in TIOTB

Results:

1. Conducted a BTI Seminar to 12 agents at Mann Travel. The seminar went well and the agents found it to be informative and helpful. This seminar was ideal in that there were agents from all of Mann's offices who sell leisure travel (10 offices)

Preview 2000

Monthly Task:

N/A

Assigned To:

Completion:

Objective:

Results:

BTI Seminars

<u>Date:</u>	<u>City:</u>	<u># Anticipated:</u>	<u>Actual Attendance:</u>
N/A			

Results:

Intelligence:

Trade Shows

<u>Date:</u>	<u>City:</u>	<u>Name of Function:</u>	<u># Anticipated:</u>	<u>Actual:</u>
N/A				

Intelligence:

Trade Presentations

<u>Date:</u>	<u>City:</u>	<u>Name of Function:</u>	<u># Anticipated:</u>	<u>Actual:</u>
N/A				

Results:

Intelligence:

Telemarketing

<u>Planned:</u>	<u>Actual</u>	<u>Variance:</u>
50	43	-7

Objective: Same objective as sales calls objective.

Results:

1. As in sales calls agents were more concerned about the damage from the hurricanes than anything else. Agents were reassured that most of the islands were operating as normal.
2. Called agencies in Eastern North Carolina to see how they were effected by the hurricanes. Most indicated that they made it through but their concern was that their client base will be diminished somewhat because of the extensive damage that was caused by the flooding.
3. It will be several months before business to TIOTB will return to normal from Eastern North Carolina.

C3

Group production (2 per month)

<u>Dates:</u>	<u>Group name:</u>	<u>Persons:</u>	<u>Room nights:</u>
10/26-10/29/2000	Argo World Travel	160	240

Agency requested assistance with the selection of an upscale all-inclusive resort in Nassau. Forwarded information to the Radisson Cable Beach. Hotel responded with rates and information

May/ 2001	First Union Event Planning	360	510
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Agent requested assistance with obtaining a quote from Atlantis. Forwarded lead to hotel for their follow up. If dates are not available at Atlantis agent might consider another hotel that can handle their needs. Will follow up.

Comments:

Aug. '99

MONTHLY REPORT

To: Kerry Fountain
cc: Area Managers, Regional Managers, Group Managers (SE)
From: Pamela M. Richardson
Date: September 10, 1999

C1 Fam Trips

Date: 8/19/22 **Gateway:** N. America **Destination:** NPI/GBI **Attendance:** 42 planners **Air/Partner:** Delta Air Lines

Results:

Organized by NPIP Board. BTO facilitated the Saturday workshop and made Bahamas presentation. Planners exceptionally impressed with destinations and meeting potentials. Radisson excelled with their Bahamian-themed party. Majority of planners from Canada and West.

Intelligence:

Sales Calls

Planned: 469 (retail/group) **Actual:** 230 **Variance:** -239

Objectives:

Getaway promotion, product developments, BTI, retail groups, groups, promote GBI fam

Results:

Operators/res. staff involved in the Getaway program fully conversant on the program
BTI continues to be a challenge in S. Florida with agents having a general feeling of knowing it all and not comprehending the values of becoming a BS
Produced 9 group leads
Many agents have left their place of employ when they became BS - no agency forwarding address
The Cat, with GBITB, hosted a group of 65 agents from S. Florida.

Market Intelligence:

GBV will have year round service from Memphis to GBI - agents excited
Curacao and Cayman have a trip incentive with GoGo res agents. BTO has put in place an internal incentive with Radisson/Bahamasair/Fast Ferry)

August production figures: USAirways Pax: 983 vs. 602 in '98; up 63%
Room nights: 2099 vs. 1581 in '98; up 33%
Certified Vacations Pax: 1207 vs. 1665 in '98; down 28%
Room nights: 3528 vs. 2648; up 33%

Over 150 hotels in the Caribbean and three airlines (AA, USAirways, and Air Jamaica, a partner with Delta) are offering a 30% discount for fall packages at 25 destinations. Cruisers also are getting a 12-40% off already-lowered fall fares on ships. These deals are in hopes of pumping new life into a traditional weak season.

Naples, Marco Island and Everglades City, on the SW gulf coast, merged their tourist promotional efforts into the newly created Naples-based Tourism Alliance of Collier County.

Miami reported just over 5 million overnight visitors during the first six months - a fractional gain over '98. International overnight visitation grew .6% to more than 2.4 million, domestic market generated 2.6 million, a gain of .5%. The market is flat.

Knoxville's 460,000-square-foot convention facility will open summer of 2002.

Peru's new airline, LanPeru, filed for rights to launch Miami-Lima service Nov. 15 using 767 aircraft.

Delta got approval to offer daily service from Atlanta-Aruba and St. Maarten , Dec. 1 using 737 aircraft. Both services will cut back to twice weekly April 30.

Jacksonville has the potential of becoming a seasonal port of call or home port for cruise ships, expanding its role as a major cargo and military seaport, a study by a WPB consulting firm indicated.

Canadian visitors to FL declined by 18% in '98 and FL is luring them back. Primary areas of focus will be promoting FL to agents, tour operators, wholesalers, airlines and group incentive and meeting planers. New campaigns will be launched later this month to draw the winter Canadians.

In-Agency Seminars

<u>Planned:</u>	<u>Actual:</u>	<u>Variance:</u>
56	24	-32

Objectives:

Promote Getaway, product update, BTI program, retail groups

Results:

Agents in Atlanta very excited about the Getaway promotion and the vast amount of advertisement BTI (getting agents to complete their SSG) continues to be a challenge. Conversion percentage of those agents who went on the fams to BS are very small. Reasons range from no time to not perceiving the value to no interest to already knowing it all.

Preview 2000

Monthly Task:

Assigned To:

Completion:

Objective:

Results:

Trade Shows

<u>Date:</u>	<u>City:</u>	<u>Name of Function:</u>	<u># Anticipated:</u>	<u>Actual:</u>
8/7/99	Nashville	TAC	85	45

Results:

Agents participation very disappointing

Intelligence:

In an attempt to attract more qualified agents, from the Carolinas, TAC is considering changing the month of their mid-year meeting (September)

Trade Presentations

<u>Date:</u>	<u>City:</u>	<u>Name of Function:</u>	<u># Anticipated:</u>	<u>Actual:</u>
8/28/99	Key West	Bahama Conch Community Land Trust of Key West, Inc.	400	400

8/23/99	Miami	TIA		
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8/26/99	Atlanta	Suppliers Night	7	7
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Results:

The BCCLT of Key West has been recognized as an agent of the City of Key West to assist them with the revitalization of the historic Bahama Village community. Presentation made to 400 invited guests, of the local community, to establish and to promote cultural and economic development exchange on the Bahamas-Key West connection. In addition to the presentation, footage was shown on the art of basket weaving and an interview was conducted with Eloise Smith of Yellow Elder in Nassau as well as she traveled to Key West to teach several classes on the art of basket weaving in the Bahamas Village.

TIA was hosted by GBITB who, as a team, during their three day stay, visited all the local operators (organized by BTO). BTI was introduced at presentation.

Full participation from all travel/trade segments resulted in verbalized overwhelming support for the country, appreciation for efforts, and an incredible low-key event in a high-scale venue.

The Minister of Tourism addressed The Prince Hall Shriners Convention (thousands). Arrangements were made for the Area Manager to address the Imperial Council The Divan (Executive offices and decision makers); however, presentation would have been superfluous as the Minister's address covered all aspects of tourism. Police band opened the convention.

AM was scheduled to address the Ministry of Education's teachers conference on "Marketing TIOTB Aboard a BTO perspective"; however, last-minute changes in schedule precluded this event from becoming reality.

Intelligence:

BTO presented with a certificate of appreciation from the BCCLT and requesting ongoing support for their newly-opened Customs House (historic).

Minister's address sparked interest for TIOTB hosting their quarterly board meetings

Telemarketing

<u>Planned:</u>	<u>Actual</u>	<u>Variance:</u>
540	574	+34

Objective:

Getaway, BTI completions, GBI fam, product update, group prospecting, update group database

Results:

5 group leads, one group to make decision in September (between PR and TIOTB)
Due to emphasis and initiatives Atlantis has placed on Getaway, many agents think that it's an Atlantis program NOT Bahamas

Intelligence:

GBV's year-round program to Memphis can possibly lead to two-center fams (GBI/NPI)

C2

Retail Co-op campaigns

<u>Dates:</u>	<u>Partners:</u>	<u>Size:</u>	<u>Newspaper:</u>
Sept/Oct	Comair	2 pages	Wings

Objective:

Results:

The second is a three-set series of featured articles on TIOTB, of WINGS (in-flight magazine of Comair) has been published. The article "Mixing Business and Pleasure in Paradise" talks to the fact that although TIOTB are a tropical paradise - it's also an investor's heaven (tourism). The first issue (July/August) featured an article on "Family Travel" to TIOTB and the final article, the November/December issue, will be a "General Article" on TIOTB.

Consumer promotions

Dates: 8/9-9/17 **Partners:** GBITB/HOT 105 **Campaign name:** Caribbean Fantasy **Call-to-action:**

Campaign:
400 recorded announcements and 80 live announcements, featuring three GBI hotels, Monday thru Sunday from 6:00 am to midnight

Results:
Programs still in progress

Consumer Shows

Date: **City:** **Name of Function:** **# Anticipated:** **Actual:**

Results:

Intelligence:

C3 Group production

<u>Dates:</u>	<u>Group name:</u>	<u>Persons:</u>	<u>Room nights:</u>
12/1-3/99	Bank of America	20	60
10/10-13/99	Bank of America	15	45 booked at Atlantis
Dec. '99	Church of Apostolic Faith		1600
April '00	Patterson Chapel MBC		100
Fall '00	Life Changing Ministries		320
August '00	Faith Temple Church		400
Jan 20-23 '00	Ameri-Path		600
May 20-25 '00	Nat'l Assoc of Chief Police		500
Nov 2-7 '00	ISPE		200
May '00	MMR		300
11/5-7/99	HOT 40		72
6/18-22/01	FL. State Morticians		180
10/3-9/99	Samsung Electronics		790
4/12-15/00	Latin Chamber		600

OTHER

Merritt Storr has left the employ of the Radisson Cable Beach to pursue a legal career. No replacement has been named.

The BC will be opening on October 1.

The Lucayan will now be opening in late 2000 - there will be no further phasing in periods.

SeaJets, based at the Port of Palm Beach, began service to GBI, using 250-passenger Boeing 929 jetfoils (hydrofoil boats which skim along the waters surface).

Andy Russick, VP Sales (Atlantis) will rejoin the Group sales office in FLL.

Ed Curry, Atlantis, is leaving to take a position at Miami Air. No replacement yet named.

Item 11

BAHAMAS TOURIST OFFICE

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

Telephone: (212) 758-2777

March 21, 2000

MEMORANDUM

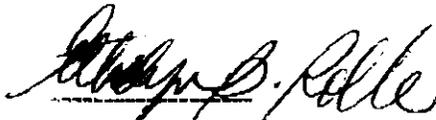
TO: Pamela Sawyer

FROM: Ethelyn Rolle

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

Please find attached, listing of sales/promotional activities for the northeast staff for your usual filing with the U S Justice Department for the period July-December, 1999.

If you have any questions, please let me know.



Ethelyn B Rolle

Attachments

NORTHEAST AREA
TRADE/CONSUMER SHOWS - JULY, 1999- DEC. 1999

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REP.</u>	<u>COST</u>
<p>July's activities included daily sales calls (Monday - Friday) and sales blitzes by marketing representatives to travel agencies, airlines, wholesaler/four operators in New York, Connecticut, New Jersey, Boston & New England states, Philadelphia, Washington, D.C., Maryland, Virginia and West Virginia</p>					

Revised 8/4/99

NORTHEAST AREA
TRADE/CONSUMER SHOWS - JULY, 1999 - DEC. 1999

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REP.</u>	<u>COST</u>
Aug. 30	NYASTA Outing	Westchester, NY	700	C. King	

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

**NORTHEAST AREA
TRADE/CONSUMER SHOWS - JULY, 1999 - DEC. 1999**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REP.</u>	<u>COST</u>
Sept. 8	CTCTO Trade Show	Millford, CT	300	C. King	
Sept. 13	Peninsula Trade Show	Pittsburgh, PA	300	B. Bosfield	
Sept. 13	National Trade Show	Portland, ME	100	A. Adderley	
Sept. 14	Peninsula Trade Show	Wilmington, DE	300	D. Joyner	
Sept. 14	National Trade Show	Providence, RI	100	A. Adderley	
Sept. 21	National Trade Show	Buffalo, NY	110	M. Higgs	
Sept. 21	Preview 2000	Philadelphia, PA	400	B. Bosfield	
Sept. 22	National Trade Show	Rochester, NY	110	M. Higgs	
Sept. 22	Preview 2000	Meierville, NY	400	R. Culmer	

Revised 9/30/99

NORTHEAST AREA
TRADE/CONSUMER SHOWS - JULY, 1999- DEC, 1999

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REP.</u>	<u>COST</u>
Sept. 23	National Trade Show	Syracuse, NY	110	M. Higgs	
Sept. 23	Preview 2000	West Orange, NJ	400	R. Culmer	
Sept. 24	National Trade Show	Albany, NY	110	M. Higgs	
Sept. 24-26	The Washington Post Show	Washington, DC	10,000	G. Johnson	

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

NORTHEAST AREA
TRADE/CONSUMER SHOWS - JULY, 1999- JUNE, 2000

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BT RE</u>
Oct 4	Preview 2000	Glen Burnie, MD	400	G.
Oct. 6	Pittsburgh (CSM) Show	Pittsburgh PA	600	B. I
Oct 6	Preview 2000	Boston, MA	400	A.
Oct 6 (a.m.)	Apple Vacations Seminar	Pittsburgh, PA	100	B. I
Oct 6 (p.m.)	Apple Vacations Seminar	Pittsburgh, PA	250	B. I
Oct. 7 (a.m.)	Apple Vacations Seminar	Toms River	60	B. I
Oct 7 (p.m.)	Apple Vacations Seminar	Hasbrouck Hgts, NJ	160	B.
Oct 8 (a.m.)	Apple Vacations Seminar	Somerset, NJ	50	B.
Oct 11 (p.m.)	Apple Vacations Seminar	Snuittown, NY	100	R.

Revised 9/30/99

**NORTHEAST AREA
TRADE/CONSUMER SHOWS - JULY, 1999- JUNE, 2000**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REP.</u>	<u>COST</u>
Oct. 12 (a.m.)	Apple Vacations Seminar	New York, NY	100	M. Higgs	
Oct. 12 (p.m.)	Apple Vacations Seminar	Staten Island, NY	70	M. Lewis	
Oct. 12	Delta Vacations	McLean, VA	150/200	G. Johnson	
Oct. 17(p.m.)	TNT Vacations	Braintree, MA		A. Adderley	
Oct. 18	Travel Impressions	Huntington, NY	400	R. Culmer	
Oct. 18 (p.m.)	Apple Vacations	Philadelphia, PA	250	B. Bosfield	
Oct. 18	Delta Vacations	White Plains, NY	250	C. King	
Oct. 18(a.m.)	TNT Vacations	Braintree, MA	60-70	A. Adderley	
Oct. 18(p.m.)	TNT Vacations	Providence, RI	150-200	A. Adderley	
Oct. 19 (a.m.)	Apple Vacations Seminar	Trevoose, PA	100	B. Bosfield	

Revised 9/10/99

NORTHEAST AREA
TRADE/CONSUMER SHOWS - JULY, 1999 - JUNE, 2000

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REP.</u>	<u>COST</u>
Oct. 19 (p.m.)	Apple Vacations Seminar	Allentown, PA	150	D Joyner	
Oct. 19	Delta Vacations	Boston, MA	250	A Adderley	
Oct. 19	Travel Impressions	E Rutherford, NJ	300	B Vanderpool	
Oct. 19 (a.m.)	TNT Vacations	Worcester, MA	60-73		
Oct. 19 (p.m.)	TNT Vacations	Bedford, NH	75-150	A Adderley	
Oct. 20	Delta Vacations	Hartford, CT	250	C King	
Oct. 20 (a.m.)	Apple Vacations Seminar	Cherry Hill, NJ	150	B Bosfield	
Oct. 20	Travel Impressions	Cherry Hill, NJ	300	B Bosfield	
Oct. 20 (a.m.)	TNT Vacations	Burlington, MA	75-125	A Adderley	

Revised 9/3/99

**NORTHEAST AREA
TRADE/CONSUMER SHOWS - JULY, 1999- JUNE, 2000**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REP.</u>	<u>COST</u>
Oct. 20 (p.m.)	TNT Vacations	Portland, ME	120-175	A. Adderley	
Oct. 21	Delta Vacations	Morristown, NJ	250	B. Vanderpool	
Oct. 21	Travel Impressions	Timonium, MD	300	T. Sands	
Oct. 21(a.m.)	TNT Vacations	Danvers, MA	60-90	A. Adderley	
Oct. 21 (p.m.)	TNT Vacations	Windsor Locks, CT	75-125	A. Adderley	
Oct. 21 (a.m.)	Apple Vacations Seminar	Baltimore, MD	200	T. Sands	
Oct. 21(p.m.)	Apple Vacations Seminar	Alexandria, VA	100	G. Johnson	
Oct. 22	Delta Vacations	Uniondale, NY	50	R. Cumer	
Oct. 28	ME ASTA	Portland, ME	250	A. Adderley	

Revised 9/30/99

NORTHEAST AREA
TRADE/CONSUMER SHOWS - JULY, 1999-JUNE, 2000

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REP.</u>	<u>COST</u>
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This month's activities also included daily sales calls (Monday-Friday) and sales blitzes by marketing representatives to travel agencies, airlines, wholesaler/tour operators in New York, Connecticut, New Jersey, Boston & New England states, Philadelphia, Washington D.C., Maryland, Virginia and West Virginia.

Revised 9/30/99

**NORTHEAST AREA
TRADE/CONSUMER SHOWS - JULY, 1999- JUNE, 2000**

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REP.</u>	<u>COST</u>
Nov. 3	TABS Trade Show	Brooklyn, NY	300	M. Lewis	
Nov. 9	Travel Impressions	Boston, MA	300	A. Adderley	
Nov. 10	Kingdom Vacations	Baltimore, MD	275/325	T. Sands	
Nov. 13	Van Zile Travel Expo	Rochester, NY	500	M. Higgs	
Nov. 20-21	Hartford Bridal show	Hartford, CT	N/A	C. King	

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

Revised 9/30/99

NORTHEAST AREA
TRADE/CONSUMER SHOWS - JULY, 1999- DEC. 1999

<u>DATE</u>	<u>NAME OF SHOW</u>	<u>CITY/LOCATION</u>	<u>EXPECTED ATTENDANCE</u>	<u>BTO REP.</u>	<u>COST</u>
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December's activities included daily sales calls (Monday-Friday) and sales blitzes by marketing representatives to travel agencies, airlines, wholesaler/tour operators in New York, Connecticut, New Jersey, Boston & New England states, Philadelphia, Washington, D.C., Maryland, Virginia and West Virginia.

Revised 12/17/99

Item 11

BAHAMAS TOURIST OFFICE
8600 WEST BRYN MAWR AVENUE
SUITE 820 NORTH
CHICAGO, ILLINOIS 60631

MEMORANDUM

TO: Manager, Administration

DATE: March 16, 2000

FROM: Rosetta Robinson

RE: FILING OF REGISTRATION FORMS
U.S. JUSTICE DEPARTMENT
JULY-DECEMBER, 1999

Attached, please find the information requested for the U.S. Justice Department for the period July-December, 1999.


Rosetta Robinson

/rr

attachment

BTO MIDWEST AREA
JULY-DECEMBER, 1999 PROMOTIONS/SEMINARS

JULY

23 Apple Vacation Staff Appreciation Day, Elk Grove Village, IL

AUGUST

4 Sandals Travel Agent Appreciation Day, Chicago, IL

13 Junkanoo Group at Apple Vacation, Elk Grove Village, IL

14 Bub Billiken Parade, Junkanoo Group, Chicago, IL

SEPTEMBER

7 BTI Luncheon Meeting, Fairlawn, OH

8 TATA Monthly Meeting, Toledo, OH

9-12 American Airlines Res. Nassau Fam, Cincinnati, OH

13 Apple Vacation Trade Show, Milwaukee, WI

14 Apple Vacation Trade Show, Dury Lane, Oak Brook, IL

15 Apple Vacation Trade Show, St. Louis, MO

16 AMA Bar Dinner, Westlake, OH

16 Apple Vacation Trade Show, Detroit, OH

20 Funjet Vacation Winter Product Show, Kansas City, MO

20 Rotary Club of Mt. Prospect Presentation, Mt. Prospect, IL

21 BTI Seminar, Toledo, OH

21-22 AAA Travel Show, OH

21-23 ITME Show McCormick Place, Chicago, IL

30 Preview 2000, Cleveland, OH

OCTOBER

1	Joyful Sound Production Trade Show, Indianapolis, IN
5	Apple Vacation Show, Youngstown, OH
5	BTI Seminar, Kalamazoo, MI
6	Sandals Lunch Seminar Downtown Chicago, IL
6	Sandals Breakfast Seminar, Lisle, IL
7	Plain Dealer Trade Show, Cleveland, OH
12	BTI Seminar, Lansing, MI
12	T.A.A.B.S. Presentation, Chicago, IL
13	Delta Vacation Travel Agents Seminar, Cincinnati, OH
13	Apple Vacation Show, Cincinnati, OH
14	Apple Vacation Show, Dayton, OH
14	Apple Vacation Show, Akron, OH
14	BTI Seminar, Grand Rapids, MI
15-18	Milwaukee Agents Fam Trip, Nassau Bahamas
16-17	Ohio's Women's Show, Columbus, OH
17	Toledo Travel Show, Toledo, OH
17	Kansas City Vacation Travel Expo, Kansas City, MO
18	SKAL Auction, Cleveland, OH
19	Vacation Express, Cincinnati, OH
20	Mini Preview, Milwaukee, WI
21	St. Louis Post Dispatch, St. Louis, MO
23	BTI Consumer Show, Columbus, OH
26	Funjet Vacations Trade Show, Rockford, IL

OCTOBER, CONT.

26 BTI Seminar, Saginaw, MI
 27-28 Marshall Field's Travel Managers Training Pres, Gurnee, IL
 28 Funjet Vacations Trade Show, Merriville, IN
 28 BTI Specialist Dinner, Cleveland, OH
 29 Monthly Supplier Presentation, Cleveland, OH
 30 MAST Trade show, Chicago, IL

NOVEMBER

4 BTI Dinner Seminar, Peoria, IL
 5-7 Sports Travel Show, Cleveland, OH
 5-7 Plain Dealer/AAA Travel Sports & Tvl. Show, Cleveland, OH
 5-8 Minneapolis/St. Paul Nassau Fam Trip
 6 Conference & Travel Services Vacation Extravaganza, Indiana
 11 CTO Sponsorship, Minneapolis, MN
 11-15 AAA Reservation Staff Nassau Fam Trip
 14-18 Apple Vacation West, Nassau Fam
 15-19 Apple Vacation East Nassau Fam Trip
 28-Dec. 2 Apple Vacations West Nassau Fam Trip

DECEMBER

1 CTO Board Dinner, Cleveland, OH
 5-9 Apple Vacations-West Nassau Fam Trip
 6-10 Apple Vacation-East Nassau Fam Trip
 8 CTO/Globetrotter, Cleveland, OH

DECEMBER, CONT.

- 9 **BTI Suppliers Dinner, Cincinnati, OH**
- 9-12 **Apple Vacations-West Nassau Fam Trip**
- 10 **BTI/Suppliers Dinner Columbus, OH**
- 12-16 **Apple Vacation-West Nassau Fam Trip**
- 15 **BTI Breakfast Seminar, Minneapolis, MN**
- 16 **Suppliers Dinner, Cleveland, OH**
- 16 **BTI Breakfast Seminar, Minneapolis, MN**
- 17 **BTI Breakfast Seminar, St. Paul, MN**

EXPLANATION FOR THE BREAKDOWN OF RECEIPTS

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

THE BAHAMAS MINISTRY OF TOURISM.
JAN., 1996

**BAHAMAS MINISTRY OF TOURISM
P. O. BOX N-3701
NASSAU, BAHAMAS**

TOTAL RECEIPTS FOR PERIOD, JULY - DECEMBER/99

JULY	500,000.00
AUGUST	1,325,600.00
SEPTEMBER	895,655.65
OCTOBER	200,000.00
NOVEMBER	3,400,000.00
DECEMBER	1,432,500.00

\$ 7,753,755.65

ATTACHMENTS

to this document can be

found in the original file.