U.S. Department of Justice
Washington, DC 20530

Supplemental Statement

Pursuant to Section 2 of the Foreign Agents Registration Act of 1938, as amended

OMB NO.1105-0002

For Six Month Period Ending June 30, 2007
(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, NP
BAHAMAS

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

(a)	If an individual:		
	(1) Residence address	Yes ☐	No ☐
	(2) Citizenship	Yes ☐	No ☐
	(3) Occupation	Yes ☐	No ☐
(b)	If an organization:		
	(1) Name	Yes ☐	No ☒
	(2) Ownership or control	Yes ☐	No ☒
	(3) Branch offices	Yes ☐	No ☒

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

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

3. If you have previously filed Exhibit C[1], 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, 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

(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

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

(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

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 principal[2] 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 principals[2] 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 ☐ No ☐
Exhibit B[4] 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 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 CRM-157 (Formerly OBD-67), sets forth the information required to be disclosed concerning each foreign principal.

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

III - ACTIVITIES

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

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

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity[5] 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.

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, 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 monies[6]

Date	From whom	Purpose	Amount
please see attachment			

Total

(b) **RECEIPTS – FUND RAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fund raising campaign[7], 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[8] 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 value[9] 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

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

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

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

15. (a) DISBURSEMENTS – MONIES

During this 6 month reporting period, have you

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

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

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

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

Date	To whom	Purpose	Amount
see attachment			

Total

(b) **DISBURSEMENTS – THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value[10] 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

(c) **DISBURSEMENTS – POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value[11] 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

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 materials [12]?
Yes ☐ No ☐

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

17. Identify each such foreign principal.

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

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

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

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

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

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

21. What language was used in the informational materials:

☐ 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 ☐

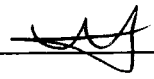
23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?
Yes ☐ No ☐

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 signature[13])
November 13, 2007	
	Miriam Manigault



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

BAHAMAS TOURIST OFFICE
U.S. DEPOSITS
JAN - JUN'07

JANUARY	$	4,000,000.00
FEBRUARY	$	4,200,000.00
MARCH	$	4,400,000.00
APRIL	$	6,099,044.00
MAY	$	-
JUNE	$	500,000.00
	$	19,199,044.00

Tour & Travel Monthly Status Report

Prepared By: RAQUEL GARNETTE **MONTH: June – 2007**

***Nuvi Chotoosingh No report submitted**
***Conrad King No report submitted**

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Caribbean Week, June 9 – 15, 07	Participated in various events during the week, including Caribbean Brunch, Fair, Media event and CTO Ball.	Prepare report on the week and provide recommendations for 2008.	RG & CTO Committee	7/6/07
Trade & Consumer shows 07/08	Currently reviewing invoices to determine which shows will shall participate in.	Prepare Trade show calendar based on recommendations.	RG	7/9/07

Tour & Travel Monthly Status Report

Prepared By: LURLINE BUBB **May-June Report- 2007**

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
May 20-23- IPC Conference- Paradise Island	Attend International Partners Conference, Atlantis, and Paradise Island -Just as an observer.-Needless to say it was very educational. Tour Operators, Wholesales, and Airlines spent most of the time	**Create a Good New From Paradise- info for agents as a result of findings in Nassau.**	**Lurline Bubb**	

	discussing developing new business to The Bahamas in general. In addition, they informed us that GBI is underexposed and we need to do more advertising in various markets, travel agents and consumer. The Conference was very informative.			
May 24& 25 Site inspection, various hotels	In keeping with the Bahamas Partners request, I took time to visit hotels, City and Country tour of the Island, and experience some of what Nassau have to offer. I can now recommend with confidence to our Travel agents and consumer. About the exciting opportunities in Nassau, Cable Beach and Paradise Island.	**Create special generic project for distribution during Consumer/Travel agent's shows.**	**Lurline**	
June 05, 07 Marketing Manager, Paradise. Hotel, D. Sales Manager. .	Met with Director of sales to discuss, ways in which we can get more business from American Airlines Maintenance and engineers, Alliance Airport, based in Dallas. . In addition, we discussed Familiarization trips and opportunities for employee to travel during slow period in conjunction with Dynamic Travel, Dallas.	**Follow up will be made regarding upcoming event, and fam trips for employees. Crystal will provide proposal with additional information.**	**Lurline**	

May 25, 07 Met with Mr. Harvey Sweeting, Chief Operation Officer, Fast **Ferry**, Curves manager and Pastor Richard Pinder, **Bahamas Faith Ministries.**	**Fast Ferry**: We discussed special promotional packages and discounts for travel agents in Texas. **Curves:** Joint and specials for curves members during Bahamas visit. Working with agency in Forth Worth in Dallas, they are very interested in project. Bahamas Faith Ministries: Discuss couples in Dallas seminars	Follow up meeting will be held to provide with promotional details in writing. Met with agent in Ft. Worth re Curves Promo. - Working with a few from my church. Lots of Promotional opportunities.	Lurline	
June 05, 007	Attend CTO Board meeting. They are still interested in Bahamas meeting. Familiarization Trips would help.	Continue to work with CTO.	Lurline	
June 06-7- Sales appointment, Ft. Worth June 13- 15, 007 June 20-21, 007	Sales calls with Owners and staff. Main concern, American Airlines not having adequate seats for groups. Flight is always full. Gave agencies **"Good News from Paradise The Bahamas news update**. Agents were excited about the new Bahamas specialist program. And the information.	Will follow up with agent's request.	Lurline	
	.		Lurline	
June 06, 07, In-house Presentation	AAA Travel, Leck Travel and West Side travel. Received some complaint about the Atlantis in regards to groups.	Spoke with Maxine Lockhart; she is following up on agents concerns for future groups to The Bahamas.		
June 08, 07-FGBM	Attend Monthly meeting.			
June 12, 07- Work on MOT Data base	Quite a number of agencies,	Will continue.		

	merge, move or out of business.			
June 19th, 007-Interline/Dynamic Show	Participate in the 2007 kick off Travel Trade show of Interline Employee, Gaylord, Texas. Over (850) Eight Hundred and fifty persons were in attendance Airlines include; AA, USAIR, Delta, Southwest, British Air, FedEx Air , Tour Operator, Wholesaler, cruise Lines and hotel from Caribbean. The Bahamas was the only Tourist Board that was in attendance.	My recommendations would be to sponsor the evening, meal, provide entertainment and conduct Bahamas Presentation at the 2008. Event.	Lurline	
June 25, 007-Meetind at Dynamic Travel Can't meeting.	Becky Reincke, National Sales Manager, Pelican Bay, GBI. Met with Steve Cosgrove, Pres. Dynamic Travel. We discussed special price for Interline Employees to travel to GBI during the slow period, June-December, 2007 at In addition, Becky gave up-date on Hotel.			
June 26, 007- American Airlines Employees Airport Travel Show, DFW Airport	Attend AA Travel show at DFW Airport for Employees of American Airline only, approximately three thousand plus (3,00 plus) were in attendance from 9-6- pm. Ms. BeckyReincke, Pelican Bay, gave a four days three nights stay for the booth space cost $400.00. In attendance, Tourist Boards, Wholesale operator, Cruise Lines and hotels.	Recommend, the Bahamas, participate in next years event. Invite the Out Island Tourist Board to participate. Pelican Bay indicted that they would participate again next year.		

Marketing Intelligence

American Airline gate agent said flights to Nassau is always full, Denied bookings seems to be the trend.

Trade/Consumer shows

I would like to see The Bahamas Tourist Office, West and South West region engaged in more consumer awareness campaigns designed to promote the N/S service on American Airlines Services from Dallas to Nassau. In addition, continue to participate in Trade shows, Media promotions, programs, Radio, T.V, News Papers created for small and medium-sizes papers.

Tour & Travel Monthly Status Report
Midwest

Prepared By: Margaret Campbell, CTC **MONTH: June, 2007** **TERRITORY:**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
T. & T. Agents sales calls: Macomb, Galesburg, Moline, Davenport, Galesburg, Monmouth, Bettendorf, IL.	Agents called on reported that they do a mixture of leisure, group and cruise business and their Bahamas business is fair but some bookings into Nassau and Grand Bahama. Bahamas hotels being requested are: Atlantis, Sandals (Nass), Viva Wyndham Fortuna Beach and Sheraton Grand Bahama Isl. Our Lucaya Resort (GB); along with cruise bookings that made stops in the Bahamas. Bonnie from Sato Vacations visited Viva Wyndham Fortuna Beach	Fill collateral material requests, which were limited and schedule future in-house presentations with several agents; pending their schedule. Assisted Bonnie from Beale Travel, with information pertaining to the Hoosier basketball game being held in Nassau over the Labor day weekend for herself and interested clients.	M.C	N/A

	(GB), recently, enjoyed the property and beach and booked a family of (6) Labor Day,07. Suzann and Kim from Red Carpet Travel have a trip schedule for Atlantis in October, 07. We are in discussions about giving a presentation to one of their clients (University of Iowa, Hospital & Clinics) about choosing the Bahamas next year for an incentive trip. Picture Perfect Travel does lots of group business throughout the country and Europe. Spoke to Jim about visiting our destination on a site inspection and recommending our destination to his clients. Greg from Romantic Wedding Destination has a trip schedule at Atlantis for next month. Agents in these areas do not have a specific choice of wholesalers or airlines but sell whoever gives the best price and value for their clients. They are also requesting up-date FAM trips as many of them have not visited the Bahamas and prefer selling what they have experience themselves.			

T&T.Agents Telemarketing: Peoria, IL.	Agents were receptive and selling cruises to the Bahamas.	Maintain on-going relationship and pending presentation.	M.C	N/A
T&T.Trade Show:				
The Mississippi Valley ASTA 25th annual summer Travelfest, Bettendorf, IA.	Show well organized with about 110 agents. The agents welcome our information and very interested in what's going on in the Bahamas; especially Grand Bahama due to the Air Tran service and publicity out of the Moline airport.	I recommend our participation in this show next year. Agents were professional and although small this is a quality market for our destination. A flyer promoting the 'Junkanoo Summer Festival – July 7 – August 2, 07 land-packages for Grand Bahama hotels; with prices starting at $114.00pp. for 3nts. including taxes and gratuities was supplied by Grand Bahama Vacations and well received by the agents.	M.C	N/A

Marketing Intelligence:

Several agents noted that during the summer months they are booking lots of Family Vacations; domestic and cruises to the Caribbean. Marriott International and real estate company Miller Global Properties also announced that they are launching a new Global Family Hotel Brand called Nickelodeon Resorts by Marriott; with such favorite Nickelodeon characters as Spongebob Squarepants, Diego and Dora the Explorer, set to open in early 2010 in San Diego.

Airlines/Wholesalers:

Funjet recently completed a survey saying that clients are willing to spend more on vacations. The group with the greatest increase in vacation spending plans was 25 to 34 year olds. Funjet and Apple Vacations reported that although their Bahamas bookings are on schedule air, bookings this summer is selling well as expected. Funjet is running hotels special from several Nassau properties (Comfort Suites, P.I., Paradise Harbor, the Cove, Atlantis and Radisson Cable Beach) valid for departures 9/3 – 11/17, 11/25-12/11/07 with booking by 6/30/07 to 8/30/07 for various Properties. Scheduled air flights are on American, Continental, Delta, United, Northwest and U.S.Airways. Funjet is also running a special to Riveria Maya for $649.99+ tax, 3nts. pp through July 25, 07 and the 2nd person fly free at an all-inclusive property. As for the Bahamas their Special is at the Hilton for $639.00+ tax 3nts. pp through July 7 -14, 07.

Competition:

Agents noted that the greatest competition for the Bahamas is Mexico due to their all-inclusive properties; while Vegas remain the leading midweek destination because of their price-point and the gambling market.

Tour & Travel Monthly Status Report
Midwest

Prepared By: LEVAUGHN COOPER **MONTH:** JUNE 2007 **TERRITORY:** N. Chicago, Wisconsin, Michigan, Indiana, Ohio, Kentucky

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
06/30 Celebrity Golf Reception	Invited to attend reception with celebrities for Athletes Against Drugs. Mr. Errol Service, President of McDonalds in Michigan invited Bahamas to participate and Jamaica Duncombe represented us in this event.	Since this event is held every year to honor outstanding athletes in the Chicago land area, would like to check the possibility of hosting this event outside USA. Mr. Service will give me the contact of the organizers. (please see attached info)	Levaughn Cooper	
06/5 & 7 Sales Calls - Barrington, Lake Zurich, Woodridge, Downers Grove, Westmont	Agents in the Barrington/Lake Zurich area sold lots of Atlantis, Ocean Club and Four Seasons - - only the high end properties. They sell lots of Europe as well. The agents in the other areas sell more of Mexico/Dominican Republic because of the many charter service the Apple Vacations out of this market to those destinations.	Travel Plus, a Virtuoso company in Barrington had inquiries about the Abaco Club @ Winding Bay because they have heard about them. I described the layout of the property and give a description. Apparently their company is considering this for their clients	Levaughn	
06/9 Bahamas Presentation	Presentation to American Travel Bureau independent travel agents.	They want a Fam Trip for their new agents. I informed them that I can get the land portion, but they will have to work with one of their preferred carriers	Levaughn	Ongoing

		for the air. They are looking at two possible dates in October		
06/13 – 15 Sales Calls – Batavia, Geneva, St. Charles	DMJ Travel in Batavia does a great number of meetings/incentive groups – have one that is going to Cove Atlantis (30 rooms) in November. Have lots of leisure business that goes to Mexico, Caribbean, and Europe. Most of his business is done online with his website. Travel Service Network in Batavia has over 5000 members but sell Nassau with either Funjet or Apple Vacations. Their hotels of choice is Atlantis, Comfort Suites and Cable Beach Hotels. The other agencies sells either lots of Mexico because of the all-inclusive and charter flights	Passed the group information onto the groups department to contact regarding their arranged fam trips. Will be meeting with DJM Travel to see how we can post a Bahamas special on website. They are concern about the construction that will be going on in the Cable Beach area. Also would like for me to do a presentation to their agents as soon as they hire a few new staff.		
06/20-22 Sales Calls: Park Ridge, Des Plaines, Niles	Some of the agents in this area have not had much interest for The Bahamas lately, and if they did it was for Atlantis and when the price was given many of their clients asked for another destination		Levaughn	
06/13 Meeting with Michael Oz	Met with Michael Oz, Editor of Chief for a Russian Magazine which is distributed to the Russian community throughout the Chicago land area. His aim	I have given him some material on The Bahamas which he will publish in his next edition, but he is also looking for some advertising		

	is to bring more awareness of The Bahamas to this group of people. Apparently Russians love to gamble and stay in all-inclusive properties. They have over 600,000 in this area.	which is negotiable. Will send info under separate cover.		

Trade Shows

06/11 South Suburban Travel Trade Show – Agents from the Southside of Chicago and Indiana attended this event – approx. 80 agts.

06/13 CTO Supplier Meeting – This was the last meeting for the summer break. Will resume in September and The Bahamas will sponsor that meeting.

Marketing Intelligence

While all of these agencies sell The Bahamas – some more than most – the concern is always about the lack of air and not much all-inclusive properties. Apparently, the consumers from this Midwest area are spoilt because they do not what to change plains for a short weekend stay. Many of them do not like the time that AA leaves out of Chicago because them lose a day going because the flight gets in at 4:40pm.

Europe is still advertising heavily in the papers and Apple/Funjet has continuous sales on Mexico and Dominican Republic

Tour & Travel Monthly Status Report

Prepared By: DORNELL WATSON **MONTH: June, 2007** **TERRITORY: PA, DE, S. JERSEY, MD, DC, VA, NEW ENGLAND**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Norfolk Harborfest – Norfolk, VA 6/8 -6/10/07	**COMPLETED** – The event was a major success. Festevents was very pleased with Colours' performance and want to start planning early next year to book the group. CI Travel had agents working the booth for the 3 days promoting the Bahamas packages.	Follow-up with Victoria Cash, Leisure Mgr, to monitor bookings from the event. Requested a report once a month for the next 3 months.	DW	7/26/07
Six Flags America Maryland – July 1st – September 3, 2007	**Ongoing** – Held a conference call with Andrew Adderley and E-	Awaiting draft of artwork for Signage at the Park	DW	7/2/07

	Commerce team to discuss 1) logo request; 2) E-Blast Banner; 3) Entry Forms for Bahamas Trip	from SF; Also awaiting draft of entry form with disclaimer from E-Commerce Dept. Send request to Apple Vac and GoGo for pdf for flyers.		
Kiwi Magazine Contact: Maxine Leventhal	Awaiting proposal for barter request for hotel giveaway for trip offer in magazine. Kiwi magazine is the in-flight magazine for American Airlines.	Send request to various eco-friendly and family oriented resorts.	DW	7/6/07
5/30 – Sales calls – Doylestown, Chalfont	Called on 4 agencies; Received request from Thomas Travel Service (Virtuoso agency) to participate in their annual Luxury & Adventure Show scheduled for 11/4/07.	Send request to upscale hotels to solicit participation.	DW	7/2/07
5/31 – Sales calls – Lebanon, Hummelstown	Called on 4 agencies			
6/5 – Sales calls – West Chester, Media, Aston	Called on 4 agencies			
6/13 –Sales calls - Langhorne, Feasterville	Called on 4 agencies			
6/14 – Sales calls – Center City, Phil	Called on 4 agencies			
6/20 – Sales calls – Wyomissing	Called on 5 agencies			
6/21 – Joint sales w/GoGo BDM – Greenbelt, Upper Marlboro	Called on 4 agencies; Met with Victoria Svensen of Greenbelt Travel re: Six Flags Promotion to be the call to action agency	Send confirmation letter with details of the promotion.	DW	6/29/07
6/27 – Sales calls – Tullytown, Fairless Hills, Feasterville	Called on 5 agencies.			

Marketing Intelligence

Most agencies called on this month continue to report that business is slow for summer travel. Many agents asked about the Bahamas' position on requirements for entry into the country as a result of the relaxed requirements imposed by the US Govt due to the passports back-log. A number of agents reported that Bahamas bookings are down due to high airfares, expensive packages, few all-inclusives, and a few non-stops. The passport back-log is said to be affecting travel overall to the Caribbean and many consumers are avoiding the hassle and traveling within the US.

Most requested vacations for summer travel are Europe, Cruises, Florida/Orlando and Mexico.

Liberty Travel – Advertising a Caribbean Sale which requires consumers to book by July 16 for travel August 13 – December 17.
Bahamas Lead Price - $529 – 3nts – Sheraton GBI Our Lucaya Resort; PI Harbour Resort (AI) - $699 – 3nts
Jamaica - $625 – 4nts – Holiday Inn Sunspree (AI)
Punta Cana - $595 – 4nts – Occidental Grand (AI)
Aruba - $699 – 5nts – Holiday Inn Sunspree Resort

Competition

Cayman Islands – promoting Cayman Summer Splash (June 1 – September 3, 2007) where kids stay free, eat free, enjoy free water sports and more. Kids fly 50% of airfare on Cayman Airways and vacationers receive $100 American Express Gift Cheque at check-in using the Amex Card.

Tour Operators/Airlines Report

TNT Vacations (Boston) – promoting summer deals to Puerto Plata, Aruba, Jamaica, Punta Cana, Mexico, Bermuda and Puerto Vallarta. No information on Bahamas packages in ad.

Trade Shows – Agent/Consumer

N/A

Presentations

6/21	Travel Professionals of Color	Cheverly, MD	18 Agents

Trade Organizations

6/6	CTO Dinner Meeting (Sponsored by St. Lucia)	85 Agents
6/18	ETA Dinner Meeting (Sponsored by SuperClubs and Funjet Vac.)	60 Agents

Tour & Travel Monthly Status Report

Prepared By: Cleveland Williams **MONTH: June, 2007** **TERRITORY: CT**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
CTO –Week New York	Followed up with Heart – To- Heart Floral –N.Y. regarding flowers for Booths: Bah./Wedding.	Invoices to be sent to D. Woods for payments. 4 palm trees & floral arrangement –Bahamas' Table. Wedding booth: • Bridal Arch:-5-6 floral arrangements. 2 pink & white floral baskets.	**CW**	**04**
Starr 99.9 Connecticut Radio Station Promotional Activities	Followed up with Ms. Grand re: several event sponsorships for Bahamas Consideration. There is also the possibility of creating a radio campaign to encourage further tourism to the Bahamas that could include contesting on the Star 99.9 website and/or on-air with	Due to MOT's budgetary constraints and marketing plans, the event sponsorships could not be taken into consideration. Proposals of this magnitude have to be forwarded well in advanced for	**CW**	**04**

	our radio personalities.	consideration. Communicate the above to Ms. Grand.		
Travel Impressions	Followed up with Business Development Manager about prospective Bahamas Training for Travel Impression Agencies in Fairfield County. Travel Impressions has extended an invitation for BTO to participate in a Connecticut & West Chester Tradeshow- July 18	To conduct Sales Call 06/26/07 and Bahamas Presentations to the selected agencies. Invitation has been forwarded to Regional Director for approval.	**CW**	**13**
Our Lucaya Golfing Opportunity	Followed –up with Golf Director @ Our Lucaya and US Director of Sales to discuss the feasibility and the logistics of this event.	Awaiting a return call from these parties.	**CW**	**15**
Telemarketing	On-going telemarketing to Connecticut travel Agencies for the remaining June and July's appointments.	To visit Agencies with whom appointments are booked.	**CW**	**21st/ 22nd**
JOINT SALES CALLS WESTPORT/WILTON, CT	Joint Sales calls were made to the following top Travel Agencies in West Port & Wilton, CT. with the Business Development Manager of Travel	To arrange appointments with Ms. Goldberg to visit all AAA and other American Express Travel Agents thorough out Connecticut.	**CW**	**26**

Tour & Travel Monthly Status Report

January 03 - 31, 2007

Prepared By: LURLINE BUBB

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
1/05/07 – Houston Bridal Show	Assisted Sabrina Ramsey with Houston Bridal Show. Approximately 8 thousand plus brides to be attended. In addition, parents and other family member. Great Show	Travel Lifestyle, a local travel agency worked along with us to book potential honeymoon and destination weddings. Working on a destination wedding for May, 2007, 50 plus is expected to attend the wedding at Sandals RB	LB	1/17/07
1/10/07 – In-House Presentation –World Travel, Tulsa, OK	Conduct In-House Bahamas Presentation at World Travel, Virtuoso Agency. Agents were not aware of changes and so much to do. Agents promised to sell more Bahamas	Agents are asking for a Bahamas Fam. I will contact AA Vacations located in Tulsa for assistance. Follow up will be made.	LB	
1/11/07 – In-House Presentation – Carlson Wagon-lit, Tulsa, OK	Conduct In-House presentation to staff/Pres/V.P. and Managers. Gave general product update. Agents have not been to The Bahamas in many years. We discussed joint promotion in conjunction with Carlson, the United States Post Office, MLT and Carnival Cruise. All media exposure to promote The Bahamas will be paid for by USPO. Follow up will be made. Spoke with managers BTO/NYC did not receive approval to	Spoke with BTO Managers at the event. I did not receive a definitive answer. Follow-up will be made with Pres. Carlson, Tulsa, OK. Agents are asking for Fam to The Bahamas. Follow up will be made with AA Vacation for assistance	LB	

	participate. However, spoke with V.P. Carlson and recommend later in 2007 to work on the event.			
1/13/07 – AAA – Omni Hotel, Austin, TX **AAA, Austin**	Participate in AAA Travel show. Approximately 200 persons were in attendance. Expected attendance 350, due to weather.	It gave us the opportunity to met AAA top management. Follow up will be made for in-house seminars at various AAA offices. We are hoping to see an increase in business for Austin.	LB	
1/14/07 – AAA – Dallas, TX	Participated in AAA Travel, Dallas. Expected attendance 450. Approximately 200 were in attendance due to weather conditions.	Follow-up will be made for training.	LB	
1/20/07 – AAA Travel Show, San Antonio	AAA Travel Show in San Antonio, TX, approximately 200 were in attendance, due to weather conditions.		LB	
1/21/07 - Star Telegram Consumer Show	Star Telegram Consumer Travel Show went extremely well. Approximately 5-6 thousand persons were in attendance. Excellent show, each person paid $6.00 admittance fee. A very affluent and upscale traveler with discretionary income was in attendance	Conducted Bahamas Presentation. Approximately 400 persons attended the presentation. Received lots of compliments. Lots of questions and request for additional brochures for the Atlantis hotel.	LB	
1/4/07 – Dallas CTO Chapter Meeting				

Marketing Intelligence

Jamaica Tourist Board New Sales Manager, Super Club Sales Manager, and Sandals Sales Manager resigned. All of the above is now searching for new Sales Managers.

This gives us the opportunity to be more aggressive in our marketing efforts, sales blitz, seminars, Media exposure FAM Trips and more.

Tulsa, Oklahoma is a very virgin market wholesaler/Tour Operators. They are aggressive targeting the areas with various special packages to Cancun and Punta Cana.

GOGO Tours - made sales calls six weeks and conducted smaller seminars to agencies.

Travel Impressions - will be in Tulsa February blitzing the area and to conduct small seminars in Tulsa and Oklahoma City and surrounding area.

Result AAA Shows

With additional exposure to the consumer in Austin, San Antonio, Dallas and Houston we are hoping to see an increase in business from Texas to the Bahamas. Combine attendance for AAA consumer shows in Austin, San Antonio, Dallas and Houston, approximately 1,500.

Star Telegram Consumer Travel Show, Arlington, approximately 5 to 6,000 plus were in attendance. Please find attached, this is not a scientific survey, just a simple register to win with the following question. My exclusive consumer possible traveler survey is a non-scientific register to win survey during the show.

TRAVEL SURVEY

Travel Show, January 21, 2007 which highlights some of the leading questions in a variety of categories. The questions and answers are listed in order of Bahamas Visit, no particular order in terms of priority. Instead, the result of the survey illustrates a need for promotion, Airlift, and Travel Agents Bahamas Educational seminars.

HAVE YOU BEEN TO THE BAHAMAS

48 – Yes

01 - 05 YEARS = 20
07 – 15 YEARS = 14
20 – 30 YEARS = 14

87 – No

FAVIRUTE REQYEST

Golf = 9 Persons, Weddings = 7 Persons, Dive = 4 Persons, Groups = 3 Persons, Retreats = 7 Persons, Other = 3 Person

SPECIAL BROCHURES REQUEST

Leisure = 54
Resorts – 64

LJB/bto/dfw

Trade Organizations

Attend DFW, CTO Chapter meeting, approximately 40 agents and ten suppliers.

Attend AFC meeting, special guest of AAA, Dallas, 40 top producing agents were in attendance. Made contact with agents that have the potential to produce more business to The Bahamas

Conrad King

Nuvi Chootosingh

Tour & Travel Monthly Status Report
Midwest

Prepared By: LEVAUGHN COOPER **MONTH:** JANUARY 2007 **TERITORY:** N. Chicago, Wisconsin, Michigan, Indiana, Ohio, Kentucky

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
01/9 Museum of Science & Industry	Kara and I took down the Christmas tree at the museum which we have been decorating for 4 years. With our limited skills, we try to make pieces that depict our culture (Junkanoo), and have been successful at it thus far.	Looking forward dressing the tree next year.		
01/10 Meeting with AA	Met with AA and Pelican Bay Rep. to discuss how we can generate more interest in the marketplace for Grand Bahama. The flight is not doing well and if it does not pick up, AA will cancel the service	We will be having a series(4) of seminars in the area, targeting the top producing agencies that sell Bahamas and in particular GBI. These seminars will be either lunch or dinner with approx. 10-20 agents at each event. The cost will be split between Pelican Bay, AA and BTO.	Levaughn	
10/14 Uniglobe Vacation Travel Show	This show was held in Columbus, OH. There was some 500 pax that attended the show. I solicited a hotel stay from GBI for this event. Uniglobe had onsite bookings with specials discounts for all	In formed the owner that I will be contacting them to see how much bookings, if any, we received as a result of this show		

	persons who decided to purchase a vacation at that time. This special was extended to the end of January.			
01/15-19 Sales Calls Cleveland	All of the agencies miss the charter service out of the area to GBI. When the charter was available, they sold lots of Bahamas, especially the short weekend stays.			
01/20 Brentin Village Travel Show	This show was held in the mall and there was a steady flow of people at all the booths. I gave a 20 minute presentation on The Bahamas. Brentin Travel had on site bookings and offered discounts for anyone booking on the day of show. They will informed me how much Bahamas bookings they received	Will follow-up with the Agency within the next month regarding the bookings		
01/23-26 National Tourism Conference	This Conference was wonderful experience and informative in lots of ways. First of all, I got the opportunity to learn so much from the sessions. I would have loved to attend most of them but that was not possible since they were all running simultaneously. Secondly, I was able to see many of the old faces and meet some of the new ones. Oh, how			

	the Ministry has changed. Finally it gave me the opportunity to feel apart of the Ministry and to recap the fact that 'Tourism is all of our business', and we are not just competing with our Caribbean neighbors, but the world.			
01/27-28 Adventure Travel Show	This was a wonderful show and one that the OI should definitely be a part of. The show was packed and people were definitely interested in the Out Islands. The majority of them came with specific questions about one of the Out Islands. There was very little interest for Nassau and those that asked was interested in either Atlantis, all-inclusive properties or the Cable Beach Hotels. The show as opened early on Saturday for the Trade and there was quite a number of agents in attendance. Liberty Travel was there doing onsite bookings. They also adventure/diving packages to the Out Islands as well as Nassau.	Will be following up on request made by a few of the agents. Also, the radio station in Elgin would like to work with us on some advertising/promotions. I informed them that we have no money and it will have to be on barter and they agreed.		

Marketing Intelligence

Many of the agents in Cincinnati said that their clients are looking for other destinations to visit and The Bahamas is a good alternative because of its proximity, but we continuously priced out higher than other destinations. Most of their clients want more all-inclusive and most of our property is EP. One of the agencies priced out a week's vacation for 2 to the Bahamas at Atlantis and it came out at $8732, which does not include meals. Comparing that to Mexico, Dominican Republic etc. at a 5 star property prices out for half that amount for a family of four to include meals/drinks. One of the other concerns is that air out of the area on Delta Airlines is very expensive because they are the only direct service out of the area to the Bahamas.

During my sales calls and also at the three shows, everyone loves our new commercials and thought them very funny. Some of them came up and asked me about taking a 'Bahamavention' vacation. I thank all those responsible for having them aired in the Midwest.

Airlines:

- American Airline reported that the flight to Nassau out of Chicago is doing extremely well, but the service into Grand Bahama is not doing as good. Plans are in place to bring more awareness to GBI.

Misc:

National Tourism Conference: This was a wonderful and enjoyable experience for me. The opening ceremony was spectacular and very entertaining; I wanted to get up and dance. The down home experience at Fort Charlotte brought back memories of vacations in The Out Islands. While they did not have the peaches or sweet milk can to drink out of, they sure had the peas can. The only thing missing was the chickens walking around and the fire to smoke out the sun flies and mosquitoes.

The MOTSA ceremony was wonderful, even though no one from the overseas offices won anything even though several of them were nominated. Since this was the first event, they still have time rectify the situation for the following year.

Tour & Travel Monthly Status Report
Midwest
January, 2007

Prepared By: Margaret Campbell, CTC

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
T. & T.Leisure Agents sales calls Canton & Macomb, IL.	Agents reported that despite the passport requirements, there is not quite a big change in bookings for this time of the year. As for the Bahamas it is a little slow but there are some bookings for Atlantis in Nassau and nil to even any request for Grand Bahama and the Out Islands. Apple Vacations and GoGo is their preferred wholesalers using skid airline seats on American and Delta Airlines from Moline (Quad) Cities and Peoria, connection via Chicago. Several agents also commented about our new advertisement; while some felt that it was different a few preferred the sun, sea and palm trees version. Demry from Alexander Travel (Canton) requested our old version window display and a large supply of brochures, along with some information about hotels that are accepting Spring break students.	Forwarded posters and brochures to Alexander Travel; informing them that we are out of stock with the requested window display but suggested other creative means to give her window a tropical décor.	M.C	N/A

Telemarketing: Grand Rapids, IA.	Agents response were fair, with little request from their clients for the Bahamas. Surprise, to discover that their clients were booking Europe and Hawaii.	Upon introduction, plan to continue dialogue and forward brochures on the Bahamas as requested. Plans to conduct (2) in-house presentation, early Spring during my visit in that market.	M.C.	N/A
T.& T. Promotional – ABC/Channel 7- 190 North T.V.Program.	The scheduled ABC/190 North Program shoot/show of Grand Bahama Island on February 8-11, 07 was cancelled due to an on-island (GB) airline seats scheduling for the crew of (8) from the station.	Spoke with station's Producers and although they were very disappointed, noting that this winter time slot was an excellent for the destination due to Midwest cold and freezing weather and the message campaign etc. regarding the passport regulations. Rescheduling of the shoot for Grand Bahama is pending summer, 07.	M.C	Pending

Marketing Intelligence:

Dynamic duo of Business and Pleasure is becoming a trend, among travelers noted industry partners; with Emphasis on the Family and Religious markets.

Competition:

Europe and Hawaii appears to be popular from this market due to price-points and weekly charters connection from Chicago.

Airlines/Wholesalers:

American Airlines direct service from the Midwest booking is low. The T. & T. Managers are joining forces with Pelican Bay Multi-line Manager and American Airlines to conduct a series of Travel Agents marketing efforts to encourage bookings.
Air Tran service out of Midway is experiencing high load factors via Atlanta and plans are being made to determine the carry-over load factor into Grand Bahama Island.

Apple Vacations, GoGo and Funjet reported that their bookings to the Bahamas is slow with not quite the load factor into Nassau via skid air at this time last year although the lead price for winter, 07 starts at $549.00 for (3) nts. E.P. (Go.Go - Port Lucaya hotel, Grand Bahama Island).

Tour & Travel Monthly Status Report

Prepared By: DORNELL WATSON **TERRITORY: PA, DE, S. JERSEY, MD, DC, VA, NEW ENGLAND JANUARY 2007**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
ESPN Radio Black History Month Sponsorship Opportunity. Boston, MA - 2/1/07	**Ongoing** – Submitted request for: 30 seconds ad to Anita Johnson. Ad company sent: 60 seconds spot instead and ESPN agreed to work with it.	Requests ad checks once ads air in February.	DW	3/1/07
Six Flags America Maryland – Spring 2007	**Ongoing** – a conference call was held on 1/18 with GBITB, GBVAC and Six Flags discussing the promotional opportunity.	Keith Wright from Six Flags will revise the proposal and resubmit to all parties for further consideration.	DW	
Club 1/Bahamas Promotion	Spoke with Rob Krauford regarding interest in doing a Bahamas trip giveaway with Club 1 in Baltimore, MD.	Awaiting written proposal.	DW	
Norfolk Harborfest 2007	Received proposal for BTO and Colors Junkanoo Group to participate in 3-day event	Schedule conference call to discuss budget details.	DW	
Tourism Week (Jan 23-27 – National Nassau)	Participated in various seminars and activities in Nassau.	Prepare a report.	DW	2/2/07

Marketing Intelligence

Spoke to a few agents this month who reported soft bookings overall. One agency, Rodgers Travel is trying to confirm a wedding group to Old Bahama Bay for August (referred lead to Bradley for follow-up).

Competition
Nothing to report

Tour Operators/Airlines Report
Funjet Vacations – Spoke to Michael Lauenstein regarding United's non-stop service out of Washington Dulles and he reported that the Nassau service has the lowest numbers out of the 7 non-stops. The service currently has Sunday departures through Feb 11, and as of Feb 16th – April 22 will increase to 3 departures (Tue, Fri, Sun), and 4/28-9/1 will decrease to Saturday service only. The cost of air is said to be very competitive, however when added to the hotel package the total cost of the package does not offer the best value for the dollar when compared to the pricing of other destinations. Agents also attribute the low numbers to un-guaranteed warm weather and the fact that many clients have been to Nassau and have complained that there's nothing to do other than water sports.

The top selling non-stops for United is Cancun, Punta Cana, Montego Bay and Aruba; St. Martin and St. Thomas numbers are said to be picking up as well. The bookings are said to be 58% local traffic and 42% from feeder cities. Michael and I have scheduled 2/13-2/14 to do joint calls in the MD/DC area to try to push the United service.

Tour & Travel Monthly Status Report

January, 2007

Prepared By: Raquel Garnette

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
National Tourism Conference, Jan 24 -27 Nassau, Bahamas	Attended this conference in Nassau. Had the opportunity to participate in some of the sessions. Comments regarding conference and MOTSA to be submitted under separate cover.		Raquel	
Costco Travel	Spoke with Jolene Schuerman, to discuss several marketing opportunities. She is in the process of forwarding some demographic information and a few proposals. Of particular interest are the Costco Connection magazine and on-line program.		Raquel	
Long Island Patriots	Spoke with Steve Sius regarding a potential promotion with The Bahamas. Referred him to Greg Rolle.		Raquel	

Tour & Travel Monthly Status Report

Prepared By: DORNELL WATSON **TERRITORY: PA, DE, S. JERSEY, MD, DC, VA, NEW ENGLAND** **FEBRUARY 2007**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
ESPN Radio Black History Month Sponsorship Opportunity. Boston, MA - 2/1/07	**Ongoing** – sponsorship ads end on 2/28.	Invoice will be submitted for payment	DW, VBA	3/1/07
Six Flags America Maryland – Spring 2007	**Ongoing** – a copy of the sponsorship proposal was sent to Ty Brassie at Starwood Hotels on 2/22 for their consideration.	Awaiting a response.	DW	
American Red Cross – Oscar Night America Event – February 25 Washington, DC	Contact at American Red Cross Special Events was referred to me by American Airlines to provide hotel stay for raffle at fundraising event. Request was sent to and approved by Pelican Bay Hotel.	Follow-up and get feedback on the event.	DW	
Starwood Caribbean Sales Blitz 2/20 -2/21	Participated in a 2-days sales blitz in the Philadelphia region with Ty Brassie.		DW	
2/6-8 – Joint Calls w/Cindy Shubin, GogoWWV	Called on 12 agencies over the 2 days in PA & DE			
2/8 – Sales calls – Paoli, PA	Called on 4 agencies			
2/15 – Air Jamaica's 25th Anniversary Tradeshow & Reception - Baltimore, MD	Attended event attended by travel agents, consumers and community leaders (250 pax).			

Marketing Intelligence
Most agents reported that bookings have been slow this month some attributed it to the passport requirements. A number of agents reported that Europe business is up despite the high cost of air. Grand Bahama Island still remains a tough sell in all markets and it is suggested that we do more advertising in the market.

Competition

Jamaica – had several ads running on cable TV in conjunction with US Airways Vacations and Liberty Travel partners.

Tour Operators/Airlines Report
Gogo WWVacations – Spoke with several gogo managers who indicated that sales were down more than $1 million this quarter compared to this time last year. Business is said to be down overall, despite their "Red Hot Sale".

Apple Vacations - numbers will be forwarded in next report.

Trade Shows – Agent/Consumer

2/18	**AAA Travel Show** (C)	Reading, PA	500 Consumers
2/26	**US Airways Vacations** (T)	Pittsburgh, PA	120 Travel Agents

Trade Presentations

2/20	**Gogo WWV**	Philadelphia	14 Res Agents
2/21	**Gogo WWV**	Voorhees, NJ	8 Res Agents

Trade Organizations

2/7	CTO Philadelphia Chapter	Philadelphia, PA	100 agents

Tour & Travel Monthly Status Report
Midwest

Prepared By: LEVAUGHN COOPER **MONTH:** FEBRUARY 2007 **TERITORY:** N. Chicago, Wisconsin, Michigan, Indiana, Ohio, Kentucky

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
2/7 Dinner Presentation	Dinner presentation for 13 agents at Bahama Breezes Restaurant. The purpose was to give product knowledge and awareness of the AA service out of Chicago to that Island. Pelican Bay and American	The Pelican Bay Rep would let me know if any of the agents present meet that goal.		

	Airlines Reps were present and they made an offer to the agents present - - if they book a group of 10 or more between now and end of March, AA would give the agent two airline tickets to the destination.			
2/15 Sales Calls	Calls were made to agents in the Joliet area. When advised them of the cancellation of service to GBI on April 30th, they were a bit disappointed. Only three of them booked the flight over the past year. They were all aware of the new expansion to Atlantis and have heard rumors of the developments in the Cable Beach. Well, I settle some of the rumors for them and also mentioned the other developments for the Out Islands and the new Delta service.			
2/17 Agency Presentation	Presentation to American Travel Bureau agents giving them updates on the new developments and how to properly sell The Islands of The Bahamas to their clients.	The group is interested in a fam trip, but advised them to get their own air and I will assist them with hotel on-island, site, etc.		

2/21&22 Sales Blitz Our Lucaya	Made calls with Starwood Rep, blitzing the area and giving updates on GBI and their property.	All the agents were surprised to know that the service to GBI will discontinue after April 30th. I informed them that Air Tran, Delta and USAir are alternative services that can be used, which they are aware.		
2/24 Best Travel Promotion	Did mall promotion with Best Travel. There were eight other suppliers excluding myself. They offered $50 off for 7+ nights if booked onsite and thru March 3rd.			

Trade Organizations

2/5 NACTA (National Association for Commissioned Travel Agents) 75 Agts.
2/12 SSTP (South Suburban Travel Professional) 60 Agents
2/14 CTO Meeting 65 Agents

Marketing Intelligence

'Bahamavention' is being advertised in the Chicago Tribune to Grand Bahama Island as well as online. In the online ad, you can click on the GBI link and it gives you a virtual tour of the island on the various activities, hotels, etc. You can also check prices and book vacations as well through 'grandbahamavacations.com'

Airlines:

American Airline reported that the air service to Grand Bahama will stop at the end of April because of the low load factors.

Misc:
Since I was informed that there is no money in the travel budget, most of my time was canceling and postponing all the commitments I made in my territory. Everyone was wiling to reschedule after June 30th.

Tour & Travel Monthly Status Report

Prepared By: LURLINE BUBB **FEBRUARY 01 - 27- 2007**

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Feb 01- 2- MOT Data Base, Agents update.	In-put Business cards from previous shows and sales calls in the data base. Not much was done for a number of years	Continue to up-date.		
Feb. 04-08 Joint Promotions Go-Go Tours, Dallas	Joint calls and mini seminars with GOGO Tours, Dallas. Sales Manager cancelled due to conflicting schedule.	.Reschedule for May/June, 07	Lurline	
Feb. 02- CTO, Board meeting.	Discussed Bahamas out of Country	Received hotel special		

Feb 03, 2007- Out Island Mingle Madness Fam trip to TCB, March 01-04, 2007.	meeting for the Dallas Chapter to Grand Bahama Island in May, 2007. Agents are very excited about the trip; they have not been to GBI in over ten years. GBITB is working out details. Unfortunately, I have not been able to confirm to the board at next board meeting if this trip is a go or not. Mr. Earl Miller is working on a special Fam Trip to TCB, March 01-04, 007. Mr. Steve Cosgrove, Pres Dynamic Travel and Host of a Travel Talk Show on Sunday's were invited to Abaco and are expected to travel with the group, March 01.	rates from Mr. James Turner's department. Continue to work on project. As of Feb. 27.07. Steve is working on Air from Dallas to FL.		
Feb. 08,, CTO Monthly meeting Cont' CTO Monthly meeting	Attend CTO Monthly meeting Approximately 50 was in attendance. Each Tourist Board gave a brief presentation on "The importance of becoming a member of CTO'.	.	Lurline	
Feb 13-& 15 – MOT- Data Base update	Spent time updating data base and continue to work on upcoming show, World ventures, Las Vegas , March 01-3, and up-coming joint Sales calls with GOGO Tours, Sacramento, March 05- 09,2007.	Will continue to work on Data Base.		
Feb. 09 & 10th, Dynamic Travel Consumer/Travel show, Gaylord Texas'	Participated in Dynamic Consumer - Travel Show. Approximately 40 Travel agents in which the majority was home based. Approximately, six thousand consumers were in	Received lots of compliments on improvements made over the past few years. **See attached**	Lurline	.

	attendance.	**testimonial from a past experience from "Mrs. Cheryl Brasher"**		
Feb. 19th 2007, U.S.A Holiday		.		
Feb, 21, 07. AA Eagle meeting	Met with Ms. Valerie Durant, American Eagle, Dallas. Valerie is a member of the African American Ski Club that comprise of over seven chapters. We discussed the possibility of hosting the Dallas Chapter in GBI some time in October. In addition, The Eastern Region/ National Brotherhood of skiers Conference is going to Nassau, August, 2007. Approximately 800. .	Follow up will be made with Ms. Durant. **The information was sent to Mr. Ed. Arched/ BTO/ATL.**		
Feb. 22, 2007 -Bridal Show Cont' Horizon Travel Bridal Show Feb. 19-20, 2007. People to People Experience.	.President of Horizon Travel cancelled the Bridal show on the Feb 22, 2007. Not sufficient R.S.V.P'. Four Couples form Heartland World Ministries Church, traveled to Freeport and Nassau via Carnival Cruise Lines Feb 19 & 20, 2007. We were able to organize a People-to People Experience for them with the help of GBITB. **(my Church-LB'S)**	Re schedule for May or June. Follow up will be made in regards to their experience.	Lurline	
.Feb. 09, 2007	Met Ms. Paige Dyke, The Dallas Morning News. Briefly at the Dynamic Travel. We discussed	Follow up meeting is schedule for March, 12, 2007	Lurline.	

	opportunities for both of us, the New Papers and TIOB.			

Marketing Intelligence

- **Jamaica Tourist Board, Bahamas Tourist Board, Sandals and Super Clubs have new Managers for Dallas, they are all in training at this time.**
- **Agents made positive comments, just lack of product knowledge.**
- **AA is offers Lowest Air fares for CTO Chapter Members. Members may travel to any where in the Caribbean from the USA.**
- **In addition, FAM Trip is offered to all valid IATAN travel agents to visit any of the Caribbean destinations.**

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Tour & Travel Monthly Report

Prepared By: Conrad King **February 2007**

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
IN OFFICE ADMIN	Continuing on going contact with partners in southern markets. Efforts are being made to cultivate contacts made through net working opportunities.	• Currently coordinating a project between two prospect met at a T&T sponsored event. Details listed below.	CK	On-going

SALES CALLS	Sales Calls Mann Travel Agencies, Charlotte, NC. **(See Mann Travel)**	• In addition to these accounts, I plan to work with a concentrated group of core accounts for US Airways Vacations, Travel Impressions.	CK	--
DELTA AIR LINES	Date change for the Delta Res Center presentations to coincide with sales blitz to promote the new Delta service to Exuma and North Eleuthera. .	• Invitations have been extended to promotions boards and its members to join the Delta presentation. Partners will present their product / destination to the 900 Delta Res Agents. I've also proposed that OIPB, NPIPB and GBIPB share in the cost of refreshments for the agents. • Will follow up with partners and confirm their attendance. • Pro-forma invoices will	CK	On going

	Delta's Res department will be running a 3 month long in-house promotion to highlight Penical Club kickoff.	be re-submitted to reflect these changes. • The promotion is based on sales volume, and Delta is giving the agents 125 free tickets to Bahamas. To		
AIR TRAN		•	CK	
CERTIFIED VACATIONS	Met with local Certified Vacations rep to discuss and share in-market activities. Has shown interest in participating in next a number of BTO projects. Had a follow up meeting with local Certified Manager and came up with some strategies for the next 6 months.	• Certified Vacations will be one of the co-sponsors for the Delta Laucnh / Blitz that is scheduled for late April. They have already gotten approval to co-cost an retail agents' reception. • Efforts are still being made to secure a fam trip for top agents. (Certified will secure 10 + 2 seats for fam trip. • The last part of the promotion will comprise a booking incentive for VIP agents participating in the presentation, fam trips, and retail agency in general.	CK	March 5
TRAVEL IMPRESSIONS	I spoke to Travel Impressions	• I have proposed that	CK	On going

	manager and discussed plans for Mann Travel, NC. **(See Mann Travel)**	we conduct presentations exclusively for Mann Agents in spring 2007. . This training would be a follow up to the sales calls and travel show, that were completed in January. • Still awaiting decision / replay regarding fam for Mann Travel agents. The fams are one of a number of strategic plans for this account.		
GOGO WORLDWIDE VACATIONS	Go Go has a new account manager for the area. Will meet with new manager at the end of February to review initiatives that were discuss with previous manager.	• On going review to assess the receptiveness of Best Bahamas Sports Packages. • BBS is currently working with PGA stores for additional sports promotions. PGA stores also interested in expanding it tennis promotions, and looking at future "Williams Sisters" store promotion.	CK	On-going
PERSONAL TOUCH TRAVEL	Was invited and participated in annual Bridal show with personal	• Follow up from our show participation	CK	

	touch travel. In lieu of registration, Bahamas gave away a grand prize to Westin Our Lucaya. Nassau Hilton also attended the Bridal show and also give a hotel stay in lieu of $790.00 registration.	yielded 2 bookings and one tentative wedding group – 40 pax -- for June of 08. • Have agreed with manager to have on going training for sales staff. Will be conducting sales training and product update for agency staff March 22,07.		
TRAVEL 411	Passport Initiative -	• Participated with this agency to promote the Bahamas passport redemption initiatives. The event took place at a prominent Atlanta land mark, Michor's and attracted 60 people.		
THE CARLSON PROJECT	What is the status here?	• Must follow up and have Dir T&T make decision on The Carlson Project.	CK	On going
ATL- CTO	President of the Atlanta chapter of CTO asked that BTO sponsor one of its monthly meetings.	• Have not made any agreement, but told the president that discussion can be had at a later date. Is there money in the budget for CTO meeting		

		sponsor for late fall of 07. If approval is possible, I will add this to the 07-08 budget. • Submitted copy of Delta press release supporting the ATL / Exuma, North Eleuthera to CTO Public Relations Officer. The information will be included in the CTO monthly newsletter and distributed to its members.		
BEST BAHAMAS SPORTS	Still working with Best Bahamas Sports to develop business.	• Since the PGA superstore opening, Best Bahamas Sports has had on going presence and promoting groups at superstore. The dates are: • July 20-23 • Oct 19-22 • BBS will be expanding it marketing initiatives for for 07. Currently looking at – cable, radio, newsletters /fliers, email, celebrity	CK	

		events, charity golf events. • BBS has expanding to promoting its product to other Caribbean Islands. This was due in part to "lack of promotional and / or financial support from BTO," according the President of the company. • Best Bahamas Sports is expanding its relationship with the PGA Superstore. Two new PGA Superstores are scheduled to be opened in Dallas, TX summer of 07.		
SWING MAGAZINE	Sherry Blackshere is editor in chief of the magazine and submitted a proposal for Bahamas to be featured in the magazine.	• SWING is a Life Style magazine for seniors that is published 6 times a year and has a circulation of 150,000 at each printing. • Presented the proposal to Pelican Bay Resort for barter / trade and they will be featured in 6 coloured pages of ads and editorials. • Will meet with Sherry	CK	March 1

		to look at other possibilities with the magazine.		
ATLANTA FALCONS CHEERLEADERS	Received a proposal from Director of The Falcons Cheerleaders for a trade / barter photo shoot in Bahamas.	• Proposal outline will be sent under separate cover. • Spoke with Film Dept and Out Islands Promo Board to determine level of interest. • Proposal has been submitted for possible action.		
GLOBAL BUSINESS DEV	President Franzelle Pertilla and I have worked on a number of projects in the past year.	• Meeting with Franzelle in early March to outline strategy for 07 initiatives.		
AMERICAN EXPRESS TRAVEL	As a follow up to the series of presentations for Amex Call Centers, and company owned store fronts in New York and Florida, Amex has approached us about hosting fam trips for its agents.	• A request was submitted but no response was obtained from HQ. What is the status of that request? Should this be included in the 07-08 budget exercise?		
TRAVEL FARE	Met with manager of the agency to discuss co-op projects, to assist in business development.	• Interest came about as a result of "Bahamavention" ad campaign. Requested info about specific media, demographics and circulation and costs.		

ADASON MEDIA GROUP/ TOTAL TRAFFIC	Met with Danyel Hobbart, acct exec for the groups, to discuss trade/barter in Atlanta market.	• With the launch of Bahamavention, and the additional Delta service from Atlanta, working with this		
TOTAL TRAFFIC NETWORK	Met with Bob Berger, General Sales Manager TTN- a Clear Channel Communications	• Followed up on a previous meeting that was help in late 2006. TTN proposal was twofold: promote TIOTB to core market demographics, create market awareness for new Delta service.		

Marketing Intelligence

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

Focusing on the Amex fall promotion to Amex agencies and other leading chain accounts. Have met with Certified Vacation to outline promotional campaign for the next six months. See Certified Vacations above. Hope to confirm fam trip and VIP presentations / seminars for GA, TN, NC,SC. Certified Vacations has gotten approval to co-host reception for 10 agents. This event will be tied in to the Delta launch.

2. What are competing destinations doing?

Delta Airlines continuing to promote new destinations. Major bill-board ads are highlighting Delta's new Caribbean destinations. Ads are generic in nature.

3. Have competitor's launched any new and unique advertising campaigns?

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

5. **Are there any special events being promoted e.g. Jazz or Cultural festivals, Art exhibits?**

6. **What initiatives are being demonstrated in your territory can work to increase business to TIOTB?**

Continuing to work with Best Bahamas Sports, Certified Vacations, GoGo Vacations and Travel Impressions to create and expand programs to retail and consumers. BBS will be expanding its marketing initiatives via emails, news letters, golf tournaments, and a steady on-going presence at all the PGA TOUR SUPERSTORES.

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

9.

10. **Average price of a Bahamas package vs. a competitor's package from each of your major markets?**

Air Jamaica Vacations - Lead Prices

Four Days starting from $510.00.
All Inclusive 4 d / 3 nts $ 620.00 **
Upgrade to first class. Amex promotion $250.00. Amex upgrade specials are advertised in local travel sections of news papers, internet and e-blast specials.

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

Cancun 3 nights $5200.00
Punta Cana 3 nights $625.00
Puerto Plata 7 nights $760.00

Travel Impressions

Mexico, Riviera Maya, 3 Nights, All Inclusive $925.00
Dominican Republic, Punta Cana, 3 Nights, All Inclusive $795.00
Jamiaca, Negril, Summer Sale 3 Nights, Air and Hotel $595.00

Trade/Consumer shows

Tour & Travel Monthly Status Report

Prepared By: Nuvolari Chotoosingh **TERRITORY: New York, New Jersey, Conneticut.** **FEBRUARY 2007**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
CTO, plans being finalized for CTO week in New York City.	Held conference call for T&T team to update and get input on TIOTB level of involvement. Sent out letters to possible participants	Putting together budget for CTO Week,	Nuvie	March 7
In-house training of Liberty Res Agents in Rahmsey NJ	Updated some 15 in-house reservation agents on TIOTB. Putting emphasis on GBI & OI	Next training set for March 19	Nuvie	

Attended Connecticut Chapter of CTO Monthly meeting.	About 50-60 agents attended and were very interested in knowing about current developments taking place in the Bahamas	Discussing possibility of hosting a monthly meeting for the chapter that would include doing a presentation	Nuvie	March 16
Attended New York Times Travel Show. Large crowds attended on both Saturday & Sunday. Inundated by request from Trade people about advertising.	Show was well organized and the Bahamas was well represented using the new booth for first time at the show. Very good participation by Promotion Boards and Hotels	I do recommend continuing our presence at this show with 6000 to 8000 consumers having come trough with many genuinely interested in a vacation in the Bahamas	Nuvie	
Radio Show with Kal London	Did radio interview for Travel with Kal at office, he was very interested in developments there . Kal mention he would like to showcase the Bahamas every 3 months on the show	May be a good idea to have persons from the Promotion Boards do interviews for the show. It is great opportunity to get the message out to the traveling public. Kal will contact me when he	Nuvie	

		would like to do something on Bahamas again.		
Radio Travel Show with Skyland World Travel in Hackettstown, NJ...	Was contacted by Skyland World Travel to do their show at cost of $200 for an hour of airtime to talk about the Bahamas. I requested to barter a land package in lue of cash payment	I have received a 3/2 stay from Our Lucaya as a giveaway for the show. Show is scheduled for March 23.	Nuvie	

Marketing Intelligence

Jamaica

Chukka Caribbean Adventures, based in Ocho Rios, Jamaica, launched its Polo Collection, a new category of its nature adventure tours.

"The Polo Collection was conceived in the same adventurous spirit, and love of polo, that launched the Chukka business," said Marc Melville, co-managing director. "In the case of the Polo Collection, our experiences with our own line of tours in Jamaica led us to these tours with a slightly different twist. At the same time, they fill a need from our hotel partners for new and more exclusive expeditions for their clients.

.

British Virgin Island

Richard Branson, founder of the Virgin Group of companies which includes airline Virgin Atlantic and Virgin Galactic, bought his second Caribbean island in the British Virgin Islands for $13.2 million and plans to turn it into a luxury eco-friendly, environmentally-savvy resort.

Anguilla

Desert Rose Estate on Anguilla, which opened last November, is offering 50% off its winter rates for the upcoming summer season from April 14 to Dec. 17.

The three-bedroom, 11,000-square-foot oceanfront villa on Anguilla's northeastern shore is owned by Eudoxie and Sandra Wallace, who also own Scilly Cay, the island's legendary grilled lobster and chicken spot on its own spit of sand that can be reached by a two-minute ferry ride from Island Harbor on the northern end of the island.

Trade Organizations

ASTA

ASTA said that it intends to enter into talks with the airlines to assure that they treat air passengers properly following widely publicized incidents in which passengers on two separate carriers were stranded recently due to adverse weather conditions.

ASTA added that a meeting with representatives from the Air Transport Association, the airlines' trade group, would "commence very shortly."

"To be absolutely clear about this, ASTA will not accept the argument that these problems are too infrequent, affect too few passengers, are too unpredictable to warrant more than apologies," said ASTA President and CEO Cheryl Hudak, in a statement. "Nor should airlines avoid responsibility by claiming that these incidents are too costly to cure on an assured basis."

Tour & Travel Monthly Status Report
Midwest

February, 2007

Prepared By: Margaret Campbell, CTC

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
T. & T. Agents sales calls: Chicago & Canton, IL.	Agents called on during this period in the Chicago (DT) and Canton, IL. area reported that the direct service of American Airlines, along with Delta, USAir to Nassau and the discounted passport and hotel stay incentive program, attributed to their brisk business into Nassau; at Atlantis and Breezes as the choice hotels; along with the on-going cruises business. As for Grand Bahama and the Out Islands, bookings or request was nil. Agents also noted that additional print or media awareness in the market can help; as their clients usually come into the agencies requesting where they want to travel, even when they try to give them alternative	Assisted & referred Dorothy from Tr-Val Services, Inc. to Sales Mgr. (LC) and our wedding department for needed promotional items etc. reference their participation in a large consumer bridal show. I also forwarded a large supply of Grand Bahama Vacations lead price flyers for this market, to AAATravel & Travel, Travel Inc. as requested for their clients, who are now booking Spring break and Family 07 summer vacations.	M.C	N/A

	destinations, such as the Bahamas.			
T&T.Agents Telemarketing: **Springfield, IL.**	Most agents were receptive and noted that their Bahamas business is fair; although some were busy and expressed that they were not interested in a survey update.	Discussed Nassau up-dates and future in-house presentations. Also fill collateral material requested.	M.C	N/A
T&T.Promotions/Meetings(African-American): **Real Men Cook(Bahamas)- Y.Moyo, N'Digo/Hartman Group Inc –L.Phillips, Columbia College Center for Black Music & Research – Dr. R.Sands, Clear Channel/Uplift V.103 Black Expo Today's Black Women – L.Marchenko, BTO/American Airlines & Pelican Bay Luncheon.**	Attended promotion meetings and made joint calls on Travel Agents that secured African-American business in the past with J.Gibson, DSM from the African-American dept., during her visit in the Midwest. She was introduced to several African-American partners that I worked with in the past; to discuss several promotional and on-line Leads. Conducted and host a Travel Agents' Valentine Day Luncheon at the Metropolitan Private Club -67fl. Sears Tower, Chicago on 2/14/07 with the following Bahamas partners, American Airlines, Gilbert Guzman and Pelican	Meetings went very well and we left with partners agreed to create proposals where needed, also reviewed/discussed ones already submitted for approval and best options for TIOTB. The African-American, DSM to follow-up and keep T.& T. dept. in the loop of the various Leads referred successful completion. The luncheon was attended by (10) agents, including Executive Sales Manager from WVON Radio, who is in discussions with Pelican Bay Resort(Debbie) and American Airlines(Gilbert) about their up-coming sales staff retreat		

	Bay Resort, Grand Bahama, Debbie Massion in support of American Airlines direct services to Grand Bahama Island. Andre' Miller, Fla. office assisted with the beautiful Valentine Day logo invitation, that was emailed to the agents and Grand Bahama Vacations provided the flyer with the lead price for this market. A Grand Bahama Island update was given by me, Pelican Bay Resort by Debbie and Gilbert on American Airlines. Although the event was a success and the agents asked several questions; it ended on a sad note with American Airlines advising the Agents of the discontinued direct service to Grand Bahama Island but focus on the Florida's connection.	on Grand Bahama Island, 07. Attending agents also noted that there is a need for additional awareness (Print/Media) of Grand Bahama Island in the Midwest market; which they felt would assist in their client's choice of bookings to the Bahamas.		

Marketing Intelligence:

U.S .Domestic travel are being encouraged by Convention Bureaus and Tourist Boards (Minnesota, Missouri and Kansas) along with major chain hotels (Sheraton, Radisson, and Hilton) with Incentive Booking Programs. They are offering discounted rates, added value coupons to cultural facilities, theme parks/leisure activities, website access, Dine-around plans accompanied with restaurants coupons and compiled competitive bids Leisure group bookings. Also hot weather destinations (Hawaii and Puerto Rico) where visitors do not need

Passports are joining in on various programs too; with destination week; offering airline credits up to $300 and on-islands dine-around meal plan credits up to (3) nights stay, just to mention a few that is being Marketed and booked through GoGo Tours. Jamaica is also offering up to $680 per family for 5nts. all-inclusive at the Sunset Grande Resort.

Competition:

Europe (Italy, Greece - $899.00 4nts. p.p) and (London - $499.99 4nts.p.p) appears to be popular and selling from this market regardless of the price-point, advised several travel agents (Best Travel, AAA.Trave and American Express).

Airlines/Wholesalers:

American Airlines/American Eagle direct service load-factor is selling very well into Nassau, advised Gilbert Guzman (Regional Sales Manager). As for Grand Bahama Island service, it is not selling well and therefore the direct service will be discontinued April, 07. Also according to our preferred wholesalers, Delta, USAir, and Air Tran (G.B) is selling well via skid air from connecting secondary markets into Chicago, Atlanta, Florida and Charlotte and on to Nassau and Grand Bahama.

Apple Vacations, GoGo and Funjet reported that bookings into Nassau this winter via skid air on Delta, USAir and American Airlines is selling well; with the Nassau Beach hotel as the lead price at $504 p.p for 3nts. out of Chicago, IL. and $753.00 p.p for 3nts. out of St. Louis, MO. and kids less than 17yrs. stay free.

Tour & Travel Monthly Status Report

Prepared By: Raquel Garnette **APRIL 2007**

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Caribbean Tourism Week (June 9 – 16) Manhattan, NY	Finalizing details regarding Bahamas participation during this week and secure budget.	Work with team to determine travel schedules for staff and book airline tickets. Discuss details of Media Marketplace with Weber. Solidify hotel reservations.	**RG**	
T & T Trade/Consumer Events (Jul 07 – Jun 08)	- Revising calendar - Collecting invoices for prospective events	Determine our level of participation based on approved budget.	**RG**	
Business People/All World Magazine	Spoke with Mr. Yuri Sigov w/Voyage Travel Magazine, who is interested in a media trip to Nassau.	Referred him to Anita Johnson-Patty for follow-up and Weber's POV.	**RG**	
New York publication	Spoke with Gene Ohara from Woodstock, NY who is researching our People-to-people program for an article	Referred him to Marilyn Johnson (People-to-people).	**RG**	

Tour & Travel Monthly Status Report

Prepared By: LURLINE BUBB **APRIL 2007 - Dallas, Texas**

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
April - 03, 2007, Radio Show Attend CTO Chapter Board meeting	TraVerus Travel Show, Live 30 Minutes. Host Lori Speers. Discuss what to do in Nassau/Grand Bahama for 4days/3 Night. Radio Station is also interested in Broadcasting from The Bahamas later in 007. No particular Island. Omni Hotel, Irving.	Follow up will be made in June/July	Lurline Bubb	
April 04, 007- In-House, Sherman, TX. Sales calls , Sherman and McKinney	In-house Presentation American Express/Travel Partners. Gave basic updates on NPICB. In addition, Hotel update in Grand Bahama. Gave Agents product update. Mexico and cruise is a big seller for agents. However, clients are asking for new destination, the main concerns for agent are not having adequate Size Aircraft to accommodate client/ groups.	Create special generic 4days/3nights activities for distribution to Travel agents	Lurline	
April 05, 007- In Office	Lots of follow calls and agents request.		Lurline	
April 06, 07 –Good Friday	Holiday		Lurline	

April 10, 007 Sales calls in Dallas and Garland	Conduct in-house Presentation for All About Travel. Discussed some of the reasons why The Bahamas is not a big sell in N.E. Texas. Agents indicated that Educational seminars and Familiarization Trips would help." Flight times are not bad for the Bahamas. Agents share the same concerns during calls. Product knowledge, fame ct.	Follow up will be made	Lurline	
April 11, 007- AA Airlines/Dynamic Trade show, Alliance Airport. TX. **9- 4 P.**M. April 17, 007- NPICBPB- Luncheon	Participate in the first annual American Airlines Employee trade show in conjunction with Dynamic Travel. Approximately 1,500 were in attendance. They are very interested in group /family and team travel to The Bahamas. Attend NPICBPB Luncheon for Group Leaders. Approximately 30 persons attend the event. Hotels sales managers gave brief update on changes, Hotel upgrade with emphasis on Cable Beach, new hotels such as **"W"** In addition, hotels from Las Vegas. Also in attendance were the Sales and marketing	Follow up will be made for the first trip in October, 2007...	Lurline	

Can't NPICBPB April 12, 07	manager for Westin/Sheraton Hotel Grand Bahama Island. Met with Ms Michael Dando, and staff, Casino International Charter CO., Dallas, TEXAS. They gave be an overview of up coming schedule for 2007 April, 5-09 DFW OKC- NAS May 02- June 21-25, 07 El Paso/Nassau August 08-10. Flights are sold out. Equipment, 737- 124 seats. For Casino Players only.	Follow up will be made on a continuous basis and assist with brochures.		
April 09, 07-	Spoke with Mr. Jim Swuiter/ Pres. Platinum Air Charters and Casino International. We discussed the possibilities in providing Casino Charter services from DFW/IAH/ OK to Grand Bahama.	I spoke with Mr. Tyrone .Sawyer re contacting Mr. Suitor	Lurline	
April 19- In house- Duran- OK	Gave staff general product update. Travel Agency advertises on a local Radio Station for a minimal cost of $12.00 for .30 seconds. She will provide details for me in June. Agency promotes various destinations and packages, nothing for the Bahamas.	Follow up will be made.		
April 20th, Cruise Arrangements	Lunch meeting was held in Oak lawn. We discussed	Follow up will be made		

	opportunities to send some business to the Bahamas. Mexico is a big seller for Cruise Arrangements Travel			
April 18, FINZ Dive Club Presentation	Conduct Presentation for approximately thirty Divers, very prestigious group include Pres of major Companies, in Dallas. Receive a few request for dive groups to The Bahamas	Follow up with BTO/Dive department.		
	In Cat Island and Nassau.			

Marketing Intelligence

Trade/Consumer shows

American Airlines Employees show/ 1, 500 were in attendance
Up coming Bridal show April 29, 07

Crystal Blue Travel and Tours/ consumer show April 28, 007

Trade Organizations-

CTO/Boar meeting discuss Out of country meeting in Grand Bahama.

Misc/Administrative matters

Tour & Travel Monthly Report

Prepared By: Conrad King **April 2007**

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
IN OFFICE ADMIN	Continuing on going contact with partners in southern markets. Efforts are being made to cultivate contacts made through net working opportunities.	• Currently coordinating a project between two prospect met at a T&T sponsored event. Details listed below.	CK	On-going
SALES CALLS	Sales Calls / Sales Blitz in local area to Carlson, Amex, AAA accts.	• Over the next few months, this will be a priority to promote the new Delta Service to chain agencies. Would like to introduce a comprehensive incentive plan with either, or all of the chain agencies, however this is a factor of MOT's national contracts. This is even more crucial, as MANY	CK	--

		agencies ONLY work with their preferred partners and will not promote a product unless this relationship has been established.		
DELTA AIR LINES	At the last teleconference with Delta Sales Manager, the booking numbers are slowly coming in. There is the anticipation that early flights are showing some promise. The long time booking may require strong marketing support to get the word out.	• Still working on establishing a comprehensive marketing plan to promote the new Delta service. A co-op advertising proposal was submitted to T. Sawyer, N Bethel, and BOIPB. • N Bethel has extended invitations to media inviting them to experience the new Delta Out Island service and destination. • A proposal was submitted previously to N. Bethel. From last reports, it was being reviewed. Once the decision is made – *Communications Dept.* -- to market the new service with in-market Advertising and PR, I	CK	On going

		will attempt to incorporate in local sales activities.		
AIR TRAN		•	CK	
CERTIFIED VACATIONS	Met with local Certified Vacations rep to discuss and share in-market activities. Has shown interest in participating in next a number of BTO projects. Had a follow up meeting with local Certified Manager and came up with some strategies for the next 6 months.	• The local Sales Manager has discussed fam seats with Doug Knapp and a request has been submitted for seats. Certified's goal is to secure 10 + 2 seats for Fall fam trip. • The last part of the promotion will comprise a booking incentive for VIP agents participating in the presentation, fam trips, and retail agency in general.	CK	On going
TRAVEL IMPRESSIONS	I spoke to Travel Impressions manager and discussed plans for Mann Travel, NC. **(See Mann Travel)**	• I have proposed that we conduct presentations exclusively for Mann Agents in spring 2007. • Will activity be confirmed once the budget has been approved.	CK	On-going

GOGO WORLDWIDE VACATIONS	Go Go has a new account manager for the area. Have met with new manager and shared marketing plans for NC, SC, GA, TN.	• Awaiting word about approval to participate in series of GoGo VIP presentations in respective areas. • Have proposed joint calls for mid August in out laying areas. This is contingent on budget approval.	CK	
PERSONAL TOUCH TRAVEL	Continue to work with this agency to promote bridals and honeymoon.	• Will be hosting in-house presentation and a destination update for 10 agents at the agency in June. Focus will be on the new Delta service to the Out Islands.	CK	
TRAVEL 411	Follow up Initiative -	• Participated with this agency to promote the Bahamas passport redemption initiatives. The event attracted 60 people. • Will be hosting in-house presentation and a destination update for 10 agents at the agency, April 30. The focus of the presentation will be the new Delta service and the BTI Specialist On-		

		line program.		
The Atlanta Voice Magazine	BTO will be participating in the magazine's Life Styles trade show in May.	• The Life Style trade show usually attracts 10,000 people. • Took Becky Reinke and Marva Munroe to meet with publishing team. • In lieu of registration, both BTO and Pelican Bay Resort will participate in the Life Style trade show. Each partner will have it own booth. There is also possibility that Pelican Bay will get Advertorial feature in the paper. That point still has to be worked out.	CK	
ATL- CTO	President of the Atlanta chapter of CTO asked that BTO sponsor one of its monthly meetings.	• Have not made any agreement, but told the president that discussion can be had at a later date. Will add this activity for fall of 07.		On-going
Global Business Developers	Paid a visit on President and CEO of Global Business Developers on a recent sales blitz.	• Took Becky Reincke and Marva Munroe to meet with the President. • The purpose of the	CK	On-going

		meeting was to discuss business developemt, which Pelican Bay hope to benefit from the newly formed partnership. Both Becky and Marva are eager to discuss moving the project forward. • One of the primary objectives is to convene a global business summit, and bring groups to the property. • Details of the business summit have been sent for review. • Pelican Bay will be hosting GBD President for site visit: May 22-25 or May 28 -30.		
SWING MAGAZINE	Sherry Blackshere is editor in chief of the magazine and submitted a proposal for Bahamas to be featured in the magazine. SWING is a Life Style magazine for seniors that is published 6 times a year and has a circulation of 150,000 at	• As result of my efforts, Pelican Bay Resort is being featured in 4 coloured pages of ads and editorials for the month of April. • The next step is to track and follow up to measure the impact on booking to Pelican	CK	On-going

	each printing.	Bay.		
ATLANTA FALCONS CHEERLEADERS PHOTO SHOOT	Continue to follow the progress.	• OIPB will take the lead to see the process through. • Hope to take advantage of Falcons visibility to help generate interest in Delta service, as they are expected to travel on the inaugural flight from Atlanta to Eleuthera.		On-going
ADASON MEDIA GROUP/ TOTAL TRAFFIC	Met with Danyel Hobbart, acct exec for the groups, to discuss trade/barter in Atlanta market.	• With the launch of the new Delta service, currently looking at best means to promote the new non stop Delta service from Atlanta Exuma / Eleuthera. • Proposals were submitted to BOIPB and MOT for review. BOIPB has confirmed its interest. Decision pending. • No word yet from N Bethel on the proposal. I hope to get Bethel's		

		plan, that outlines a dedicated comprehensive campaign with mutual partners.		

Marketing Intelligence

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

US Airways Vacations specials. Now offering a 30% off. Specials April 30-Dec 19.

2. What are competing destinations doing?

Delta Airlines continuing to promote new destinations. Major bill-board ads are highlighting Delta's new Caribbean destinations. Ads are generic in nature.

No details yet from N Bethel about in-market promotions for the Delta service. One of which is to promote the Out Islands via bill boards, as have been done with other new destinations.

Do you have details of this activity?

SPECIALS:

US Airways Vacations – Charlotte – Cancun $615.00
- Aruba - 5,6,7th night free + $100.00 F & B credit $696.00
- Grand Cayman – 4th Night Free promotions. Also offering a 50% off special to various hotels.
- Jamiaca – 40-50% off. Also offering 6th night free promotion.

GOGO Vacations - Jamaica, Air + 4 days hotel, Lead price $ 694.00

Travel Impressions - Jamaica, 3 nights $165.00 (Land Only) Airfare available from cities nationwide.

- Aruba, 3 nights $245.00

Delta Airlines - Atlanta / Mexico $139.00 One way

3. **Have competitor's launched any new and unique advertising campaigns?**

4. **Is there a series of road shows being sponsored?**

5. **Are there any special events being promoted e.g. Jazz or Cultural festivals, Art exhibits?**

6. **What initiatives are being demonstrated in your territory can work to increase business to TIOTB? Have been successful in a number of projects, that have come to fruition; Best Bahamas Sports, VIP Presentations with Certified Vacations, Swing Magazine barter / Pelican Bay Resort, Global Business Development / Pelican Bay Resort, Atlanta Voice Magazine Advertorial / Pelican Bay Resort, One Georgia Bank Promotions.**

8. **What are the preferred islands and hotels in The Bahamas amongst consumers?**
9.
10. **Average price of a Bahamas package vs. a competitor's package from each of your major markets?**

<u>Trade/Consumer shows</u>

Tour & Travel Monthly Status Report
Midwest

Prepared By: LEVAUGHN COOPER **MONTH:** APRIL 2007 **TERITORY:** N. Chicago, Wisconsin, Michigan, Indiana, Ohio, Kentucky

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
04/2-9 V A C A T I O N				
04/10-13 Administrative	Followed up on all emails received while on leave		Levaughn	
04/13 Meeting – Chamber of Commerce	Meeting with Kimberly Wright, Director of Sales, Chicago North Shore Chamber of Commerce. Discuss with her the possibility of a Bahamas promotion with some of their members. As I mentioned to her, we have no money but I am prepared to barter with a hotel giveaway and partner along with AA for air.	She agreed to look at some of her members and we can meet again by the end of the month to discuss	Levaughn	
04/17-19 Telemarketing	Did telemarketing calls to agents in Detroit to ascertain how their bookings to Nassau are going on the Northwest service. As you are aware, this service ends in June and will resume again in the Fall. GoGo informed me that their bookings are going well, but they do not sell lots of Northwest	In talking to quite a number of them I realize that many of them haven't been to The Bahamas in quite some time and asked if we are having any fam trips. This is something I will have to discuss with the Northwest Rep. to ascertain the possibility if same.	Levaughn	

	because of the commission issue. Some of the agents had a few complaints regarding Breezes on Cable Beach and had some concerns about the construction to the Radisson Hotel since they are going thru their changes. Agents said that their clients love the direct service to Nassau, but wish it could last a bit longer.			
04/24-26 Sales Calls	Have appointments for calls in Crystal Lake, Algonquin and Dundee & Cary over the next two days		Levaughn	
Gathering on the Green	This is a promotion with Salentine Travel (Virtuoso Agency), Mequon, WI. July 13 & 14, '07. I have solicited a trip giveaway from The Hilton for them. The organizers have started to advertise the event to their members. They have received both The Bahamas and Hilton logo for advertising. The agency requested a combination of Bahamas posters so that they can display in their office as well as some of the popular boutique stores in the area.	Will be checking with the agency the beginning of next to ensure that we are on track	Levaughn	

Marketing Intelligence

- Liberty Travel had Nassau & Paradise on sale and offering $200 air credit per room. Persons would have had to book by April 23 for travel thru December 15th. Rates are for 3 nights from $319 (Nassau Palm Resort - to $1195 (Cove Atlantis). Radisson & Wyndham are offering the 3rd night free.
- Luxembourg & Greece are advertising aggressively with full & center page ads with very low air fare and package prices
- GoGo is advertising Mexico's Family vacations, Romance vacations and Al-inclusive vacations for travel thru 425 – 12/20.
- There are no advertising from Apple or Funjet on Bahamas hotels.

Airlines:

- American Airline announced that they will suspend their nonstop service from Chicago to Nassau 9/05/07 – 10/27/07. This is due in part to historical low bookings and the possibility of hurricanes. They will still have bookings from this market to Nassau, but thru Miami. Also, April 29th is the last nonstop flight northbound from GBI to ORD. AA said that they had to discontinue the service because the airline was loosing too much money on that route because of the low load factors. This information was forwarded onto all the relevant persons for Grand Bahama Island.

Tour & Travel Monthly Status Report

Prepared By: DORNELL WATSON **TERRITORY: PA, DE, S. JERSEY, MD, DC, VA, NEW ENGLAND** **APRIL 2007**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Norfolk Harborfest – Norfolk, VA 6/8 -6/10/07	Spoke w/ an AA Rep. regarding sponsorship of Junkanoo group but due to small regional service in market it was not feasible to work with the airline on this project. Submitted letters to Bahamasair and USA 3000 to inquire about charter rates.	Awaiting responses so that budget can be prepared and submitted to Director.	DW	5/1/07
Six Flags America Maryland – Spring 2007	**Ongoing** – contract letter is being prepared by Six Flags for signature and the cost of the promotion has been offered at a reduced cost of $7,500.00. AA has agreed to provide air for the family trip giveaway and an invitation letter was sent to Starwood (Sheraton/Westin Our Lucaya) for complimentary hotel accommodations.	Starwood agreed to provide 2 rooms at Sheraton. Now awaiting contract letter from Six Flags.	DW	
Joint Presentation w/Gogo WWV to Travel Professionals of Color (TPOC) – DC/MD 6/21/07	Venue for presentation is being finalized.		DW	
4/3 – Sales calls – Reading	Called on 4 agencies			
4/4 – Sales calls – S. Jersey CTO Meeting	Called on 5 agencies			
4/5 – Sales calls – Wilmington/Newark,DE	Called on 4 agencies			
4/10 – Meeting w/Robinsohn Travel and Chuck	Discussed the Record Company's	Correspondence was sent	DW	5/4/07

Gamble of Phil Int'l Records. 4/10 - Sales calls in Downtown, Phil	interest in teaming up with the MOT Events Dept to host a Music Festival in Nassau featuring some of the recording artists from Philadelphia. Called on 2 agencies	to Janet Johnson to review. Awaiting response to determine if there is any interest.		
4/11 – Res. Training at Gogo Office **4/11** – Sales calls – Warminster, Southampton, Richboro	Called on 5 agencies	Follow-up on brochure requests.	DW	
4/12 – Sales calls – Dover, DE	Called on 6 agencies	Follow-up w/Advantage Travel re request for list of downtown restaurants for cruise wedding luncheon.	DW	5/4/07
4/18 – Sales calls – Bel Air, MD	Called on 5 agencies	Follow-up w/ AAA Tvl agent regarding updates from Breezes. Considering property for a small wedding.	DW	4/30/07
4/19 – Sales calls – Willow Grove, Hatboro, Glenside (PA)	Called on 5 agencies			
4/24 – Sales calls – Lancaster, PA	Called on 6 agencies			

Marketing Intelligence

Most of the agents called on this month reported that they booked spring packages to The Bahamas, however, I received overwhelming complaint reports on the RIU Paradise Island property (poor accommodations, poor attitudes, difficulty in making dinner reservations). There were also complaints on the Breezes Bahamas property which prompted me to call the Director of Sales to get a first hand report on renovations. A large number of agents are reluctant to sell the Cable Beach Resorts due to ongoing renovations (also complained of high prices) and many of the tour operators have removed Nassau Beach from the product line.

A few agents feel that passport requirements have affected their Caribbean sales and have diverted business to Puerto Rico and St. Thomas. All-inclusive properties and non-stop or charter destinations remain the most requested vacations, therefore, Punta Cana, Rivera Maya, Cancun, Jamaica, and Cruises continue to be the big sellers. Europe is also said to be the big request for summer travel.

NPIPB did a companion Fly Free Promotion (up $200 air credit) with Liberty Travel this month and the response from the agents was good. Many of the agents had a number of sales as a result of the promotion.

Competition

Mexico – is the featured destination of the month for both Gogo and Apple Vacations and has a big Spring/Summer sale going on.

Jamaica – is running ads independently and jointly w/Air Jamaica Vacations featuring special offers.

Cayman Islands - Promoting their Summer Splash 2007 program which offers summer fun for the whole family with packages featuring discounted accommodations, airfare, meals, car rentals and activities. Vacationers who book a five-night Summer Splash vacation with their Amex card between 3/15 and 9/3 will also get a $100 American Express gift card. Travel is between 6/1 and 9/3/07.

Tour Operators/Airlines Report

Apple Vacations - Spoke with product manager, Lisa Littlewood, regarding recent Atlantis sale (select May departures), mentioned that the sale went over very well. The top sellers for the tour operator are still Punta Cana, La Romana and Mexico (Riviera Maya and Cancun).

Gogo WWV (Bucks County) – met with manager, Laurie Mayers, who reported that sales overall for the 1st quarter was down. Bahamas bookings compared to Jamaica, Dominican Republic, and Mexico was low for the 1st quarter. Total bookings reported for The Bahamas was 67 ($242,546). Due to the number of complaints received for Breezes and RIU, the office has the hotels on "stop sell". The reservation agents are also shying away from selling the Cable Beach Resorts due to the renovations and prices are said to be too high given the renovation situation. Most requests are usually for the Atlantis resort. Top sellers are Mexico, DR, Las Vegas, Orlando/Florida and Caribbean.

JetBlue - Beginning May 1, the airline will begin nonstop service from Boston's Logan Airport to Bermuda. JetBlue will be using a 100-seat Embraer 190 aircraft. The Bermuda route is scheduled to run through the end of peak summer season on October 31.

Trade Shows – Agent/Consumer

N/A

Presentations

4/11	Reservation Training	Gogo WWV Res Center	Warminster, PA	12 Agents

Trade Organizations

4/4	CTO –Philadelphia	(Sponsored by Cayman Islands)	100 Agents

Groups

Met with home-based agent, Patti Cullen at the CTO meeting this month, and she reported that she has a confirmed group of 90 people accompanying a couple who is getting married at Breezes in June (90 pax and 184 room nights).

Tour & Travel Monthly Status Report
Midwest

April, 2007

Prepared By: Margaret Campbell, CTC

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
T. & T. Agents sales calls: Mocomb, Burlington & Monmouth, IL.	Agents called on reported that their Bahamas bookings are fair for the month of April but mostly cruises to the Caribbean with a stop in the Bahamas. Agents also noted that there is some request for Freeport, using Air Tran out of Moline via Atlanta. Lori from Travel Concepts informed me that most of the agents in the area has moved to home-base and selling more packages. Apple Vacations is their preferred wholesaler and they welcomed the information about Grand Bahama Vacations and their commission base.	N/A	M.C	N/A
T&T.Agents Telemarketing: Moline & Iowa City, IA.	Agents were receptive and expressed an interest to work with a Bahamas representative in the area; in strengthen their Bahamas bookings. Dick from	Discussed joining (2) agents/Picture Perfect Travel and Winebrenner Red Carpet Travel in early December at the University of Iowa for their	M.C	N/A

	Picture Perfect Travel does a lot of group cruise bookings from the university market. Also Winebrenner Red Carpet Travel.	annual in-house presentations. Seeking a possible conversion of their large group cruise bookings of (20) yrs. to the Caribbean; to a possible Bahamas land-base booking. Also filled collateral request of 'what –to-do magazines (Nass/FPO) and student brochures.		
T&T.Promotions/Meetings:				
Quad City Airport & Citizen Bank Travel Club	Proposed joint promotion with BTO/Air Tran/Grand Bahama Vacations. Discussed with Bridgette King, GB details and awaiting her response after discussion with James Turner. Proposed a Bahamas promotion with Citizen Banks (6) major tri-state branches and travel club for early Fall. Vegas and Hawaii is now being heavily promoted.	On-going meetings and provided Bahamas kits.	M.C	

Marketing Intelligence:
Overall cruises and all-inclusive packages remain the demand of these markets.

Airlines/Wholesalers:

Apple Vacations, reported that travel agents bookings on skid air (American, Delta, U.S.Airways) and land packages into Nassau is steady but their Charter services to other Caribbean destinations are being sold-out. This is based on their Products such as Cancun, Puerto Vallarta Riviera last minute values and prices ranging from $379.00 to $499.99 for 3nts at their (5) stars Resorts.

Competition:
Mexico and Vegas appear to be our greatest competition in these markets; due to price-points.

Tour & Travel Monthly Status Report
April 2007

Prepared by: Cleveland Williams				
ACTIVITIES/PROJECTS	**STATUS**	**NEXT STEP (S)**	**RESPONSIBILTY**	**DUE DATE**
Sales Calls	Liberty Travel Agencies booked appointments: Danbury Stamford Fairfield Greenwich Manchester Orange	Conduct Sales Calls to Liberty Travel Agencies	CW	3-10 April
Leave of Absence	**Vacation**	**Vacation**	CW	11-20 April
Sales Calls	Booked appointments: Enfield West Hartford Putnam Danbury	Conduct Sales Calls to: Carlson Wagonlit Travel AAA Travel Agencies American Express Travel Travel Planners Carlson Wagonlit Travel	CW	24-27 April

Tour & Travel Monthly Status Report

Prepared By: Raquel Garnette **MONTH: May, 2007**

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Caribbean Tourism Week – June 9 - 15 Manhattan, NY	Finalizing details for the upcoming week.	Submit invoices, complete site inspections of host hotels.	RG/CTO Committee	
International Partner's Conference – May 20 - 23 Nassau, Bahamas	Attended conference and completed site inspections with Travel Impressions. Also completed site inspections of Abaco hotels. Participated in meetings with Tour Operators to learn about new programs and marketing opportunities.		RG	
Trade/Consumer 07/08 calendar	Currently gathering and reviewing applications and invoices for potential shows.		RG	

Tour & Travel Monthly Status Report
Midwest

Prepared By: LEVAUGHN COOPER **MONTH:** MAY 2007 **TERITORY:** N. Chicago, Wisconsin, Michigan, Indiana, Ohio, Kentucky

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
05/08 Sales Calls	Calls were made to agencies in Crystal Lake. Both Tickets to Travel and Carlson said that they have request for The Bahamas, but thru Atlantis. Questions were asked about the Cable Beach development and how soon would it be completed. Norma (Tickets to Travel) would like to do a mailing to her clients and wants Bahamas to assist with coop. She has recently moved into her home from a storefront location.	Carlson would like for me to do training/presentation for their staff members. She has owns three offices in Chicago. Will arrange with her a suitable time. We will be discussing some of the things she would like to do with her client base within the next week.	Levaughn	
05/10 Apple Vacation New Hire Training & Reservation Staff	Did an all-day training at Apple vacations for their new class hires. There was approx 20 of them, which was divided into two groups. Also updated the Reservation Staff on the destination		Levaughn	
05/15 Gathering on the Green – Salentine Travel, Wisconsin	This promotion is going well. Sent them Bahamas posters so that they can start the	Have sent the giveaway to them so that start the radio advertising.	Levaughn	

	advertising process. They had a pre-concert fundraiser to promote The Bahamas as the destination of choice for this year's event. The booklet with The British Colonial Hilton and Bahamas will be given to at least 10,000 pax. over the two day period (July 13&14)			
05/16-17 Sales Calls	Saw agencies in Crystal Lake/ Algonquin/Dundee/Cary. Crystal Lake Travel said they had a few complaints about some of the properties in Nassau. The agent did not give me any detail information on the problems because the owner prefers to give them himself. Will have to make appt. with the owner to ascertain those problems and also to set up a presentation for their staff, which they need. AAA said that they had little request for The Bahamas lately and the Caribbean as a whole. They have doing lots of bookings to Europe.		Levaughn	
05/19 Presentation – Calumet City	American Travel Company – Kara Manouzi and I did presentation to 30 of their Independent Travel Agents. While spoke about groups, I	Sent out some key chains and pens so that he can give to his group. As a result of the meeting, they	Levaughn	

	gave information/update on the destination. One of their agents have a group of 45 persons going to Bahamas on cruise in June and needed a few little giveaway items to place in their packet	plan on getting a group of their agents together to visit the destination for an update. Will assist them in this process.		
05/22-23 Sales Calls McHenry	Calls were made in McHenry and Darrelynn from Worldwide Travel have been booking quite a bit of Bahamas, but only thru Atlantis. Their problem is that there is not enough non-stop airlift and good midrange hotels for their clients.		Levaughn	

Days Off:
04/30 – 05/3 VACATION (4)
06/24-25 CASUAL DAYS (2)

Marketing Intelligence

- Agents are aware that the AA service will discontinue from Sept-Oct. and they have no problems with that since most of their clients don't travel to the Caribbean during that period because of the hurricanes.
- Most of them have also said that they are not selling much Cancun as they use to because the novelty has worn off and many of their clients have been going 2-3 times per year.
- Europe is still advertising greatly in the Chicago Tribune and many of the agencies are selling that destination. AAA has informed me that they are selling lots of Riverboat cruises to Alaska and Europe with no request for Caribbean and Mexico. While the prices for these cruises are not cheap, their clients love it because the boats are smaller, they see several cities for one prices and the tours for each city is included in the price.
- When asking about the destination, most say that while they would like to sell more Bahamas because of proximity and it is a wonderful short weekend getaway, they always encounter a few problems: pricing when compared to other destinations and no non-stop jet service. Their clients would love to go but don't want to spend all day getting there especially with a 4day/3night stay.

Tour and Travel Monthly Status Report:
Month: May 2007

Prepared By: Nuvolari Chotoosingh **Areas: New York, New Jersey,**

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
CTO, plans being finalized for CTO week in New York City.	Next CTO meeting is June 4.	BTO team conference call May 31 to update Team has all in order and just tying up loose ends.	Nuvie	May 31
In-house training of Liberty Res Agents in Rahmsey NJ	Updated some 15 in-house reservation agents on TIOTB. Putting emphasis on GBI & OI	Next training set for June 18	Nuvie	June 18
Sales Calls were made in Wayne, Piscataway, Edison, Metuchen, Scotch Plains, Plain Field, Bayonne, Springfield, Woodbridge, Woodberry, Montclair, Veronna, NJ..	.Travel agents were interested in the Atlantis Cove, wanted maps of property layout. Concerned with construction on Cable Beach, air service to GBI also collateral, more info about Out Islands. Request for Fam-Trip to Out Island properties.	Requested property maps from PIDA Rep., Will send out to agents upon receipt. Advised agents of completion of Radisson West Wing and branding as Sheraton Informed of pending sale of Royal Oasis and Bahamas.com for extensive info about Out Islands	Nuvie	
PIDA- Met with PIDA NJ Rep to discuss schedule	Rep requested my assistance with upcoming presentations planned for NJ, NY	Will schedule available dates needed to assist PIDA Rep for a more comprehensive presentations where possible. Will receive new Atlantis property map when available.	Nuvie	
Long Island CTO Presentation	Spoke with LI-CTO President Mary Sokolowski re: Sponsoring Presentation in Sept.	Already in budget and organizing all necessary requirements.	Nuvie	

US Virgin Islands: Pushing the No Passport Required ad in newspaper, radio and TV.

Jamaica: Offering bottom prices for vacations to that island with the summer coming on.

Barbados: Have teamed up with New York Mets promoting the island at home and away games.

According to most travel agents I've visited with, the numbers for the Bahamas bookings is pretty much where is usually is for this time of the year. They expect to see a continued trend of family vacation packages requested.

Tour & Travel Monthly Status Report

Prepared By: LURLINE BUBB **MAY, 01- 17, 2007**

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
May 01- CTO Board Meeting, Dallas	Attend CTO Board meeting, Ms. Judith Jackson, President is asking the BTO to sponsor July or August meeting. She was asked to submit a proposal for 2008, not 2007.	Follow will up be made for 2008 meeting.	Lurline Bubb	
May 03, 2007- Sandals Presentation	Attend Sandals annual Travel agents product seminar, May 03. Dallas, TX. Approximately 240 Agents were in attendance. In addition, American Airlines, MLT, Fun jet, Travel Impressions, Travel agents from Tulsa, and Oklahoma City. Lots of Trips to various destinations and a set of Luggage.	Needless to say agents enjoyed the presentation and evening.	Lurline	
May 04, 07, Holiday Inn Select .	Lunch meeting with Mrs. Yolanda Tuck, we discussed joint niche promotion for Dallas Barber shops/Beauty saloon. In addition hosting outside Sales agents at the Holiday, Inn for a minimal cost.	Follow up will be made.	Lurline	
May , 09, 07	Working with Mackie and Bob Sanders, Dallas, TX. For an up coming Women's Golf event.	.follow-up on a continual basis.	Lurline	

	Gave information t to Jameica. And the sport department. Spoke with OIPB / Treasure Cay, sales manager re prize give-away.			
May , 09, sales appointment- American Airlines/Dynamic Travel	Met with Sales/training coordinator. Was invited to conduct in-house for staff in June 11, 2007 In addition, spoke with agents during sales calls. Again, asking for fam and seminars on the family Islands in particular.	Follow up will be made	Lurline	
May 10-07 sales appointment	Attend CTO Monthly meeting. Approximately 60 agents were in attendance.			
May 10, Meeting International Tours, Irving, TX.	Lunch meeting with Director Marketing. (Pam) This is an on going project. They are asking us to provide Training for staff and asking for our assistance with special packages to sell and promote the Out Island.	Follow up will be made.	Lurline	
May 15, 2007- Sales appointment	Agents are asking g for Family Island familiarization trips. In addition, Schedule/or Charter program to Nassau...	Spoke with Ms. Donna jean Turn quest re agent's request. Follow up will be made.		
May 15, 007-Travel Impressions Show	Attend Travel Impressions first Appreciation dinner for agents in Dallas. Approximately 95 agents were in attendance and	Perhaps 2008 event.		

	12 vendor, Caribbean, hotels, Mexico, Cruise and Europe.			
May, 16, 007- Best Bahamas Sports May 16 con't	Met with Gregory, we discuss working together in Dallas to promote various sports travel to Grand Bahamas... Mr. Fernando relocated to Dallas in April, 2007			
May 17, 007-Joint calls Travel Impressions	Made joint sales calls with Travel Impressions Sales Manager, Louisa Benton, and Houston, TX. , Ms. Benton indicated that Houston Agents would appreciate Bahamas product update.	Follow up will be made		
May 17, Con't- sales calls	All Destinations Travel is working on a wedding cruise group approximately 150 to Nassau, August, 2007. Agency sells lots of Groups	Gave agent group department information. However, follow up will be made with agency.		

Marketing Intelligence

Trade/Consumer shows

Trade Organizations

Misc/Administrative matters

May 28, is a USA holiday. I will be on vacation during this period. May 28-31, 007
ITCP Conference, Nassau in addition, site inspections is expected to HBR Island, Cable Beach, Nassau and Lyford Cay.

Tour & Travel Monthly Status Report
Midwest

May, 2007

Prepared By: Margaret Campbell, CTC

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Vacation Periods: 1-14 & 22-24, 07 **T. & T. Agents sales calls:** **Mocomb, IL.**	Agents (8) called on during this period reported some summer bookings for the Bahamas, at Atlantis and cruises. On-going discussions with Macomb Travel regarding an incentive group referral to Our Lucaya(L.Morton) and our participation in their student travel show, August. Roberts Travel requested a barter trip for our participation in their annual Fall consumer show/promotion (1,000+) attendees in previous years and media coverage throughout the tri-state area. .Debbie at Alexander Travel is working with a family of (8) to Nassau.	On-going discussion with Grand Bahama Vacations to assist with flyers and give-away prize; awaiting proposal from agent. Forwarded brochures requested and up-date on Atlantis and Breezes.	M.C	N/A
T&T.Agents Telemarketing: **Iowa City, IA.**	Agents spoke with were interested in the status of the Cable Beach development and Family Islands.	Mailed Family Island brochures and informed agents about on-going	M.C	N/A

		developments.		
T&T.Promotions/Meetings:				
Quad City Airport/Air Tran/G.B. WYLL & Clear Channel/WGCI Radio stations.	Proposed joint Bahamas events/promotions for early and late Fall, 07 with Quad City Intl. Airport (Cathie), WYLL Radio (Brad) and Clear Channel/WGCI Radio (Singleton).	On-going meetings and discussions, awaiting proposals.	M.C	N/A

Marketing Intelligence:

Niche cruising and Solo travel is an increasing trend into several Caribbean Islands (Jamaica, Mexico) and Europe noted Linda from Destinations Inc. She also further mentioned that they do sell all forms of travel, but find the European tours are their most popular and the Greek island-hopping sells out every year. St. Lucia is one example of Caribbean Islands taking advantage of this trend and to accommodate the rapidly growing singles market, the BodyHoliday at LeSport, an up-market all-inclusive resort for both singles and couples opened a block of rooms' dedicated to the single traveler.

Airlines/Wholesalers:

Apple Vacations and Funjet reported that travel agents bookings into Nassau on schedule air and land packages have drop slightly for the summer months over last year. Tentative meeting (June) is planned with Sales Representative/Manager/Apple Vacation to discuss Industry partnership and the introduction of their proposed Nassau service next year. Also discussions about a travel agents incentive booking program for agents in South/Western, IL. area.

Competition:

Mexico and Vegas appear to be our greatest competition in this markets due to price-points. Apple Vacations and GoGo tours are offering great summer splash 2007 sales at (5) star resorts, starting as low as $359.00 for 3nts. in Punta Cana. and $549.00 at the Great Parassadus in Cancun.

Vegas being the up and coming destination with services now out of the Quad City Intl. airport is offering(4) flights per week (Monday, Tuesday, Thursday and Sunday).

Tour & Travel Monthly Status Report
MAY 2007

Prepared by: Cleveland Williams				
ACTIVITIES/PROJECTS	**STATUS**	**NEXT STEP (S)**	**RESPONSIBILTY**	**DUE DATE**
Telemarketing Exercise	Book appointments with the following Connecticut Travel Agencies: Go Go Wordwide Vacations Liberty Travel Stores Bordiere Travel Services	Prepare Sales & Promotional Materials for Sales Presentations. Conduct Sales Calls and presentations to Travel Agencies.	**CW**	**05/01**
CTO Meeting Manhattan, New York	Attend General Meeting of Caribbean Tourism Organization in preparation for CTO-Week, New York.	Up-dated Bahamas Tourist Office – CTO Team on the meeting and BTO's role at N.Y. CTO Week. To Chair BTO/CTO Team for Caribbean Week's activities.	**CW**	**02**
Tour & Travel Conference Call	Participated in Tour & Travel Monthly Conference Call.	Continue Sales Activities –pertinent to Sales Calls and Presentation to Travel Agencies/	**CW**	**03**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILTY	DUE DATE
Sales Call **Go Go Worldwide Vacations**	Conducted a Bahamas presentation to Travel Agents in Fairfield, CT, placing emphasis on the Out Islands & new Hotel Developments as there existed lack of product knowledge in this area.	To continue fostering relationship with this agency to produce greater Bahamas business through: Updated information Continued Sales Calls.	**CW**	**04**
BTO – New York	Telemarketing exercise for Travel Agency's appointments and preparation of expense & monthly reports.	To conduct Sales Calls to Connecticut Travel Agencies.	**CW**	**07**
Sales Call **Go Go Worldwide Vacations**	Conducted a Bahamas presentation to Travel Agents in North Haven CT	Will continue building the rapport, to generate more Bahamas business. Agency sells mostly Nassau and Paradise Island with Atlantis.	**CW**	**08**
Sales Calls **Liberty Travel Store**	Bahamas Presentation was well received. Agents pleased to re-connect with Bahamas after not having a representative for quite a while.	Hope to conduct a more in depth presentation on the Out Islands. Again, not selling due to accessibility and agents lack of product knowledge.	**CW**	**09**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILTY	DUE DATE
Sales Call **Liberty Travel**	Sales Call was carried out to this agency in Hamden, CT. There has been some complaints about the restructuring of Radisson Cable Beach. The Out Islands are not sold much, due to distance and lack of product Knowledge.	Constant contact and monitoring will be kept with this agency as they are strong Bahamas Sellers with Nassau and P.I.	**CW**	**10**
Tour & Travel Conference Call	Monthly Conference Call to discuss work progress, etc.		**CW**	**11**
BTO – New York	Worked in Office	Preparation of CTO Show/reports/ materials for sales Calls.	**CW**	**14**
Telemarketing	Booked appointments for Sales Calls with Connecticut Travel Agents.	Conduct Sales Calls to Travel Agencies.	**CW**	**15**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILTY	DUE DATE
Bordiere Travel Services **Dattco Travel Services** **R.M. Kiniry Travel**	Sales Calls were carried out to these three agencies in New Britain. Theses agencies sell extensively trips to the Bahamas with Nassau and P.I. Concerns as usual was voiced about the Cable Beach development as it restricts sales. The O.I. are sometimes sold.	Relationship needs to be continued to foster Bahamas business. Agents need further training and educational trip to the destination in order to have a better understanding to sell.	**CW**	**16**
CTO Conference Call	To ascertained progress and developments of each segment of CTO up-coming events.	Continue working with colleagues to ensure loose ends are tightened.	**CW**	**17**
A& S Travel Center **One Stop Travel Agency**	A&S Travel has a very large Golfing clientele and specializes in Golf business. Interest has been expressed to develop a special Bahamas Golf Tournament to sell he Bahamas. Please see Memo to Our Lucaya Hotel. One Stop Travel- only sells Bahamas through	Send e-mailed Memo of Golfing proposal to A&S Travel to proof read and forward to Our Lucaya. Follow thorough with developments with hotel and Agency.	**CW**	**18**

	Caribbean Cruises Specializes mostly in European Travel.			
BTO – New York	Worked in Office	Continued with preparation of CTO Show/reports/ materials for sales Calls.	**CW**	**21**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILTY	DUE DATE
Hebron Travel **Caribbean Travel Agency**	Conducted Bahamas Presentation to Travel Agencies in both Hebron and Bloomfield, CT.	To revisit periodically and develop a business rapport with these agencies to foster greater sales for Bahamas.	**CW**	**22**
Telemarketing	Booked appointments for Sales Calls with Connecticut Travel Agents.	Conduct Sales Calls to Travel Agencies.		**23**
French's Worldwide Travel **Happy Holidays**	French's in Newington sells lots of Bahamas with Radisson and Atlantis. O.I. generates lots of interest, but agents needed product knowledge to enhance	To revisit periodically and develop a business rapport with these agencies to foster greater sales for Bahamas. 5267271615	**CW**	**24**

	sales. Happy Holidays in Norwalk sells TIOTB, but is concerned with developments at Radisson Cable Beach.			
SICK DAY			**CW**	**25**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP (S)	RESPONSIBILTY	DUE DATE
Telemarketing/ CTO/ Reports	Telemarketing to BDM of Travel Impression for opportunities for Sales Calls. Followed up with CTO re- New York CTO week. Worked on reports.		**CW**	**29**
Telemarketing Exercise	Book appointments with Travel Agencies for June.		**CW**	**30**
BTO- New York	Work in office	Conference Call to finalize plans for CTO Week .	**CW**	**31**

Market Intelligence:

Nassau

The development of the Cable Beach strip has created a big dent in business to Nassau. The Radisson Cable Beach provided excellent holiday packages with its All-inclusive options. With the remodeling/restructuring of the property, prices are too high, with no special priced packages being offered and conditions are said not to be conducive to attract sales growths to the Cable beach area, with the exception of Sandals and Breezes Bahamas.

Atlantis is still a major draw for TIOTB. With the opening of the Cove, Atlantis, Connecticut agencies are experiencing an increase in hotel bookings. Persons booking holidays to TIOTB are considered to be of a middle to upper middle and wealthy class status. More and more young professionals are said to be booking holiday to TIOTB, with golf packages.

Grand Bahama Island

Is experiencing success in holiday travel from Connecticut Travel Agencies with the selling of the Westin & Sheraton hotels at Our Lucaya.

The Out Islands

The Out Islands are not perceived as a major attraction due to:

1. Proximity: - clients want direct flights from point A to B.
2. Lack of Agents' product Knowledge.

The Four Season-Exuma has sparked interest in the Out Islands with the wealthier clientele, with a few booking. Also, Club Med is a big seller for San Salvador.

The IOTB are still considered as a major attraction for Weddings & Honeymoons.

Bahamas Competitors:

Dominican Republic
Punta Cana: - offer affordable vacation and All-inclusive packages.
Turks & Caicos: - have easy flights with more upscale properties.

Tour & Travel Monthly Status Report

Prepared By: DORNELL WATSON **TERRITORY: PA, DE, S. JERSEY, MD, DC, VA, NEW ENGLAND** **MAY 2007**

ACTIVITIES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Norfolk Harborfest – Norfolk, VA 6/8 -6/10/07	Schedule air secured by the Colours Group Leader and payment has been secured by both MOT and the group. Requests have been made to US Airways Vacations, Travel Impress-ions and Gogo WWV for a pdf file with packages to 3 destinations in the Bahamas. Ordered brochures from Inktel Arrangements have been made with CI Travel to be the call to action for the bookings. Grand Bahama Island TB will be sending a rep to the event to promote GBV packages and destination.	Awaiting responses from Tour Operators re package offer. Awaiting details for bus transfers (Richmond/ Norfolk) for Junkanoo group.	DW	5/30/07
Six Flags America Maryland – July 1st – September 3, 2007	**Ongoing** – contract letter has been received and will be signed for activation scheduled for July 1st.	Request TIOTB logo and brand guidelines sent to Six Flags for sign. Also request email marketing banner for use on Six Flags website.	DW	6/8/07
Joint Presentation w/Gogo WWV to Travel Professionals of Color (TPOC) – DC/MD 6/21/07	Venue secured at Fratelis Italian Restaurant, Cheverly, MD			
5/9 – Sales calls – Camp Hill	Called on 4 agencies			

5/10 – Sales calls – Pottstown	Called on 4 agencies			
5/15 – Sales calls – Souderton, Quakertown, Harleysville	Called on 5 agencies			
5/16 –Sales calls in Norristown, Plymouth Mtg, Blue Bell	Called on 5 agencies			
5/17 – Sales calls – Bryn Mawr, Haverford, Ardmore	Called on 4 agencies	Follow-up on brochure requests.	DW	
5/22 – Sales calls – Chadds Ford, Wilmington	Called on 4 agencies			
5/25 – Sales calls – Towson, Cockeysville & Hunt Valley, MD	Called on 6 agencies	Follow-up with Roeder Travel re in-agency presentation	DW	6/30/07

Marketing Intelligence

Most of the agents called on this month reported that business has slowed down for summer travel. There were about 3 complaints on the Radisson CB Hotel and one complaint on Breezes. Many agents were not aware of NPIPB's summer promotion, "Free Passports Fast Offer," but felt it was a good idea to attract business. There were 2 confirmed group bookings reported.

Most requested vacations for summer travel are Europe, Cruises, Florida/Orlando and Mexico.

Competition

Mexico – was the featured destination for April (4/19-5/7) for Liberty/Gogo, reports indicated that there was some interest but not an overwhelming response.

Tour Operators/Airlines Report

TNT Vacations – hosted a Summer Sale this month targeting families. Highlights included select Caribbean and Mexico resorts offering Kids Stay & Eat Free, Stay 3 nts get 1 nt Free, Single Parent Hotel Discounts and Dining and Shopping Values. Most of the featured resorts were in Mexico.

Apple Vacations – See table below with scheduled air departures.

Dep Month	FPO	NAS	Grand Total
January	51	273	324
February	35	292	327
March	75	463	538
April	34	262	296
May	32	430	462
Grand Total	**227**	**1720**	**1947**

Trade Shows – Agent/Consumer

N/A

Presentations

5/17 Travel Answers Bryn Mawr, PA 4 Agents

Trade Organizations

Groups

Welcome Aboard Travel (Chadds Ford) reported a confirmed group of 20 pax for 30 room nights at Breezes 6/14-17/07

Far Corners Travel (Towson, MD) reported a wedding group of 50 pax for 82 room nights at RIu Paradise Is. – 11/14-21 & 11/15-18/07.

Tour & Travel Monthly Report

Prepared By: Conrad King **May, 2007**

ACTIVITES/PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
IN OFFICE ADMIN	Continuing on going contact with partners in southern markets. Efforts are being made to cultivate contacts made through net working opportunities.	• Currently coordinating a project between two prospect met at a T&T sponsored event. Details listed below. See Global Business Developers.	CK	On-going
SALES CALLS	Sales Calls / Sales Blitz, (Cove Eleuthera) in local area to Carlson, Amex, AAA accts and other top preferred agencies.	• Over the next few months, this will be a priority to promote the new Delta Service to chain agencies and other top preferred accounts. Would like to introduce a comprehensive incentive plan with either, or all of the chain agencies, however this is a factor of MOT's national contracts. Will speak	CK	--

		with Out Island Director to follow up and see what initiatives and / or campaigns are being considered since the Out Islands Sales Blitz and Delta Res' Center presentations earlier this quarter. Will also submit some ideas to incorporate Out Islands promotional plans into local sales activities.		
DELTA AIR LINES		• Received email from N Bethel regarding "goodie bag" give away to passengers on the Eleuthera and Exuma inaugural flights. The bags will be packed and delivered by E. Archer for distribution. • Will follow and and communicate with Delta to see how they can assist to provide a "smooth operation" considering the "challenging that current exist with Dept of Homeland Security.	CK	On going
AIR TRAN			CK	

CERTIFIED VACATIONS	Had a follow up meeting with Pelican Bay Resort Sales manager and local Certified Vacations manager. Pelican complained that bookings from Certified was very low, the communication from Certified was very poor, out dated information about the hotel still being featured on Certified's web site, and Pelican being excluded from Certified's 2007 brochures.	• These and other items were on the agenda for discussion. Local Certified Manager said that she would bring the matter to the attention of the Doug Knapp and the company's product manager.	CK	On going
TRAVEL IMPRESSIONS				
GOGO WORLDWIDE VACATIONS				
PERSONAL TOUCH TRAVEL	Continue to work with this agency to promote bridals and honeymoon.	• Will be hosting in-house presentation and a destination update for 10 agents at the agency in June. Focus will be on the new Delta service to the Out Islands. In addition to this, agents will be encouraged to sign up for the BTO Specialist on-line program.	CK	
TRAVEL 411	Follow up Initiative - visited the agency with Pelican Bay Resort National Manager, Reincke and on-island Munroe. The goal was to tap into consumer group	• Both Munroe and Reincke agreed to work with the agency. Travel 411 were given a package rate to		

	markets.	promote at the Atlanta Voice Voice Trade show. See Atlanta Voice below.		
The Atlanta Voice Magazine	While making sales to the area, I took Becky Reinke and Marva Munroe to meet with publishing team at the Atlanta Voice Newspaper is a progressive newspaper that primarily serves the African American community. The publishers of the newspaper has many contacts in affluent AA communities.	• The Life Styles Trade show was a success. The goal is to build on this new relationship between the newspaper and tap into the greater affluent African American communities.	CK	
Global Business Developers	Paid a visit on President and CEO of Global Business Developers on a recent sales blitz. Also present were Pelican Rosort's, Reincke and Munroe.	• The purpose of the meeting was to discuss business developemt, which Pelican Bay hope to benefit from the newly formed partnership. . • Pelican Bay will be hosting GBD President for site visit: May 28 - 30. ◦ Plans for the Global Business Summit have been confirmed. While in GBI, the President and CEO of GBD will	CK	On-going

		meet with on Island officials from Chamber of Commerce. • **<u>Program Overview</u>** - Global Business Summit is an outreach program that will provide Business to business enterprises with a means for putting their businesses on track for strategically accessing inbound and outbound opportunities in global markets. Participants will learn how to initiate, operate and market their products or services to and from North America. Educating, broadening the focus of the minority enterprise mindset and helping them to making necessary connections for trade are objectives of the Summit agenda. • **<u>Conceptual Framework</u>** Global Business Summit will be held annually in the Spring at an offshore location. IT os hoped that GBI will be the		

		beneficiary of this endeavor. The CEO of GBD outlined the significance of going offshore, saying that it, " is to provide firms with first hand exposure to business practices in a foreign setting." Accordingly, site visits with firms in the host country is central to the process. I have requested Betty Bethel to assist with securing speakers from local Chamber of Commerce. Firms will visit with financial, manufacturing, and professional service organizations. These learning opportunities complement other elements of the program and serve both strategic and organizational purposes. **<u>Pilot Program</u>** There is expected to be a delegation of 25 representatives from diverse firms and industries to participate in the Pilot in August 2007, with full market participation in 2008. Franzella Pertilla would like		

		there to be on going dialogue with "host country politicians and business leaders about pressing issues" facing global minority enterprise business development and identify collaborative approaches to meet those challenges. The current site visit to to GBI businesses will enable participating firms to gain deeper insights about local business strategy and operations. **<u>Location</u>** Grand Bahama Island is the choice of setting. Pertilla adds that,"It is ideally situated for the Summit because of its easy access to international air and water routes" from ATL. According to the U.S. Depart of State, the best U.S. export opportunities remain in the traditional areas of foodstuffs and manufactured goods: vehicles and automobile parts; hotel, restaurant, and medical supplies; and computers and electronics.		

SWING MAGAZINE	SWING is a Life Style magazine for seniors that is published 6 times a year and has a circulation of 150,000 at each printing.	• Pelican Bay Resort was featured in 4 coloured pages of ads and editorials for the month of April. • Have spoken to Reincke and Munroe to code any booking, which will be used to track and follow up to measure the impact on booking to Pelican Bay.	CK	On-going
ATLANTA FALCONS CHEERLEADERS PHOTO SHOOT	Talks have stalled!	• The objective of this initiative was to take advantage of Falcons visibility to help generate interest in Delta service, as they were expected to travel on the inaugural flight from Atlanta to Eleuthera. • The parties (Delta Airlines and Atlanta Falcons) could not agree to terms for the seats so this project has been killed. Out Islands had agreed to host the group for photo shoot at Cove		On-going

		Eleuthera. Due to budgetary constraints, OI could not take on the additional expense of defraying the cost of the seats.		
Cove Eleuthera	Joint Sales Calls – Kirk Auline AAA, Amex, Carlsons	• In addition to the accounts that were called on and visited during Kirk's visit to Atlanta, I also shared a database of top accounts. Kirk will use this to market and promote this product to these agents. • Also invited Kirk to meet with Certified Vacations on his next visit to ATL. The local Delta Vacations manager told me that the company is interesting in adding "new products" to it's fall line up. • Kirk is interested and willing to explore any		

		opportunities that may exist.		
Dillards Travel	Visited the agency and have set up in house training for all three locations	• Will confirm and follow up with each branch manager.		
Carlson Travel, AAA, Amex				

Marketing Intelligence

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

Starwood has an inside terminal major ad campaign which will run for the next few weeks. Such programs are always helpful, to promote the product / service, however, some additions locations may be needed to complement his effort. The challenge here is that **ALL** of the adds are inside the terminal. For many passengers, security screening is very stressful. Passengers leaving ATL may not have time or inclination to notice the ads. To off set this dilemma, perhaps a bill board ad or another strategy may complement the the current effort.

"Wave of Luxury resorts head to Bahamas' shore." This article was featured in Sunday, May 20 issue of the Atlanta Journal Constitution. The article outlined current and / or proposed projects in Bimini, Abaco, Eleuthera, GBI and Nassau.

2. What are competing destinations doing?

Delta Airlines continuing to promote new destinations. Major bill-board ads are highlighting Delta's new Caribbean destinations. Ads are generic in nature.

Delta's newest service is non stop to Antigua, Departs Saturdays, Sundays, Wednesdays from Atlanta. Pricing specials are discounted up to 50%.

SPECIALS:

US Airways Vacations – Charlotte – Cancun $629.00
- Aruba - 5,6,7th night free + $100.00 F & B credit $710.00
- Grand Cayman – 4th Night Free promotions. Also offering a 50% off special to various hotels.
- Jamiaca – 40-50% off. Also offering 6th night free promotion.

GOGO Vacations - Jamaica, Air + 4 days hotel, Lead price $ 690.00

Travel Impressions - Jamaica, 3 nights $175.00 (Land Only) Airfare available from cities nationwide.
- Aruba, 3 nights $245.00

Delta Airlines - Atlanta / Mexico $139.00 One way

3. **Have competitor's launched any new and unique advertising campaigns?**

4. **Is there a series of road shows being sponsored?**

5. **Are there any special events being promoted e.g. Jazz or Cultural festivals, Art exhibits?**

6. **What initiatives are being demonstrated in your territory can work to increase business to TIOTB? Have been successful in a number of projects, that have come to fruition; Best Bahamas Sports, VIP Presentations with Certified Vacations, Swing Magazine barter / Pelican Bay Resort, Global Business Development / Pelican Bay Resort, Atlanta Voice Magazine Advertorial / Pelican Bay Resort, One Georgia Bank Promotions.**

8. **What are the preferred islands and hotels in The Bahamas amongst consumers?**
9.
10. **Average price of a Bahamas package vs. a competitor's package from each of your major markets?**

Trade/Consumer shows

Monthly Status Report
February, 2007
Department: T&T - Orlando
Submitted By: Jennifer Gardiner

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Orlando Sentinel **Tampa Tribune** **Jacksonville Times**	Bahamas proposal pending - will forward hard copy of generic proposal) Pending proposal Bahamas proposal pending – generic proposal attached	• Meeting to discuss online advertising/opportunities – mailing generic copy • Discuss on-line advertising and opportunities	JG 02/20/07	*pending*
WCGB-FB Star 94.5 FM Radio	Pending proposal	Promotional opportunities	JG	2/14/07
MIX 105.1 FM Radio	*Pending proposal*	*Promotional opportunities*	*JG*	*2/16/07*
Orlando Magic Bahamas Night	*Junkanoo Group Cancelled*	*Submit cancel notification to Universal contact* *Follow-up with Norma on event details*	*JG 02/16/07*	*3/23/07*
Spirit Airlines Expansion	Ongoing	**Spirit Airlines announces its Expansion service to Nassau.** In conjunction with NPIPB Spirit has declined an inaugural flight. Spirit communicated that they will rather dedicate efforts and funds toward other promotional opportunities. I am in discussions regarding an area blitz and travel agent fam.	*JG – 1/9/07*	*2/14/07*
Gogo Tours	Ongoing	Met with Tinker Herring local manager, and she advised that Bahamas business is up – 2 % higher than last year around this same period. Primarily booking Atlantis, Sandals, Rue and Paradise Harbour in conjunction with Bahamasair.	JG	*2/22/07*

National Tourism Week	*Completed*	***Speaks for itself....and I worked hard...*** I assisted the events department at numerous events and activities such as: • the Tourism Charity Wellness Walk/Run and moderated the Awards ceremony • Stand Behind the Yellow Line • Master Sessions - Investing in Tourism Opportunities - Are You Listening to What The Visitor is Saying - Travel Trends - Motivational Speaker – Rev Angela Palacious - Profiting from your Artistic Flair The week climax with Cacique and the MOTSA to awesome Ministry of Tourism events.	*JG*	*1/20-29/07*
Peninsula Round Table Dinner Show - Orlando	*Completed*	Some 110 agents attend the roundtable event with eager eyes and ears to learn what's up from the 16 participating vendors. Vendors hosted one hour Trade Show followed by 5-6 minutes round table presentations providing the opportunity to meet one on one while updating on the new and exciting activities taking place in destination.	*JG*	*2/21/07*
Fasttrack Scouting	*pending*	Fasttrack Scouting is a community organization helping student athletes at all talent levels, in over 20 different sports, maximizing their exposure to coaches and scouts, network with sports community and gain access to recruitment tools and services online at FasttrackScouting.com, in print with Fastrack Magazine and on location at multiple sporting events held each year. Proposal will be forward to Sports Tourism unit in Plantation.	*JG*	*2/14/07*
Caribbean Week	*Ongoing – Conference Call Meeting*	Make contact with participating chefs and prepare official letters of invite – Local events & strategy assistance with	*JG*	*2/21/07* *2/23/07* *2/26/07*

		recommendations on chefs, local artist and hopefully adding the Caribbean Week activities as an initiative or extension for the winners of Culinary Classic and the Cacique Award to represent The Bahamas in New York.		
All About Travel – Wedding & Honeymoon Specialist Agency	*Completed*	Received a proposal to partner with All About Travel, a wedding and honeymoon specialist agency. In conjunction with Orlando Wedding TV. OWTV has a TV show in conjunction with 2-3 bridal shows per year, the agency is soliciting a trip give-away from the Bahamas in exchange for 13 weeks of TV ads, website listing & linkage with Orlando Wedding TV, listing & linkage on the home page of the travel agency who will be tagged on the TV ads. Hotel will also be featured with photo images and blurb on the property, and video to be mailed to all register future brides. Lead forward to Sabrina for further vetting and action.	*JG*	*2/16/07* *2/20/07*

Marketing Intelligence:

Daytona comes alive with the annual "Bike Week" March 2-11, 2007. Assuming the weather is good, more than 500,000 bikers will be cruising local roads and Interstate 4 to venues throughout Central Florida. There will also be a Bike Week Safety Task Force on hand which includes bikers and local policeman and firefighters – more than 21 bikers died during Bike Week in 2006.
Orlando Tourism officials – says that steps have been taken not to repeat last years death toll. An ad campaign has been put in place with six billboards, bus ads, temporary signs and fliers sent to local churches and homeowners associations – aim at local car and truck drivers, telling them what they can do to avoid collisions with bikers, as in most cases it was not the motorcyclist fault.

JetBlue leads OIA in runway delays, and was criticized for keeping passengers in New York on the ground for up to 10 hours. JetBlue logged 11 taxi-out times that exceeded two hours or more than any other airline in Orlando, according to the federal Bureau of Transportation Statistics. JetBlue disputes one of those wait times, bringing the airline's total to 10, still remains the highest at OIA.

JetBlue carried 2.2 million Orlando passengers in 2006. In March, JetBlue is scheduled to operate 206 flights out of Orlando per week to Aguadilla, Puerto Rico, New Jersey, Boston, JFK, LGA, Newburgh/Stewart NY, San Juan and Syracuse NY. The sixth largest passenger carrier at OIA with a 7 percent market share, shares rose 29 cents, or 2.3 percent, to close at $13.19.

Monthly Status Report
March, 2007
Department: T&T - Orlando
Submitted By: Jennifer Gardiner

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Orlando Sentinel	Bahamas proposal forward (hard copy) to Plantation to pass onto the Communication Dept and industry partners such as the promotion boards.	• Met with sales & marketing team to discuss online advertising opportunities. BTO was presented with two levels - $12,000 & $5,000 with local car dealership promotional opportunity. • Additional print opportunities in sections such as travel, cooking & lifestyle, weather, sports etc. Orlando Sentinel also created a special supplement with Bahamas images, hotel and airline partners for summer months or need periods, a newspaper flyer/shell for newspaper drop at 56,000 hotel rooms at high-end participating hotels in Orlando and Kissimmee. I think this can be a great opportunity to promote jointly with promotion broad partners. • Proposal will be forward to Communications Dept for advertising consideration.	JG 02/20/07	*pending*
Caribbean Week New York– June 09-16, 2007	*Ongoing*	*Once again I was assigned to coordinate the Celebrity Chef program for The Bahamas for the annual Caribbean Week held in New York. This will be my fourth year working on the project and it was my goal this year to feature a Bahamian female chef. I started a chef scout and attending events such as the Culinary*	*JG/ER*	*3/08/07* *3/21/07*

		Classic afford be the opportunity to see the handy work of local chefs. A letter of request was also sent to Executive Show Chair of the Bahamas Culinary Classic Requesting that the Celebrity Chef Program for Caribbean Week be added as extension or an incentive for the winner of the Cacique Award and Chef of the year. The Bahamas team will once again utilize kitchen facilities for prepping at the New York Marriott Marquis hotel. *Chefs selected for this year's event will be female chef Jasmine Young Executive Sous Chef from the Atlantis and Chef of the Year Wayne Moncur Executive Sous Chef also from the Atlantis Resort. Both chefs will work as a team preparing specialty dishes for cooking demonstrations at Bloomingdale's, Macy's, New York City Restaurants, Media Marketplace and appearance on local television Morning Show.* *Letters of request was sent to both chefs and their superior seeking written confirmation to participation and agreement to the MOT terms and conditions.* *CTO Chef applications also submitted in order to confirmation early selections on chef cooking demonstration itinerary.* *Press Release attached for ease of reference.*		
Orlando Magic Bahamas Night	*Completed*	*Bahamas Theme Night with the Orlando Magic vs New Jersey Nets was held on Friday March 23, 2007 at the Amway Arena, formerly TD Water House.* *BTO offered the evening to partner Atlantis Resorts who utilize the opportunity to showcase the Cove and the new Aquaventure Waterslide Experience.* *The Orlando Magic mascot "**Stuff**" and 1 Orlando Magic dancer was invited by Atlantis to experience the*	*Jennifer/Norma/Cecile Martella/Pet*	*3/23/07*

		*Aquaventure water slides, river rides, and swim with the new dolphins at Dolphin Cay. Their time spent at Atlantis was made into a home video and share with the fans during the game. Additionally, the first 1,000 fans were given Bahamas caps, tabling on the main concourse with a register to win contest and package flyers – **50% OFF** Orlando to Nassau on Spirit Airlines with a lead price from the Nassau Beach $479.* *Fans were reluctant to sign up for free weekend give-away.... Atlantis donated 5 4days/3nights hotel accommodations.* *BTO also sponsored two luxury suites decorated with Androsia, booth display, small give-away items and Kalik Beer was added to the catering menu, which was a big hit over the standard Bud light beer. BTO staff worked both suites networking between the two suites and the Atlantis staff and guest. Event outline attached for ease of reference.*		
Spirit Airlines	Ongoing	**Spirit Airlines announces that effective April 30, 2007 the airline will discontinue non-stop service from Orlando to Nassau.** The announcement came on the heels of final plans to blitz Central Florida following by travel agent fam during the same period. Will continue other initiatives with Spirit Vacations-Mark Travel in the market.	*JG – 3/20/07*	*4/30/07*
Spirit Vacations	Ongoing	Met with SV Marketing team, Bryan, Adam and Debbie to discuss Bahamas programs and additional opportunities. The Central Florida	Jennifer/Norma/Cecile/Pet	

		blitz was cancelled due to the cancellation of Spirit Airlines non-stop from Orlando to Nassau. Spirit Vacations is heavy consumer driven with 60% of its business coming from the internet - we will be exploring opportunities with consumer email blast, email Bahamas updates, press release, website campaign and sweepstakes, promotional opportunities with Maroone Car Dealership, and Port Hole Magazine		
Gogo Tours	Ongoing	Met with Tinker Herring local manager to discuss Bahamas programs. Tinker advised a few weeks ago that programs are rolled out by the Ramsey office, but was willing to discuss staff incentives, booking bonus programs and Bahamas Day for staff updates. Over the next few week/s I will be working on agent tracking form and soliciting prizes for the booking bonus program. Bahamas Day is schedule for April 13, 2007. Bahamas bookings for this quarter are slightly down -37 booking compared to 63 booking last year around the same period. Other destinations: Mexico up 18%, Ski up 7%, Booking deposits up 29%. Bahamasair is offering Gogo 10% off published fares in addition to the contract rates.	Jennifer/Norma/Cecile/Pet Jennifer	*2/22/07* *4/13/07*
Orlando Magic Camp Nassau – July 18-22,2007	*Pending*	Tour & Travel sales team met with Derek Houston and Casey Cole to discuss the details of the upcoming Camp to be held in Nassau July 19-22, 2007 at the Kendall Isaacs Gym. One of the major components outlined in	*Jennifer/Norma/Cecile Martella/Pet*	*3/23/07*

			the contract with the Magic is the annual Bahamas Camp to include 2 NBA players, 4 cheerleaders, 1 coach and camp personnel to help facilitate on Island camp. In addition, BTO and Magic will put promotional program in place to promote and encourage Orlando fans to join the Magic in The Bahamas for the summer camp. Plans to also work with MOT offices on the Out Islands to include 5 children from the major Islands selecting through the school system and community sports associations. Camp will consist of **Thursday Jul 19** arrivals - Welcome Reception host by MOT... **Friday Jul 20** 10 am-3 pm – Clinics Age groups 8-10/11-13/14-17 **Saturday 21** – 10 am-1pm – Clinics Autograph & Photo signing Afternoon Optional Activities Trophy Ceremony The hotel identify as the host hotel is the Atlantis Resort – plans to package Atlantis and Bahamasair as the host hotel and airline. Norma is speaking with Basketball Association and the Ministry of Youth and Sports.		

		Orlando Magic also utilize this opportunity to present new contract agreement for 2007-2008.		
National Trade Shows ***Cocoa Beach*** ***Sarasota***	*Completed* *Completed*	Some 70 travel agents participated in the trade show and dinner event. Agents were eager to obtain information on the Out Islands and many questions on the Atlantis Resort and day pass for cruise passengers. Several agents requesting fam trip to Nassau and GBI. The event consisted of 30 participating vendors. Each vendor was given a 5 minutes presentation during dinner. 80 travel agents attended the trade show and dinner event. Similar to Cocoa Beach agents was seeking information on the Atlantis Resort and other Island updates. Travel agent database management.	*JG* *JG*	*3/12-13/07* *3/15-16/07*
Travel Impression Trade Show - Tampa	*Completed*	Participated in the TI Southeast Tradeshow - The one hour intense show was traffic by 115 travel agents who visited with some 30 plus vendors seeking updates information and specials. The trade show was a good show with quality agents also requesting to be place on Bahamas fam list, and inquiring on the Bahamas Specialist program....which means the re-launch of the program is coming on line a perfect time. The show had some 30 plus vendors with 5 vendors from the Bahamas.	*JG*	*3/21/07*
AAA	*Pending*	Met with Tour & Travel manager Pat Diaz at the Heathrow office who invited the marketing manager to join the meeting, but she was unable to attend – a conference call meeting was schedule to discuss the Bahamas program. Kathy advised that AAA will love to put a Bahamas program in place, but will not work directly with Tourist office or destinations. The only programs they	*JG*	*3/8/07* *3/9/07*

		will consider will have to come through their vendor – Travel Impressions. I have spoken with Sam Combs, Director of Sales for the Southeast with reference to putting together an ongoing Bahamas program. I am preparing proposal to submit within the next few days. I am more than certain that the program will eventually be handled through headquarters in New York. A copy of the proposal will be provided to the Regional Director New York.		

Marketing Intelligence:

Emerging Market Iffy, experts say... With emerging markets down 10 percent, analysts say it would not be surprising for the stocks to tumble another 10-15 percent. Long term, they are confident that emerging markets – developing areas of the world in Europe, Africa, Latin America, the Middle East and Asia will be among the world's most profitable investments. Yet that belief has powered the stocks to such high levels during the past four years that the stocks are expected to be vulnerable in the weeks ahead.

Conference call Meeting:
Tour & Travel
Caribbean Week
Spirit Vacations
AAA - Tampa
Travel Impressions - Tampa

Casual Day – March 9

Monthly Status Report
April, 2007
Department: T&T - Orlando
Submitted By: Jennifer Gardiner

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Orlando Sentinel-Holler Honda Sweepstakes	Completed	The Holler/Classic Automotive group is a huge dealer group that owns the following dealerships: Classic Chevrolet, Classic Honda, Holler Honda, Classic Hummer, Classic Nissan, Classic Nissan, Classic Mazda, Classic Volkswagen, Class Audi, Classic Mitsubishi and Kia. Holler Honda is opening a new dealership location and would like to have a Grand Opening event. To create excitement and drive traffic to their new location Holler would like to do a one-month multi-media advertising campaign and sweepstakes commencing on May 19, 2007. In conjunction with the Orlando Sentinel, the following outlines proposed partnership agreement: ***Orlando Sentinel agrees to:*** ▪ Design and publish the following promotional ad schedule. - Glossy two-page, 8 ½ x 11" insert distributed to 200,000 households. - Five, quarter-page, B/W ads publishing in the Classifieds section. - Four, full-page, full-	JG	*4/04/07* *4/24-25/07*

		color ads publishing in El Sentinel (Hispanic newspaper) distributed to 81,000 Hispanic households. - (8) eight quarter-page, B/W teaser ads publishing in ROP promoting the sweepstakes and Holler Honda's grand opening event. ▪ Logo inclusions will include Island of The Bahamas, pictures and tag lines of the hotel resort and airline in the above advertising print campaign. ▪ 500,000 button box impressions on OrlandoSentinel.com and 200,000 online impressions on OrlandoSentinel.com promoting the grand opening and sweepstakes. ▪ Include Bahamas Tourism logo on OrlandoSentinel.com/sweepstakes splash page with a link to Bahamas Tourist Office website. ▪ Orlando Sentinel will present prize letters, provided by Bahamas Tourist Office to the winner. The prize letters to contain elements of the vacation package including telephone numbers for the winner to use to make travel arrangements. The prize letters to be provided to the Orlando Sentinel prior to the conclusion of the promotion. ▪ Place entry boxes and entry forms in Holler Honda's new		

		location. Bahamas Tourist logo, tag lines and picture of the resort and airline to appear on all entry form boxes and signage at the dealership location. Total Value of Promotion: **$110,616** •		
Caribbean Week New York– June 09-16, 2007	*Ongoing*	Written confirmation was received from the Atlantis Resort for chefs to participation in Caribbean Week 2007 Celebrity Chef program. Atlantis has also agreed to absorb the cost for video production and printing of 1,000 menu postcards. Executive Sous Chef Jasmine Young is confirmed for cooking demonstration at Macy's Cellar on Friday June 15 from 1-2 P.M. Executive Sous Chef Wayne Moncur confirm for cooking demonstration at Bloomingdales on Tuesday June 12. Atlantis has schedule video presentation shoot for chefs May 4/5 on property. Currently I am formatting the recipes for the menu postcards followed by layout, design and printing with Sandra Eneas on property at the Atlantis. Atlantis has also agreed to secure additional PR opportunities for the chefs once all cooking demonstrations are confirmed.	*JG/ER*	*3/*
Orlando Magic Camp – Nassau July 19-22, 2007	*ongoing*	Request submitted to the Atlantis Resorts to secure special Orlando Magic Camp rate/s. 800-Atlantis is the call to action with 4days/3nights hotel accommodations $389. Additional fees will apply for air-inclusive packages. Martella also worked with Atlantis team	*JG* *JG/MM*	*4/4/07* *4/13/07* *4/26/07*

		on specs for the ad for the Orlando Magic magazine schedule to run in the May/June issue of the OM magazine promoting the camp. Ad will also be utilized as promotional tool/flyer for consumer events and eblast.		
Gogo Tours Bahamas Florida Incentive program	Ongoing	Currently working with Promotion Boards and Gogo Tours Ramsey office on the Florida Incentive program. Launch date schedule for June 1- August 31, 2007 The program will run for three months giving each Promotion Board and opportunity to participate and sponsor a member hotel for monthly prizes. June will be considered NPI month, July GBI and August Out Island. During the months, res consultants are required to book 4 nights or longer at any Bahamas member hotel and they will be eligible to win a 3 nights stay(June) at the Atlantis Resort, 3 nights (July) at the Suites of Pelican Bay and Out Island property (August) is pending. Additionally, to make it even more competitive and increase bookings during our need period, there will also be an over-all office that will be selected to win dinner for the entire staff sponsor by the BTO. To determine the office with the most bookings we will compare the figures from last year with the current year during the same period. I am working on the tracking form and Gogo is producing incentive flyer that will be eblast to all Florida offices. Hoping to finalize in the next few weeks.	JG	*3/28/07* *4/11/07* *4/25/07*

Holler Honda Promotion ad tags: (Control & Enter to open links)

PID 288 Holler Grand Opening Contest Splash
http://208.50.7.251/hollerhondagrandopening/index.html

Entry form
http://208.50.7.251/hollerhondagrandopening/entryform.html

728x90 Leaderboard
http://208.50.7.251/hollerhondagrandopening/pid288_hollerbahamas_728x90.html

Backup gif for leaderboard
http://208.50.7.251/hollerhondagrandopening/PID288_HOLLER_728X90.gif

300x250 Cube
http://208.50.7.251/hollerhondagrandopening/pid288_holler_300x250.gif

120x60 Button
http://208.50.7.251/hollerhondagrandopening/pid288_holler_120x60.gif

Conference call Meetings:
Caribbean Week
Soul Fest
Orlando Magic Camp
Media Relations
Vacation April 16-20

Monthly Status Report
May, 2007
Department: T&T - Orlando
Submitted By: Jennifer Gardiner

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Orlando Sentinel-Holler Honda Sweepstakes	Completed	The Holler/Classic Automotive group is a huge dealer group that owns the following dealerships: Classic Chevrolet, Classic Honda, Holler Honda, Classic Hummer, Classic Nissan, Classic Nissan, Classic Mazda, Classic Volkswagen, Class Audi, Classic Mitsubishi and Kia. Holler Honda is opening a new dealership location and would like to have a Grand Opening event. To create excitement and drive traffic to their new location Holler would like to do a one-month multi-media advertising campaign and sweepstakes starting May 19 – June 19, 2007. In conjunction with the Orlando Sentinel, the following outlines proposed partnership agreement: ***Orlando Sentinel agrees to:*** ▪ Design and publish the following promotional ad schedule. - Glossy two-page, 8 ½ x 11" insert distributed to 200,000 households. - Five, quarter-page, B/W ads publishing in the Classifieds section. - Four, full-page, full-	JG	*4/04/07* *4/24-25/07*

		color ads publishing in El Sentinel (Hispanic newspaper) distributed to 81,000 Hispanic households. - (8) eight quarter-page, B/W teaser ads publishing in ROP promoting the sweepstakes and Holler Honda's grand opening event. ▪ Logo inclusions will include Island of The Bahamas, pictures and tag lines of the hotel resort and airline in the above advertising print campaign. ▪ 500,000 button box impressions on OrlandoSentinel.com and 200,000 online impressions on OrlandoSentinel.com promoting the grand opening and sweepstakes. ▪ Include Bahamas Tourism logo on OrlandoSentinel.com/sweepstakes splash page with a link to Bahamas Tourist Office website. ▪ Orlando Sentinel will present prize letters, provided by Bahamas Tourist Office to the winner. The prize letters to contain elements of the vacation package including telephone numbers for the winner to use to make travel arrangements. The prize letters to be provided to the Orlando Sentinel prior to the conclusion of the promotion. ▪ Place entry boxes and entry forms in Holler Honda's new		

		location. Bahamas Tourist logo, tag lines and picture of the resort and airline to appear on all entry form boxes and signage at the dealership location. Total Value of Promotion: **$110,616** •		
Caribbean Week New York– June 09-16, 2007	*Completed*	Finalizing final checklist for the Celebrity Chef program. Chefs schedule for the week is as follows: **Executive Sous Chef - Wayne Moncur (Atlantis)** **Cooking Demonstrations:** **Tuesday June 12 – Bloomingdale's** Time: 3-4PM During the cooking demonstration a generic Bahamas/Atlantis video will play on TV monitors throughout the Home store on the 6th floor. Expected attendance 30-40 persons per session. **Wednesday June 13 – Media Marketplace Reception** Time: 6-7PM From a total of 19 participating Caribbean chefs, only 3 chefs expected to display and prepare specialty dish –of which The Bahamas is a contender. Chef Moncur will prepare his specialty dish for some 250-300 media and local guest. Chef Moncur will also make an appearance during the reception to speak about dish preparation. **Executive Sous Chef/Culinary Trainer Jasmine Young: (Atlantis)** **Cooking Demonstration:** **Thursday June 14 - Macy's Cellar** During the demonstration a generic Bahamas/Atlantis video will run on all	*JG/ER*	

		TV monitors throughout the cellar on the 5th floor Home store. **Friday June 15 – State of Government Annual Ball at the Waldorf Astoria Hotel** Time: 7:00 – midnight Chef Jasmine was chosen to work with a team of chefs at the Waldorf Astoria. She was chosen because she specializes in dessert and pastry preparations. CTO selected a dessert item and Jasmine was asked to add a Caribbean flair to the dish to give the dessert a Caribbean presentation. I was told by CTO that her suggestion fits perfect with the team of the evening. Jasmine and the Executive head chef at the Waldorf Astoria are working on the details. She will also make an appearance with the team of chefs at the Ball as the chefs who prepared the meal for the evening. I think this is a very prestige event and a great opportunity for chef Jasmine. Atlantis schedule to confirm sometime next week additional PR opportunities For chefs while in New York.		
Orlando Magic Camp – Nassau July 19-22, 2007 ***Host Hotel: Atlantis*** ***Airline: Bahamasair***	*Completed* *Pending*	Bahamas ad ran in the Orlando Magic magazine May/June issue. A generic ad was created by Atlantis with input from me and Martella. To date the ad has not generated any bookings for the camp from Orlando. Anticipation for last minute bookings extension was requested from Atlantis until June 30. Atlantis has agreed to extend the booking window. Bahamasair net rate to be package with air inclusive rates. A request was submitted to PIV for rates for suites and room in the Royal and Coral Towers for Orlando Magic players and staff.	*JG/MM* *JG*	*6/5-6*

	Pending	In addition to the ad, both the Orlando Magic and Atlantis will generate consumer eblast. Orlando Magic to season ticket holders and Corporate sponsors, Atlantis will eblast to their Atlantis.com and PIV consumer database. Both eblast will be sent next week Tuesday/Wednesday.	*JG/MM/ IT Unit*	
	Pending	The Sports Department is organizing itinerary, all on Island activities and camp clinic.	*Sports Department*	
Agent @ Home Show	Completed	I participated in the Agent @ Home Show in Tampa – first time for The Bahamas in this area hoping to tap into the growing business of home based agents. The event was held at the Rusty Pelican where some 110 agents participated in a one hour Trade Show where 25-30 supplies display their products followed by dinner and presentation. Organizes should be commend for a well organized and well attend show. For me, the event certainly legitimizes and eases most of the fears we have faced when dealing with home based agents for the past few years. It was evident of the agents support by their attendance at the Show. Over all, I was actually impressed with the show and home based agents statistics, I was able to network with agents a few more than others. I am in receipt of attendance database that I hope to utilize for opportunities.	JG	*5/2/07*
Hispanic Chamber	Completed	I participate with Bahamasair at the	JG	*5/3/07*

Trade Show		first Orlando Airport Authority/Hispanic Chamber Trade Show. As 250 members filled the Airport Hyatt the room was filled with mostly airline suppliers of the Airlines that fly in and out of Orlando Int'l Airport. Some of the airlines were also joined by their Tourist Boards or other representatives. Each Chamber member was required to network with all suppliers and exchange information. As they land with their passports they received a stamp in their passports that listed all the airlines. A large number of the members was exciting about the Bahamas and would to visit or return for a second visit. I think this would be a great opportunity for our Latin America Department – perhaps sponsoring one of their business to business opportunities or business after hours. I spoke with Chamber promotional and events coordinator and he is very excited and looking forward to discussing the details of a Bahamas trip. I recently received the attendee list and will submit and discuss with Frank for further action.		
Sandals Unveiling		When Sandals put on an event they pull out all the stops and this was one of times. As I drove up to the new Sheraton downtown Orlando across the street from the hotel and in front of the hotel was lined with H2/H3 Hummers (8-10) Sandalize in Sandal's signature. Hummers were driven by Sandals Specialist/Best of the Best agents and Sandals Sales Managers.	JG	*5/15/07*

		Moments later Mr. Butch Stewart pulled up in his stretch limo as agent was promised he would make a guest appearance/ presentation. Some 200 agents attending from as far away as Jacksonville for Sandals certification program. As a result of the event, I submitted a proposal to Sandals for a Sandals Royal Bahamian promotion in conjunction with Hummer dealerships in Jacksonville and Carlson Wagonlit in Jacksonville. The proposal also request consideration for a Florida promotion with Hummer dealerships in Orlando, West Palm Bch, Ft. Lauderdale and Miami. The Unveiling consisted of Trade Show and Cocktail hour, followed by a splendid dinner. The event also introduced Sandals new spectacular River Swim-up Suites in St. Lucia, Montego Bay, Antigua and Negril. Some of the current Booking Incentives are: • Book & Ride – a brand new 2007 H2/H3 Hummer, Honda Element and Toyota Scion • Passport to Paradise – No problem –clients will receive up to $60 resort credit per application for Sandals vacation, up to 2 guests. Beaches guests my receive $60 per application, up to 5 guests per reservations. • Fly Away to the Caribbean on Butch Stewart Private Jet and personal Butler to fabulous 7 nights getaway • Reward yourself with a Sandals and Beaches credit card – Bank of America, Visa		

		• It's In the Bag – You Go Girl, 7 bookings or more and be rewarded with Coach, Prada, Gucci and Louis Vuitton		
Gogo Tours Bahamas Florida Incentive program	Completed	Gogo Florida Booking Incentive is completed and will launch on Friday June 01, 2007. Following the launch biweekly reminders will be sent to agent's reminding them of the program and book! Book! Book! Within the coming week Cecile and I will visit each office hosting breakfast or lunch for product updates and reinforcing the program. The program will run for three months sponsored by the Islands of The Bahamas and our partners at the three Promotion Boards. Please see attachments below for eblast details and registration coupons. Many thanks to my partners at the Promotion Boards; I could not have done it without them.	JG	*Mar-May*
Junkanoo Festival St. Augustine	*Completed*	I think this is a great initiative displayed by Don and his team from Abaco and they should be commended for their efforts; however, the event was lacking the Ministry of Tourism thumb print and a number of key promotional components. ***Please see separate report below***	*JG/CT/CS*	*5/16-18/07*
ITPC – Nassau	Completed	First I would like to say thank you to the BTO management team for allowing me to attend ITPC 2007. It was my first and the experience was awesome. I was able to sit in on appointments schedule for both Latin and North America and even though their needs are	JG	5/20-23/07

		some what the same the way they conducted business was totally different. I was able to walk away with a better understanding of negotiating with an operator, their priorities and the type of support they are looking for from a destination. Hopefully I will be able to implement some the strategies into the new Florida programs. I also had the opportunity to host hotel site inspections with 3 buyers, whom later had an appointment with us. At this point it was clear based on the hotels they visited and the type of questions asked. The conference was a good learning experience.		

Synopsis Report – Abaco Junkanoo Festival
St. Augustine Florida - May 16 – 18, 2007

Marketing & PR

The entire event was totally lacking PR and Marketing opportunities. I visited the St. Augustine's city webpage and there was a write up on **"Junkanoo Festival is Coming to Town".** There was no Bahamas logo placement on the web page, there was no linkage to the Bahamas.com homepage. There was no mention of the event on the Bahamas.com webpage. No logo and listing on the City of St. Augustine's or Chamber of Commerce web site, No pre-event advertisement, no on-air promotion with local radio station.

Signage

There was NO signage or Bahamas logo **any where in St. Augustine.** There were no signs of the Junkanoo Festival; if the festival was branded Junkanoo Festival it did not carry the Bahamas Junkanoo Festival brand. There was no promotional flyer promoting Junkanoo Summer in Abaco or the Bahamas. Event activities were held at several locations throughout St. Augustine and there was no signage or promotional booth display indicating a Bahamas event was taking place. There were no Bahamas banners onsite at the Junkanoo Festival.

The Abaco Tourist office also solicited monetary sponsorship from local private business in Abaco; however, there was no mention of sponsors, listing or logo placement of sponsors. We have a commitment to sponsors to deliver the promise.

Debriefing

The debriefing never took place. When Cecile and I spoke with Don following their house keeping meeting, I asked what was the message to be conveyed to the travel agent community for the sales blitz - there was no message. When ask about air and hotel promotional flyer for Abaco – there was no package flyer. When ask about Vintage Airline schedule – pending but hoping to come on stream between June – October.

St. Augustine & Jacksonville Sales Blitz

Most of the sales calls were in Jacksonville and the agencies in Jacksonville had no knowledge of the festival or service on Vintage from St. Augustine to Abaco. Sales blitz had no tie in with festival event; however, agents were excited to learn of the new Vintage Service, and I think it was a good opportunity for the Abaco team to cross train with the BTO and to be able to inter act with the travel agent community.

Hotel Accommodations

Avenida Inn was a hotel on the level of a **motel 6.** The property was infested with palmetto bugs (roaches) and strong odor of mildew. The property was **unacceptable** and not in living condition for staff and guest to stay. To iron and prepare my uniform for sales calls the following day I had to find the nearest Wal-Mart at midnight to purchase an iron because the hotel was not able to locate an iron.

I learned sometime later that there was a VIP list and persons on the VIP list was staying at the Hilton hotel. The only hotel submitted for the Florida staff was the Avenida Inn the Hilton was never mentioned.

While the MOT my ask us to be price conscious when selecting hotels for special events, we need to also take into consideration that persons should not be ask to leave the comforts of their home to be placed in hardship when traveling for work or representing the Bahamas.

Conclusion

If the intent was to deliver the Brand Promise to St. Augustine for the Abaco's, I certainly did not see it. The BTO and the Promotion Boards is the promotional and marketing arm for the destination. The Florida office and the Out Island Promotion Board should have been commissioned to assist with the planning and execution of the marketing initiatives for this event, and I am surprise that this did not happen. At the end of the day, the Abaco office put on a great party in St. Augustine, but what is the **ROI.**

This was the first year for the event and hopefully a more strategic plan will be put in place to ensure the success of next year's event.

Monthly Status Report
June, 2007
Department: T&T - Orlando
Submitted By: Jennifer Gardiner

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Bahamas Sandals Hummer Promotion	Pending	During the month of August Promoting Sandals Royal Bahamian, Islands of The Bahamas in conjunction with Hummer dealerships locally in Jacksonville or for the state of Florida. The is promotion is a result of Sandals wrap Hummer incentive to top producing travel agents. Promotion will consist of the following; **Opportunity # one:** • Web site Campaign • logo placement & listing • Consumer database eblast • On-line Sweepstakes • Sandalized special event package rates **Opportunity # two:** • Pre-event advertising, radio/newspaper • CWT as the call-to-action • Direct mail/email campaign **Opportunity # three** • on-site Promotional campaign • Promotional signage on-site • Pop Register to Win • Bahamas/Sandals Day at Hummer Dealerships • Sandalized Hummer on display during Sandals Day • Promotional team on site for promotion	JG	*AUGUST 2007*

Bahamas Day – Gogo Tours	*Completed*	BTO hosted Bahamas Day/In-house seminar & Presentation at Gogo Tours - Orlando Res (6) agents on Friday June 8. Product updates on Gogo Bahamas product, discuss the needs and what can we do to increase Bahamas business during our need period. In addition to the product updates the day was also put in place to discuss and emphasis the Bahamas Florida Incentive program currently running until August 31. Res agents was excited about the program, but expressed their disappointment that Riu is not apart of the program and is one of their top hotels for the Bahamas. Another concern was that the Bahamas rates are so much higher than any of the Caribbean programs – Punta Cunta, Cancun, DR are leading in better packages to the Caribbean. Office showing several bookings for the Bahamas through out the Summer – Atlantis, Riu, Sandals and Westin.	*JG*	*6/8/07*
Caribbean Week New York– 2007	*Completed*	Participated in the Celebrity Chef program June 11-15. Both chef Jasmine and Wayne worked as a team assisting each other with prepping and presentation at the Media Marketplace Reception. Sous Chef Antonio Williams also assisted chefs. Chefs schedule for the week was as follows: **Executive Sous Chef - Wayne Moncur Chef of the Year & MOT Cacique Award Winner 2007: (Atlantis)** **Cooking Demonstrations:** **Tuesday June 12 – Bloomingdale's** Time: 3-4PM	*JG*	*6/11-15/07*

		Chef Moncur waved his magic van while gracefully preparing his Guava Barbeque Short ribs with Lobster Struil in Peas & Rice. The 30-40 spectators looking on and inter-acted with several questions and eagerly awaited to sample the finish project. The area was tastefully decorated with Androsia and hand made baskets and other crafts. **Wednesday June 13 – Media Marketplace Reception** Time: 6-7PM The Bahamas was featured at the Media Marketplace Reception and once again had the most favorite appetizers to some 250-300 guests. The evening was sponsored by Puerto Rico. **Executive Sous Chef/Culinary Trainer Jasmine Young: (Atlantis)** **Cooking Demonstration:** **Thursday June 14 - Macy's Cellar** Time: 1:2PM Chef Jasmine displayed to 50 guests whom was seated theatre-style. Guest viewed on TV monitors video presentation of chef Jasmine cooking and scenes of the Atlantis Resort. **Friday June 15 – State of Government Annual Ball at the Waldorf Astoria Hotel** Time: 7:00 – midnight Jasmine was schedule to work with Executive head chef at the Waldorf Astoria and a team to prepare desserts for the State Ball; however, Kahn Communications confirmed 3:00 pm on		

		Friday June 15 as prep time however when we arrived at the hotel the Executive chef advised that the desserts were completed - they started preparing at 12:00 noon. Even though this was bad news and a great disappointment chef Jasmine and I inter-acted with the Executive with a tour of the kitchen facilities and operations comparing to similarities at the Atlantis Resort. Executive Wierzelewski also gave us a synopsis of the meal and dessert prepared for the annual celebrations of the State Ball. Perhaps for next years event CTO should welcome recommendations and suggestions from the participating countries in order for the event to be more beneficial and successful for both CTO and participating countries.		
Orlando Magic Camp – Nassau July 19-22, 2007 ***Host Hotel: Atlantis Airline: Bahamasair***	*Completed* *Completed* *Completed*	Bahamas ad ran in the Orlando Magic magazine May/June issue. A generic ad was created by Atlantis with input from me and Martella. Invoice for 3 double rooms and 3 single rooms at the Royal Towers were submitted for payment. Final payment is required by July 2, 2007, if not paid system will automatically cancel room reservations. To date PIV has 2 bookings totaling 6 passengers and Bahamas.com has 2 booking totaling 3 passengers. The Orlando Magic has sent 2 consumer eblast and Atlantis has sent 1 consumer eblast. Orlando Magic to season ticket holders and Corporate sponsors, Atlantis will eblast to their Atlantis.com and PIV consumer database. Both eblast will be sent next week Tuesday/Wednesday. The Sports Department is organizing	*JG/MM* *JG* *JG/MM/IT Unit*	*6/5-6*

	Completed	itinerary, and all on Island activities. **Estimate event cost: $9,000**	*Sports Department*	

Monthly Status Report
February, 2007
Department: Tour & Travel
Submitted By: Cecile Torrence

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
2/01 In-office	Worked with Donnajean/BOIPB on completing itinerary for the TT fam trip scheduled for 2/12-16.		CT	
2/02 Super Bowl VIP Junkanoo Reception	Carnival Center for Performing Arts, Miami – Lounge was transformed into a tropical paradise –Androsia, balloons, flowers etc. Out in the		CT	
2/03 Bahamas Super Bowl Cruise -4:00 – 8:00 pm	Sunrise Marina - Over 100 of our industry partners came out for the event. The evening took the format of networking for the first hour, dinner, performance by 'Aavy' and then dancing. Hoteliers brought their brochures. Everybody claimed to have had a wonderful evening.		CT	
2/05 In-office	Completed monthly and expense reports. Confirmed itinerary for TT fam trip		CT	
2/06 Trip Tailor Trade Show-FLL	Trip Tailor is Travelocity's tour operator – approx 144 travel agents attended this event. This was a first time show and they were quite		CT	

	pleased with the turn-out.			
2/07-09 In-office	Telemarketing/admin matters. Processed invoices for payment.		CT	
2/12-16 TT Fam Trip Long Is/Cat Is/Exuma	Fam trip went very well, hotels on the island were all full. Exuma is certainly booming, Palm Bay Resort have added 1 & 2 bedroom units and studios across the street. Four Seasons is doing even better since the casino opened.		CT/NW/HS	
2/19 President's Day	HOLIDAY			
2/21-23 In-office – telemarketing/admin matters.	Spoke with Art, CTO, to confirm Bahamas sponsoring of meeting in May. Pelican Bay confirmed participation at NTS-WPB. Requested prize giveaways for NTS in WPB and Ft. Myers and Southern Women's Show-WPB.	Have offered it to the BOIPB – awaiting response.	CT	
2/26-27 In office – telemarketing/admin matters	Completed monthly and expense reports.		CT	
2/28 Sales Calls				

Leave Record:

Marketing Intelligence:

- Student Spring Break - AirTran lets people ages 18 -22 fly standby for $69 - $89 per flight, depending on the length of the trip. All they have to do is show up at the ticket counter with a carry-on bag two hours before the flight, and if there are seats, it's theirs.

- Liberty Travel offering 'exclusive $100 air credit per room – lead hotel is the Nassau Palm resort – 3 day/2 nights for $159. Must be booked by 3/5/07.

- Discovery Cruise Line offering a rebate of $50 off per couple – from $47.49 pp/do (after rebate).

Competition:.

- Royal Caribbean offering 3 night Bahamas Cruise from $199 for an interior cabin.

Monthly Status Report
April, 2007
Department: Tour & Travel
Submitted By: Cecile Torrence

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
3/31 Imperial Majesty Travel Agent Luncheon	Approx 45 agents attended the Luncheon on-board the Imperial Majesty. The event included an inspection of the ship and lunch. The ship is old but for the price it's not bad. The group included CTO and Pacific Asia Travel Association (PADA) members. Was invited to sponsor a meeting. Will look at working with Imperial Majesty, specifically joint fam trips.		CT	
4/02-05	Vacation		CT	
4/06 Good Friday	Office closed		CT	
4/09 In-office	Worked on Inside InStyle event scheduled to be held April 29-29 on South Beach. Spoke with S.Toote who arranged for 2,000		CT	

	Bahamavention Kits to be shipped for the event. Kits will be placed in gift bags. TIOTB will be the official sponsor of the cooling station. This is also a great opportunity to promote the Dol-Fan Fest.			
4/10 In-office	Ordered material for the Travel Professional of Color conference which includes a trade show.		CT	
4/11 Joint Sales Calls	Pelican Bay – Sales calls in Jupiter, Juno. Palm Beach Gardens and Palm Beach. Great feedback from agents. Even though this area is number one for the Out Islands, GBI gets some of it as well. Those that go to the Out Islands are boaters.		CT	
4/12 In-office	Worked on Fan Fest packages with Liberty. Contacted Forbes Charter, GBI, to send contracts for the party cruise and transportation to Liberty to be included in package. Also sent press release to Liberty for complete understanding of event. Requested prizes for the Miami Travel Expo.	Work with B. King to put booking incentive in place.	CT	
4/13 Presentation	South by Southeast Luncheon meeting. Approx. 30 agents attended the function. South by Southeast recently merged with MAARS, so		CT	

	therefore, there is a cross-section of professionals.			
4/16-17 In-office	Worked on Liberty Travel's Booking Incentive, which is scheduled to roll out May 1. Top seller of GBI packages wins a 3 day/2 night trip to GBI to participate in the Dol-Fan Fest, July 13-15. Trip also includes party cruise, Football clinic and the Fan Fest at Taino Beach. Incentive is for bookings from May 1 – June 15 for travel through Sept, 2007.	Follow-up with Liberty – call weekly for progress.	CT	
4/18-22 TPOC Convention	The Travel Professional of Color Conference - very informative. The theme this year was 'Wake Up From The Dream And Work The Vision'. Some of the sessions dealt with increasing profits; the challenges of home based agents and marketing and selling the Caribbean. Carnival and Disney both sponsored sessions. Approx 150 agents attended the conference. The African Diaspora Heritage Trail Conference is scheduled for Nassau Oct. 10-14, 2007.		CT	
4/23 GoGo WV	GoGo's Appreciation Dinner – FLL – Approx. 80 agents attended. GoGo thanked suppliers/vendors for support throughout the year.		CT	

	Evening was filled with door prizes.			
4/24 GoGo WV	GoGo's Appreciation Dinner – Coconut Grove – Approx, 100 agents attended.		CT	
4/25-26 In-office – telemarketing and admin matters	Secured banners, brochures, Androsia material for Miami Travel Expo.		CT	
4/27	Set up for the Miami Travel Expo – Sheraton Miami		CT	
4/28-29 Miami Travel Expo	Formerly the Miami Herald Show – smaller this year in terms of vendors, but overall much better. As the readers of the Miami Herald is mostly Hispanic – many of them came out to the show.		CT	

Leave Record:

- 4/2-5 Vacation

Marketing Intelligence:

Competition:.

Monthly Status Report
May, 2007
Department: Tour & Travel
Submitted By: Cecile Torrence

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
4/30-5/06 Grand Cayman	Rotary Int'l Conference – The conference was held in Grand Cayman – the purpose of attending was to pre-register as many Rotarians for the conference which will be held on Paradise Island at the Atlantis Resort May 6-10, 2008. Over 80 Rotarians were pre-registered – which was a record – many are looking forward to the conference. Atlantis offering room rates of $150/$165 per night at the Beach and Coral Towers respectively. A Mother's Day Brunch is also included.		CT	
5/08 In-office – Telemarketing & admin matters	Updated presentation for Vero Beach Travel Professionals Association.		CT	

5/09 Eye For Travel Conference-Miami	Attended the Eye For Travel Conference at the Hyatt Regency Hotel, downtown Miami. Conference dealt more with web-sites, online		CT	
5/10-11 Vero Beach	Bahamas presentation made to members of the Vero Beach Travel Professionals Association at their monthly meeting. Becky, Pelican Bay also presented. Sixteen agents signed up for fam to Nassau.	Arrange Nassau fam for Aug.10-12.	CT	
5/14-15 In-office – Fan Fest Meeting - Telemarketing & admin matters	Dol-Fan Fest meeting update – things are on schedule. Links are up on GBV's & the Dolphins site – nothing on Discovery's yet. Should have a report on Liberty's Booking Incentive at the next meeting schedule for 5/24.	Follow-up with Liberty on booking incentive.	CT	
5/16-18 Jacksonville	Abaco Tourist Office has been working extremely hard to develop a 'sister city' with St. Augustine's, FL. This town, rich in history dates back to the early 1700's when the Loyalists fled to the then-British colony of East Florida. After Great Britain returned Florida to Spain many relocated to the Bahamas, Abaco in particular. Historic tours, receptions for US/Bahamian Government officials, food vendors, artisans, musicians including: Elon Moxie, Avvy and Geno D, Impact Brass Band and a		CT	

	Junkanoo group all came up to make this a truly memorable week. A Proclamation was also presented to the Abaco Tourist Office. Tour & Travel conducted sales calls in St. Augustine's and Jacksonville.			
5/20-23 ITPC	This year ITPC was combined with the Wedding Symposium, which was met with some challenges. Travel agents were invited		CT	
5/24 Dol-Fan Fest Meeting			CT	
5/25 In-office – telemarketing & admin matters	Worked on Nassau fam – requested seats and rate from Continental out of WPB and accommodations from NPI on-island. - Also requested information on NBC's Travel Show in Dec. - RSVP to Sandals '2007 Unveiling Event' scheduled for June 9, 2007, in Miami. - Spoke to Carmen Cruz in reference to the South Florida Travel Expo, scheduled for Nov.16-18, 2007, at the Broward County Convention Center. Invited the Promotion Boards to join us, so	- Follow-up with Continental and NPIPB on seats and hotel rooms. - Follow-up with NPI and GBITP about their participation in the South Florida Travel Expo.	CT	

	far, BOIPB are on board.			
5/28 Memorial Day	Office closed.			
5/29-31 In-office – telemarketing & admin matters				

Leave Record:

- 5/7 Unrecorded day-off

Marketing Intelligence:

- Palm Beach Post Travel Section, May 13, 2007, dedicated to the Bahamas and the Caribbean. Section features an artist's first impression of what he saw, also made mention of the new hotel development on the islands.
-

Competition:

- Cuba's Tourism Industry Declining – tourism is the country's leading source of income, generating more than $2 billion a year. Last year, the number of visitors to the island dropped by about 100,000 to 2.2 million, short of plans to reach $2.5 million tourists. The government plans to spend about $185 million over the next three years to upgrade more than 200 resorts, golf courses, marinas and other facilities.

- Americans making Dominican Republic the number one vacation spot – due to Trump's signing up this year for a $1 billion-plus resort and residential development. This country of 9 million people already boasts over 60,000 hotel rooms and for years it focused on luring Europeans, Canadians and Latin Americans for longer stays at low-cost, all-inclusive properties. The DR has gone through a transformation – with the rest of the Caribbean becoming so expensive from land perspective that they are now in a class by itself.

Monthly Status Report
June, 2007
Department: Tour & Travel
Submitted By: Cecile Torrence

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
6/01 In-office – Telemarketing & admin matters			CT	
6/04 In-office – telemarketing & admin matters	Met with NBC6 to discuss promotional programs for the upcoming season. Discussed the Junkanoo Summer Festival.	Proposal to follow	CT/NW	
6/05 In-office - telemarketing & admin matters	Followed up with Spirit Airlines appointment.		CT	
6/06 LA Seminar – Coral Gables LA Seminar – Coral Gables	Attended the LA Seminar, Coral Gables – due to the bad weather, the numbers were not too good.		CT	
6/07 Joint Sales Calls with Bahamasair.	Met with Liberty Travel – so far, 9 Fan Fest bookings were made. Business is somewhat slow right now, but hoping that it picks up. Bahamasair to give comp air for	Follow-up for date of meeting.	CT	

	manager's meeting in Sept. Dates will have to be confirmed.			
6/08 Spirit Airlines/LA Seminar – Kendall	Meeting with Spirit Airlines went well – discussed JSF email blast, Top Pick program. LA's Seminar was better attended than the first one. Agents are very interested in taking groups over.		CT	
6/09 Sandals Unveiling - Miami	Close to 300 travel agents attende this function. The message 'Sandals Loves Travel Agents'. Agents are very pleased with doing business with Sandals. Butch Stewart was main speaker.		CT	
6/11 In-office – telemarketing & admin matters	Worked on rooming list for the Fan Fest and also working with Bahamasair on seats.		CT	
6/12 CW Meeting /Clear Channel/Gold Coast	WPB – Met with Tiffany Jackson of the CW TV Station to discuss 'Family Fun In The Sun' promotion. Promotion, scheduled to run June 25 – Sept. 3, would include on-air commercial exposure, web-site presence on the CW home-page and a coupon or special offer opportunity. Promotion to be played around shows like 'The Daily Buzz', 'Cops/Court Shows', 'What I Like/Reba', 'Friends', 'King of Queens', and so on. Total investment	Forward CW proposal for approval. KOOL 105.5 – Secure trip giveaways and roundtrip air.	CT/NW	

	$6,000, total spots fifty-seven (57). Junkanoo Summer Festival will be the highlight. Also met with Clear Stations-WPB to discuss summer promotion. 'Twenty Trips in Twenty Days' promotion to be aired on KOOL 105.5 will give listeners a chance to win a "Weekend Getaway". Another great opportunity to promote the Junkanoo Summer Festival. BTO is required to provide six (6) trip giveaways with roundtrip air. KOOL 101.5 to provide 63 live liners; 28 recorded promos, web/e-blast valued at $29,000. Was also able to secure contacts for stations on the west coast, i.e. (Naples/Ft.Myers/Tampa).			
6/13 In-office – telemarketing/admin matters	Worked on radio station proposal. Made appointments for Bahamas updates at the GoGo offices in FLL and S.Miami.		CT	
6/14 Fan Fest Meeting	Met with the Miami Dolphins key organizers for the Fan Fest, Danielle Sergeant, Jennifer Surgalski, Paul Pugh and Jason McDonough.	OLZ proposal forthcoming.	CT/NW	

	Conference call with 95.3 OLZ, an Adult Contemporary station, reaching adults 25-54 in the Naples/Ft.Myers area.			
6/15 Casual Day				
6/18-19 In-office – telemarketing/admin	Worked on 95.3 OLZ radio proposal. Four (4) promotion - station to provide a minimum of 40 live and/or recorded promotional announcements to air per week to promote TIOTB. Ten contests per week, to promote and qualify listeners to win the trip. BTO to provide four (4) trip giveaways with roundtrip air. Promotional value $33,000.00.	Contact hotel/airline to secure prize.	CT	
6/20 Sick Day				
6/21-22 In-office – telemarketing/ admin matters	Continue to work on radio promotions. Bahamasair to provide air for the KOOL 105.5 promotion and Continental to provide air for the 95.3 OLZ promotion.		CT	
6/25 In-office – telemarketing & admin matters	Secured seats on Continental for the Fan Fest, also updated rooming list.		CT	
6/26			CT	
6/27 GoGo-FLL Bahamas Updates	Bahamas Presentation to 10 agents.		CT	
6/28 GoGo-Miami – Bahamas Updates	Bahamas Presentation to 12 agents.		CT	
6/29				

Leave Record:

- Casual Day – June 15
- Sick Day – June 20

Marketing Intelligence:

- Imperial Majesty now offering 'The Perfect Four-Night Vacation' from $229 pp/do – two nights on the ship and two nights hotel accommodation. Hotels included in their packages are P I Harbor Resort, Nassau Palm Resort and Comfort Suites.

- A widely watched survey of travel trends says Florida has regained its perch as the nation's most-coveted vacation destination, a year after dropping to second place in the wake of two traumatic hurricane seasons. Six in 10 Americans have traveled at least 75 miles from home and stayed overnight somewhere during the past year. But the survey showed one change that would suggest lack of money is less of a deterrent than last year: Family budgetary considerations slipped from the second- to third-most-important reason for not traveling.

- As the Internet becomes more firmly entwined in people's lives, its use in planning travel has also increased. Sixty-six percent of leisure travelers who use airlines and stay in hotels now use the Internet to plan vacations, the survey said, and 56 percent book online. In 2000, by comparison, just 35 percent used the Internet to do travel research and 18 percent used it to make reservations.

- Airlines try to raise fares again by boosting a lot of the one-way fares up by $10. Continental raised its one-way fare in 30% of their top US markets by $5 for advanced-purchase tickets and for $10 for last-minute seats. Of course, that triggered American, Delta, Northwest, United and US Airways to match overlapping routes.

- Nassau to increase airport fee to $22 per person.

Competition:

- Carnival Cruise Lines offering 3 -7 day Caribbean cruises year-round from $229 per person.

Monthly Status Report
January, 2007
Department: Tour & Travel - Florida
Submitted By: Norma Wilkinson

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
1/1-5/07 Working vacation	• *Drove to Jupiter to collect boxes from Marthe & Jan for Shell Jewelry class in Bimini* • *Delivered boxes to G & G Shipping in Ft. Lauderdale* • *Faxed invoices to Bimini* • *Spoke to Bimini staff re: boxes, cultural center* • *Emailed Doug from Miami Heat and Erin from NPIPB back and forth re: promotions* • *Emailed and spoke to Anita Patty and Cary Kosten from WQAM re: Super Bowl radio promotion*		*NW*	*Completed*
1/8 In Office	• *Answered emails and voice mails* • *Spoke to Sharon from Atlantis re: Bahamas Theme Night and promotion with the Heat Mascot's Bernie* • *Meeting with Cary from WQAM re: finalizing plans for the betting seminar and golf outing in Nassau before the Super Bowl* • *Tour & Travel Team meeting (Jennifer called in)*		*NW*	*Ongoing*
1/9 In Office	• *Monthly report* • *Coded all bills (Magic, Super Bowl, WQAM, Tour & Travel shows, etc)* • *Conference call with Ken and Rita from the Super Bowl Host Committee re: POP for Publix and VIP Reception* • *Spoke to staff in the Bimini Office*		*NW*	*Completed*
1/10 In Office	• *Met with Andrew & Mike Pramshafer from Cable Beach re:*		*NW*	*Completed*

	WQAM promotion • *Emailed newsletter to Miriam, Glenda, Brian to critique before blast* • *Answered all emails, voice mails, etc.*			
1/11 In Office	• *Worked with Andre and Anita to get FMA's on home page of the website* • *Worked on WQAM promotion* • *Worked on VIP reception* • *Worked on Calendar of events for T & T*		*NW*	*Completed*
1/12 In Office	• *Walk through of the Carnival Performing Arts Center for the SB VIP Reception* • *Spoke to Sharon from Atlantis re: conference call with the HEAT* • *Numerous other office duties*	• *Assigned Cecile to work with team because of NTW* • *Working with Sharon on Bahamas Theme night*	*NW*	*Ongoing*
1/14-17/07 Aruba	• *Attended CHA in Aruba – very informative and interesting.*		*NW*	*Completed*
1/18-19/07 In Office	• *Dol-fan Fest meeting* • *Team meeting to discuss VIP reception* • *Conference call with Tiffany & Casey from The New CW T.V. station in WPB* • *Conference call with SBHC re: Media parties, VIP reception, etc.* • *Lunch meeting with WQAM re: promotion*	• *A follow up meeting is planned for after the Super Bowl* • *Follow up on proposal from CW Palm Beach*	*NW*	*Ongoing*
1/22-23/07 In Office	• *Conference call with HEAT & Atlantis re: Bahamas Theme Night scheduled for 3/5/07* • *Spoke to Sharon from Atlantis re: setting up conference call with Orlando Magic*	•	*NW*	*Ongoing*
1/24-26/07 Nassau	• *National Tourism Week* • *Met with Executive team re: Super Bowl* • *Had to come up with additional ideas for promoting the Bahamas during the week leading up to SB*	• *Earl, Anita, & I came up with the idea of a Bahamas Super Bowl Sun Set Cruise, featuring a couple of our Bahamian NFL players (we had Alex Smith, Tampa Bucks, & Devard Darling, Baltimore Orioles). We also had two Bahamian police officers, Miss Bahamas Universe and Avvy Bahamian artist at Cacique.* • *The purpose of the cruise was to*	*NW*	*Completed* *Ongoing*

Monthly Status Report
March, 2007
Department: Tour & Travel - Florida
Submitted By: Norma Wilkinson

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
3/1-3/2/07 In Office	• *Worked with HEAT Org. in finalizing plans for the theme night* • *Did expense report* • *Answered emails & voice mails* • *Received call from Minister Wilchcombe to work with Nat Moore on Canon Florida Classic party, auction, & golf tournament*	*Email various hotels for trip giveaways for the Canon Florida Classic*	*NW*	*Completed*
3/5 Bahamas Theme Night at The Miami Heat Game	• *Worked with Doug in getting wrist bands for BTO attendees* • *Worked on getting Avvy's invoice to Nassau for payment and in getting Avvy to the arena to perform*		*NW*	*Completed*
3/6-3/7/07 In Office	• *Working on theme night at Orlando Magic with Jennifer Gardiner and Derek Houston* • *Office duties*		*NW*	*Completed*
3/8/07 Chamber of Commerce Meeting in Palm Beach	• *Expected to be a networking meeting. Attendees were all old retirees who felt Palm Beach was Paradise* • *Assisted Bimini Tourist Office in ordering t-shirts and trophies for their Women's tournament*	*There was actually very little or no networking opportunity at the Chamber of Commerce meeting in Palm Beach. I recommend we do not renew our membership. We have better networking opportunities with the sports teams partners*	*NW*	*Completed*
3/9/07 In Office	• *Worked on trips for Canon Florida Classic – was able to get two from Cable Beach and one from Pelican Bay Resort for the auction and register to win.* • *Hilda James and Rosie Gomez attended*	*Alumni from various sports teams attending the party. Good networking opportunity. Nat Moore will work with Earl Miller in spearheading the golf tournament at the upcoming Dol-Fan Fest*	*NW*	*Completed*
3/12-15/07	• *Worked on budget for Tour &*	*See grids for evaluations.*	*NW*	*Completed*

In Office ***Palm Beach Women's Show***	*Travel* • *Worked on budget for Bimini* • *Answered emails, voice mails, etc.* • *Updated grid for sports contracts* • *Added evaluation to grids* • *Assisted Cecile in setting up booth for the Women's show in Palm Beach* • *Paid and collected t-shirts and trophies from Joey Johnson in Palm Beach for Bimini Office*			
3/16/07 ***In Office*** ***Palm Beach Women's Show***	• *Dropped off boxes at Bimini Island Air for Bimini Tourist Office* • *Meeting with committee re: updates, evaluation, recommendations on sports contracts* • *Worked Palm Beach Women's Show until 8:00 p.m.*		*NW*	*Completed*
3/17-18/07 ***Palm Beach Women's Show***	• *Worked Palm Beach Women's Show with Cecile Torrence on Saturday evening and Sunday morning*	*See Cecile's report re: Women's Show in Palm Beach. In my opinion it was a steady high end crowd, pro Bahamas, there were spots of lull periods around closing time on Friday*	*NW*	*Completed*
3/19/07 ***In Office***	• *Meeting with Sun Sports/FSN Network (television station)* • *Dol-Fan Fest meeting* • *Spoke to Jennifer and Cecile re: proposed budget*	*Anita and I met with Leslie Del-Rio and Michael Elberg from Sun Sports/FSN television to discuss promotional opportunities with the Bahamas. A follow up meeting will take place 3/26/07* *Dol-Fan Fest meeting included: Norma, Bridgette, Leah, Hilda, Andre, Anita, Charles and Betty (called in). Absent were Cecile, Earl, Richard, David, and Leonard. Please see attached grid up details. Next meeting scheduled for 3/28/07*	*NW*	*Ongoing*
3/20-21/07 ***In Office***	• *Meeting with Karen from 103.5 FM (The Beat radio station)* • *Budget meeting with Val and Glenda. Put budget on BTO's grid* • *Answered email and voice mails* • *Attended the Sr. Managers meeting*	*Anita, Matella and I met to explore opportunities with The Beat. A proposal will follow.*	*NW*	*Ongoing*
3/22-25/07 ***Orlando***	• *Meeting with Spirit Vacations* • *Meeting with GoGo Tours* • *Meeting with Tour & Travel team that also included Matella and Pet* • *Meeting with Derek Houston and Casey Cole from the Orlando Magic* • *Bahamas Theme Night at Orlando*	*Please see Jennifer's report on the meetings, which in my opinion went well. Spirit Vacations staff were very receptive and eager to work with us despite the fact that their service stops 4/30/07.* *Tinker at GoGo was also pro Bahamas and was excited about the incentive*	*NW & team*	*Ongoing*

	Magic Game	*program.* *See Jennifer's report re: Meeting with Orlando Magic's staff.* *Theme night was good. The Bahamas got a lot of mentions throughout the night. Fans were not as receptive as the South Florida Fans and felt skeptical about signing up to win a trip to the Bahamas. The dancers and Avvy's performance were the highlight of the evening.*		
3/26-29/07 ***In Office***	• *Orientation with Pet Hanna* • *Follow up meeting with FSN & Sun Sports stations* • *Checked Indusa's stats and stock market* • *Meeting with Skyview International Radio station from AZ.* • *Dol-Fan Fest meeting* • *Meeting with Sope Aluko from Multi Marketing Group* • *Office duties* • *Monthly report*		*NW*	*Completed* *Ongoing*

Marketing intelligence:

Booking stats on Indusa shows that 95% of the .com booking engines was up over the regular travel agent bookings including Expedia.com, Travelocity.com, and Orbitz.com, who led the list. Bookings for the entire Bahamas, however, was down. Please note: the Dow Jones Industrial Average (stock exchange) fell over 400 points at the end of February, beginning of March. The new passport initiatives were introduced January 23, and gas prices rose at the pump (reflecting in airline tickets, fuel for boats, etc).

Monthly Status Report
May, 2007
Department: Tour & Travel - Florida
Submitted By: Norma Wilkinson

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
5/1/ In Office	• *Meeting with 103.5 Radio to discuss promoting Junkanoo Summer* • *Conference call with Bridgette King and Punch communications re: banner ads for on-line ads at various newspapers* • *Packed supplies for the Agent@home show* • *Completed monthly report and submitted same*	*Follow up meeting required with 103.5 The Beat.* *Continue to work on Dol-Fan Fest to GBI*	*NW*	*Ongoing*
5/2/ Off	• *Bimini for election*		*NW*	*Completed*
5/3/	• *Agent@home Show at Signature Grand Hotel*	*Excellent show with some 90-100 agents who expressed genuine interest in the vendors information*	*NW*	*Completed*
5/4 In Office	• *Worked on getting background Bahamian music for the radio ads on 790 and 560* • *Worked on list of participants for the Fest*		*NW*	*Completed*
5/7, 8, 11, In Office	• *Worked on getting the Dolphins Cheerleaders to Bimini for the Bimini Bash* • *Worked on getting fishing permits for five privates tournaments being held in Bimini*		*NW*	*Completed*
5/9, 10 Eye for Travel Conference	• *Attended the EyeforTravel Conference at the Hyatt Regency in downtown Miami. The Conference was very informative, but geared more towards the e-commerce and IT departments. Speakers addressed marketing on-*		*NW*	*Completed*

	line and used computer terms and jargon throughout the conference. We were able to network with other participants and gather information from vendors re: e-blast and mobile marketing			
5/14-16 In Office	• *Dol-Fan Fest meeting with Kerry, Bridgette, Anita, and Cecile. Kerry is a little more relaxed with the preparation for the fest* • *Tour & Travel Florida inter-department meeting* • *Updated Dol-Fan Fest grid* • *Continued to work on getting the Dolphins cheerleaders to Bimini* • *Worked on Bimini's NFT flyer* • *Conference call with Danielle Sergeant re: fest* • *Assessment of Jennifer, Cecile, & Nadia* • *Prepared expense report* • *Worked with Andre to get flyers for flotilla and fly-in*		*NW*	*Ongoing/completed*
5/17, 18 Casual days			*NW*	*Completed*
5/20-23 ITPC	• *Attended ITPC at Atlantis, P.I. The conference was well attended. I escorted Rusty McNeal from Jet Blue Vacations around P.I. and Nassau on Monday and worked with Glenda, Cecile, and Jennifer on appointments on Tuesday*		*NW*	*Completed*
5/24, 25 In Office	• *Dol-Fan Fest Meeting and conference call* • *Updated the Dol-Fan matrix* • *Meeting with Cary Kosten from WQAM* • *Conference call to Dolphins Org.*		*NW/Bridgette/Cecile*	*Completed*
5/29-31 In Office	• *Continue to work on Dol-Fan Fest. Asked Andrea to assist with direct mailing and email blast* • *Worked on monthly report* • *Worked on expense report*		*NW*	*Completed*

Monthly Status Report
June, 2007
Department: Tour & Travel - Florida
Submitted By: Norma Wilkinson

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
6/1/ In Office	• *Office duties*		*NW*	*Completed*
6/4 - 6/8 In Office	• *Various office duties including meetings throughout the week with NBC6, Dolphins Org., and Spirit Airlines*		*NW*	*Completed*
6/11 – 6/15	• *Meetings in WPB with CW Television station and Clear Channel radio station. Internal Dol-Fan Fest meeting.* • *Worked with Ely and Martella in getting a 5 minute spot on NBC6 South Florida Today Show to be aired 6/20* • *Attended co-op meeting with Kerry Fountain, Bridgette King and Discovery Cruise Line* • *Various office duties*	*Will continue to work with CW channels 15, 34 & 48"Fun in the Sun" Summer program.*	*NW*	*Ongoing*
6/18 – 6/22 In Office	• *Attended Co-op meetings with Kerry and Bridgette and the decision makers from Certified, Future, Delta and Continental Vacations* • *Various office duties and meetings including working on Dol-Fan Fest*		*NW*	*Completed*
6/25 Casual			*NW*	*Completed*
6/26 – 29 In Office	• *Various office duties including monthly report, budget, matrix, and itinerary for Dol-Fan Fest*		*NW*	*Ongoing*

Monthly Status Report
May, 2007
Department: Aviation Department
Submitted By: Keith Gomez

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Chicago Area Pilots Fly-In	*April 28- May 6 Chicago Area Pilots visited various Islands of The Bahamas led by Bahamas Ambassador Lou Nistler. Pilots visited Out Island destinations including Eleuthera/Harbour Island, Staniel Cay & Long Island. Pilots were also treated to the NAS/PI experience for the first two days of the overall experience.*	*Follow up to include extensive promotion in Greater Chicago area to increase attendance and awareness of Bahamas Ambassador program and the experience offered.*	*Aviation Dept.*	*2008*
Venice Beach Fly-In	*Pilots from Venice Beach region visited for the first time May 4-6 in Treasure Cay, Abaco Island. Led by Ambassador and long time visitor to TIOTB William Sabilski, aviators loved the experience offered on Abaco Island. During visit pilots and family also able to experience Green Turtle Cay Festival – a treat!!*	*. Continue to liaise and foster the interest in flying The Bahamas from this region. Former Aviation Specialist Greg Rolle has extensively visited and promoted the flying experience to the aviation community in this region; due to his tireless efforts the result was a first time visit encompassing 20+ persons and 14 planes. AND the participants plan another trip to TIOTB within this calendar year!!!*	*Aviation Dept.*	*2007*
IFP Planning meeting	*Held at show site for EAA/Airventure the planning meeting finalized placement of booth location and responsibility of each partner. Also discussed with detail was security in place - being that EAA/Airventure attracts more than 800,000 aviation enthusiast emphasis was placed on awareness of our surroundings. Hotel reservations and parking allotments were discussed and TIOTB has secured four (4) parking passes for the show duration.*	*Final conference call for IFP members slotted for 2pm June 5th to finalize any last minute details and see is there are any changes.*	*Aviation Dept.*	*2007*
Cessna Sky Masters Assoc.	*Held on Grand Bahama Island May 16-18, the group totaled more than 50*	*Follow up with group coordinator to create annual event and present alternate*	*Aviation Dept*	*2008*

	persons and 20+ planes and held a meeting day at Our Lucaya Resort on the 17th. Most of the accommodations were at Pelican Bay Hotel where pilots took advantage of the "Suite" experience at this resort. GBITB did outstanding job assisting group with their needs.	*destinations and experiences.*		

Monthly Status Report
July, 2007
Department: Aviation Department
Submitted By: Keith Gomez

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Oshkosh Follow up	*Coordinated Shipping with Jeff Mohr (Friend of The Bahamas). Confirmed Radio interview for team with IFP.*	*Arrival Scheduled for July 21st with Carlton Sands to ensure booth setup and display*	*Aviation Dept.*	*October 2007*
				April 2007
Black Pilots Assoc.	*Follow up with Derek Grier (group coordinator) and BOIPB rep Anthony Stuart to ensure destination fits groups wants/needs*	*Attend planning meeting with BOIPB to group membership August 3-4, Atlanta, GA. Expected attendance at meeting 120 persons.*	*Aviation Dept.*	
				2007
Sales call	*Visited with Banyan Air Svcs. Leadership to ensure consistent supply of Bahamas Aviation collateral. Frequent requests for collateral support initiated this call.*	*Continued liason with this VERY important Friend of The Bahamas to ensure they have all the collateral support needed to promote the aviation experience offered in The Bahamas. Followup call next month to deliver immigration cards and plan future Bahamas aviation promotions.*	*Aviation Dept.*	

Monthly Status Report
February, 2007
Department: Aviation
Submitted By: Keith Gomez

Initiatives	Status	Next Step	Responsibility	Due Date
EAA Airventure/Federal Pavillion	*Participated on EAA Airventure conference call to coordinate Federal Pavillion participation with Government partners at Oshkosh,WI*	*Conference call in early March to further coordinate strategy and placement of Booth in Federal Pavillion; and attend planning meeting in May for walkthrough*	*MOT*	*2007*
Bahamas fly-in	*Worked on organizing ambassadors to coordinate fly-in schedule for 2007, securing rates, itineraries*	*Continue oversight of ambassador program to ensure smooth operation of Bahamas Fly-in program and increased participation*		*2007*
Air Journey	*Coordinated with Thierry Pouille to ensure successful Air Journey/Treasure Hunt*	*Continued support i.e., Immigration cards, Customs forms to ensure successful participation*	*MOT*	*2007*
Banyan Air	*Secured participation at Banyan Air for Open House/Aviation Day where TIOTB will receive exposure from pilots and professionals in aviation industry*	*Setup for Aviation Day March 2-3with banner and table display promoting flying experience offered in TIOTB*	*MOT*	*March 3, 2007*
Bahamas Fly Ins	*Continued coordination to ensure Ambassadors have accurate information (hotel rates, meal plans, forms, etc.) to successfully promote fly in experience*	*Continued follow up with participating hotels and coordination with Ambassadors to promote each fly in successfully*	*MOT*	*2007*
RCO's	*Phone conference with Civil Aviation and electrical contractors to have RCO's installed to airport UPS*	*Continue to liase with Civil Aviation to ensure installation is done in TIMELY fashion*	*Civil Aviation*	*ASAP*

Sports Tourism /Competitive sports
Monthly Report
January|February 2007
By: Pauline Davis Thompson

Initiatives	Status	Next Step	Responsibility	Due Date
PUBLIX FAMILY FITNESS WEEKEND	*Currently in negotiation for a new and improve contract for this event. Suggested that we change the current dates to a new*	*The Economic Impact on the Island of Grand Bahama, will be great this year because this event is now position better. The athletes and*	*The promoters of this event will like to continue hosting this event in Grand Bahama. They are in the*	*June 9-10, 2007*

	date that will allow us to avoid the Hurricane season. With a new date change we will be able to fulfill our mandate of putting more bodies in bed.	*family members will no longer have to worry about coming to the Bahamas during Hurricane season. We will be able to attract more visitors for this event.Television coverage for this event will be in some 20 million homes. Six Hundred (600) Publix grocery stores in South Florida will have POS.*	*process of trying to secure the Ironman Triathlon. This event has a lot more media coverage and is the king of Triathlon..*	
EXCLUSIVE SPORTS BEACH VOLLEY BALL	*We receive a new tentative proposal for this event.. This event date was also change to help us to get more bodies in bed.*	*Continuing our efforts to get information out to the Sporting World that The Islands of The Bahamas is committed to Sport Tourism and that we are not just giving lip service. This event will give the Island of Grand Bahama international television, magazine, and print coverage. While putting bodies in bed. A one hour TV show on the event will be shown all over the United States Some twenty million plus household will see this event..*	*On-going*	*September 1-3 2007*
IAAF General Meeting	*While attending the IAAF General Meeting in Germany in September. Opportunity to host the Women in Sports Seminar came up. The event started some four years ago. This year event was hosted in Japan and it was well attended.*	*Still working on this event.*	*On-going*	*August 2009*
Caribbean VS The WORLD Relay Championship	*Plans for the Caribbean VS the World Relay Championship is on hold. Still waiting for Track repair confirmation.*	*Went to Grand Bahama and saw the Track this Track is in no condition to host a major International event. The GBAA told me that all request for the repair of the Track was sent to the proper authorities in Nassau and that they are waiting for the approval to fix the Track.*	*On-going*	*May 2008*
International Distance Classic Triathlon Series-Championship	*This is a new event that we trying to bring to Grand Bahama. This event has great international following*	*The series of this event that will be held in Grand Bahama will be the Championship Series All athletes participating in this event around the United States will have to come to Grand Bahama for the championship Final.*	*On-going*	*October 27-28, 2007*

Monthly Status Report
February, 2007
Department: Sports

Submitted By: Jameica Duncombe

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
February 2 Mark Wahlberg Superbowl Charity Event.	*Event was held at Club Ink in South Beach. The event was hosted by Walt Disney for the re-release of movie "Invincible" staring Mark Wahlberg. The Mark Wahlberg Foundation allowed the MOT to put brochures of The Bahamas into the give away bags that were given to only VIP guests. Met Mark Wahlberg who is interested in having his golf tournament in The Bahamas. Have been working on project since August 2006 and looking for major support to be able to host the event in The Bahamas.*	*Have received several phone calls regarding golf in The Bahamas because of the information given at the event. Looking at Abaco Club Golf Course at Winding Bay as host site. Wahlberg group interested in another site for golf tournament. Organize a site inspection for Mark Wahlberg at the Four Seasons*	*Jameica Duncombe*	*TBA*
February 4-10 Sports Tourism Workshop	*Intense workshop with the Bahamas Golf Federation regarding the status of the golf courses that exist in Nassau and Grand Bahama. Main concern for tourist traveling to play golf in The Bahamas is the cost of play. Average $120-$300. The BGF building a Par 3 golf course and driving range however concerns for the upkeep and maintenance to the course.*	*Create a golf council which will include various hotelier, golf directors, and BGF members.*	*Jameica Duncombe*	*July 2007*
February 12	*In Office*		*Jameica Duncombe*	
February 13	*In Office*		*Jameica Duncombe*	
February 14	*In Office*	*Working on www.golf.bahamas.com website. Needs to be updated and more information needs to be added.*	*Jameica Duncombe*	
February 15	*In Office*		*Jameica Duncombe*	
February 16	*In Office*	*Sports Tourism Team Meeting*	*Jameica Duncombe*	
February 19	*In Office*		*Jameica Duncombe*	
February 20	*In Office*		*Jameica Duncombe*	
February 21	*In Office*	*Conference call with Ronald Swanson of Remax Longest Drive Competitions. Looking to bring event to the Bahamas because of travel convenience for competitors and spectators. . Atlantis already looking host event with cooperation from MOT.*	*Jameica Duncombe*	*October 2007*

		Event is being moved from Punta Cana, Dominican Republic.		

Monthly Status Report
FEBRUARY, 2007
Department: SPORTS TOURISM
Submitted By: LEONARD STUART

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
SPORTS TOURISM TEAM TRAINING WORKSHOP WESTIN OUR LUCAYA GRAND BAHAMA ISLAND/ WHYNDAM RESORT & CASINO NASSAU BAHAMAS UNDERSTANDING TOURISM TODAY AND PREPARING FOR TOMORROW	*Workshop with Federation took the format.* *1.Opening Overview of Sports* *2.Sports Bahamas Overview Presentation* *.3Federation and its Involvement for SportsTourism.* *.Focus on creating the experience* *.Focus on selling the experience* *.Focus on delivering the experience*	*The purpose of the Workshop was to promote and develop Sports Tourism in the Bahamas. The imput from the Federation was very fitting and timely as they all state their cases and look forward to working with Sports Tourism team to promote the Bahamas.*	*SPORTS TOURISM TEAM*	*FEB 5-10*
EXCLUSIVE SPORTS MARKETING	*Meeting with Christopher Colgan and Steve Tebon from Exclusive sports for the purpose of their proposal to have three major sporting events for the Bahamas.* *1Publix family Fitness weekend June 9-10* *2.Zephyrhills Beach Volleyball tour Sept 1-3* *3. International Distance classic triathlon Series Championship Oct 27-28*	*To look at how the Sporting Team can benefit from all major events from Exclusive Sports Marketing.*	*Sports Team*	*Ongoing*
ROYAL BAHAMAS POLICE FORCE & THE CITY OF MIAMI POLICE DEPARTMENT PRESENT THE FINAL CHAPTER BASKETBALL TOURNAMENT NASSAU BAHAMAS	*This is the third game that will be played,The first game in Nassau The Royal Bahamas Police won,the second game in Miami The Miami Police won.On going talks with Miami police Willard Delancy and Nassau Polices Mrs,Sands,Ms, Mckenzie and Darvey Pratt.* *Date: Saturday 17th March, 2007* *Time: 5:00 pm* *Place: Sir Kendal Issac Gymnasium.* *Proceeds to benefit Police Summer youth program*	*The economic impact for this event 30 room nights so far confirned at hotel.The Bahamas will be shown to local back in the USA via internet/cable live game from the Bahamas,show case the battle of the bands the Bahamas Defence Force vs the Royal Bahamas Police force band at halg time .*	*Leonard Stuart*	*Mar 17* *Ongoing*
BAHAMAS YOUTH	*The curriculum with the NFL/ National*	*Met with Lalisa Anthony who have made*	*Leonard Stuart*	*Ongoing*

FOOTBALL COACHES CLINIC March 9-11, 2007 GRAND BAHAMA ISLAND	*Footthall Foundation,s Coaching Academy.This is the clinic that has been sponsored by the NFL for youth football coaches for four years.The NFL is now looking to go globally and this is a great opportunity for the Bahamas to take advantage for our coaches to be properly train at no cost to us.This is the first step that we take in order to have football for the Bahamas and to have teams play their games in the Bahamas with the help from the NFL who have spend Millions of dollars for the development of youth football.*	*trips to the Bahamas and spoke with schools and coaches about the NFL YOUTH FOOTBALL is Regional Director NFL HIGH SCHOOL/ JUNIOR PLAYER DEVELOPMENT, along facilitators will be Retired NFL player Maurice Douglas[Chicago Bears and N.Y.Jets] currently a High School head football coach at trotwood-Madison.Ohio.Also joing him will be two assistance coaches from Akron Buchtel High school- Jeff Smith and Kevin Thomas.*		

February 2007
Monthly Report

Eldece Clarke (Ms.)
Sports Tourism

Event: Sports Tourism Workshop
Venue: Whyndam Crystal Palace & Casino
Date: February 8- 10, 2007

In an effort to promote and develop Sports Tourism in the Bahamas, we hosted a forum-style workshop that was held at the Nassau Resort & Crystal Palace Casino.
We were very successful in having presenters from several sporting Federation/Association. They presented on their involvement as it is relates to Sports Tourism.

Attendance:

Danny Sumner	**Body Building & Fitness**
Antoine Sealy	**Bahamas Soccer/Football Federation**
Greg Hackshaw	**College of the Bahamas**
Fred Sturrup	**Nassau Media/ Bahamas Boxing Association**
Romel Knowles	**Bahamas Softball Federation**
Mike Sands	**Bahamas Association of Athletic Association**
Melvin Adderley	**Bahamas Hot Rod Association**

The Sports Tourism Team did a site inspection and island tour of sporting facilities in Nassau.

Event: Meeting
Venue: Johnny Canoe Restaurant, Cable Beach
Date: February 20, 2007

Attendance
Greg Hacksaw
Glenda Johnson
Greg Rolle
Eldece Clarke

Mr. Hacksaw stated that the development of intercollegiate athletics at College of Bahamas opens the door to new and exciting opportunities in Sports Tourism. Implementing a Sports Tourism Intercollegiate Tour will provide an economic boost by doubling the number of potential home contests. Thus generating a great economic income during the time of visit.

If Sports Tourism is implemented in The College of the Bahamas Program it will:

1. Increase media coverage and Marketing opportunities
2. Attract more first time international visitors
3. Guarantee a steady stream of Tourism during the "shoulder season"
4. Keep the Bahamas on the minds of potential tourist

Event: Meeting
Venue: Ministry of Youth, Sports & Housing
Date: February 20th, 2007
Topic: Sports Tourism as it relates to Ministry of Sports

Attendance:

Hon. Neville Wisdom	**Minister of Youth, Sports, Housing**
Mrs. Alia Greene	**Permanent Secretary, Ministry of Youth, Sports & Housing**
Mr. Martin Lundy	**Director of Sports, Ministry if Youth, Sports & Housing**
Ms. Glenda Johnson	**Ministry of Tourism**
Mr. Greg Rolle	**Ministry of Tourism**
Ms. Eldece Clarke	**Ministry of Tourism**

Casual days - February 23rd & 26th 2007

Sports Tourism /Competitive sports
Monthly Report
MAY 2007
By: Pauline Davis Thompson

Initiatives	Status	Next Step	Responsibility	Due Date
PUBLIX FAMILY FITNESS WEEKEND	*A new contract has been successful negotiated. For this event, And we change the current dates to a new date that will allow us to avoid the Hurricane season. With this new date we will be able to fulfill our mandate of putting more bodies in bed.*	*The Economic Impact on the Island of Grand Bahama, will be great this year because this event is now position better. The athletes and family members will no longer have to worry about coming to the Bahamas during Hurricane season. We will be able to attract more visitors for this event. Television coverage for this event will be in some 20 million homes. Six Hundred (600) Publix grocery stores in South Florida will have POS.*	*This Event was approved and will be held on The Island of Grand Bahama*	*June 9-10, 2007*
EXCLUSIVE SPORTS BEACH VOLLEY BALL	*We receive a new tentative proposal for this event.. This event date was also change to help us to get more bodies in bed.*	*Continuing our efforts to get information out to the Sporting World that The Islands of The Bahamas is committed to Sport Tourism and that we are not just giving lip service. This event will give the Island of Grand Bahama international television, magazine, and print coverage. While putting bodies in bed. A one hour TV show on the event will be shown all over the United States Some twenty million plus household will see this event..*	*Shelved*	*September 1-3 2007*
IAAF General Meeting	*While attending the IAAF General Meeting in Germany in September. Opportunity to host the Women in Sports Seminar came up. The event started some four years ago. This year event was hosted in Japan and it was well attended.*	*Still working on this event. The fact that I am now running for the IAAF Council and when I am successful. It will help to further us get this event.*	*On-going*	*August 2009*
Caribbean VS The WORLD Relay Championship	*Plans for the Caribbean VS the World Relay Championship is on hold. Still waiting for Track repair confirmation.*	*Went to Grand Bahama and saw the Track this Track is in no condition to host a major International event. The GBAA told me that all request for the repair of the Track was sent to the proper authorities in Nassau and that they are waiting for the approval to fix the Track.*	*On-going*	*May 2008*
International Distance Classic Triathlon Series-	*This is a new event that we trying to bring to Grand Bahama. This event has great*	*The series of this event that will be held in Grand Bahama will be the Championship Series*	*Shelved*	*October 27-28, 2007*

Championship	*international following*	*All athletes participating in this event around the United States will have to come to Grand Bahama for the championship Final.*

Sports Tourism /Competitive sports
Monthly Report
JUNE 2007
By: Pauline Davis Thompson

Initiatives	**Status**	**Next Step**	**Responsibility**	**Due Date**
PUBLIX FAMILY FITNESS WEEKEND	*A new contract has been successful negotiated. For this event, And we change the current dates to a new date that will allow us to avoid the Hurricane season. With this new date we will be able to fulfill our mandate of putting more bodies in bed.*	*The Economic Impact on the Island of Grand Bahama, will be great this year because this event is now position better. The athletes and family members will no longer have to worry about coming to the Bahamas during Hurricane season. We will be able to attract more visitors for this event. Television coverage for this event will be in some 20 million homes. Six Hundred (600) Publix grocery stores in South Florida will have POS.*	*This Event was approved and was held on The Island of Grand Bahama on June 9-10, 2007.At the begin of this event things started out well,but on Sunday June 10,2007 things got off to a bad start. First of all two of Exclusive Sports Marketing personnel sustain injuries. One of them minor and the other major. As a matter of fact Scott the worker that sustain the major injury is still in a coma. The Police never showed-up for the event and a lot of the athletes had to bike and run around traffic and also endure slurs from the car drivers. The volunteers did not show-up and this created a lot of problems for us. I believe because Grand Bahama had so much stuff going on that weekend help to create an unsafe environment for the event. Some one hundred and twenty athletes showed up. Total overall hotel guest was in the two hundred range. This event was approved two month before the event date. I believe in-order for us to have a successful Sporting event we must approved all events in a timely manner.*	*June 9-10, 2007*
EXCLUSIVE SPORTS BEACH VOLLEY BALL	*We receive a new tentative proposal for this event.. This event date was also change to help us to get more bodies in bed.*	*Continuing our efforts to get information out to the Sporting World that The Islands of The Bahamas is committed to Sport Tourism and that we are not just giving lip service. This*	*Shelved*	*September 1-3 2007*

		expose the Bahamas and the new developments in the Bahamas to the press, tour operators, and travel partners. Neville Wisdom, Minister of Youth, Sports & Housing also attended. Everyone was totaling impressed.		
1/29-31/07 In Office	• *Worked with committee & team on list of persons to invite to the VIP Reception and boat cruise. Invited hotel properties Atlantis, Stella Maris, Fernandez Bay, Pelican Bay, Winding Bay, Abaco Beach, and Bimini Bay.* • *Worked with Nalini on getting a plane to pull the Bahamas message* • *Called VP of Kangaroo T.V. however, they were not doing any promotions with the SB* • *Earl tried to get IPODS with Bahamas message, his contact had a family emergency* • *Coded all invoices and faxed and mailed to Nassau for payment*	• *The plane flew around the boat and South Beach on Saturday, but was unable to fly on Sunday because of bad weather. They will fly around the Miami International Boat Show to make up.*	*NW*	*Completed*

Monthly Status Report
February, 2007
Department: Tour & Travel - Florida
Submitted By: Norma Wilkinson

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
2/1 – 2/2/07 In Office	• *Worked on different Super bowl projects* • *Other office duties*		*NW*	*Completed*
2/5 – 2/9/07 In Office	• *Lots of office duties (too many to list)*		*NW*	*Ongoing*
2/12 – 12/16 Fam trip	• *Fam trip to Long Island, Cat Island, Exuma* • *Comprehensive report & evaluation will follow when I have completed all of the islands*		*NW*	*Completed*
2/20/07 In Office	• *Office duties*		*NW*	*Completed*
2/21 – 2/23/07 Mascots' trip to Atlantis	• *Escorted the mascots and a dancer from the Miami Heat and the Orlando Magic to Atlantis to shoot scenes at The Cove*		*NW*	*Completed*
2/26-28/07 In Office	• *Emailed DHL & Spirit re: continuing joint promotions in 2007* • *Worked on newsletter* • *Finalized plans for the Bahamas Theme Night* • *Met with Carey from WQAM re: makeup promotion* • *Answered voice mails, emails, etc.* • *Coded invoices for payment* • *Did expense reports* • *Updated grid for super bowl* • *Updated Florida initiatives* • *Orientation with DeJewel* • *Other office duties*		*NW*	*Ongoing*

		event will give the Island of Grand Bahama international television, magazine, and print coverage. While putting bodies in bed. A one hour TV show on the event will be shown all over the United States Some twenty million plus household will see this event..		
IAAF General Meeting	*While attending the IAAF General Meeting in Germany in September. Opportunity to host the Women in Sports Seminar came up. The event started some four years ago. This year event was hosted in Japan and it was well attended.*	*Still working on this event. The fact that I am now running for the IAAF Council and when I am successful. It will help to further us get this event.*	*On-going*	*August 2009*
Caribbean VS The WORLD Relay Championship	*Plans for the Caribbean VS the World Relay Championship is on hold. Still waiting for Track repair confirmation.*	*Went to Grand Bahama and saw the Track this Track is in no condition to host a major International event. The GBAA told me that all request for the repair of the Track was sent to the proper authorities in Nassau and that they are waiting for the approval to fix the Track.*	*On-going*	*May 2008*
International Distance Classic Triathlon Series-Championship	*This is a new event that we trying to bring to Grand Bahama. This event has great international following*	*The series of this event that will be held in Grand Bahama will be the Championship Series All athletes participating in this event around the United States will have to come to Grand Bahama for the championship Final.*	*Shelved*	*October 27-28, 2007*
Ironman Triathlon	*This is a new event that we are trying to bring to Grand Bahama. This event has great International Media Coverage and following. The best athletes in the World competes at this event*	*Our mandate of putting bodies in bed will no doubt be fulfill by this event. Plus we will get world Coverage to send a message that the Bahamas has a great Sport Tourism Product. And we invite the World to come and sample it.*	*Waiting for Approval*	*March 2008*

Monthly Status Report
January, 2006
Department: Sports
Submitted By: Jameica Duncombe

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Meeting and Sales Calls: Lake Mary, Florida Mike Lewis, Jim Thorpe, Jim Barfield	*Visited 2 private golf courses: Alaqua Golf and Country Club; Heathrow Golf and Country Club Met with Golf Directors of both courses to create future potential business for The Bahamas*	*Alaqua and Heathrow both have affluent members and several PGA, Champions Tour and LPGA Tour Professionals. Will add Alaqua and Heathrow's Golf Directors on contact list for later business opportunities, including tournament participation*	*Jameica Duncombe*	*January 3-5*
Meeting: Bonaventure Golf Director, Chris Baetzel	*In May 2007, Bonaventure will be traveling to play in the employee golf tournament. This is usually a 2 day event which will consist of 36 holes per day. Approximately 20 golfers.* *Group looking to change location from Florida. Grand Bahama to be possible site for next employee trip.*	*Arrange meeting with Sales & Marketing Manager of the Sheraton and the Golf Director of the Lucayan Golf Courses. Create packages.*	*Jameica Duncombe*	*January 8*
Weston Hills Golf Course	*Meeting with the organizer of the mini Pro-Am Steve Leibman, who would like to continue bringing groups to Grand Bahama. The amateur golfers are all extremely well-to-do persons who are constantly looking to travel specifically for golf and gambling.*	*To bring a group to The Four Seasons Golf Course in Exuma. Must make special arrangements with the casino for the group. (Casino does not allow high bets)* *To organize a mini Pro-Am at least 4 times per year to Grand Bahama.* *Due: March, July ,October December*	*Jameica Duncombe*	*January 9*
In Office				*January 10*
In Office				*January 11*
January 12 Golf with Senior PGA Tour Professional Jim Thorpe in mini Pro-Am	*The Pro-Am allowed the opportunity to network with those affluent business persons who travel and play golf regularly. Was able to introduce*	*Add to contact database for future tournament invites*	*Jameica Duncombe*	*Ongoing*

	interested persons who were not familiar with The Bahamas.			
In Office	*Meeting with Kermit Romer*	.	*Jameica Duncombe & Sports Tourism Team*	*January 16*
Meeting with golf professional Raul Cendoya	*Group of 20 that usually travel to N.C in June on a golf trip for a week. Looking to relocate.* *Travel date: May 2007*	*Organize with hotel contacts in Grand Bahama for special hotel rates and golf course rates for the group.*	*Jameica Duncombe*	*January 17*
In Office				*January 18*
In Office				*January 19*
National Tourism Week				*January 23-26*

Monthly Status Report
May, 2007
Department: Sports
Submitted By: Jameica Duncombe

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Texas Women's Open Dallas, TX- June 17-19	*A Professional Women's Golf Tournament hosted by the Texas Golf Association which will also include a Pro-Am. The Bahamas will have a professional player representative and a hotel*	*Treasure Cay Abaco has donated a trip giveaway for the golf tournament. Treasure Cay will be promoted on ESPN radio and other local radio stations prior to the event. A spot for a 4-some team will be given for donation of the trip. Team to include tourism business partners.*	*Jameica Duncombe/Lurline Bubb*	*May 8-9*
Stedman Graham Celebrity Golf Tournament Chicago June 2-5	*Celebrity Event which will include a VIP Celebrity Gala and a golf tournament. Top corporate sponsors include American Airlines, American Family, FedEx, Kraft, Hilton, Trends for Men and UPS.*	*The Islands of The Bahamas logo will be used as a backdrop during Natalie Cole's performance at the VIP Gala. Trip giveaway to Grand Bahama will be presented for the tournament.*	*Jameica Duncombe*	*May 9-10*
USGA Women's Open Qualifier	*Participated in the USGA Golf Tournament to qualify for the U.S Women's Open Met with Florida State Golf Association Team*	*Qualified for next stage: June 11*	*Jameica Duncombe*	*May 14-15*
Meeting with Sandman Promotions	*Received books for ordering golf clothing.*	*Clothing will be ready to wear for the Stedman Graham Celebrity Golf Tournament*	*Jameica Duncombe*	*May 16*
Meeting with Theresa McCann of the Golf Channel	*Update on upcoming projects for Golf Channel and The Bahamas*		*Jameica Duncombe*	*May 17*
Sales Call Orlando	*Meeting at Eagle Creek Golf Club Hawks Landing Golf Club Heathrow Golf Club*	*Researching vacation packages that various golf courses have in Orlando to attract tourists to come to play golf.*	*Jameica*	*May 18 & 21*
In office	*Sports Team Meeting*			*May 22*

In office	*Worked on providing hotel accommodations and airfare to Grand Bahama for the Stedman Graham/AAD Golf Challenge Weekend*	*Need to be confirmed*		*May 23-24*
In Office	*Confirmed hotel and airfare for the celebrity golf tournament compliments of Grand Bahama and the Westin Our Lucaya*	*Westin was unable to provide the certificate in time for the event. A prize letter will be given instead and certificate will be sent out later*	*Jameica Duncombe*	*May 29*
In office	*Meeting with Sports Illustrated*		*Jameica Duncombe*	*May 31*

Monthly Status Report
June, 2007
Department: Sports
Submitted By: Jameica Duncombe

Initiatives	*Status*	*Next Step*	*Responsibility*	*Date*
AAD Celebrity Golf Tournament, Chicago	*The Athletes Against Drugs event was hosted by Stedman Graham. Special celebrity guests were Natalie Cole and Smokey Robinson. The Westin Our Lucaya provided the event with a trip giveaway which was personally presented to Stedman Graham. Opportunity to network with various persons in the media, including JET magazine. Potential business partners including New Balance, Nike, FedEx, UPS, American Airlines and McDonalds representatives at event. The Islands of the Bahamas logo displayed during the VIP Gala. Participated in golf tournament with the invited celebrities.*	*Follow up on various persons interested in bringing sporting events like golf and basketball to the Bahamas. Actress Kellita Smith looking to bring her charity event to The Bahamas to benefit breast cancer.*	*Jameica Duncombe/Lavaughn Copper(was in attendance during the reception dinner & gala only)*	*June 1-5*
USGA Women's Open Sectionals Qualifier,	*Participated in the USGA Golf Tournament to qualify for the U.S*	*Would like for USGA to give a seminar to the Bahamas Golf Federation on rules of*	*Jameica Duncombe*	*June 7-12*

Heathrow, Fl	*Women's Open* *Met with Florida State Golf Association Team*	*golf and tournament preparation.*		
Meetings in Dallas	*Met with president of Bernstein Wealth Management. This meeting originated during the Stedman Graham Celebrity Tournament. Visited various golf courses in the Dallas area. Met with rep of a sports promotional company (also originated from the AAD event) that will bring an NBA basketball clinics to The Bahamas.*			*June 19-22*
Dolfan Fest Meeting, In office	*Made conference call with the Miami Dolphins and the Dolfan fest planners to follow up on progress of the fest. As of to date, still haven't received updates from Earl as to the progress of the golf tournament. Only 7 total so far has registered for the golf outing.*	*Had to take the lead in the planning of the golf tournament due to lack of information. Will pass flyers out to local golf courses to advertise the fest and increase number of players. Need to find giftbags for golf tournament and items to be placed in bags. Liaise with new golf director in Grand Bahama. Create registration forms for on island registration.*	*Jameica Duncombe/Earl Miller/Hilda James/Norma Wilkinson*	*June 26*
Golf with Mark Wahlberg	*Discussed details of requirements to bring his golf tournament to The Bahamas.*		*Jameica Duncombe*	*June 27-28*

Monthly Status Report
July, 2007
Department: Sports
Submitted By: Jameica Duncombe

Initiatives	*Status*	*Next Step*	*Responsibility*	*Date*
In Office ***Stedman Graham visit to Grand Bahama***	*Follow up with Stedman Graham's upcoming visit to Grand Bahama Island.*	*Assistant will follow up as to date of travel.*	*Jameica Duncombe*	*July 2*
In Office ***Research***	*Narrowing sought after business and marketing strategies to The Bahamas*	*Waiting on budget approval for golf to move forward with promotions.*	*Jameica Duncombe*	*July 3*

	based on proposed budget. Research golf vacations by our competitions (ie) Bermuda			
In Office Meeting at Renaissance Hotel	*N/A*	*N/A*	*Plantation BTO Office Staff*	*July 5*
Out of Office McDonalds Black Owners Association	*Golf with member of McDonalds Black Owners Association who is allowing me access to his clients who travel on golf vacations regularly.*		*Jameica Duncombe*	*July6*
In Office Dolfan Meeting	*Search for gift giveaways. Update golf list.*		*Earl Miller/Norma Wilkinson/*	*July 9*
InOffice Mark Wahlberg Celebrity Golf Tournament	*Made contact with Atlantis Resort regarding group visit. Group has specific needs that the hotel will have to accommodate (i.e.) casino, complimentary rooms for celebrities etc*	*Soliciting Sponsors*	*Jameica Duncombe*	*July 11*
Dolfan Fest	*Assist Earl Miller in golf outing. Registered the players before playing. Only 8 players paid for the event. 12 golfers total. (2 locals, 2 celebrities, 2 MOT, 6 Dolfans)*			*July 13-15*
In Office Dolfan Fest	*Work on Recap Report*		*Jameica Duncombe*	*July 16-17*
In Office Montecristo	*Contact with the Montecristo Group regarding upcoming Pro-Am to Grand Bahama, November 2007.*	*Assist with customs clearance and waiver (to be done in September). Assist with golf course logistics.*		*July 18*

Monthly Status Report
April 2007
Department: SPORTS TOURISM
Submitted By: LEONARD STUART

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Bahamas Youth Football Coaching Academy April 13-15 , 2007 Bishop Michael Eldon High School Grand Bahaama, Bahamas	*The Coaching Academy Facilitors was Lalisa Anthony, NFl High School/Junior Player Development Regional Director,Walter Dunson, Nfl Atlanta Falcons Youth Football Manager Global Youth Sports Mgmt.President/Founder. Coaching Academy format. 1Coaching Academy Overview 2Developing a Coaching Philosophy 3.Insurance for Youth Football 4Coach-Player Communication 5Successful Offence/ Defence 6.Life Skills Development 7.program Management 8. Heath & Nutrition*	*The purpose of the Coaching Academy was to promote and develop Sports Tourism in the Bahamas. The imput from the Facilators was very fitting and timely as they all stated their cases and look forward to working with Sports Tourism team to promote the Bahamas.*	*Leonard Stuart*	*Ongoing*
SUN n FUN 2007 April 17-23 Lakeland, Florida	*A very good show for the Bahamas,Hoteliers have made instance booking,making it a great means of contact for their property.Good response from the show attending that we have a great country.*	*To continue our efforts to reach and showcase the Bahamas to the world.*	*Greg Rolle & Keith Gomez*	*April 17-23*
BAHAMAS YOUTH FOOTBALL COACHES CLINIC April 13-15, 2007 GRAND BAHAMA ISLAND	*The curriculum with the NFL/ National Foottball Foundation,s Coaching Academy.This is the clinic that has been sponsored by the NFL for youth football coaches for four years.The NFL is now looking to go globally and this is a great opportunity for the Bahamas to take advantage for our coaches to be properly train at no cost to us.This is the first step that we take in order to have football for the Bahamas and to have teams play their games in the Bahamas with the help from the NFL who have*	*Met with Lalisa Anthony who have made trips to the Bahamas and spoke with schools and coaches about the NFL YOUTH FOOTBALL is Regional Director NFL HIGH SCHOOL/ JUNIOR PLAYER DEVELOPMENT, along facilitator will be Retired NFL Player Walter Dunson*	*Leonard Stuart*	*Ongoing*

	spend Millions of dollars for the development of youth football.			

Monthly Status Report
May, 2007
Department: Sports
Submitted By: Leonard Stuart

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Bahamas Youth Football Meeting & Site Visit Bahamas Youth Football Draft & coaches clinic Grand Bahama Island May 31 – June1, 20007 Westin Hotel & Bishop Eldon high school.	*Meeting with on Island associations ,Mr.Walter Dunson Director of Global Youth Football and Lalisa Anthony Commissioner Bahamas Youth football .MOT Charles Robins. Discuss plans for games and site inspection Grand Bahama sports Complex.*	*The purpose of the Meeting was to promote and present proposal for game August 17-19, 2007.*	*Leonard Stuart*	*Ongoing*
NFL Football Player Samari Rolle Celebrity Week-End Nassau Bahamas July 12 -1 6 2007	*NFL Samari Rolle Baltimore Raven a descendant of the Bahamas would be hosting a week end Bash at Atlantis Hotel & Resort along with other NFl players. A day for kids clinic Tour the city of Nassau Visit Minister of Tourism & Minister of Sports, Luncheon*	*Make contact with various Ministries, Forward in to on Island support Eldece Clarke*	*Leonard Stuart /Eldece Clarke*	*Ongoing*
Alex Smith Second Annual Football Camp Nassau-Bahamas July 13-15, 2007	*NFL Alex Smith Tampa-Bay a descendant of the Bahamas will be hosting his second annual football clinic in Nassau along with other NFL players. This camp teaches life skills as well as academic for kids.*	*Make contact with Bahamas football Association for sanctions and host site. Forward info to Eldece Clarke.*	*Leonard Stuart/Eldece Clarke*	*Ongoing*

Monthly Status Report
June, 2007
Department: Sports
Submitted By: Leonard Stuart

Initiatives	*Status*	*Next Step*	*Responsibility*	*Date*
Wayne Barton Study Center Boca Raton ,Fla June 7,2007	*Meeting with Wayne Barton CEO & Founder of Wayne Study Center. The purpose of center is to enhance the education, health, and welfare of students*	*The purpose of the meeting was to discuss ways in which students can be exchange to the Bahamas from its recreation activities e.g. Tournament in*	*Leonard Stuart*	*Ongoing*

	.The mission of Barton, boosters is to empower youth with positive choices to lead productive lives .Earning a high school diploma is expectation and enrolling and achieving a college education is the goal for all students of the Wayne Barton Study center.	*Basketball, Softball ,Volleyball and Baseball*		
Sandals Beach Resort Unveiling at Hilton Miami Airport June 9, 2007	*Luncheon Meeting with Gordon Butch Stewart and executives from Sandals Beach Resort unveiling their new resort and upgrade of others. Met personally with Mr. Stewart and talk about doing sporting events with his property*	*To have a meeting and see about scheduling sporting events at Sandals.*	*Leonard Stuart*	*Ongoing*
Miami Dol-Fan Fest GBI July 13-15, 2007	*Meeting with BTO staff and Dolphins Staff at BTO conference Center to make arrange for Fest and to discuss matters for a successful weekend on BGI. My role is to make arrangement for clearance of items for camp to the Bahamas be cleared in Bahamas and USA –Which I have done in the US forward information to GBI to Charles Robins for clearance .Also to escort the Dolphins to GBI on M/V Discovery Cruise Line.*	*To continue to see that all is well and to have final meeting at BTO on July 2,2007*	*Leonard Stuart*	*Ongoing*
Beach Tennis USA Fort Lauderdale, Fla	*Meeting with Craig Petra Advisory Staff ,USPTA Professional. .Take the fun and fast-paced sport of tennis...combine it with the sun, sea and sand of the beach...and you have beach tennis, the hottest new game in town . Beach tennis merges the world s of tennis and beach volleyball into one exciting sport .It's like regular tennis except it's played on a regulation beach volleyball court .Using tennis racquets, two players on each team.*	*To make arrangement with resorts to see if this can be played at their property.*	*Leonard Stuart*	*Ongoing*
Alex Smith Second Annual Football Camp Nassau Bahamas July 12- 15,2007	*Assist with the coordination and relaying information for the Alex Smith Football Camp. Alex Smith a Bahamian football player in the NFL with Tampa Bay*	*To see that information is sent out to all, info sent to Eldece Clarke to assist.*	*Leonard Stuart & Eldece Clarke*	*Ongoing*

Monthly Status Report
May, 2007
Department: Sports
Submitted By: Cecil Rose

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
NBPA agrees to return to the Islands of the Bahamas for their annual meeting June 25-29, 2007.	*The NBPA has agreed to return their annual meeting to the Islands of the Bahamas for a second consecutive year. Providing that we are able to assist them with securing a a reasonable rate for 145 suites minimum at the Cove in the Atlantis and MOT being corporate sponsor as we were last year. The other finalist were the Ritz Puerto Rico and the Dominican Republic .*	*Assist with securing a reasonable rate at the Cove .Working with Billy and Megan on the PR and media exposure and the Basketball Camp for 400 local kids as we did last year making sure that this Event would continue to return to the Bahamas each year. In order to capatilize on these opportunity we need to let NBPA know what type of assistance that MOT will provide ASAP.*	*Cecil Rose, Greg Rolle and the Sports Tourism Team*	*April 30th 2007*
Warren Moon Hall of Fame Quarterback visit to Bahamas May 13-17 2007	*Mr. Warren Moon the first Afro American Quarterback to be elected to the Pro Foot ball Hall of Fame visited Nassau May 13-17and stayed at the Cove at the Atlantis. During his visit he made a courtesy call on the Hon. Neko Grant Minister of Tourism and Aviation they discussed various topics including the prestigious Quarterback Club meeting in the Bahamas in the future. And the possibility of NFL Players Association meeting in the Bahamas. .The Hon. Minister extended an invite to him to return and visit Grand Bahama..*	*Continue dialogue with Mr Moon to try and get the quarterback club which includes over60 members, and the NFL Players Association which include over a thousand members to meet in the Bahamas in the near future.*	*Cecil Rose/ Eldece Clarke*	*May13-17*
Orlando Magic Basketball Camp July 21 2007	*Working with Derek Houston and Casey Cole of the Orlando Magic and Greg, Jennifer ,and Martella of MOT on the Camp and promoting a come along package for the Magic fans.*	*Create and promote come along packages for Magic fans in the Orlando market.* *Magic will run E blast to their fan base and place ads in their newsletter to their fans promoting the Camp.* *Tour and Travel will be responsible for the packaging and promoting it.*	*Cecil Greg Jennifer Eldece*	*July16*
Miami Heat Court	*Working with Steve Weber and Doug*	*The Heat have secured sponsors to*	*Cecil , Greg Rolle, Eldece Clark*	*August 16*

Refurbshings August 16 -1 9 2007	*Chisholm of the Miami heat on refurbishing two basketball courts in Nassau and one at the school in Harbour Island which is a personal project of Mr. Webber.*	*donate the basketball goals, backboards nets and post, also some portable basketball goals .They are also working with Adidas to provide gear and T shirts for the kids attending the Camps. Just awaiting word from Martin Lundy of the Ministry of Sports on indentifying the courts and a contractor.*		
Miami Heat President Mr. Eric Woolworth visit's Four Seasons in Exuma May 25-28,2007	*Mr. Eric Woolworth President of the Miami Heat visited the Four seasons in Exuma May 25-28 with his family ,Pet Hanna of the Exuma office assisted him in arranging dinner for him and his family and a fishing trip .He was very appreciative and thank us for the effort.*	*We would be working with Steve and Doug of the Heat about having their Corporate Clientel Retreat at the four Seasons this year. We have already began dialogue.*	*Cecil Rose Greg Rolle Jameica Duncombe*	*Undecided.*
Junkanoo Jam Basketball Tournament November 22-25,2007.	*The Junkanoo Jam is a NCAA Division 1 Basketball Tournament for women that is held in Freeport each Thanksgiving Weekend. This year the teams are USC, Georgia, Pravie View, Alabama, Michigan State, NC State, and Washington State.*	*Have indenytified the SID,s and the major newspapers in the cities that these teams will be coming from. Greg and I had a conference call with Bridgette King to discuss packages with GBV for the fan base as come alongs from the various cities..*	*Cecil Rose Greg Rolle*	*November 18*

Monthly Status Report
June, 2007
Department: Sports
Submitted By: Cecil Rose

Initiatives	*Status*	*Next Step*	*Responsibility*	*Date*
NBPA Meeting the Cove at the Atlantis.	*The NBPA held their Annual Meeting at the Atlantis for the second consecutive year with the Cove being the host hotel. The Group booked 125plus rooms 5/4 days with numerous activities including a Comedy Dinner Show ,Live entertainment and Dinner each night for the group which consisted of approximately 225 persons including over 75 current and former players*	*Follow up with M. r Hunter on their potential return to the Bahamas , and his assistance in introducing Sports Tourism officials to Gene Upshaw Executive Director of the National Football Association Players Union , and Bud Seling of the Executive Director of the National & American Baseball Association about considering the Bahamas for any of their Meetings.*	*CecilRose/Greg Rolle/Eldece Clarke JameicaDuncombe ,Ingrid Bartlett (Jameica was not approved for travel but was able to assist with organizing the Golf tournament.)*	*June 25-29.*

	In addition a Golf Tournament and A half day outing at Buccaneers Island. MOT hosted the Welcome Reception with the Honorable Neko Grant Minister of Tourism and Aviation delivering the welcome address .Also in attendance was numerous members of Parliament along with the DDG of Tourism. We did face some challenges which were discussed in a close door meeting with the Hon. Minister of Tourism and Aviation, the Permanent Secretary, Deputy Director. General , Greg Rolle and myself. Three things that we did not accomplish this year that we did last year due to our late commitment was that we were not included in the official brochure as we were last year, and the Basketball Camp hosted by the NBPA which attracted 300 local kids was cancelled and the PR and Media options were missed ,we have to rely on the NBPA resources.. Overall we feel that the economic impact was a success.			
NBA Orlando Magic Basketball Camp.	*Currently working with the Orlando Magic and the Bahamas Basketball Federation on hosting a Basketball Camp on July 21 in Nassau. This event began as a come along for Orlando Magic fans , but due to slow response in booking the decision was made to hold the Camp for our local kids approximately 200. A budget for this event has been submitted by Jennifer and Eldece to DDG for consideration and approval Met with Keon Dooling the confirmed player last week while at the NBPA meeting and he is looking forward to returning for the Camp.*	*Would like to see the Bahamas and the Orlando office continue to develop the relation they have established. With nonstop service on Bahamas Air and the improvement of a young Magic team that made the Play-offs last season.*	*Cecil Rose / Greg Rolle /Jennifer Paul/ Eldece Clarke.Martella Matthews.*	*July19-22nd*
Miami Heat Court Refurbishing.	*Have been corresponding with Heat personal via telephone and email*	*Identify the locations for the courts and contractor to have courts completed by*	*Cecil Rose/ Greg Rolle/Eldece Clarke/Jennifer Paul*	*August16-19*

	regarding the refurbishing on the courts Steve Weber of the Heat and a frequent visitor to Harbour Island has agreed to refurbish the court at the local school in addition to the contractual agreement that MOT has with the Heat. to spending up to $25.000 on two other courts. They have also secured the rims and backboards from on of their corporate sponsors for the courts and are checking with Addidas the official sponsor of the NBA apparel for the T shirts and other equipment.. *Spoke with Honorable Ministers of State in Youth ,Sports and Culture who expressed an interest in having the AF Adderely court done, Also Greg and Eldece met with director of Sports Martin Lundy last week to identify the locations and a contractor.*	*mid August. Greg will be submitting a Budget to Director of Florida and DDG for review and approval for the group Travel.*		
Indiana Hoosiers Exhibition Labor Day Classic Nassau	*The University of Indiana would be bringing their Basketball Team to Nassau to play a series of Exhibition Games against the Local Federation teams. Spoke with Coach Kevin Sampson and assistant Head Coach Ray Mccullum and personal friends about contacts for a come along with their fans .Was given a contact and will be working with Tour and Travel on potential packages. Has one of the top recruiting Freshman Classes..*	*Will work with Indiana SID and Tour and Travel on packages to the Atlantis.*	*Cecil Rose*	*August 30-September 3,*
Junkanoo Jam Women's NCAA Tournament .Freeport G B	*This Tournament has become an annual event for the Island of Grand Bahama. Basket ball Travelers a very credible and respected promoter that host numerous tournaments throughout the world ,Bahamas Basketball Federation and the Ministry of Tourism has combine to Co-sponsor this Tournament over the past four years .They have an excellent field of teams including three National Champions in Duke Baylor and Maryland over the past three years. It's an eight team Tournament and MOT along with Basketball Travellers host a Thanksgiving Dinner for the participating teams and their immediate*	*Currently working with the various universities SIDs regarding packages. from the various cities. Also spoke with Bridgette regarding GBV promoting and selling packages from the various cities the teams are coming from.*	*Cecil Rose/Bridgett King*	*November22-25*

	Families. .			

Monthly Status Report
July, 2007
Department: Sports
Submitted By: Cecil Rose

Initiatives	*Status*	*Next Step*	*Responsibility*	*Due Date*
Indiana Basketball Tournament Labor Day Classic August 30-September 2 2007	*The University of Indiana will be playing against some local teams in Nassau Labor Day weekend. They would be staying at the Atlantis.*	*We are currently working with Beale Travel in Indiana on packages for fans who want to come along. Also working with Coach McCullum of the university and J.D. Hammond of the Alumni association to get the word out to their alumni..*	*Cecil Rose, Greg Rolle and the Sports Tourism Team*	*August 27th 2007*
Junkanoo Jam November 25-27 2007.	*Met with Cynthia Cooper Coach of Pravie View University regarding their travel and Alumni following for come along for the tournament.*	*Identify a travel agency in Prarie Wiew to advertise and package this event.*	*Cecil Rose*	*November24*
Miami Heat court refurbishing August 16th	*Was advised by Greg to discontinue dialog with the Heat until we receive proposal from Martin Lundy .*	*Awaiting confirmation on courtst.*	*Cecil Greg Eldece*	*Augusty16*
Working on Database	*On going.*		*Cecil ,*	

Sports Tourism & Aviation
Monthly Status Report
May, June & July Report
Submitted By: Greg Rolle
2007

Sports Tourism Project	*Status*	*Next Step*	*Responsibility*	*Due Date*
Sports Tourism Strategic and Marketing Plans - Sports Presentation	*Created and update a Sports Tourism Vision and Marketing Plans of where we see The Bahamas as it relates to Sports Tourism*	*This Presentation was presented to all Federations and Association, asking for their supports moving forward*	*Greg and Team.*	*On-going*
Sports Tourism End Of Year Report	*Update and compiled a report to reflect activities and results of the team efforts over the last year, pointing out our Successes, Strengths, Opportunities and challenges.*	*The report is an overview of the Bahamas Sports Tourism team Objectives and highlights.*	*Greg and Team.*	*Completed*
Sports Tourism 1-3 Year Action Plan	*Update the Sports Tourism 1-3 year action plan, where we updated the goals action initiatives, outline the description of deliverables and set a target completion deadline*	*The action plan was given to the team for execution in their various markets*	*Greg and Team.*	*Completed*
Sports Tourism Planning Checklist Template	*Update a planning Checklist manual for the team, which will help them understand Sport Tourism and assist them to become more actively involved in this emerging Tourism market segment.*	*Each team member has a copy of the manual which outlines:* *Stage 1 - Expanding Knowledge of Sport Tourism* ***What we need to know*** *Stage 2 – Assessing the Sporting Market Capacity* ***Where we are now*** *Stage 3 – Setting Objectives and Building a Vision* ***Where we want to go*** *Stage 4 – Building a Strategic Approach* ***How we will get there***	*Greg and Team.*	*Completed*
Sports Tourism Events & Calendar Schedule	*Created and Update an Events Calendar schedule to include coop events with Federations and Associations..*	*It is essential that everyone can see what events are happening when, so that they can fit them into their long term plans keeping everyone posted.*	*Greg and Team.*	*Completed*
Sports Facility Guide Brochure	*Update a draft version of the Sports Facility Guide, which will assist in*	*This Facility Guide makes it easier for sports groups planners to have the*	*Greg and Team.*	*Pending*

	promotion of The Bahamas ability to host sport events to out of town organizations such as International Sport Organizations and Universities and Colleges.	*necessary information on our facilities inventory which is easily accessible..*		
Sports Facility Audit Assessment	*eted the Sports Facility Audit Assessment, ur ability to host events at our various also give a brief description of the overall aced with the lack of facilities*	*both Nassau and Grand Bahamas Island we took a critical assessment of the s and condition at our sports facilities*	*Greg and Team.*	*Completed*
Sports Tourism Marketing Guide	*Create and update a marketing guide to target Colleges and Universities to convince the students to travel with their local sports team when visiting the Bahamas. that the product being promoted is a commodity that they either want or need.*	*The team will now have a guide to follow in market strategies that is designed to provide the sports team with a marketing plan for promoting Bahamas Based Tournaments/Events as a valuable commodity*	*Greg and Team.*	*Completed*
Federation/Association Profile Update Survey	*Created and update profile form that will enable us to access information from the various Federations and Associations, information such as, Sports profile, Events history, events potential and barriers*	*This information will aid us to understand the level of event potential of the federations/Associations, who will assist us in staging world-class events here in The Bahamas, once we would have develop and create the sports business in Market*	*Greg and Team.*	*Completed*
Orlando Magic basketball Camp	*Create a structure and leg work for the Orlando Magic Basketball camp*	*Shared information with team to execute the program*	*Sports Team, Tour & Travel, Communication*	*July 20-21*
Miami Heat Basketball refurbishment	*Create a structure and leg work for the Miami Heat Basketball refurbishment*	*Shared information with team to execute the program*	*Sports Team, Tour & Travel, Communication*	*Pending*
Family Fitness Weekend Triathlon	*Create a structure and leg work for the Family Fitness Weekend Triathlon*	*Shared information with team to execute the program*	*Sports Team, Tour & Travel, Communication*	*Completed*

Aviation Project	Status	Next Step	Responsibility	Due Date
Bahamas Aviation Ambassador Conference Call Meeting - Monthly	*Conduct frequent meetings with our Fly-in ambassadors who assist of pilots wanting to Fly to The Bahamas, prompts our efforts to start the Pilots ambassador program, where we look to duplicate our personal sales escort's efforts which will assist the private pilots market in allowing pilots to experience the beauty of flying their own aircraft over the Gulf Stream to The Islands Of The Bahamas.*	*This program allow selected US based pilots to escort our current Bahamas Fly-in to The Bahamas. Our goal is to locate six (6) US based pilot to escort 2 fly-in per year. The Ministry will continue to assist with marketing, promoting and database marketing of the Fly-ins*	*Greg Rolle/Keith Gomez/Rosetta Robinson.*	*On-going*
Bahamas Aviation Council Meeting	*Attended the Council which held its meeting June 29, 2007 in Nassau, where through the efforts of the Bahamas Aviation Council, which comprised of aviation industry partners wanting to*	*Aviation is making major roads in working to bring about Airport security Issue that will greatly impact negatively if go unchecked*	*Greg Rolle*	*June 29, 2007*

	make a difference and assist in steering aviation, were able to table aviation issues.			
Bahamas @ Sunrise Segment on Fly-ins	*Conducted a live interviewed segment on ZNS about Aviation and Flying to The Bahamas, which was hosted by The Counsellors in Nassau*	*The segment was based around information of procedures a US based Private Pilot would require to fly their aircraft to The Bahamas to enjoy the destination.*	*Greg Rolle*	*June 29, 2007*
Bahamas Fly-in – Congo Town Andros	*12 Planes confirmed for the Congo Town Bahamas Fly-in* *June. 7-10. Approx. 28 persons*	*Follow-up with the Bahamas Fly-in, to Congo Town, Andros.*	*Rosetta Robinson*	*Ongoing*
Bahamas FBO Fam Trip	*Created the leg work for the FBO Fam Trip where managers will participate in FBO Destination Fam of Nassau, Exuma, Cat Island and Eleuthera.*	*Educate FBO managers who have a major influential power to steer potential pilots to The Bahamas, also maintaining an ongoing working relationship*	*Greg Rolle/Keith Gomez*	*August 17-20*
EAA Oshkosh Show	*Created and update plans for attending Oshkosh show. Great show for The Bahamas, Hoteliers have made instance booking, making it a great means of contact for their property*	*Continuing our efforts to reach and showcase The Bahamas to the 800,000 estimated attendance at this show*	*This is a JMC event.. Including Bahamas Customs and Bahamas Civil Aviation.*	*July 22-31*

THE BAHAMAS TOURISM
AVIATION

AVIATION SALES CALLS REPORT

Date: June 11-15, 2007

(Name) Greg Rolle

Areas of responsibility: Flying & Aviation

GENERAL INFORMATION

Made sales calls on the following FBO's in East Coast of Florida:-

* Boca Aviaiton
* AVITAT Boca Raton
* Pompano Air Center
* Stuart Jet Center
* Ft. Pierce Jet Center
* Galaxy Aviation Of Stuart
* Sebastian Aero Service
* Showalter Flying Service

The purposes of these calls were to:

1. Introduce myself as the Bahamas Rep. for the new FBO in the area
2. Discuss the 2007 Bahamas Fly-ins
4. Discuss ways of getting each FBO to host a Fly-in to The Bahamas.
5. Discuss setting up seminars to educate pilots about The Bahamas.
6. How to foster a better working relationship with the various FBO.
7. Deliver Our New Pilots Guides, and VFR charts, maps, and flyers.
8. Discuss the FBO Fam Trip for managers and Customer Service staffs

FBO's	Contact Person	City/Town
Stuart Jet Center	Scott MacDonald	Stuart
Galaxy Aviation Of Stuart	Jean Ballou	Stuart
Pompano Air Center	Mark Beaudreau	Pompano
Banyan Air Service	Don Campion	Ft. Lauderdale
Ft. Pierce Jet Center	Christopher Hambleton	Ft. Pierce
Boca Aviaiton	Curtis George	Boca Raton
AVITAT Boca Raton	Rhonda Hughes	Boca Raton
Galaxy Aviation Of Palm Beach	Marianne Carlino	West Palm Beach

FBO: Pompano Air Center *Manager:* **Gizelle Davis** *Location: Pompano*

FOLLOW-UP
* Sent letter to set up Bahamas Fly-in.
* Set up a seminar for the Florida Aero Club - Pompano Chapter

NO. OF FBOs IN THE RESPECTIVE AREA
This FBO is located in Pompano, next door to America Flyer which is one the largest flight training school in Florida. This FBO services single and twin engine planes.

TYPE OF BUSINESS SOURCE FROM PILOTS FLYING TO THE BAHAMAS
* Plane Rental
* Flight Training
* Flying School

TOP ISLAND(s) FREQUENTED
Most of the pilots that fly to the Bahamas visits most of the Islands.

SCHEDULE OF SEMINARS
No dates have been set, but I have discussed with Mr. Beaudreau to organize one very soon.

COMMENTS FROM FBOs
This airport also service mostly small planes

This airport could become a very active area for pilots flying to The Bahamas. Most pilots know and fly to The Bahamas but would like to know more about the entire Custom paperwork and entry requirement. This airport has a very good potential in pilots visiting The Bahamas.

FBO: Galaxy Aviation Of Stuart *Manager: Jean Ballou* *Location: Stuart*

FOLLOW-UP

* Sent letter to set up Bahamas Fly-in.
- Set up a date and time for seminar with the Florida Aero –Stuart Chapter
- Information on the FBO fam trip

NO. OF FBOs IN THE RESPECTIVE AREA

This FBO is located in Stuart, and there are three FBO in this area. This FBO services single, twin-engine planes and small jets.

TYPE OF BUSINESS SOURCE FROM PILOTS FLYING TO THE BAHAMAS

- Full service FBO
- Flight Training
- Plane Rental

TOP ISLAND(s) FREQUENTED

Most of the pilots in the area fly to the Northern Bahamas Islands.

SCHEDULE OF SEMINARS

Will set up date and time for seminar

COMMENTS FROM FBOs

This airport also serve as a mid way stop for planes flying to The Islands and wanting to fuel up. Some flight school students use this FBO as a stop check point in completing their cross country flight test.

COMMENTS FROM PILOTS

Many pilots in the area know The Bahamas, and therefore quickly pick up information that I left behind. Getting the right information about flying to The Bahamas is really all they need.

FBO: Banyan Air Service *Manager: Don Campion* *Location: Ft. Lauderdale*

FOLLOW-UP
* Sent copies of the Bahamas Bill Of Rights
* Set up seminar
* Immigration Cards

NO. OF FBOs IN THE RESPECTIVE AREA
This FBO is located at the west of I-95 and north of Ft. Lauderdale Hollywood International Airport, on this field there are three FBO's.

TYPE OF BUSINESS SOURCE FROM PILOTS FLYING TO THE BAHAMAS
* Flying Schools and Flying Clubs
* Private Jets
* Private pilots who fly for pleasure, mostly single engine plane.
* Full Maintenance & Parts

TOP ISLAND(s) FREQUENTED
Pilots visits Nassau, Abaco, Walkers Cay, Eleuthera, Bimini, and Freeport when asked of Islands most frequently visited.
Business jets visits Nassau and Freeport.

SCHEDULE OF SEMINARS
No dates have been set but Mr. Campion has always been willing to work The Bahamas. Last year we put on a seminar for pilots in the area and will continue to educate pilots on flying to The Bahamas.

COMMENTS FROM FBOs
All of the Bahamas Custom paperwork are displayed in the briefing room at this FBO. Mr. Campion mentioned that we could continue displaying our pilot information on the Bahamas in their briefing room which will only be a plus.

COMMENTS FROM PILOTS
A lot of the pilots who visited the Bahamas would like updated information on all of the Islands.

FBO: Stuart Jet Center *Manager: Dan Capen* *Location: Stuart*

FOLLOW-UP

- Need additional information on the Bahamas
- Need dates and time for FBO fam trip

NO. OF FBOs IN THE RESPECTIVE AREA

This FBO is a large one, which also service jets as well as single engine planes. There are two FBO's in the area and it services this large flying community.

TYPE OF BUSINESS SOURCE FROM PILOTS FLYING TO THE BAHAMAS

* The pilots who used this airport are use for both business and pleasure aircraft. There are pilots who fly, business jets and single engine plane.

TOP ISLAND(s) FREQUENTED

The islands mention that most pilot's visits are Nassau, Freeport, Bimini, and Abaco when they think of the going to The Bahamas.

SCHEDULE OF SEMINARS

Not at this time, need to generate more interest

COMMENTS FROM FBOs

The Manager at this airport is very much involve with the Bahamas, he serves as a Bahamas Aviation Council member.

COMMENTS FROM PILOTS

Most pilots know and fly to The Bahamas but would like an organized fly-in to the Bahamas.

FBO: Anthony Air Center *Manager: Gizelle Davis* *Location: Pompano*

FOLLOW-UP

- Sent additional information on Fly-ins
- Set up seminar
- Need information for FBO fam trip
-

NO. OF FBOs IN THE RESPECTIVE AREA

This FBO is located at the north of Ft. Lauderdale Exec. Airports, on this field there are two FBO's which is located in the city of Pompano

TYPE OF BUSINESS SOURCE FROM PILOTS FLYING TO THE BAHAMAS

* Flying Schools and Flying Clubs
* Private Jets
* Private pilots who fly for pleasure, mostly single engine plane.

TOP ISLAND(s) FREQUENTED

Pilots visits Abaco, Walkers Cay, Bimini, and Freeport when asked of Islands most frequently visited.

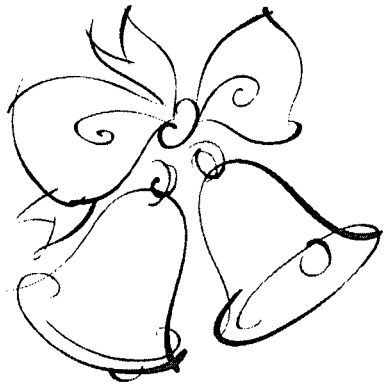
SCHEDULE OF SEMINARS

Will organize date and time

COMMENTS FROM FBOs

COMMENTS FROM PILOTS

A lot of the pilots who visit the Bahamas would like updated information on all of the Islands.



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WEDDING & HONEYMOON

MONTHLY REPORT: **January 01-31/07**

BRIDAL SHOW

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

HOUSTON BRIDAL SHOW:

The above show was held on January 6-7/07 in Houston. The attendance was well over Twenty thousand persons, with approximately 12,200 brides-to-be and 1000 exhibitors. The Bahamas was the Official Honeymoon destination for the show.

As a result of our participation the following was generated:

1- **5 brides requested more information on destination weddings in TIOTB, leads to be forwarded to BBA**

2- **215 brides requested honeymoon packages from Travel Lifestyles Corporation, Shaman Mullick, Bahamas Specialist for the Dallas/Houston area who worked the booth with us.**

3- **Mr. Mullick, also booked two honeymoons during the show:**
Charli Alsbury, July 23rd 07 at Atlantis 5 days
Christy Stewart, May 13, 07 at Ocean Club 5 days.

4- **The following brides are considering a Bahamas destination wedding:**
Jennifer Koenig, May 2007
Stacey Keefer, July 07 2007, group of 40
Kristin Zweig, November 07 2007, group of 50
Jackie Johnson, June 07 2008
Renee Madore, Spring 2008

The above weddings are estimated to have an economic impact of $133,000 plus.

GREAT BRIDAL EXPO SHOW:

The above show was held on January 14/06 in Philadelphia. The attendance was well over one thousand persons, with approximately 430 brides –to-be and 75 exhibitors participating.

As a result:

1- **3 brides were interested in a Bahamas Honeymoon Registry**
2- **Mary Palermo has scheduled her honeymoon to Abaco for March 11-16/07**
3- **7 brides requested more information on destination weddings and BBA, leads forwarded to BBA.**
4- **Diana from Anywhere Travel booked Brain Willis honeymoon at the Westin April 14-19/07.**

MEETING:

Met with Ms Cayse, from Bridal Spectacular they specialize in destination weddings. Did a brief introduction on Bahamas Bridal Association (BBA) in reference to how they coordinate all the weddings requested through the MOT, as a result of this we discussed the possibility of BBA do the same with their company. Discussions are ongoing.

Met with the following travel agents Dugan's Travel, Chesdel Vacations, Anywhere Travel and Wedding Specialist Travel, while attending the Great Bridal Expo, in Philadelphia. We discussed the possibility of packaging our wedding packages with BBA as the call to action. This is an on going discussion.

SEMINARS:

On 1/25/07 at Cheryl Weddings, did a presentation on the do's and don'ts on destination weddings. There were 10 staff members and 22 brides-to-be interested in a destination wedding. All of the brides were in the planning stage. Some of the brides were very interested and requested more information on the Bahamas Bridal Association and our wedding packages.

As a result Erica Martin & Richard Cheney are considering their wedding for October 13/07 to be held in Grand Bahama.

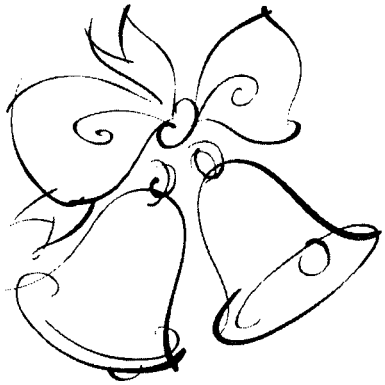
On 1/26/07 I attended the ABC Florida Chapter seminar held at the Radisson hotel in Vero Beach, Florida. There were 62 wedding planners from through out South Florida who participated.

The seminar was round tables discussions on the following topics:

1. **What's Hot in Weddings Today**

2. **Getting More for Your Money**

3. **Why Couples Are Choosing Destination Weddings**



WEDDING & HONEYMOON

MONTHLY REPORT: **February 01-28/07**

BRIDAL SHOW

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

BLISS BRIDAL SHOW:

The above show was held on February 3-4/07 in Baltimore. The attendance was well over Two thousand persons, with approximately 1500 brides-to-be and 98 exhibitors.

As a result of our participation the following was generated:
1- Several brides requested more information on destination weddings in TIOTB, dialogue is still on going.

2- 13 brides requested honeymoon packages they were directed to Bahamas.com for bookings.

3- Basil Cuhn and Helen Reuss, wedding date 05/19/07 will be hosting their wedding at Pelican Bay, with a group of 50 persons with a 4night stay.

GREAT BRIDAL EXPO SHOW:

The above show was held on February 18/07 in Dearborn, MI. The attendance was well over one thousand persons, with approximately 690 brides –to-be and 80 exhibitors participating.

As a result:

1. **3 brides were interested in a Bahamas Honeymoon Registry**
2. **4 bride has scheduled their honeymoon to:**
    a. **Nassau**
    b. **Exuma**
    c. **Grand Bahamas**
    d. **Harbour Island**
3. **2 brides requested more information destination weddings.**
4. **Elayne Gambrell, wedding date 08/25/07 selected Nassau at the Hilton hotel, with a group of 40 persons with a 4 night stay.**

The above weddings are estimated to have an economic impact of $105,000

SEMINARS

On 2/9/07 at K&K Bridal, did a Say "I DO" presentation to 30 brides-to-be. All of the brides were in the planning stage and show great interest in a destination wedding. Several brides requested more information on the Bahamas Bridal Association and The Bahamas.

As a result Laura Tappan of Martin Country scheduled her wedding for August/11 to be held in Cat Island.

Groups Dept.
Pamela Richardson

PROJECTS

Trade Shows

IMEX - April 17, 2007, Germany
Registered for booth (negotiated extra space)
Group appointments by country
Obtained invoices for booth, display (processed for payment)
Negotiated for luggage tags sponsorship
Worked with organizers for input as to pre-marketing opps
Worked with BTO-Germany on options for 'bang' pr opps

Feverishly chased down payments for Messe Frankfurt's 06 services, Nassau
Compiled backups for credits, for NPIPB, for IMEX, Incentive Works, ITME

AFFORDABLE MEETINGS - Chicago, April 11
San Jose, June 19
Washington, September 5, '07
Registered for booths
Obtained and processed invoices for payment
Completed exhibitor listings

MEET CANADA - May '07
Halifax
Ottawa
Calgary
Edmonton
Vancouver
Obtained invoices for booth

INCENTIVE TRAVEL EXCHANGE, June 25, Las Vegas
Registered for event
Obtained invoice and processed for payment

INCENTIVE WORKS, August 21, '07, Toronto
Registered for event
Obtained invoice and processed for payment

NPIPB ROAD SHOW - MidWest, February
Worked with MDI for criteria to be used in effecting a meaningful mailing list
Tested 200 labels that were forwarded

TIOTB ROAD SHOW - West Coast, March 5
Made contacts with contacts to ascertain if there were any key/major events being held for tl
May have to reschedule due to Carnival having events for planners during the entire week ir

Attended:

SKAL monthly meeting
HSMAI Key West
HSMAI Sunshine
American Marketing Association
Groups at-destination fam (one week)
National Tourism Week (one week)

PROJECTS

Trade Shows

IMEX - April 17, 2007, Germany
Contracted, reconfirmed all services for the show (electrical, carpeting, telecommunications. scanner, etc.)
With the site now live, for marketing purposes, made representation for the profiles of those special promotions
With input from the Germany Office, produced a three-part series of electronic postcards to buyers.
Made final arrangements with set-up/break-down company, Adams Exhibition, for new imag set up and insurance requirements.
Advised all participating stand partners/staff of all arrangements.
To date, have 13 appointments of which three are group appointments

AFFORDABLE MEETINGS - Chicago, April 11
Forwarded all relevant information to field personnel for effective execution of show
Produced a self-mailer post card for pre-show marketing purposes to all pre-registered plan

Road Shows

TIOTB ROAD SHOW - West Coast, April 30
Only Startwood (Our Lucaya) responded, affirmatively, to participating in the luncheons
Luncheons will be in San Diego, Costa Mesa, Los Angeles, San Francisco
Mailing list has been received and ALL Helms Briscoe account executives have been includ
Invites by area: SD (221), Costa Mesa (1036), Los Angeles (1088), SFO (631)
Placed all the mailing labels on the envelopes - awaiting for invites so that they can be stuffe

West Coast

In partnership with Our Lucaya's West Coast sales manager, set up sales calls patterns, du during the luncheon road shows. So far, have 11 appointments.

COLLATERAL/
SALES AIDS

SDD
In possession of all updated information, from the island personnel, except Abaco and Long
Completion date is scheduled for late April
Still not in possession of printer to print the jewel cases

BANNERSTANDS
All four bannerstands have been received and mailed to the field personnel

CD
Update looping slide show CD to include images of The Cove and change some music
Distributed to all sales personnel and NPIPB to be used at the Luncheon Road shows

TRAINING

Remote Authorization Tools (1/2 session in Nassau)
To be followed up in May with individual training in Plantation

ATTENDANCE

HSMAI

Monthly meeting
Leadership conference in Memphis, TN 7-9

PROJECTS

TRADE SHOWS

AFFORDABLE MEETINGS, San Jose, June 19
Completed pre-show marketing initiative of mailing out a postcard, to each pre-r
inviting them to stop by the booth for a Bahamas memento (Nassau Royale).
Nassau Royale, two bannerstands, a supply of the general brochure and a hand
relative hotel/destination collateral were shipped.
A full report of the show has been submitted under separate cover.

AFFORDABLE MEETINGS, Washington, September 5
Completed all required listings: destination information, attendee information, ba
profiles.
All other information, updates, etc. will not be available until mid-July.
Pre-registration list will not be available until late July.

INCENTIVE TRAVEL EXCHANGE, Las Vegas, June 25
All appointment slots (33) were filled with meetings. An intense but productive th
meetings and events and functions. Without doubt, the most rewarding experier
A full report of the show has been submitted under separate cover.

IMEX, Frankfurt, April 17
Still not in receipt of all invoices for final reconciliation. Outstanding are electrica

INCENTIVE WORKS, Toronto, August 17
Working with Janet Cuffie on the show and pre-marketing opportunities.
Made appointment, with Skyline, to contract for booth shipment, build up and bre

STARCITE

After numerous attempts, both written and via phone, received only 13 Out Islan
participation in the program. All information was forwarded to Karen Altman whc
loaded the information into the system.
Will attempt, once more, to make contact with the outstanding hoteliers to encou
participation in the program.
Signed contract still outstanding. Due to the late receipt of the signed contract a
delay in receiving the completed template, from the hoteliers, the start up date h
back to August 07.

SDD

Supplies were made for the Affordable Meetings Show (100), Incentive Travel E
all were distributed. They were a big hit and now have requests for inclusion in t

ATTENDED

SKAL
HSMAI-South
AMA

OTHER

Sick Leave - one week
Casual leave - two days

PROJECTS

Trade Shows

IMEX, Frankfurt, Germany, April 16
Had a total of 21 appointments scheduled - a record threefold
Due to budget constraints, travel was revoked
Prepared a document, for the London Office, detailing all relevant information for a smooth
as it related to commitments, payments, expectations
Understand that there were 17 appointments realized and the show was exceptionally busy
year
Still awaiting a complete report from the London Office as it relates to the show as well as in
information for completion of the file

AFFORDABLE MEETINGS, Chicago, April 17
The teaser, produced for pre-show marketing purposes, was NOT mailed due to the late arr
for the stamps
A colleague was unable to attend the show and their booth was adjacent to TIOTB's booth.
me to offer their space. It was gratiously accepted. We had a double booth for the price o
was premium - a corner along with additional plants that was ordered/paid for by the collea
Two partners participated with the BTO.

AFFORDABLE MEETINGS, San Jose, June 19
Produced a self-mailer post card, for pre-marketing purposes, to all pre-registered attendee
possession check for the stamps as well as the printing (mailed to Dallas with no copy/adv
Will process, for mail delivery, June 7
Jane DeLeon, Our Lucaya, is the only hotel personnel who has accepted the invite to join u

INCENTIVE TRAVEL EXCHANGE, Las Vegas, June 25
Submitted listing of 'preferred' buyer listing, submitted by hotels/boards
Our Lucaya/NPIPB will join in the suite as well as the coffee breaks/holding areas
Making arrangements for up to four personal sales calls in the immediate Vegas area

Road Shows

San Diego, Costa Mesa, Los Angeles, San Francisco, April 30
Due to budgetrary constraints, travel was revoked for these luncheons
Made 300 calls, from the invitee list, to solicit attendance
Our Lucaya was the only non-NPIPB hotel/entity at the show
Luncheons averaged 22 persons; Los Angeles' qualified buyers attendees was very disappo

West Coast

Had personal sales calls set up, in between the Road Shows, in conjunction with Our Lucay
Due to budgetary constraints, was unable to participate in the appointments
Wanted to have this, along with the Road Shows, be the entrée into the West Coast market
Made telemarketing calls to 24 accounts, from list submitted from outside colleagues.
Left 18 voice-mail messages
Spoke to 6 people - all of whom are aware of TIOTB but sees it as expensive, due to air -
long layovers, and not very appealing; however, very open to further discussion
Need for education as to geography

SDD

Still not in possession of the Abaco information
Have updated all other information and included San Salvador - Club Med
Attempting to 'obtain' use of another computer, outside of MOT to make Jewel Case spine
as the check, received for the printer, was submitted but credited towards outstanding bala

and not shipped!

ATTENDED

SKAL
AMA
MAARS
HSMAI

PROJECTS

TRADE SHOWS

AFFORDABLE MEETINGS, San Jose, June 19
Due to on-island commitments, there will be NO Starwood representation in The Bahamas'
Have secured five cases of Nassau Royale miniatures, for distribution at the show, which is
pre-show marketing postcard (memento)
All relative collateral has been secured and will be shipped, to the hotel, on June12 for arriv
After innumerable attempts, we finally won the battle in having FedEx Kinkos give us credit
The check was sent to Dallas inadvertently and they would, initially, not release the check fc
the Plantation store. They conceeded and the job will be completed by early June.
The pre-marketing postcard will be mailed on June 8 to well over 710 pre-registered planne
Made 100 copies of the SDD for distribution, to qualified planners, at the show.
Have negotiated the printing of approximately 500 RESORTS ON THE HORIZONS 4x7 pos
used at the show

INCENTIVE TRAVEL EXCHANGE, Las Vegas, June 25
At the end of May, we had all but six appointments slot filled. A total of 29 appointments ha
committed.
Our Lucaya and the NPIPB will be in the suite (permission for the additional person - but NC
Have secured supplies of miniature Nassau Royale, Kalik beer and Junkanoo Punch to be c
the appointments, along with the beverage order of soft drinks and water (being ordered frc
service).
Kits (Bahamas bags, long-sleeve shirts, hats, nail files, chap stick and collateral) have all be
packed. Shipping will take place on June 18 directly to the hotel.
Made 30 copies of the SDD for distribution at the event
Have negotiated the printing of approximately 30 RESORTS ON THE HORIZONS 4x7 post
used at the event

INCENTIVE WORKS, Toronto, August 17
Contracted for golf sponsorship. Contracts in Nassau for payment
Registered four Bahamas partners
Contracted for bag sponsorship. Contracts in Nassau for payment
Awaiting marketing kit so as to contract for all other services as plants, electrical, telecomm

IMEX, Frankfurt, April 17
Still awaiting invoices, etc. from the London office to reconcile account

Road Shows

Costa Mesa, Los Angeles, San Francisco, May 1-3

	Invitees	Attendance
CM	1036	31
LA	1088	16
SFO	630	17

Attendance was disappointingly low; however, understand that there were some key planne
Upon receipt of the attendee list, made calls to every attendee to introduce myself and offer
Spoke to all except seven.
Due to budgetary constraints, I was denied travel to attend these shows and, consequently,
in the joint calls that were planned with Our Lucaya rep.

STARCITE

In working with Starcite, produced document detailing Starcite's program relative to the OI h
the template attachment.

Forwarded to well over 25 hotels for their input and return by June 5.
Sent reminder in late May on the deadline
To date, only four hotels have responded

SDD

Information, from Abaco, still not received; however, in an attempt to be timely, have input th
best known from the Abaco area, and completed the updated version of the SDD.
Supplies were made and distributed to all sales/field personnel
Jewel spine lables were produced as well for a finished, professional look

PROMOTIONAL FOOTAGE CD

Made copies of the still-photo ad and distributed to all field/sales personnel
Jewel spine lables were produced as well for a finished, professional look
STILL BORROWING USE OF OUTSIDE ENTITIES PRINTER FOR MOT USE

OTHER

Worked with graphic artist to produce a banner ad for MPI-Chicago

Attended the HSMAI University's Business Acumen for Business Results, May 16 - 18 inclus
in Boca Raton. This was a personal investment of $999 for the three days.
The central objective of this program is strengthening management skills in targeting and
business priorities that produce positive business results in three key areas:
Revenue Development, Profitability, and Return on Investment
This workshop was so profound it can only be described as a workshop that should be mand
everyone who ever had or has responsibility for return on investment!

ATTENDED

SKAL
AMA
MAARS
HSMAI-Broward

LEAVE

Casual 3/25

Pamela Richardson
Groups Dept.

PROJECTS		
Trade Shows		
	IMEX - April 17, 2007, Germany	
	Registered stand partner	
	Registered staffing	
	Worked with booth facilitator for shipping, registation, build-up, break-down	
	images, etc.	
	Completed virtual exhibition/directory web page	
	Ordered and mailed visitor invites to send to clients	
	Completed entry in the Show Catalogue	
	Secured accommodations/air travel for BTO personnel (3)	
	AFFORDABLE MEETINGS - Chicago, April 11	
	San Jose, June 19	
	Washington, September 5, '07	
	Completed all requirements for booth (except plant)	
	Forwarded ALL details of the show, etc. to field personnel	
	Received checks, mailed with all required contracts.	
	Contracted for pre-show marketing list	
	MEET CANADA - May '07	
		Halifax
		Ottawa
		Calgary
		Edmonton
		Vancouver
	Processed invoices, received check	
	Field personnel fully aware of all requirements	
	INCENTIVE TRAVEL EXCHANGE, June 25, Las Vegas	
	Completed on-line directory listing	
	Received check	
	Submitted head shot of PMR/GB for directory	
	INCENTIVE WORKS, August 21, '07, Toronto	

	Payment received
	Contracted with Skyline for shipping, build-up, break-down
	ASAE - August, Chicago
	Working on securing a compact, fairly personal transportable booth
ROAD SHOWS	*NPIPB ROAD SHOW - MidWest, February*
	Office assisted with stuffing of invites (2500)
	Putting together an updated looping CD with junkanoo and calypso music
	TIOTB ROAD SHOW - West Coast, April 30
	Rescheduled due to conflicts and priorities
	Advised, via phone, a number of the hotel partners (non-NPIPB)
	STARWOOD - March 19
	Having breakfasts in Scottsdale, San Diego, Orange County, San Francisco,
	Los Angeles. Have made inquiry for inclusion in this event
WEST COAST	
	Secured list from four sources. When merged and purged, it is obvious that
	all partners/competitors are targeting the same accounts (large and heavily
	concentrated in the Silicon Valley).
	Education will be the key for this area. Clients/accounts unaware of location
	proximity, ease of transport.
	Adverse to one-stop travel - comparing to the Pacific (Hawaii, etc.)
SUPPLIER/DESTINATION	Updated the SDD with all information at hand.
DIRECTORY	Forwarded manual to all island partners (Exuma, Eleuthera, Harbor Island,
	Abaco, Andros, Long Island, Bimini, Nassau, GBI) for them to vett the
	information, make necessary changes, updates, etc.
	Information was to be back by Feb. 27 for a turnaournd of March 5
	distribution. Only two islands have returned the information.
BANNERSTANDS	
	Working with Skyline to produce four bannerstands.
	A real challenge in securing the appropriate images (multiple trips)
	Images are now at the vendor. Proofs within a week

Attended:		
	SKAL monthly meeting	
	HSMAI Sunshine	
	American Marketing Association	

Maxine Lockhart
Groups -Southeast
Bi-Annual Report

January 2007

Attended Meeting Professionals International PEC North America Conference in New Orleans, Louisiana for the purpose of networking, lead generation and for the educational sessions. At conference presentations and meetings with Wyndham Jade, Site Search Inc, US Motivation, Roof Consultants Institute, Caldwell Group Ltd, RX Worldwide Meetings Inc, Monumental Meetings, US Motivation, Monumental Meetings, Caldwell Group Ltd, Travel Impressions, Global Tours & Travel, World Class Travel, Exxon Mobil, Elite Events Inc, Conference Management Associates with the focus on lead generation.

Industry joint meetings, presentations and sales calls held in Miami, Naples & Fort Lauderdale, Florida with Volkert Meetings & Incentives, Burger King, Cleveland Clinic, Southeast Toyota, Convergys, Trainovations and American Express to generate group business for The Islands of The Bahamas.

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

Other activities for the month included telemarketing, setting up sales calls, distributing leads, emails, reports and other administrative work as well as working with board to prepare for Southeast joint road shows, planning and hosting South Florida Chapter of Meeting Professionals International January and February 2007 monthly meetings, assisting vertical markets, groups department and industry partners whenever needed.

February 2007

Industry joint meetings, presentations and sales calls in West Palm Beach, Miami, Naples, Tallahassee, Tampa , Orlando and Ft Lauderdale with Levenger, Andri, Mayer Motivations ,Xceed Inc, Siteworks, Volker Meetings & Incentives Templeton, DT International, Sunbelt, Travelmax, AmSouth Ban ,Helms Briscoe, State Farm Insurance Companies, Meeting Management, Unisource, A1 Travel & Incentives, Smart Incentives, Carlson Wagonlit ,Superior Bank, Imagine That, Farmers & Merchants, Action International, Astro Travel & Meetings, Premier Bank, Associated Builders & Contractors, Weitz Incentives ,Executive Incentives, Moor Meetings & Incentives, Visa International, Bacardi, Sharp Meetings & Incentives, Award Excellence, Trainovations, University of Miami, Publicis CLT Meetings, Rymark Resort Meetings Consortium. Event Management Services & Eventures.

Held group training seminar in Orlando, Florida for Abaco BTO Groups Representative.

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

Other activities for the month included telemarketing, setting up sales calls, distributing leads, emails, reports , direct mail and other administrative work as well as working on sales calls/road shows for Grand Bahama Island, Out Island Island and joint road shows, assisting vertical markets, groups department and industry partners whenever needed.

March 2007

Joint industry Presentations, Sales calls and meetings in Miami, Ft Lauderdale and West Palm Beach and Jacksonville, Florida with Mayo Clinic, Lynx , CTX , Exclamation, Xceed Incentives, Helms Briscoe , Alexandar Meetings, Incentive Solutions, Sunbelt Motivations, American Express, Meetings Dynamics, Spherion, Southeast Toyota, The Opus Group, World Choice Travel, Site Selection Meeting Planning, Experient, Incentive Solutions & Mayer Motivations to generate group business for The Islands of The Bahamas.

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

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

April 2007

Traveled to Atlanta, Ga to participate in Joint promotion Meeting Planners Road Show/presentation for the purpose of generating qualified group leads for The Islands of The Bahamas.

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

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

May, 2007

Joint sales calls, meetings and presentation in Miami, Delray Beach, Ft Lauderdale and West Palm Beach, Florida with Executive Incentives, Award Excellence, Levenge, Meir Motivations,

Bacardi USA and Conference Partners to generate group business for The Islands of The Bahamas.

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

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

June 2007

Joint sales calls, meetings and presentation in Miami, Jacksonville, West Palm Beach & Ft Lauderdale, Florida with Spirit Airlines, Visa International, Elite Events Inc., Mercedes Homes, Helms Briscoe, Daffin Food service, Mayo Clinic, PHC Mortgage, Visa International, Burger King, All Conventions LLC, Home Depot, WeitzGolf International, Sunbelt Motivations, Meeting Dynamics, State Farm & Helms Briscoe for the purpose of generating qualified group leads for The Islands of The Bahamas.

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

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

July 2007

Joint sales calls, meetings and presentation in Miami, Deerfield, West Palm Beach & Ft Lauderdale, Florida with Helms Briscoe, American Express, University of Miami, Zenith Pharmacies, PrideFamilyBrands, Exclamations, Citrus Growers Association, Levenge, Travel Pros, Awards Unlimited, Olympus, Sharp Electronics, Mayers Motivations, Executive Incentives, Rexall Sundown, Motivations Beyond, Visa International, SunTrust, EWM, Volker Meetings & Incentives, Cleveland Clinic, Ocean Incentives & Meetings for the purpose of generating qualified group leads for The Islands of The Bahamas.

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

Meetings also held with DMC Bahamas, Cacique International to set up joint calls.

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

AFRICAN AMERICAN MARKET
FEBRUARY REPORT

- Continental Societies Organization – Considering GBI for Board meeting November 07, 50-60 pax 30 rooms. Assisted group with securing proposals from Pelican Bay Resort and Sheraton at Our Lucaya. Group leaning towards Sheraton because of meeting space requirements. Final decision will be made at next months (March) meeting. J.G.

- HBCU Network Alumni – Presently in contact/discussion with Ancil Pratt assisting group of approximately 300 on Carnival Sensation 5D/4N cruise May 27 -31, 07, with a one day stop over in Nassau. Working with Carla Stuart, Cruise Department, assisting group with ground transportation, food, supplies and other plans related to holding their beach Olympics to activities in Nassau. J.G.

- Moorehouse/Spellman's senior class – Working with Linville Johnson Jr. – assisting with air transportation options and hotel accommodations for group of approximately 200 senior class trip to GBI . Group have received and accepted excellent rate from Sheraton at Our Lucaya, however, they are having problems with air on the return. Will monitor situation. J.G.

- Real Men Cook – Had meeting with Yvette Moyo, co-founder, discussed the possibility of Bahamas participating on a National level that would result in a Real Men Cook event in The Bahamas to include a 4d /3n Real Men Cook Conference and a golf tournament. Received proposal from Yvette Moyo, discussed with

Communication Department, now awaiting a POV from LaGrant Communications. J.G.

- Chicago Uplift – During visit to Chicago had the opportunity to meet with Lisa Marchanko of V103 radio station an affiliate of Clear Channels. Radio station is sponsoring an expo dubbed "To-days Black Women" May 3-6, 07. The event will feature renowned speakers, entertainment, an exhibitor's market place, a youth summit and expected to attract tens of thousands. Discussing possible opportunities for Bahamas participation. J.G.

- Home Depot/Bahamas Black History Month Promotion – African American Department participated in the 4th annual Black History Month promotion at Home Depot Headquarters Atlanta. Approximately 200 staff attended. Keynote speaker was Jasmine Guy and AA Department provided a 4d/3n grand prize for a drawing. Wyndham provided complimentary accommodations we will purchase air. Now discussing possibility of a direct mail in-house promotion to 350,000 Home Depot employees. J.G

- Coca Cola Black History Month promotion – After five consecutive years Coca Cola cancelled its annual Black History Month promotion and trip to The Bahamas due to the retirement of this project's manager Mr. Richard Franklin. However, Richard informed us that plans are in place for him to return to Coca Cola next year as a consultant and the Black History Month promotion would again be one of his projects.

- Links/Macy's/Bahamas Promotion – This was a great promotion for The Bahamas. Friday February 16, Bahamian chef Quinton Outten conducted a cooking demonstration live on NBC TV and on Saturday February 17, for over 200 Links, Inc. members in the basement of Macy's Aventura's Store. Also, in attendance was Eddie "Mango" Meadows a one man band out of Grand Bahama providing live Bahamian music. Tape footage was requested from NBC and photo ops were taken by Faye Burrows, Events Department Nassau and forwarded for local media distribution.

- V-103 radio station Atlanta – conducted site inspection for morning show host Frank Ski and Vacation Express reservation manager, in Nassau Saturday February 17-Monday February 19. Group saw Atlantis, Wyndham, Breezes and Sandals. Decision has been made for Wyndham, just awaiting some paper work from Darlene Davis. Group presently holding 321 air seats on one chartered aircraft and the overflow on Delta. Scheduled dates August 2-5, 2007.

- Bahamas pre Oscar event Los Angeles February 22, 2007. Great success for Bahamas in terms of PR and exposure, TV, radio and print media. The highlight Colors junkanoo performance. A detailed report and photos will be forwarded from Communications Department.

- Trumpet Walk of Fame - The Hon. Sir Lynden Pindling was among thirteen civil rights icons that were inducted into the International Civil Rights Walk of Fame on Monday February 26, 2007. Dame Margaret Pindling was present to receive the honor on behalf of her late husband. Other inductees included Sir Sidney Poitier,

Congresswoman Maxine Waters and Atlanta's Mayor Shirley Franklin just t name a few. BTO got photo ops and press release that was forwarded to Communications Department Nassau for local media distribution.

AFRICAN AMERICAN MARKET
MARCH REPORT

- Continental Societies Organization – Instead of making final decision, group requested additional information on meeting space and meal plan. Gauri Kibbler, GB Promotion Board acknowledged and will furnish shortly. Will follow up with Gauri on status of information requested and continue to monitor group's decision. J.G.

- HBCU Network Alumni – Group's one day visit to Nassau confirmed for May 29. Mia Lange, MOT Cruise Department, assisted group with ample supply of general information, and schedule a photo shot of group as they disembark cruise in Nassau. Group will hold beach Olympics on Long Wharf and use fish fry as venue for lunch. Majestic Tours ground transportation. Completed J.G.

- Real Men Cook – The decision (based on budget constraints) has been made not to participate as a National Sponsor 2007. However. To maintain relationship and opportunity for 2008, we will participate in the Atlanta event in June and budget for National Sponsorship in 2008. J.G./E.A.

- African American Department arranged dinner presentation for AAC local media, community/business leaders and trade contacts sponsored by Out Island Promotion Board. Dinner presentation was Tuesday March 27, the following morning a radio interview was arranged OIPB with WAOK radio station. The OIPB used this opportunity to Delta Air Lines new direct service to Eleuthera and Exuma from Atlanta schedule to start June 16, 2007. J.G.

- National Bar Association – Spoke with Janice Madris, National Bar Association, Atlanta. Interested in Bahamas as site for mid winter meeting 2008. She requested proposals from our hotels and lead was forwarded to Atlantis & Westin Our Lucaya. Will follow up on progress of leads and offer any additional assistance Ms. Madris might requite. J.G.

- Choice Hotels – Spoke with Naiema Thomas, Choice Hotels regarding possible December conference meeting for African

American Hotel Franchisees. This conference is usually held in a warm weather destination, last two years was held in Miami. RFP was received and will be forwarded to Atlantis and Sandals (non competitors). Naiema is working with Kelly ruff a DMC in Atlanta. Scheduled to meet with both parties next week.

- March 25 – 27, site inspection for Caribbean Philanthropy possible group of 300+ March 26-28, 2008. Host hotel was Wyndham. In addition to site of Cable Beach Resorts and Atlantis, meetings were held with Bahamas Experience and MOT groups department. Also provided an island tour to look properties (fish fry, National Museum Fort Charlotte) as possible sites for private functions. Representing the group was Nicole Sharpe, Executive Director and Karen Gallimore, Meeting Planner. Kim Hunter, Lagrant Communications also on site.

- National Association of Minorities & Urban Developers – Attended NAMUD meeting in New York, Thursday march 29. Bahamas was featured as a co-sponsor, Sr. Director; Brown-Alce did presentation, addressing possible associations/organizations group business for Bahamas, investment opportunities and channels for such in The Bahamas. Networking & photo opportunities were great, a few leads to follow up on.

AFRICAN AMERICAN MARKET
APRIL REPORT

- Follow up calls were made to Continental Societies Organization and HBCU Network Alumni regarding their respective groups visit to The Bahamas. Plans continue to progress with no major changes t report will continue to monitor.

- Real Men Cook – Our only event participation this year is Atlanta. The Westin at Our Lucaya has agreed to partner with us and donate a 4 day/3 night give away.

- National Bar Association – A RFP form from meeting planner Janice Mardis was sent to the larger properties in Nassau and Grand Bahama for consideration to host their conference in 2008. Mardis received response from Atlantis, The Sheraton at Cable Beach and The Westin Our Lucaya. Currently awaiting response from Mardis, will continue to follow up.

- Choice Hotels – A RFP was forwarded to Atlantis and Sandals from Naiema Thomas. Atlantis responded with interest however, Sandals not able to accommodate due to groups already booked for same time period. Group now considering Atlantis proposal and if positive will look at date for site inspection.

- April 14, 2007, AA Department in conjunction with Delta Air Lines and Atlanta Conventions & Visitors Bureau participated in The 26th International Consular Ball honoring the Georgia Consular Corps. The Bahamas was represented by Colors Junkanoo group (20) who performed a 30 minute rush out and a presentation on junkanoo and Bahamas in general for the 400+ attendees. Ambassador Andrew Young presented Mr. Gerald Grinestien, CEO, Delta Air Lines with the Georgia Council for International Visitors Award. Delta provided complimentary air for junkanoo group.

- April 19-22, attended Travel Professionals of Color National Conference in FLL. Approximately 350 attended conference. In addition to promoting TIOTB in general, The AA Department used this opportunity to market and promote the African Diaspora Heritage Trail Conference schedule for Nassau October 2007. We distributed save the date cards with special (booking incentive) prices for TPOC members to attend. A post site inspection trip was conducted to Nassau for TPOC President, their meeting planner and to Board of Directors members. The trip included site inspection of Cable Beach Resorts and Atlantis, meetings with Bahamas Experience, Ingrid Bartlett, MOT groups department and lunch with Ms. Angela Cleare, consultant to MOT on ADHT. Also conducted an island tour with stops at the forts, Queens Stair case, Straw Market, Gambier Village and dinner at Fish Fry.

AFRICAN AMERICAN MARKET
MAY MONTHLY REPORT

- Continental Societies Organization – Meeting planner now looking at Wyndham Cable Beach Resort as site for October/November 07' conference (group of oprox. 75). Change from Grand Bahama is due to the possibility of starting an organization in Nassau.

- Real Men Cook – Event scheduled for Sunday June 17, in Atlanta. BTO will present a taste of The Bahamas with conch fritters, guava duff and a Bahamas punch. Also, a grand prize trip for two to Grand Bahama will be given away. Jeannie Gibson and Conrad King will prepare food and work event. Initial negotiations have begun for next years event Bahamas as national sponsor. No confirmation or agreement, still awaiting budget approval.

- National Bar Association – A decision on site for next 08/09 conference is expected this month. Meeting planner, Janet Mardis is scheduled to attend NPIPB meeting planner fam trip June 7-10, Wyndham Cable Beach. This would give her an opportunity to look at properties and meet sales managers one on one. Jeannie is also on this trip.

- National Coalition of Black Meeting Planners fall conference will be in Miami Florida October 07. We've started talks with them regarding possible pre/post Bahamas trips to be promoted through NCBMP print news letters and web site. Initial response was positive. While awaiting official response we will begin dialog with the promotion boards to get their members on board and will also include Bahamasair.

- Choice Hotels – Meeting planner Naiema Thomas has pretty much decided on Atlantis as host for winter meeting. Now putting plans in place to visit property in late June or early July.

- ADHT – Plans for October conference are coming along very well. A few African and Caribbean Ministers have already expressed an interest in attending. Our marketing effort now focuses on CTO chapter Presidents and members, HBCU alumni and our AA data base. Save the date post cards are being distributed. Information on the web to follow shortly.

- Tuesday May 29, conducted presentation to National Organization of Black Fire Executives (group of 25) at Wyndham Cable Beach Resort. Arrangements were made by Meeting Planner Lori Franklin. Group will consider Bahamas as site for 08' National Conference. Will continue to follow up.

AFRICAN AMERICAN MARKET
JUNE MONTHLY REPORT

- Continental Societies Organization – This organization is still looking at Bahamas as destination for a future conference. However, 2007 conference is cancelled. The organization is now taking a different approach; they are looking at establishing a chapter in the Bahamas, then holding conference.

- Real Men Cook – This is a national father's day event geared towards African American families. The event in Atlanta was a success with approximately 2,500 in attendance. The Bahamas booth presented a taste of The Bahamas with Bahamas punch and guava duff. Wyndham Resort was a co-sponsor and gave away a 4 day/ 3 night trip. Negotiations for next year's event with Bahamas as a national sponsor continues.

- National Bar Association – decision on site for 08/09 conference has been delayed due to a recent changing of the guards. Janice Mardis, who was contact person for this event is no longer with the association. Ms. Theresa Royale has replaced Ms. Mardis, we are now following up with her regarding decision for 08/09 conference.

- Michael Baisden – best selling author, motivational speaker, and former television talk show host and now nationally syndicated radio host, is considering the Bahamas for his come-along island getaway in 2008. Pamela Yvette Exum, his business manager is currently trying to schedule an open date for him to visit Nassau for a site inspection.

- Delta Exuma/Eleuthera – Saturday June 16 Delta Air Lines began non-stop regional jet service (50 seats) to Eleuthera and Exuma. The inguinal flight to Exuma was met by Minister of Tourism Neko Grant and Eleuthera's flight was met by Minister of State for Tourism. Traveling on the Exuma flight was Mr. Gerald Grinstein, CEO, Delta Air Lines and his wife. Upon arrival presentations were made at the airport by Minister and Mr. Grinstein followed by exchange of gifts.

- Conducted Bahamas power point presentation to Georgia Caribbean Heritage Cultural Meet and Greet reception Thursday June 21.

- Mastermind Empowerment Retreat – working with meeting planner, Roslyn Parker, on group of 75 for 08 for Grand Bahama. Tentative site inspection set for July 20-22, 2007. Also in discussion with Ms. Parker regarding working with the Florida Chamber of Commerce to promote and book pre and post trips to the Bahamas from Florida. Tentative meeting scheduled for July 19, 2007 for further discussions to include Bahamasair.

- National Organization of Black Law Enforcers – working with meeting planner Lori Franklin, trying to secure this organization's conference in the Bahamas 2011. Their 2007 conference will be held in Ft. Lauderdale, July 29 – August 1. After verbal discussions with Lori, we are looking at the possible opportunities:

    1. Assisting with transportation for two Bahamian youths (Nassau/FLL/Nassau) to attend their youth conference in August.
    2. Participation in "host city night" an event during the National Conference in FLL. August 2007.
    3. Promoting pre & post trips to Bahamas on their web page.

Final decisions will be made next week after holidays.