

JULY 2023 GLOBAL PUBLIC RELATIONS ACTIVITIES

EXECUTIVE SUMMARY

PR efforts in July prioritized heightening awareness of The Bahamas Golden Jubilee celebrations, hosting four journalists in a **culture focused group press trip to Nassau and Cat Island** as well as widespread outreach to share the anniversary milestone with U.S. media across verticals. In addition, the team ensured the destination remained top of mind executing proactive and reactive media opportunities.

JULY HIGHLIGHTS

- **_50th Anniversary Group Press Trip / Activities Included:** o Hosted an island-hopping press trip to **Nassau and Cat Island** with (4) four top-tier journalists representing **USA Today, Forbes, Refinery29 Unbothered** and **The Grio** .
 - o Stays at Graycliff Hotel, Rollezz Villas Beach Resort and Grand Hyatt Baha Mar.
 - o Intimate press briefing with senior leadership, including the **Deputy Prime Minister and Director General** to discuss the significance of the Golden Jubilee
 - o Invitation to join locals in celebrating 50 years of independence at the **People's Junkanoo Rush** on Bay Street
 - o Excursions including historical heritage tours, line fishing and cultural performances.
- **_Media Relations / Activities Included:** o Ongoing News Bureau efforts included promoting The Bahamas Independence Day milestone and celebrations, plus jet-setting outreach in tune with the Barbie movie premier
 - o Drafted Independence Day release and talking points
 - o Delivered August New Developments release

EARNED COVERAGE HIGHLIGHTS

- **_Travel + Leisure / Combined Reach: 2,839,511** • **_Background:** Media friendly Lauren Dana Ellman features Harbour Island as one of the most beautiful islands in the world, touting its vibrant pink sands as well as its unique New England style architecture
- **_The Impact:** Travellers in search of an island getaway are informed of Harbour Island's idyllic backdrop and natural wonders
- **_Island(s) Highlighted:** Harbour Island
- **_Key Verticals:** Adventure
- **_Cruising Odyssey / Combined Reach: N/A** • **_Background:** As a result of the team's targeted outreach to raise awareness of the Ministry's 2023 Boating Flings schedule _this year the team reached out to this publication.
- **_The Impact:** Boating enthusiasts are prompted to sign up for the Boating Flings while also learning of the destination's 50th Anniversary of Independence
 - **_Island(s) Highlighted:** Bimini, The Exumas
 - **_Key Verticals:** Adventure, Boating, Diving, Culinary

- **_Family Vacationist / Combined Reach: 77,924** • **_Background:** Terry_Ward spotlights The Bahamas as one of the best family-friendly Caribbean destinations, touting its variety of accommodations

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- **_Island(s) Highlighted:** The Exumas, Eleuthera, Nassau/Paradise Island, Grand Bahama Island
 - **_Key Verticals:** Adventure, Boating, Family
 - **_Background:** Media friendly Jill Schildhouse spotlights The Bahamas as one of the best Caribbean islands for a perfect vacation.
 - **_The Impact:** The Bahamas is positioned as an accessible destination while travellers looking for Caribbean travel inspiration are informed of The Bahamas unmatched adventures
 - **_Island(s) Highlighted:** Nassau/Paradise Island, Harbour Island, Eleuthera, The Exumas
 - **_Key Verticals:** Adventure, Culinary, Regional Airlift
 - **_Background:** Meetings with Parliamentary Secretary at the Newport Charter Yacht Show, writer Jonathan Russo features The Bahamas as an ideal yachting destination
 - **_Island(s) Highlighted:** The Bahamas
 - **_Key Verticals:** Adventure, Arts & Culture, Boating, Diving
 - **_Background:** Following The Bahamas' 50th Anniversary of Independence, Omar Perez reports on The Bahamas successful arrival numbers as well as highlights new developments
 - **_The Impact:** Travel industry professionals are informed of the growth that The Bahamas is experiencing as well as reminded of the destination's latest travel updates
 - **_Island(s) Highlighted:** Nassau/Paradise Island, The Abacos
 - **_Key Verticals:** Adventure, Local Business, Arts & Culture, New Developments, Regional Airlift
 - **_Background:** In tune with the highly anticipated Barbie premiere, the team conduct targeted jet-setting outreach in which *Lonely Planet* spotlighted Harbour Island's Iconic Pink Sand Beach as a top spot for a Barbie-inspired vacation.
 - **_The Impact:** In the height of the Barbie-core trend Harbour Island's pink sandy beaches are highlighted as one of the top places for travellers looking to embrace a Barbie-centric vacation .
 - **_Island(s) Highlighted:** Harbour Island, Eleuthera, Nassau/Paradise Island
 - **_Key Verticals:** Adventure, Regional Airlift, Diving
 - **_The Impact:** The Bahamas is injected into the real-time global sensation in tune with the premier of the Barbie movie
 - **_Island(s) Highlighted:** Harbour Island
 - **_Key Verticals:** Adventure
- **_Reader's Digest / Combined Reach: 3,935,276** • **_Worth / Combined Reach: 18,883,981** **Travel Weekly / Combined Reach: 578,561** • **_Lonely Planet / Combined Reach: 7,824,411** • **_Parade / Combined Reach: 154,713,134** • **_Mansion Global / Combined Reach: 19,353,880**

- **_Background:** AS a result of the team's pitching efforts Eric Grossman featured the Dilly Club, one of The Bahamas' hottest new cocktail bars and its signature "Chuck Norris" cocktail in a round-up story showcasing spicy summer sips
- **_Island(s) Highlighted:** Nassau/Paradise Island
- **_Key Verticals:** Culinary
- **_Background:** Spotlighting The Bahamas 50th Anniversary of Independence, L.A. happy hour attendee Jeroslyn Johnson highlights the vast events that The Islands of The Bahamas have planned to celebrate the milestone anniversary
- **_The Impact:** DG is positioned as the leading voice of The Bahamas Ministry of Tourism, speaking to what travellers can expect ahead of the destination's 50th Anniversary of Independence
- **_Island(s) Highlighted:** The Bahamas, Nassau/Paradise Island
- **_Key Verticals:** Adventure, Arts & Culture, Regional Airlift, Executive Visibility
- **_Background:** Stemming from the team's release The Bahamas Anniversary of Independence and continued Golden Jubilee celebrations are spotlighted in this feature article
- **_The Impact:** *TravelPulse* readers are of The Bahamas' milestone and what travellers can look towards experiencing beyond 10 July
- **_Island(s) Highlighted:** The Bahamas, Nassau/Paradise Island, Grand Bahama Island
- **_Key Verticals:** Arts & Culture, Executive Visibility, Adventure, Local Business, Diving
- **_Background:** In this standalone piece, Spencer Jones spotlights four high-energy festivals that visitors can experience from Junkanoo to Independence Day celebrations
- **_The Impact:** Readers of this consumer travel publication dedicated to Black travellers are inspired to explore The Bahamas culturally rich traditions
- **_Island(s) Highlighted:** Nassau/Paradise Island, Andros, Grand Bahama Island, Eleuthera
- **_Key Verticals:** Adventure, Arts & Culture, Culinary
- **_Background:** Stemming from The 50th Anniversary press trip, *USA Today 10Best* contributor Meagan Wristen published a bonus piece on her popular blog spotlighting the host hotel Baha Mar as the premier destination for families
- **_The Impact:** Mothers are informed of the vast variety of activities to do at Baha Mar that are perfect for any family getaway young to old featuring travel tips and discounts available within
- **_Island(s) Highlighted:** Nassau/Paradise Island
- **_Key Verticals:** Adventure, Arts & Culture, Culinary, Local Business, Regional Airlift
- **_Black Enterprise / Combined Reach: 528,015**

- • **_Mansion Global / Combined Reach: 136,459** • **_Travel Noire / Combined Reach: 149,495,284** • **_Mommy Travels / Combined Reach: 64,616,459**

- **MEDIA RELATIONS** While the team largely prioritized The Bahamas 50th Anniversary of Independence, the team also compiled a total of two **(2) press releases**, provided **four (4) P_O_V's**, and shared The Bahamas for **three (3) story leads**.
_What's more, the team newsjacked The Bahamas into headlines in tune with the highly anticipated *Barbie* film premiere.

VISITING JOURNALIST PROGRAM

• _The Bahamas 50th Anniversary of Independence Group Press Trip / 6 – _11 July

In celebration of The Bahamas 50th Anniversary of Independence, the team hosted an island-hopping press to Nassau and Cat Island inviting four top-tier travel and lifestyle media to experience the richness of authentic Bahamian culture including:

- •_Meagan Wristen, USA Today
- •_Kenny Williams, Forbes _
- •_Alexis Jackson, Refinery 29
- •_Noel Walker, The Grio

Itinerary Highlights:

- •_Stays at three unique properties, including Graycliff Hotel, Rollezz Villas Beach Resort, Grand Hyatt Baha Mar
- •_Intimate press briefing with senior leadership, including the Deputy Prime Minister and Director General
- •_Invitation to join locals at the People's Junkanoo Rush on Bay Street
- •_Excursion anchored in culture and tradition such as visits to the Healing Pond and the Deveaux Plantation, plus a bonfire performances and a catch-n-cook fishing experience

- **_Individual Press Trips/ Ongoing** ○ Continues interest from media are on the horizon as the team received requests from journalists, including:
 - **InStyle:** Leena Taylor; **Potential Story Angle:** Cruising in Nassau; **Key Verticals:** Cruising; **Island(s):** Nassau/Paradise Island
 - **Travel42:** Bob Curley; **Potential Story Angle:** Hotel reviews; **Island:** The Bahamas; **Vertical:** New Developments

AUGUST, SEPTEMBER & OCTOBER 2023 GLOBAL PUBLIC RELATIONS ACTIVITIES EXECUTIVE SUMMARY

PR efforts in These Months primarily focused on supporting media opportunities to promote upcoming regional airlift offerings in November, including the **JetBlue x LAX inaugural press trip** and **Bahamasair's direct flights** to Grand Bahama Island and The Exumas from key market cities. Additionally, the team worked to secure 1:1 media interviews with Parliamentary Secretary John Pinder at the 2023 FLIBS.

HIGHLIGHTS

Atlanta Sales and Marketing Missions

13 - 14 September 2023

On the final leg of the North American Global Sales and Marketing Mission, The Bahamas Ministry of Tourism, Investments & Aviation hosted 16 Atlanta based media and influencers during the "Film Awards & Reception" event and conducted five executive media appointments. In addition, DPM and mixologist Marv Cunningham executed a successful in-studio segment integration on WXIA-TV's morning lifestyle show "Atlanta & Company" (NBC affiliate).

PR efforts focused on heightening executive visibility, highlighting the many direct airlift options, continued awareness of The Bahamas' recent 50th anniversary milestone, and promoting the varied experiences that await travellers across the 16 islands.

- **JetBlue x LAX Inaugural Press Trip / Activities Included:** ○ Coordinating with partners including JetBlue, Nassau Paradise Island Promotion Board and Resorts World Bimini to facilitate logistical and travel planning
 - Conducting tiered media outreach to secure on-assignment media and influencers to attend
 - Aligning on recommended influencer deliverables with partners
 - Booking inter-island flights for media, influencers and partners
 - Drafting materials including press release, briefing book and talking points, group itinerary and media backgrounders
- **Bahamasair Regional Airlift / Activities Included:** ○ Developing press trip invitation and pitching regional targets to secure South Florida media and influencer attendees
 - Securing RDU to Grand Bahama Island press trip attendees

- ○ Pitching radio giveaway and interviews with Steven Johnson to promote RDU service
- ○ Securing paid integration proposal with CBS17 to promote RDU service across broadcast and digital platforms
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- **Media Relations / Activities Included:** ○ Securing three (3) media attendees to interview Parliamentary Secretary John Pinder at the 2023 Fort Lauderdale International Boat Show
- ○ Compiling three (3) press releases, two (2) talking points and submitting The Bahamas for five (5) story leads
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EARNED COVERAGE HIGHLIGHTS

- **Black Enterprise / Combined Reach: 198,161 Background:** *Black Enterprise* covered the recent visit from famed actor and producer, Tyler Perry as he met with the Prime Minister, touted The Bahamas' 50th Anniversary of Independence and mentioned the incredible growth opportunities ahead, courtesy of the administration's Orange Economy
- **The Impact:** *Black Enterprise*, a premiere resource for African American business owners and entrepreneurs – a priority audience for The Bahamas – who are highly receptive to news across the diaspora and future trips to the destination
- **Island(s) Highlighted:** The Bahamas
- **Key Verticals:** Executive Visibility, New Developments
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- **Forbes / Combined Reach: 24,051,090 Background:** Media friendly Rosie Bell penned a piece identifying the 10 best resorts in The Bahamas by category, such as "Best High End," "Best for Families," and "Best for Couples," including Kamalame Cay and Caerula Mar Club on Andros, Fowl Cay retreat in The Exumas, and The Cove on Eleuthera
- **The Impact:** Ten resorts spanning the archipelago receive a thoughtful and thorough evaluation in this in-depth piece reaching Forbes' expansive digital audience
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Island(s) Highlighted: Nassau/Paradise Island, Andros, Exuma, Eleuthera, The Bahamas

Key Verticals: Adventure, Arts & Culture, Culinary, Boating, Diving, Romance

Background: Media friendly Jordi Lippe-McGraw encourages readers to escape colder temperatures for The Bahamas this December and spotlights new airlift developments such as JetBlue's first-ever weekly nonstop service from Los Angeles, as well as unique experiences in The Bahamas

The Impact: New airlift developments in The Bahamas reach *The Points Guy's* travel-savvy audience seeking advice on the best deals for travelling this winter on both digital and social platforms

Island(s) Highlighted: The Bahamas, Nassau/Paradise Island

Key Verticals: Regional Airlift, New Developments, Diving, Boating, Adventure, Arts & Culture

Background: After joining us for an individual press trip to Nassau last December, Mariette Williams paints an idyllic picture of the many amenities of newly opened Goldwyn Resort & Residences, as well as spotlights downtown Nassau's museums, shopping and nightlife

The Impact: Mariette Williams is a trusted travel and lifestyle writer whose readers look to her for expert guidance on the best tropical resorts like Goldwyn to visit this winter

Island(s) Highlighted: The Bahamas, Nassau/Paradise Island

Key Verticals: Arts & Culture, Culinary, Local Business, New Developments

Background: As a result of ongoing conversations with Angelina Villa Clarke on The Bahamas' vibrant culture and popular experiences, the writer penned a piece that spotlighted art and culture with the Educulture Junkanoo Museum and Current Gallery at Baha Mar, culinary with Tru Bahamian Food Tours, and adventure with the famous swimming pigs in Exuma

The Impact: Close media relations with top-tier writers like Angelina continue to result in fruitful coverage such as this spotlight of local, unique experiences in The Bahamas

Island(s) Highlighted: The Bahamas, Nassau/Paradise Island, The Exumas

Key Verticals: Adventure, Arts & Culture, Culinary, Local Business, New Developments

Background: Media-friendly Katie Jackson's roundup piece spotlights Lighthouse Pointe at Grand Lucayan Resort as one of the best budget-friendly tropical island resorts with attractions the whole family will love, as well as accessibility to explore the rest of Grand Bahama Island

The Impact: Consumers in search of budget and family-friendly vacation destinations trust *USA TODAY 10Best's* recommendations and are inspired to learn more about planning a trip to Grand Bahama Island

Island(s) Highlighted: Grand Bahama Island

Key Verticals: Family Travel, Adventure

- **The Points Guy / Combined Reach: 4,927,485 Essence / Combined Reach: 4,502,884 Forbes / Combined Reach: 24,051,090**

- **USA TODAY 10Best / Combined Reach: 411,535**

MEDIA RELATIONS

In addition to supporting upcoming press trips commemorating new and returning flight services (including JetBlue's LAX to NAS and Bahamasair's FLL to Exuma and RDU to GBI), the team also compiled a total of **three (3) press releases**, provided **two (2) POV's**, and shared The Bahamas for **five (5) story leads**. Additionally, the team supported media outreach for the 2023 FLIBS.

- **NEWS BUREAU**

- ○ **Fort Lauderdale International Boat Show** ■ Conducted outreach to select boating publications and secured three (3) media interviews with Parliamentary Secretary John Pinder, along with developing briefing book and talking points.
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- ○ Vetted and assisted with responses for the following press opportunities: ■ Richard Wolpert, Boating Ambassador POV
- ■ Triton Submersible POV
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- ○ Drafted and delivered various PR materials: ■ JetBlue Press Trip 101 Document
- ■ JetBlue Media Briefing Book, inclusive of talking points, finalized itinerary and media backgrounders
- ■ Updated Boating Talking Points for Parl Sec FLIBS Interviews
- ■ FLIBS Media Briefing Book
- ■ Updated UNWTO Talking Points
- ■ Group Business Fact Sheet for IMEX 2023 Conference
- ○ Submitted The Bahamas for story leads including: ■ Best Caribbean Resorts for Scuba Divers
- ■ *TripAdvisor*, 3 Days in Nassau
- ■ *Travel + Leisure*, British Colonial Nassau Reopening
- ■ *The Zoe Report*, Best NYE Celebrations Around the World
- ■ *Essence*, Foodie Destinations
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- ○ Crafted releases including: ■ November New Developments Release
- ■ Fort Lauderdale International Boat Show Pre-Release
- ■ JetBlue x LAX Press Release
- **PRESS RELEASES**

VISITING JOURNALIST PROGRAM

- **JetBlue Inaugural Press Trip: LAX to NAS | 4-11 November** ○ Ahead of JetBlue's inaugural nonstop flight from LAX to NAS in November, the team worked with partners to secure attendees and develop the itinerary. *Activities Included:*
 - ■ Participating in weekly and daily partner calls on partnership next steps
 - ■ Coordinating with partners including JetBlue, Nassau Paradise Island Promotion Board and Resorts World Bimini and participating in bi-weekly planning calls
 - ■ Drafting briefing book, talking points and media backgrounders
 - ■ Aligning with partners on recommended influencer deliverables
 - ■ Facilitating conversations with secured media and influencers to align on coverage plans: Sam Leal, *Travel + Leisure*
 - Yesha Callahan, BET
 - Shanelle Genai, *The Root*
 - Loreen Hwang, Influencer
 - Nylah Akua, Influencer

- ○ **Next Steps Include:** ▪Aligning with attendees on final content deliverables and coverage expectations
- ▪Finalizing itinerary Nassau and Bimini Tourism Offices and partners
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- ▪Booking inter island travel and JetBlue tickets for influencers
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- ○ With new and resumed Bahamasair airlift slated for the fall, the team conducted targeted outreach to confirm media and influencer press trip attendance: ▪**Bahamasair FLL to Exuma (15-18 November)** WS secured two (2) media & influencers, including:
 - Andrea Gutierrez (Haute Living)
- ○ Influencer: JP Sosa, @PeakACity (IG: 602K | TikTok: 32.8K)
- ▪**Bahamasair RDU to Grand Bahama Island (30 November-3 December)** WS secured three (3) media & influencers, including:
 - Erin McPherson, Managing Editor, RALToday
 - Influencer: Anna Haddock, @annahaddock (IG: 6.8K)
 - Influencer: Megan Nichols, @NCEatAndPlay (IG: 235K | TikTok: 347K)
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- ○ Additionally, continued interest from media and influencers are on the horizon as the team maintains active conversations with:
 - The Shade Room:** Thembi Mawema; **Potential Story Angle:** Island hopping in The Bahamas; **Island:** TBD; **Vertical:** Culture
 - ▪**Essence:** Melissa Noel; **Potential Story Angle:** Multi-Generational Travel; **Island:** Nassau; **Vertical:** Culture and Family
 - ▪**People Magazine:** Sonal Dutt; **Potential Story Angle:** F+B in The Bahamas; **Island:** TBD; **Vertical:**Culinary

EVENTS

- **Fort Lauderdale International Boat Show / 25 – 29 October** ○ The Bahamas Ministry of Tourism, Investments & Aviation and partners made waves once again at the 64th annual Fort Lauderdale International Boat Show, where they featured the archipelago's superior offerings and business opportunities for boaters.
 - ○ The team drafted **three (3) media deliverables** ahead of the show, including a pre-release, updated boating talking points and media briefing book, as well as supported media outreach efforts to secure meetings with Parliamentary Secretary John Pinder.
 - ○ The team secured **three (3) media interviews** with Mr. Pinder, including:
 - Francesca Webster, *Superyacht Times*
 - Howard Walker, *Motorboat & Yachting/Robb Report*
 - Steve Davis, *Southern Boating*
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 - ○ Following the media interviews, Francesca Webster gave positive feedback and expressed interest in attending media events on behalf of *Superyacht Times* during the Bahamas Yacht Week.

NOVEMBER & DECEMBER 2023 GLOBAL PUBLIC RELATIONS ACTIVITIES EXECUTIVE SUMMARY

PR efforts in November largely focused on supporting media trips to promote regional airlift offerings, including the **JetBlue LAX-NAS inaugural press trip** as well as **Bahamasair's direct flights from Fort Lauderdale to The Exumas** and **resumed service from Raleigh to Grand Bahama Island**. Additionally, the team tapped into the viral "girl math" social media trend to promote the destination's Black Friday/Cyber Monday travel deals.

NOVEMBER HIGHLIGHTS

- **JetBlue x LAX Inaugural Press Trip / Activities Included:** ○ Hosting six (6) media and influencers during a week-long press trip exploring offerings in Nassau/Paradise Island and Bimini
 - Finalising press trip materials, including itinerary, briefing book and talking points
 - Managing attendee communications before and after the trip; Sharing assets with media and facilitating Ms. Arlene Nash Ferguson's quote attribution for *Essence* feature
 - Sharing updates with trip partners including JetBlue, Nassau/Paradise Island Promotion Board and hotel partners
 - Compiling press trip recap
- **Bahamasair Regional Airlift / Activities Included:** ○ Securing two (2) media and influencer attendees to spotlight Bahamasair's inaugural service from FLL > Exumas
 - Supported communications directly with Sandals partners
 - Providing real-time counsel and supporting media communication during the trip
 - Managing pre- and post-trip communications with attendees and asset requests
- **Media Relations / Activities Included:** ○ Proactively pitching The Bahamas' Black Friday/Cyber Monday travel deals
 - Compiling three (3) press releases, five (5) POV's and submitting The Bahamas for four (4) story leads

EARNED COVERAGE HIGHLIGHTS

- **Maxim / Print Reach: 250,000 Background:** Following his individual press trip to The Bahamas earlier this year, Jared Stern spotlighted the investment boom The Bahamas is experiencing in an eight-page feature story under the destination section in the magazine's November/December print issue
- **The Impact:** The highly esteemed lifestyle publication draws readers in right from the cover, which coins The Bahamas as "the destination for the adventurer," and layers credibility with key quotes from the Hon. I Chester Cooper MP
- **Island(s) Highlighted:** The Bahamas, Nassau/Paradise Island, The Abacos, Eleuthera, The Exumas
- **Key Verticals:** Executive Visibility, New Developments, Regional Airlift, Boating, Culinary, Arts & Culture, Adventure

- **BOAT International / Print Reach: 39,736 Background:** Following her conversation with Parl. Sec John Pinder at the Palm Beach International Boat Show in March, Kate Lardy featured The Bahamas in a six-page print article spotlighting the recent yachting boom in The Bahamas

The Impact: The Bahamas is top of mind as boating enthusiasts look to the world's leading luxury yacht publication for industry updates, such as the yachting developments and sustainability priorities in The Bahamas, highlighted in this print feature

Island(s) Highlighted: The Bahamas, The Exumas, The Abacos, Nassau/Paradise Island, Harbour Island, Cat Island, Inagua

Key Verticals: Boating, Executive Visibility, New Developments, Sustainability, Adventure, Arts & Culture, Diving

Background: *The Points Guy* editors highlight The Bahamas as "Best for rediscovering paradise right on our doorstep" in their coveted yearly roundup of best places to travel in the new year

The Impact: Consumers planning 2024 travel look to the highly influential publication for recommendations and endorsements that hold weight with both travellers and travel industry players

Island(s) Highlighted: The Bahamas, Nassau/Paradise Island, The Abacos, Eleuthera

Key Verticals: Adventure, New Developments, Regional Airlift, Boating

Background: Following her return from the JetBlue LAX to NAS inaugural press trip, Shanelle Genai spotlights the three must-see spots to explore on Bimini, including Bimini Scuba Center, Ansil Saunders' Boat Yard and Dolphin House

The Impact: One of The Bahamas' target audiences – African American travellers – are informed of the destinations' enhanced accessibility from Los Angeles courtesy of the new JetBlue service and learn about must-visit sites to explore in Bimini, providing inspiration for an island-hopping trip itinerary

Island(s) Highlighted: The Bahamas, Bimini

Key Verticals: Regional Airlift, New Developments, Culinary, Adventure, Arts & Culture, Boating, Diving

Background: Sam Leal documents her experience aboard the first-ever non-stop JetBlue flight from LAX to NAS, spotlighting the comfort and increased accessibility to the destination, courtesy of the new service

The Impact: *Travel + Leisure's* global audience learns of new ways to access The Bahamas in this piece spotlighting the new airlift offering from LAX to Nassau

Island(s) Highlighted: The Bahamas, Nassau/Paradise Island

Key Verticals: Regional Airlift, New Developments, Executive Visibility, Arts & Culture

Background: Dominique Fluker takes readers along for an in-depth review of her week-long press trip to Nassau and Bimini to celebrate JetBlue's inaugural service from LAX to NAS. She recommends her favorite sites, including rum tasting at John Watling's Distillery, the Junkanoo Museum, flamingo yoga at SLS Baha Mar, and more

The Impact: *Essence's* Black female readership are advised to consider The Bahamas for their next vacation destination and learn of the new airlift to Nassau from Los Angeles as well as the experiences awaiting throughout Bimini and Nassau

Island(s) Highlighted: The Bahamas, Nassau/Paradise Island, Bimini

Key Verticals: Regional Airlift, New Developments, Arts & Culture, Adventure, Culinary, Boating, Diving, Local Business

- **The Points Guy / Combined Reach: 9,937,880 The Root / Combined Reach: 3,961,076 Travel + Leisure / Combined Reach: 175,513,038 Essence / Combined Reach: 7,447,240 Forbes / Online Reach: 75,781,066**

Background: In this round-up piece featuring the best all-inclusive resorts in The Caribbean, media friendly Rosie Bell spotlights Kamalame Cay for its luxurious accommodations and adventure opportunities that await travellers in Andros

The Impact: The widely circulated and highly respected publication reaches a vast audience in search of the best all-inclusive resorts in the Caribbean

Island(s) Highlighted: Andros

Key Verticals: Adventure

Background: As a result of the team's strong media relationship with Jesse Scott, the writer features Nassau as the #2 ranked destination that Miami residents should travel to this winter. Jesse specifically touts Atlantis Paradise Island for its family-friendly atmosphere and culinary offerings while nodding to the property's 25th anniversary this year

The Impact: *Time Out Miami's* South Florida-based readers – a key market for The Bahamas – look to the publication for recommendations of both things to do in Miami, as well as travel outside of the Floridian city

Island(s) Highlighted: Nassau/Paradise Island

Key Verticals: Family Travel, Adventure, Regional Airlift

Background: Resulting from ongoing conversations with media friendly Lindsay Cohn, this piece spotlighting the Caribbean islands that make the perfect winter escapes includes a section on The Bahamas and touts the destination's proximity to the U.S.

The Impact: The Bahamas shines in this roundup that directly reaches The Zoe Report's trendy millennial audience, encouraging them to visit the capital city and book a stay at Rosewood Baha Mar

Island(s) Highlighted: The Bahamas, Nassau/Paradise Island

Key Verticals: Adventure, Regional Airlift

Background: As a result of the team's widespread Black Friday/Cyber Monday outreach, Melanie Gordon included Grand Hyatt Baha Mar, Resorts World Bimini, British Colonial, Caerula Mar Club, and Atlantis Paradise Island in this roundup piece featuring the best hotel deals to book on Cyber Monday

The Impact: Readers in search of the best travel deals to book for Cyber Monday are informed of five hotel deals across the Islands of The Bahamas

Island(s) Highlighted: The Bahamas, Nassau/Paradise Island, Bimini, Andros

Key Verticals: New Developments, Culinary

Background: Stemming from the team's Black Friday/Cyber Monday pitching, Leah Stodart shared Warwick Paradise Island's discounted rates in *Mashable's* Cyber Monday travel deals roundup

The Impact: *Mashable's* readers are encouraged to explore booking a stay in The Bahamas due to Cyber Monday savings

Island(s) Highlighted: The Bahamas, Nassau/Paradise Island

Key Verticals: New Developments

- **Time Out Miami / Online Reach: 18,998,825 The Zoe Report / Combined Reach: 3,245,127 UPROXX / Online Reach: 3,913,244 Mashable / Online Reach: 13,927,501**

MEDIA RELATIONS

In addition to supporting this month's press trips commemorating new and returning airlift, the team also compiled a total of **three (3) press releases**, provided **five (5) POV's**, and shared The Bahamas for **four (4) story leads**. Additionally, the team proactively pitched the destination's Black Friday/Cyber Monday deals.

- **NEWS BUREAU** ○ **"Girl Math" Travel Deals:** Conducted outreach to select travel and lifestyle publications tapping into viral "girl math" trend, as it relates to Black Friday/Cyber Monday Bahamas travel deals.
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- **POV'S** ○ Vetted and assisted with responses for the following press opportunities:
 - Meredith O'Connor Partnership POV
 - Douglas DeHart Diving Ambassador POV
 - Mark Bowie Flying Ambassador POV
 - Ariel Hernandez Boating Ambassador POV
 - David Olivencia Flying Ambassador POV
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- **MATERIALS** ○ Drafted and delivered various PR materials:
 - 2023 DEMA Fact Sheet
 - Four (4) Blue Lagoon ferry incident reactive statements
 - AAA-NE Winter Writeup
 - RDU > Grand Bahama Island Talking Points
 - JetBlue LAX-NAS press trip materials including finalized itinerary and briefing book
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- **ALWAYS ON** ○ Submitted The Bahamas for story leads including:
 - BOAT International – 2024 Boating Story
 - Fraser Yachts – In-depth feature on The Bahamas
 - AFAR – Best Places to Visit in the Caribbean in 2024
 - Travel + Leisure – Sleep Retreats/Sleep-Focused Travel
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- **PRESS RELEASES** ○ Crafted releases including:
 - December New Developments Release
 - Updated 8 Million Visitors Press Release
 - JetBlue LAX-NAS Inaugural Press Release

VISITING JOURNALIST PROGRAM

- **JetBlue Inaugural Press Trip: LAX to NAS | 4-11 November** ○ To promote JetBlue's inaugural nonstop flight from LAX to NAS beginning 4 November, the team worked with our JetBlue and NPIPB partners to host (6) six LA-based media and influencers to experience the increased accessibility to The Bahamas first-hand, including:
 - Sam Leal, *Travel + Leisure*
 - Shanelle Genai, *The Root*
 - Dominique Fluker, *Essence*
 - Jacqueline Maddison, *Beverly Hills Magazine*
 - Loreen Hwang, Influencer
 - Nylah Akua, Influencer

- ○ **Results to-date:** ▪Feature coverage in *Travel + Leisure*, *Essence*, and *The Root* generating a whopping **258M+ digital impressions**
- ▪Social posts stemming from the content creators, journalists, and their respective outlets has reached a combined total of **21.5M+ followers**

- **Bahamasair FLL to Exuma Press Trip | 15-20 November**

- ○ To commemorate the new Bahamasair flight service from Fort Lauderdale to The Exumas, the team hosted two (2) South Florida-based media and influencers, including: ■JP Sosa, @PeakaCity (IG: 602K | TikTok: 140K)
- ■Andrea Gutierrez, Haute Living

- ○ *Itinerary Highlights:* ■Stay at Sandals Emerald Bay
- ■Full-day excursion with the famous swimming pigs on Big Major Cay
- ■Island tour featuring live conch salad demonstration and afternoon meeting local personalities

- ○ **Results to-date:** ■Feature coverage in *Haute Living Magazine* entitled “Connecting Paradise: Bahamasair’s New Flight Service Between Fort Lauderdale, Florida, and Georgetown, Exuma” generating **104,774 impressions**
- ■In total, the trip generated **40+ social posts** and **5.9M+ impressions**, including six (6) in-feed posts across JP’s platforms, which alone garnered **1.16M+ views** to date.

- ○ This month, *Essence* contributor Melissa Noel travelled to Nassau with her family, as she was on-assignment to pen a feature piece spotlighting the multi-generational travel trend in The Bahamas. The team worked to secure accommodations and on-island experiences during her stay.
 - ○ *Activities Included:* ■Securing comped accommodations at RIU Paradise Island
 - ■Coordinating dinner reservations at Cleo Mediterraneo Baha Mar and Sapidilla, guided tour at Baha Mar’s Current Art Gallery, People-to-People dinner, The Root’s Junkanoo shack tour, and private cabana rental at Goldwynn Resort & Residences

- ○ *Next Steps:* ■Monitoring for live piece; slated to run in December 2023
- - ○ **Bahamasair RDU to Grand Bahama Island (30 November-3 December)** ■In preparation for the resumed Bahamasair airlift from RDU to Freeport, Grand Bahama Island, the team worked to confirm travel plans and itineraries for confirmed media and influencer press trip attendees: Erin McPherson, Managing Editor, RALToday
 - Influencer: Anna Haddock, @annahaddock (IG: 6.8K)

- ○ Additionally, following *The Shade Rooms*’ Thembi Mawema’s postponed trip to The Bahamas, the team is continuing conversations with the social editor to gauge new dates for an island-hopping story.