

U.S. Department of Justice
Washington, DC 20530

OMB NO. 1124-0002; Expires February 28, 2014

**Supplemental Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

For Six Month Period Ending 3/31/15
(Insert date)

I - REGISTRANT

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

Missy Farren & Associates, Ltd. d/b/a MFA 5949

(c) Business Address(es) of Registrant

206 Bon Air Avenue, New Rochelle, NY 10804

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

(a) If an individual:

- (1) Residence address(es) Yes 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 C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

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

If no, please attach the required amendment.

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

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

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

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) 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
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) 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:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

The Cayman Islands Department of Tourism

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No

Exhibit B⁴ Yes No

If no, please attach the required exhibit.

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

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

If no, please attach the required amendment.

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

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

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

III - ACTIVITIES

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, or 9 of this statement? Yes No

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

The Foreign Principal is the Cayman Islands Department of Tourism. The Registrant provides public relations services to the Foreign Principal. The registrant drafts and disseminates press releases and facilitates the publication of travel-related articles which are designed to promote tourism to the Cayman Islands.

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

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

The Registrant's activities are political in nature only to the extent that they affect the public interest regarding the Cayman Islands Department of Tourism. The Registrant promotes tourism to the Cayman Islands by providing public relations services to the Cayman Islands Department of Tourism. The Registrant drafts and disseminates press releases, and facilitates the publication of travel-related articles in newspapers and magazines for the Cayman Islands Department of Tourism.

In order to provide such public relations services to the Cayman Islands Department of Tourism, the Registrant engages in contact with a variety of media sources on an ongoing, consistent basis. The nature of all such contact is solely that of speaking with journalists to facilitate the publication of press releases and articles to promote the Cayman Islands as a tourist destination. The Registrant has not arranged, sponsored, or delivered speeches, lectures, or radio and TV broadcasts in behalf of the Cayman Islands Department of Tourism.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes No

If yes, describe fully.

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

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes 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
See attached:	Addendum I		

\$ 214,909.72

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

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

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

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

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 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:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising 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 fundraising campaign and transmitted for a foreign principal.

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

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

During this 6 month reporting period, have you

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

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

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

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

Date	To Whom	Purpose	Amount
See attached:	Addendum II		

\$ 24,353.47

Total

(b) DISBURSEMENTS-THINGS OF VALUE

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

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

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

Yes No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
Yes No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
Yes No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

The Cayman Islands Department of Tourism

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

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

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

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

Electronic Communications

- Email
- Website URL(s): _____
- Social media websites URL(s): _____
- Other (specify) _____

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

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

21. What language was used in the informational materials:

- English
- Other (specify) _____

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

See attached Addendum III

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

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

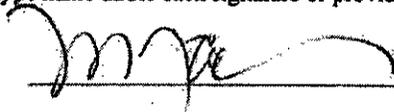
VI - EXECUTION

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

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

4/27/2015



Mary E. Farren

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.

Addendum I

11:04 AM
04/16/15

Missy Farren & Assoc., Ltd.
Customer QuickReport
October 2014 through March 2015

Type	Date	Num	Memo	Amount
Cayman Islands D.O.T.#33-A				
Payment	10/06/14	31218	6171OctRet	33,000.00
Payment	11/10/14	31323	6216NovRet	33,000.00
Payment	11/17/14	31363	6194AugExp + 6244SepExp	5,032.37
Payment	12/05/14	31394	6259DecRet+6281OctExp	40,279.89
Payment	01/29/15	31478	6297JanRet	33,000.00
Payment	02/05/15	31569	6333FebRet	33,000.00
Payment	02/26/15	31634	6319NovExp	4,597.48
Payment	03/12/15	31665	6375MarRet	33,000.00

214,909.72

Addendum II

11:09 AM
04/16/15
Accrual Basis

Missy Farren & Assoc., Ltd.
Item QuickReport
October 2014 through March 2015

Type	Date	Num	Name	Amount
Service				
Reimbursed Expenses				
Telephone/Internet (Telephone/Internet)				
Invoice	10/24/14	6244SepExp	Cayman Islands D.O.T....	-460.77
Invoice	11/19/14	6281OctExp	Cayman Islands D.O.T....	-525.81
Invoice	12/19/14	6319NovExp	Cayman Islands D.O.T....	-515.52
Invoice	01/20/15	6356DecExp	Cayman Islands D.O.T....	-623.95
Invoice	02/24/15	6409JanExp	Cayman Islands D.O.T....	-522.37
Invoice	03/24/15	6451FebExp	Cayman Islands D.O.T....	-621.60
Total Telephone/Internet (Telephone/Internet)				-3,270.02
Messengers (Messengers)				
Invoice	10/24/14	6244SepExp	Cayman Islands D.O.T....	-20.50
Total Messengers (Messengers)				-20.50
Transportation (Transportation)				
Invoice	11/19/14	6281OctExp	Cayman Islands D.O.T....	-126.85
Invoice	12/19/14	6319NovExp	Cayman Islands D.O.T....	-256.70
Invoice	02/24/15	6409JanExp	Cayman Islands D.O.T....	-575.38
Total Transportation (Transportation)				-858.93
Airfare (Airfare)				
Invoice	11/19/14	6281OctExp	Cayman Islands D.O.T....	-695.45
Invoice	01/20/15	6356DecExp	Cayman Islands D.O.T....	-635.59
Invoice	02/24/15	6409JanExp	Cayman Islands D.O.T....	-551.65
Invoice	03/24/15	6451FebExp	Cayman Islands D.O.T....	-5.60
Total Airfare (Airfare)				-1,888.29
Hotel/Gratuity (Hotel/Gratuity)				
Invoice	12/19/14	6319NovExp	Cayman Islands D.O.T....	-1,512.15
Invoice	02/24/15	6409JanExp	Cayman Islands D.O.T....	-50.00
Total Hotel/Gratuity (Hotel/Gratuity)				-1,562.15
Meals (Meals)				
Invoice	10/24/14	6244SepExp	Cayman Islands D.O.T....	-359.34
Invoice	11/19/14	6281OctExp	Cayman Islands D.O.T....	-811.13
Invoice	12/19/14	6319NovExp	Cayman Islands D.O.T....	-545.61
Invoice	02/24/15	6409JanExp	Cayman Islands D.O.T....	-407.88
Invoice	03/24/15	6451FebExp	Cayman Islands D.O.T....	-200.84
Total Meals (Meals)				-2,324.78
Clippings (Burrelles) (Clippings)				
Invoice	10/24/14	6244SepExp	Cayman Islands D.O.T....	-613.08
Invoice	11/19/14	6281OctExp	Cayman Islands D.O.T....	-533.49
Invoice	12/19/14	6319NovExp	Cayman Islands D.O.T....	-470.29
Invoice	01/20/15	6356DecExp	Cayman Islands D.O.T....	-453.90
Invoice	02/24/15	6409JanExp	Cayman Islands D.O.T....	-762.89
Invoice	03/24/15	6451FebExp	Cayman Islands D.O.T....	-711.07
Total Clippings (Burrelles) (Clippings)				-3,544.72
Media Measure (Burrelles) (Media Measure)				
Invoice	10/24/14	6244SepExp	Cayman Islands D.O.T....	-272.19
Invoice	11/19/14	6281OctExp	Cayman Islands D.O.T....	-272.19
Invoice	12/19/14	6319NovExp	Cayman Islands D.O.T....	-272.19
Invoice	01/20/15	6356DecExp	Cayman Islands D.O.T....	-272.19
Invoice	02/24/15	6409JanExp	Cayman Islands D.O.T....	-272.19
Invoice	03/24/15	6451FebExp	Cayman Islands D.O.T....	-272.19
Total Media Measure (Burrelles) (Media Measure)				-1,633.14
Clip Measure (VMS) (Clip Measurement System)				
Invoice	11/19/14	6281OctExp	Cayman Islands D.O.T....	-2,500.00
Total Clip Measure (VMS) (Clip Measurement System)				-2,500.00
Photo/Video (NY News Monitor) (Photo/Video)				
Invoice	02/24/15	6409JanExp	Cayman Islands D.O.T....	-3,000.00
Total Photo/Video (NY News Monitor) (Photo/Video)				-3,000.00
Shows/Event Fees (Shows/Event Fees)				

11:09 AM
04/16/15
Accrual Basis

Missy Farren & Assoc., Ltd.
Item QuickReport
October 2014 through March 2015

Type	Date	Num	Name	Amount
Invoice	03/24/15	6451FebExp	Cayman Islands D.O.T....	-770.00
Total Shows/Event Fees (Shows/Event Fees)				-770.00
Magazines/Research (Magazines/Research)				
Invoice	10/24/14	6244SepExp	Cayman Islands D.O.T....	-15.97
Invoice	11/19/14	6281OctExp	Cayman Islands D.O.T....	-14.97
Invoice	02/24/15	6409JanExp	Cayman Islands D.O.T....	-2,000.00
Total Magazines/Research (Magazines/Research)				-2,030.94
Supplies / Misc (Supplies/Misc)				
Invoice	11/19/14	6281OctExp	Cayman Islands D.O.T....	-800.00
Invoice	12/19/14	6319NovExp	Cayman Islands D.O.T....	-25.00
Invoice	02/24/15	6409JanExp	Cayman Islands D.O.T....	-25.00
Total Supplies / Misc (Supplies/Misc)				-850.00
Total Reimbursed Expenses				-24,353.47
Total Service				-24,353.47
TOTAL				-24,353.47

Missy Farren Associates, Ltd.
 Registration #5949
 Supplemental Statement for 3/31/15

Media Representatives - Entertainment		
Meals	Date	Place
25.01	9/2/2014	Witchcraft, Bryant Park, New York, NY 10018
132.24	9/13/2014	Raelnes NY, 94 Chambers St., NY, NY 10007
202.09	9/16/2014	Bird and Bubbles, 1008 Forsyth St., NY NY 10002
57.45	10/1/2014	Friend of a Farmer, 77 Irving Place, NY, NY 10003
134.41	10/10/2014	Charlie Bird, 5 King St., New York, NY 10012
64.35	10/23/2014	Balthazar, 80 Spring St., New York, NY 10012
255.30	10/29/2014	Casa Mono, 52 Irving Place, New York, NY 10003
248.68	10/30/2014	Andaz, 485 5th Ave., New York, NY 10017
7.38	10/30/2014	Food Emporium, 10 Union Sq., NY, NY 10003
28.06	10/31/2014	Le Pain Quotidien, 70 W. 40th St., NY, NY 10018
15.50	10/31/2014	Margot Patisserie, 2109 Broadway, NY, NY 10023
115.27	11/14/2014	Charlie Bird, 5 King St., New York, NY 10012
127.58	11/14/2014	201 Bar & Restaurant, 201 Park Ave. South, NY 10003
14.37	11/14/2014	Ciao, Charlotte Int'l Airport, Charlotte, NC
4.82	11/14/2014	Paradies Shop, Charlotte Int'l Airport., Charlotte, NC
74.75	11/16/2014	Blue Cilaistro, 1 Gecko Link, Grand Cayman, CI
42.05	11/16/2014	The Westin, Seven Mile Beach, Grand Cayman, CI
56.14	11/16/2014	Agua Restaurant, W. Bay Road, Grand Cayman, CI
26.45	11/17/2014	Eats Café, W. Bay Road, Grand Cayman, CI
10.00	11/17/2014	The Westin, Seven Mile Beach, Grand Cayman, CI
50.35	11/20/2014	The Westin, Seven Mile Beach, Grand Cayman, CI
17.83	11/21/2014	Eats Café, W. Bay Road, Grand Cayman, CI
6.00	11/21/2014	Grand Cayman Int'l Airport, CI
59.54	1/15/2015	Charlie Bird, 5 King St., New York, NY 10012
45.57	1/15/2015	SC Cibo Express, JFK Int'l Airport, Jamaica, NY 11430
23.58	1/18/2015	Hungry Horse, George Town, Grand Cayman, CI
175.53	1/20/2015	The Marshall, 628 10th Ave., New York, NY 10036
24.99	1/26/2015	Eat & Go, JFK Int'l Airport, Jamaica, NY 11430
63.70	1/29/2015	Grand Cayman Marriott, 389 W. Bay Road, Cayman
14.95	1/29/2015	Hungry Horse, George Town, Grand Cayman, CI
		Lunch with Melanie Lieberman, freelancer editor at Travel and Leisure
		Dinner with Vanity Fair editor
		Dinner with Food and Wine Travel editor
		Lunch with R. Dorian of Find Eat Drink / Gotham
		Media lunch with Travel and Leisure
		Breakfast with John Newton, Conde Nast Traveler
		Client lunch with Ruth Myles of CIDOT
		Breakfast with Greenwich Magazine writer
		Snacks for DOT team meeting
		Coffee with writer from Conde Nast Traveler
		Coffee with Promenade Magazine
		Lunch with Jackie Cooperman - WSJ, Vogue
		Breakfast with National Geographic Traveler magazine writer
		Lunch for staff at airport while travelling to Engage 14 conference
		Water and snacks for staff at the airport
		Breakfast for staff at Engage 14 conference
		Lunch for staff at Engage 14 conference
		Dinner for staff at Engage 14 conference
		Breakfast for staff at Engage 14 conference
		Lunch for staff at Engage 14 conference
		Dinner for staff at Engage 14 conference
		Water and snacks for staff at the airport
		Lunch with The Tig's Food Editor, Judy Meepos
		Breakfast for staff at airport while travelling to Cayman Cookout
		Lunch with CIDOT staff
		Dinner with People magazine
		Breakfast for staff at airport while traveling to CI for Brides photo shoot
		Breakfast with Ruth Myles of CIDOT
		Lunch for staff while in Cayman for Brides photo shoot

Missy Farren Associates, Ltd.
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103.95	2/2/2015	Try Cavler, online order NYC	Lunch with NYC Magazine
61.40	2/6/2015	Charlie Bjrd, 5 King St., New York, NY 10012	Meal with food writer Nahdini Wolfe of Yahoo!
25.69	2/26/2015	Friend of a Farmer, 77 Irving Place, NY, NY 10003	Coffee with Brandon Palmer of Departures magazine
9.80	2/26/2015	Le Pain Quotidien, 16 E. 44th St., NY, NY 10017	Coffee with Camille Hunt of Manhattan magazine
2,324.78			

Missy Farren Associates, Ltd.
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Airfares	Who	Travel dates	Where	Trip
390.25	Samantha Lacher	11.16.14 - 11.21.14	Cayman Islands	Engage 14 Conference
305.20	Samantha Lacher	11.14.14	Cayman Islands	Change return flight - Engage 14
635.59	Agatha Capacchione	1.15.15 - 1.18.15	Cayman Islands	Cayman Cookout event
551.65	Samnatha Lacher	1.26.15 - 1.29.15	Cayman Islands	Brides magazine photo shoot in Cayman
5.60	Meghan Marie Donovan	3.21.15	Cayman Islands	Passenger security fee for visiting journalist M. Donovan
1,888.29				

Addendum III



For more info please contact:
Missy Farren & Associates, Ltd. (212) 528-1691
Megan Warner, mwarner@mfa ltd.com

**CENTRAL CARIBBEAN MARINE INSTITUTE TO JOIN
CAYMAN ISLANDS DEPARTMENT OF TOURISM FOR DEMA LAS VEGAS 2014**
CCMI Receives Grant from Darwin Institute to Save the Cayman Islands' Coral Reefs



Grand Cayman, Cayman Islands, October XX, 2014 – The Central Caribbean Marine Institute (CCMI) today announced plans to host a booth inside the Cayman Islands Department of Tourism's "Cayman Pavilion" at the annual Dive Equipment and Marketing Association (DEMA) trade show, November 19-22 in Las Vegas.

The Institute's upcoming appearance at DEMA will celebrate its recently-awarded two-year grant from the Darwin Initiative to protect and increase the biodiversity of coral reefs. The project will focus on researching ways to save the endangered staghorn coral, a member of the International Union for Conservation of Nature's "Red List of Threatened Species." Originally one of the most abundant corals on Caribbean reefs, the species inexplicably began dying off in the 1980s and lost almost 90 percent of its population. CCMI hopes to help rectify this problem by working to improve the survival of coral under stress, an issue that could pose a major threat to the Cayman Islands' dive industry.

"The Department of Tourism's growing partnership with the Central Caribbean Marine Institute is crucial to the survival of our coral reefs," said Director of Tourism, Rosa Harris. "We must nurture and maintain this viable relationship because the dive industry is a key part of the Cayman Islands' culture. We wholeheartedly support CCMI's efforts to make diving a memorable experience for our visitors and we will work with the organisation to ensure that our underwater environment continues to thrive."

The DEMA trade show will also mark CCMI's first effort to market itself not only as a global marine conservation leader, but also as a physical destination that divers can visit while on Little Cayman. Working under the *Dive into Science* umbrella, CCMI will invite divers to become "citizen scientists" by booking packages with the Institute's Little Cayman Research Centre. Divers can assist

researchers and scientists with key initiatives geared toward preserving and protecting Little Cayman's coral reefs – and especially species like the staghorn.

Staffers at DEMA will hand out literature and answer questions on this and other CCMI initiatives. The Institute's annual summer "Sea Camp" program brings teens from around the globe together for an immersive week of coral reef study, while CCMI's ongoing efforts to combat Lionfish have resulted in a variety of different programs created for divers who wish to help eradicate the species from the delicate reefs.

"We're thrilled to be joining the Department of Tourism at DEMA," said CCMI Director Dr. Carrie Manfrino, who was recently recognized by *Oris* and *Scuba Diving Magazine* as a "Sea Hero" for her longstanding marine conservation work in the Cayman Islands. "Cayman is at the forefront of coral reef conservation, and it's important that the dive industry understand and witness the good work being done here. It's a message of hope."

The Cayman Islands

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CCMI

The Central Caribbean Marine Institute is a Cayman Islands nonprofit organization whose mission is to protect coral reefs for the future by strengthening our understanding of what contributes to resilience and by reinforcing discoveries that offer hope to restore the balance of healthy coral reefs. We engage children and communities in active coral reef conservation as a part of our Science and Society initiative. Public and private contributions are supporting our work to unlock answers to why coral reefs are resilient at some locations while declining at others. CCMI's projects are making significant progress with the support of the Darwin Plus: Overseas Territories and Climate Fund.



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JOIN THE CAYMAN ISLANDS FOR A CELEBRATION OF ITS DIVE INDUSTRY AT DEMA
Interactive Events Showcase Key Dive Initiatives



Grand Cayman, Cayman Islands, October XX, 2014 – Long heralded as the birthplace of recreational diving, the Cayman Islands will celebrate its thriving dive industry at the Dive Equipment and Marketing Association's (DEMA) 2014 annual trade show, November 19-22 in Las Vegas. The Cayman Islands Department of Tourism will sponsor a "Cayman Islands Pavilion" featuring the International Scuba Diving Hall of Fame (ISDHF), historical dive artifacts and an exhibit from the Central Caribbean Marine Institute (CCMI).

Scheduled events on November 19 and 20 will provide attendees with the chance to celebrate a few of the people and organizations who have supported the international dive industry this year. Both events will take place at the Cayman Islands Pavilion, located in **Magnet Zone C**.

- **What:** Meet and greet with the newly inducted members of the International Scuba Diving Hall of Fame.
When: Wednesday, November 19 at 2 p.m.
- **What:** Announcement of the winners of the T'Anks A Lot Rewards Program – come see who gets to drive away in a brand new Porsche Cayman!
- **When:** Thursday, November 20 at 4 p.m.

At the Pavilion, DEMA visitors will also be able to walk the Hall of Fame red carpet and take photos with cut-outs of famous ISDHF inductees or even the inductees themselves, who will be stopping by the Pavilion. Dive operators from various Cayman Island resorts including Sunset House, Brac Reef Resort and Little Cayman Beach Resort will also have a presence there, alongside exhibitions from various private sector partners including Divetech, Indepth Watersports and Red Sail Sports Grand Cayman.

"We are excited to celebrate our dive partners on an international level at DEMA," said Deputy Premier, and Minister of Tourism, the Honourable Moses Kirkconnell. "We want to show our support of the programmes that keep the Cayman Islands' dive industry thriving and share their achievements with the global dive community."

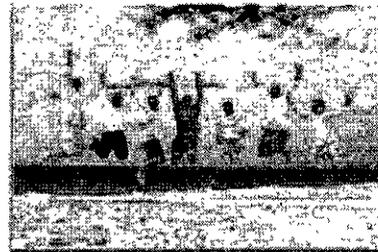
Make sure to stop by the Cayman Pavilion while in Las Vegas to see what Caymankindness is all about!

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**CAYMAN ISLANDS CELEBRATES SEVENTH ANNUAL CAYMAN COOKOUT
WITH HOST CHEF ERIC RIPERT AND FRIENDS**
Tickets Now on Sale for the Caribbean's Premier Culinary Event in January 2015



Grand Cayman, Cayman Islands, October XX, 2014 – Tickets are now on sale for the highly anticipated Cayman Cookout hosted by Chef Eric Ripert from **January 15-18, 2015** in the Cayman Islands. The seventh annual event, hosted by the Cayman Islands Department of Tourism, The Ritz-Carlton, Grand Cayman, and Food & Wine Magazine, will celebrate the Cayman Islands' dynamic food scene with some of the world's most talented chefs. To purchase tickets or select packages, please visit the event website.

This year, Cookout veterans Anthony Bourdain, José Andrés and Daniel Boulud will be joined by newcomers Michael White, Marcus Samuelsson, Norman Love, Sven Elverfeld and Sean Brock, as well as international talent Lynn Crawford (Canada), and Adam Handling (United Kingdom). *Food & Wine* executive editor Ray Isle will share his finest wine pairings beachside, while renowned mixologist Charles Joly will entertain guests with his exceptional handcrafted cocktails.

Those in attendance can expect four days of matchless culinary demonstrations, talks and teachings from global experts, all set in the intimate Caribbean atmosphere of the Cayman Islands. Celebrate the "Culinary Capital of the Caribbean" with Chef José Andrés from his roaring paella fire; delight in what is sure to be an unforgettable presentation of local flavours and culinary influences at "The Rundown" with Chef Anthony Bourdain; learn from Chef Lynn Crawford how to elevate the brunch experience; or attend an elegant lunch prepared by Chef Adam Handling with Her Excellency The Governor Ms. Helen Kirkpatrick. Other memorable events include a tell-all session with Chefs Eric Ripert and Anthony Bourdain, a lively "Beach Bash" held at Rum Point and the famous "Barefoot Barbecue" party, where chefs and guests mingle and dine under the stars at Tiki Beach.

"Cookout is one of our favourite events of the year," said Deputy Premier, and Minister of Tourism, the Honourable Moses Kirkconnell. "This incredible food festival highlights our rich tradition of food with all manner of vibrant celebrations and gives guests a truly extraordinary experience. We are thrilled that the guests, sponsors and chefs continue to bring this spectacular event to Cayman year after year."

"There couldn't be a better setting than the Cayman Islands for this memorable celebration of culinary arts," adds Director of Tourism, Rosa Harris. "The entire Caymanian community comes together to welcome these renowned chefs and guests to our shores and we are excited to do so once again this January."

To purchase tickets or book a trip, visit www.caymancookout.com, or to plan your trip before Cayman Cookout, visit us at www.caymanislands.ky. Join the Cayman Cookout conversation on Twitter at [@CaymanCookout](https://twitter.com/CaymanCookout) and [@CaymanIslands](https://twitter.com/CaymanIslands) and use [#CaymanEats](https://twitter.com/hashtag/CaymanEats).

Frequently referred to as "[the Culinary Capital of the Caribbean](#)," the three Cayman Islands offer world-class hotels and elegant resorts, luxury condominiums and secluded villas, all with unsurpassed service, and an eclectic array of fine food options. With more than 150 restaurants, unwinding with a good meal in the Cayman Islands can include chic five-star dining as well as a more casual venue under the stars. From traditional Caymanian seafood, to Caribbean and Thai, Italian or New World, discerning diners are sure to find something to fit their taste.

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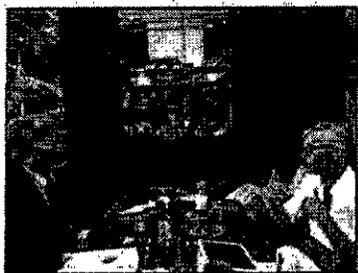
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THE CAYMAN ISLANDS DEPARTMENT OF TOURISM VISITS NEW YORK FOR BUSINESS MEETINGS AND SHOWCASE THE DESTINATION AMONGST TOP-TIER JOURNALISTS

Grand Cayman, Cayman Islands, October 31, 2014 – This week, representatives from the Cayman Islands Department of Tourism visited New York City to promote Cayman Cookout, the highly anticipated culinary festival hosted by Chef Eric Ripert from January 15-18; leverage news of tourism updates; and generate media attention for the destination.

The week filled with media appointments began with a private lunch held at Chef Eric Ripert's famed New York City restaurant, Le Bernardin, to give journalists a taste of the 2015 Cayman Cookout. The Cayman Islands' Director of Tourism, Rosa Harris, was joined by The Ritz-Carlton, Grand Cayman's General Manager, Marc Langevin, in welcoming a group of the city's leading travel, culinary and lifestyle editors to a Cayman-inspired three-course tasting menu designed specially by Chef Ripert. Guests learned about the line up of internationally-renowned chefs who will participate in the festival, as well as event highlights that will make the 2015 Cookout different from years prior.

"We loved this opportunity to bring a taste of the incredible Cayman Cookout experience to some of New York's finest media," said Director of Tourism, Rosa Harris. "The lunch was a perfect example of the level at which we celebrate the culinary scene in the Cayman Islands. We are very appreciative of Chef Eric Ripert and the generosity and time he contributed to this event."



Later in the week, Deputy Premier and Minister of Tourism, the Honourable Moses Kirkconnell, met with influential media to discuss visitor arrivals, new hotel developments slated for Grand Cayman and Cayman Brac, and updates to Owen Roberts Airport as well as airlift for the upcoming winter season. He met with journalists from Travel + Leisure, Condé Nast Traveler, Promenade and Greenwich Magazine, and participated in a live broadcast interview with Clear Channel radio.

In addition, the Minister made remarks for the audience at Edible Manhattan's Edible Escape event on new updates in the Cayman Islands. He expanded on the notable culinary scene and highlighted the destination's increase in visitation numbers, debuting impressive statistics for the month ending September 2014. The arrival data shows consistent uptick in year-to-date air arrivals visitation growth of 12 percent. The strength of this performance is a direct result of collaborations and partnerships. Please find a link to the Minister's video remarks here: [September 2014 Tourism Arrival Statistics](#)

"The Cayman Islands thrives as a top Caribbean destination because of our diverse culture that is always offering something new to visitors," said the Hon. Moses Kirkconnell. "We are proud and excited to share news about the

exceptional travel experiences to be had on our islands with the global community, and we hope that all who are interested can come experience it for themselves."

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THE CAYMAN ISLANDS TARGET INFLUENCERS DURING ENGAGE! WITH A TRIP TO THE SISTER ISLANDS



Grand Cayman, Cayman Islands, November 21, 2014 – The engage!14 wedding summit took over Grand Cayman this week with three days of inspiration, insights and innovation for the industry's best planners, designers, photographers and more. The buzz created by these wedding professionals inspired the Cayman Islands Department of Tourism to shine a light on the Sister Islands' unparalleled romance offerings, as they are the perfect destinations for exceptional weddings and honeymoons. This week, the Department of Tourism sponsored the trips of 20 top tier wedding industry influencers from engage!14 to explore the Sister Islands and get a firsthand look at just how convenient planning a wedding or honeymoon in either destination would be.

A quick 30-minute flight from Grand Cayman via Cayman Airways, Cayman Brac and Little Cayman are ideal settings for exotic weddings and romantic getaways. In one exciting, jam-packed day, the attending influencers were introduced to the islands' stunning accommodations, delicious dining options and unforgettable opportunities for outdoors excursions. They walked along Cayman Brac's pristine beaches and saw the vistas at Light House Point, before exploring the dramatic Bat Cave and stopping for lunch at the island's brand new hotel, Le Soleil d'Or. The group then moved to Little Cayman, where they learned about the island's history at the Little Cayman Museum and finished their whirlwind day with cocktails at the Southern Cross Club.

"We are thrilled to have had the opportunity to bring key influencers from the engage!14 summit to our beautiful Sister Islands, giving them a chance to see what a wedding there would feel like" said Deputy Premier and Minister of Tourism, the Hon. Moses Kirkconnell. "We are so happy that this wonderful event has once again graced our shores, bringing with it so many important people who can experience the spirit of Caymankindness firsthand."

Outside of engage!14's many sessions and lectures, attendees and speakers were also encouraged to explore Grand Cayman by taking part in excursions that would bring them beyond the conference. — be it a meal at one of the island's 200 premier restaurants or a trip to kiss the stingrays for good luck at Stingray City. As refreshing breaks between engage!14 activities, these attractions gave engage!14 participants the chance to experience everything that makes Grand Cayman an incredible island destination.

Details about the Cayman Islands and its romance offerings can be found at <http://www.caymanislands.ky/>.

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Cayman Islands Hosts Engage! Luxury Wedding Business Summit
More than 350 attend from 30 U.S. states and 18 countries

Grand Cayman, Cayman Islands, November 28, 2014 – From 17 – 20 November, more than 350 luxury wedding professionals were on-island to learn about wedding industry trends, networking, and experience a taste of what the Cayman Islands has to offer for destination weddings and romance travelers at the 14th engage! Luxury Wedding Business Summit at the Ritz-Carlton, Grand Cayman. The engage!14 :: cayman islands summit was sponsored by 70 businesses, including more than 45 Cayman Islands partners. Attendees represented 18 countries and 30 U.S. states and stayed approximately 15 properties throughout the Cayman Islands.

The engage!14 Cayman Islands schedule featured insights from 56 luxury wedding experts. Cayman Islands Minister of Tourism, the Honourable Moses Kirkconnell officially opened the summit. *Brides Magazine* Editor-in-Chief Keija Minor started the program by sharing insights from Conde Nast's bi-annual wedding survey. Attendees also heard from event designers Bryan Rafanelli, Marcy Blum, Mindy Weiss and David Beahr; luxury hospitality experts Cindy Novotny, Simon T. Bailey; and media spanning *Martha Stewart Weddings'* Darcy Miller and Anthony Luscia; *Bridal Bar Radio's* Harmony Walton, *The Knot's* Carly Roney and Anja Winikka, *Destination Weddings & Honeymoon* Editor-in-Chief Erika Hueneke, *Southern Weddings* Creative Director Emily Thomas; and more.

Throughout the week, summit attendees had the opportunity to experience the Cayman Islands. Guests spent afternoons on Jet Ski Safaris, at Stingray City, taking island tours, and exploring the Botanic Park. A dine-around event on Tuesday evening gave attendees the chance to enjoy dinner at one of 19 participating restaurants.



Discussion focused on specialized topics from the concept of "glocal" (global planning with local implementation) in destination weddings; the exceptional bespoke options in the luxury wedding industry, and ways for luxury wedding businesses to expand their offerings and target their clientele. Jo-Anne Brown from *Celebrations, Ltd.* spoke to the entire group about the Cayman Islands' exceptional romance travel and destination weddings capabilities, spanning the ease of the experience and the breadth of resources available on-island, to the hotel inventory and leisure offerings for wedding guests.

A group of attendees also experienced the Sister Islands during a one-day extension to the engage! experience. Small groups visited both Cayman Brac and Little Cayman on Sunday 16 November and Thursday 20 November. This distinctive experience gave influencers an inside look at the unique options available for hosting luxury events on the Sister Islands.

The engage!14 Cayman Islands social media conversation was an integral part of the experience. In the month of November, there have been 3,660 Instagram posts with 1.6 million impressions and over 2,700 tweets with exposure to almost 12 million.

For the first time, Cayman Islands wedding professionals were invited to attend "mini engage!" – a half day summit featuring a selection of engage! speakers and experts in destination weddings and media sharing their insights with Cayman Islands private sector partners.

"We are honored to welcome this exceptional group of luxury wedding and hospitality professionals to the Cayman Islands," said Deputy Premier and Minister of Tourism, the Hon. Moses Kirkconnell. "The engage!14 luxury wedding summit allows us to showcase our ability to facilitate exceptional destination weddings for international couples, and to extend the best in Caymanian hospitality."

"The engage!14 events throughout the week gave international wedding industry influencers an opportunity to immerse themselves and experience the Cayman Islands," added Director of Tourism Mrs. Rosa Harris. "The group was very receptive to our private sector partners, and many planners expressed the strong appeal the Cayman Islands presents in attracting brides to book Cayman Islands weddings."

For more information about the engage!14: Cayman Islands luxury wedding business summit, visit caymanislands.engage14.net. For more information about the Cayman Islands, visit www.caymanislands.ky.

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THE CAYMAN ISLANDS WINS TOP AWARD FROM SCUBA DIVING MAGAZINE
The publication names the Cayman Islands the "Best Overall Diving" destination in the Caribbean



Grand Cayman, Cayman Islands, January XX, 2015 – The Cayman Islands has once again been recognized by the scuba diving industry as one of the Caribbean's premier dive destinations. SCUBA DIVING magazine recently released its "2015 Reader's Choice Awards" and named the Cayman Islands as the Caribbean/Atlantic region's "Best Overall Diving" destination, among numerous other accolades. Further notable awards include First Place wins in the "Best Underwater Photography," "Best Marine Environment," and "Best Wall Diving" categories, and Second Place wins for "Best Visibility," "Best Macro Diving," and "Best Overall Destination."

Renowned worldwide as the birthplace of recreational diving, the Cayman Islands draws scores of dive enthusiasts year after year with a vast array of destination attractions that extend far beyond the water. Grand Cayman alone is home to over 200 restaurants and numerous luxury hotel properties, while all three islands, defined by a local community famous for its kindly disposition, offer everything from horseback riding to swimming with stingrays. When divers visit the Cayman Islands, they become a part of the community between its shores and have the opportunity to immerse themselves in its rich culture, history and traditions.

"The Cayman Islands has so much to offer those who visit our shores," said Director of Tourism, Rosa Harris. "Beyond our beautiful walls, incredible aquatic life and dramatic wrecks, we can also offer those visitors accommodations at top-rated dive resorts and even a year's worth of dive sites that fit any skill level. The dive industry is an integral part of the Cayman Islands' culture and we are thrilled that it has been recognized by the international community."

Looking forward in 2015, the dive industry hopes to entice new divers to visit the Cayman Islands during Legends and Lions, a month-long scuba showcase offering various vacation packages and an opportunity for the International Scuba Diving Hall of Fame members and new 2015 inductees to come together in a beautiful diving paradise.



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THE CAYMAN ISLANDS WINS UNPRECEDENTED NUMBER OF ACCOLADES IN 2014



Grand Cayman, Cayman Islands, January XX, 2015 – The Cayman Islands collected an impressive array of destination awards in 2014, including several that praised the tropical islands' dive industry, luxury accommodations and family attractions. These notable accolades were bestowed upon the Cayman Islands by organizations such as TripAdvisor, U.S. News & World Report, Conde Nast Traveller, Yahoo! Travel, Parents Magazine, FlipKey, Caribbean Journal, Scuba Diving Magazine, the National Science Foundation and by the World Travel Awards.

From TripAdvisor's Traveller's Choice Awards, the Cayman Islands won third place in the "Top 10 Islands of the Caribbean" category while Seven Mile Beach won third place for "Top 25 Best Beaches in the World." The organization also praised the Caribbean Club as one of the "Top Small Hotels in the Caribbean," as one of the "Top Luxury Hotels in the Caribbean" and as one of the "Top Hotels for Families in the Caribbean."

FlipKey, TripAdvisor's vacation rental company, recognized the Cayman Islands as the "Best Caribbean Vacation Destination in 2014" while the U.S. News & World Report ranked the destination as having the "Best Beaches in the World." The news organization also praised the islands with second place awards for "Best Places to Visit in the Caribbean" and "Best Family Vacations in the Caribbean," as well as a sixth place award for "Best Caribbean Honeymoons" and a seventh place award for "Best Islands in the World."

Also in 2014, Yahoo! Travel named the Cayman Islands as the fifth "Most Sought After Destination Wedding Spot in the World" while Parents Magazine recognized the tropical paradise as one of the "10 Best Caribbean Destinations for Families." Conde Nast Traveller included The Ritz-Carlton, Grand Cayman on its "Gold List" of "The World's Best Places to Stay" with an impressive tally of 90.2 points for rooms, service, dining, design and activities.

The dive industry received significant awards from Scuba Diving Magazine including "Best Overall Destination," "Best Underwater Photography," "Best Wall Diving," and "Best Marine Environment," in addition to awards in several other categories. The Central Caribbean Marine Institute (CCMI) won a prestigious grant from the National Science Foundation in 2014 to facilitate environmental research, education, conservation and outreach. And, in September 2014, the Compass Point Luxury Dive Resort won an award for "Caribbean Excellence in Sustainable Tourism."

The Caribbean Journal named the Cayman Islands as the "Destination of the Year" in 2014, while the islands won the prestigious "World's Leading Dive Destination in 2014" from the World Travel Awards.

"Overall, the Cayman Islands has had a record year in tourism," said Director of Tourism, Rosa Harris. "In addition to our beautiful beaches and aqua blue waters, we have now been consistently recognized as a Caribbean destination with reliably praiseworthy accommodations, attractions and dining experiences. We can only hope that many

travelers have the chance to experience those things in 2015, while past visitors return to discover different adventures and fall in love with the Cayman Islands in entirely new ways."

The Cayman Islands

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THE CAYMAN ISLANDS DEPARTMENT OF TOURISM TALKS 2015 STRATEGY IN NEW YORK CITY
Global Partners Come Together to Review 2014 Successes and Look Ahead for 2015



Grand Cayman, Cayman Islands, February XX, 2015 – Representatives from the Cayman Islands Department of Tourism met with global partners in New York City to develop an integrated marketing strategy crafted to continue the positive trajectory of Tourism to the Cayman Islands through the duration of 2015 and into 2016. Deputy Premier and Minister of Tourism, the Honourable Moses Kirkconnell and Director of Tourism, Mrs. Rosa Harris, facilitated the conversation with senior executives from CIAA, CAL, SITA/CITA, other Ministry of Tourism leadership, Department of Tourism Senior Management, and DOT's international marketing agencies in advertising, public relations, media buying and digital.

Discussions focused on an aggressive look ahead, identifying the assets that differentiate the Cayman Islands' from the competitive set, with the ultimate goal of maintaining the momentum that the local tourism industry has experienced in recent years. Cuba's introduction into the Caribbean marketplace acted as a major point of focus in these meetings, as the teams considered various ways to leverage the new destination as a benefit to the Cayman Islands. Other prominent topics of discussion centred on the renovations planned for Owen Roberts International Airport, numerous new hotel properties coming to Grand Cayman in the next few years, and the ongoing efforts to build large-scale cruise berths in George Town harbour.

"As an organisation, we feel grateful for the tourism successes we achieved in 2014," said the Minister. "The challenges we face in 2015 are considerable, so we must sharpen our focus and develop aggressive strategies to ensure we maintain that positive pattern of progress."

While in New York, the Minister, accompanied by Councillor to the Minister Joseph Hew, met with influential journalists from *Departures*, *The Wall Street Journal*, *Manhattan Magazine*, *The Knot* and a new global digital content outlet called *The Globalist*. Conversations with the writers positioned the Cayman Islands as the premiere destination for exceptional interactions with local residents, and focused on the breadth of opportunities on-island, spanning accessibility from the U.S., new hotels, exceptional food, the Botanic Park, Turtle Farm, Stingray City, Rum Point, and more.

The Minister, Director and other Ministry of Tourism and Department of Tourism personnel also attended the Hospitality Sales and Marketing Association International annual gala, where the Cayman Islands Department of Tourism was recognized with a top-honour Platinum Award and a Gold Award in Public Relations for print feature stories in *National Geographic Traveler* and *US Airways Magazine*, respectively, as well as a Bronze Award in Digital Marketing for a social media campaign surrounding a consumer activation in NYC that took place in July 2014.

Throughout the week, the Minister and Director both talked about the organisation's passion for the Cayman Islands and its exceptional array of private sector partners. They underscored the importance of working in harmony with outside interests to ensure equal representation for all in the tourism industry.

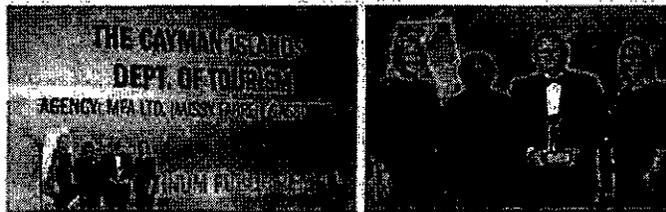
"We strive to build positive relationships with all sectors of the Cayman community," emphasized the Director. "Without their support and insights, we as an organisation could never hope to achieve anywhere near the level of success we saw in 2014. Understanding and representing their needs in all that we do is paramount to guaranteeing that tourism continues to thrive in our beautiful destination."



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For Immediate Release

THE CAYMAN ISLANDS DEPARTMENT OF TOURISM WINS TOP HONOURS IN PR AND MARKETING *Deputy Premier and Minister of Tourism, Honourable Moses Kirkconnell Accepts Awards in New York City*



Grand Cayman, Cayman Islands, 2 March 2015—The Cayman Islands Department of Tourism was recognized for its superior marketing, public relations and advertising initiatives at the annual Adrian Awards, a globally renowned gala hosted by the Hospitality Sales and Marketing Association International (HSMAI) in New York City on Monday, 23 February. Deputy Premier and Minister of Tourism, the Honourable Moses Kirkconnell, was accompanied by the Director of Tourism, Mrs. Rosa Harris, and Councilor for Tourism, Joseph Hew; Chief Officer for Tourism Stran Bodden and members of the Department of Tourism Senior Management team to accept three awards for excellence in marketing. HSMAI is the industry leader in advocating for intelligent, sustainable hospitality practices and provides its thousands of international members with the tools and insights to achieve that goal.

The Department of Tourism took the top honour – a Platinum Award – in the category for a Public Relations Print Feature Story. The Award recognized a 10-page feature story *"On Cayman Time,"* in *National Geographic Traveler*, an influential U.S. travel magazine written for consumers who seek authentic and immersive travel experience. The Minister and Director accepted the award on-stage during the gala. Images of the story, which showcased the breadth of experiences available on all three islands, were shown on screen.

"2014 was a record year in tourism for the Cayman Islands and these awards only serve to underscore that success," said the Minister. "To have our exceptional tourism offerings showcased in such an extensive print story, and to be recognized among other global destinations and brands, is a tremendous honour."

The Department of Tourism's Public Relations efforts were also recognized with a Gold Award in the Print Feature Story category, for a cover story exploring the Cayman Islands' culinary offerings that was published in *U.S. Airways Magazine*. In the Digital Marketing Social Media Campaign category, the Department of Tourism took a Bronze Award, for a New York City Caymankind activation that sent a branded ice cream truck all over the city during the heat of summer, providing New Yorkers with free ice cream and the chance to win a trip to the Cayman Islands.

"We strive to provide unparalleled offerings to travelers in the Cayman Islands and potential travelers at home," added the Director. "We are proud that our efforts have been noticed by a global organization, and to be the recipient of these three esteemed HSMAI Adrian awards."

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