



The Islands of the
BAHAMAS

**BAHAMAS TOURIST OFFICE
JULY – DEC. 2023 DOJ REPORT
GLOBAL COMMUNICATIONS: ADVERTISING,
BRANDING AND DIGITAL UPDATE**

Marketing Strategy

FY23-24 | BAHAMAS

Marketing Strategy

Goal

Increase arrivals to The Islands of The Bahamas

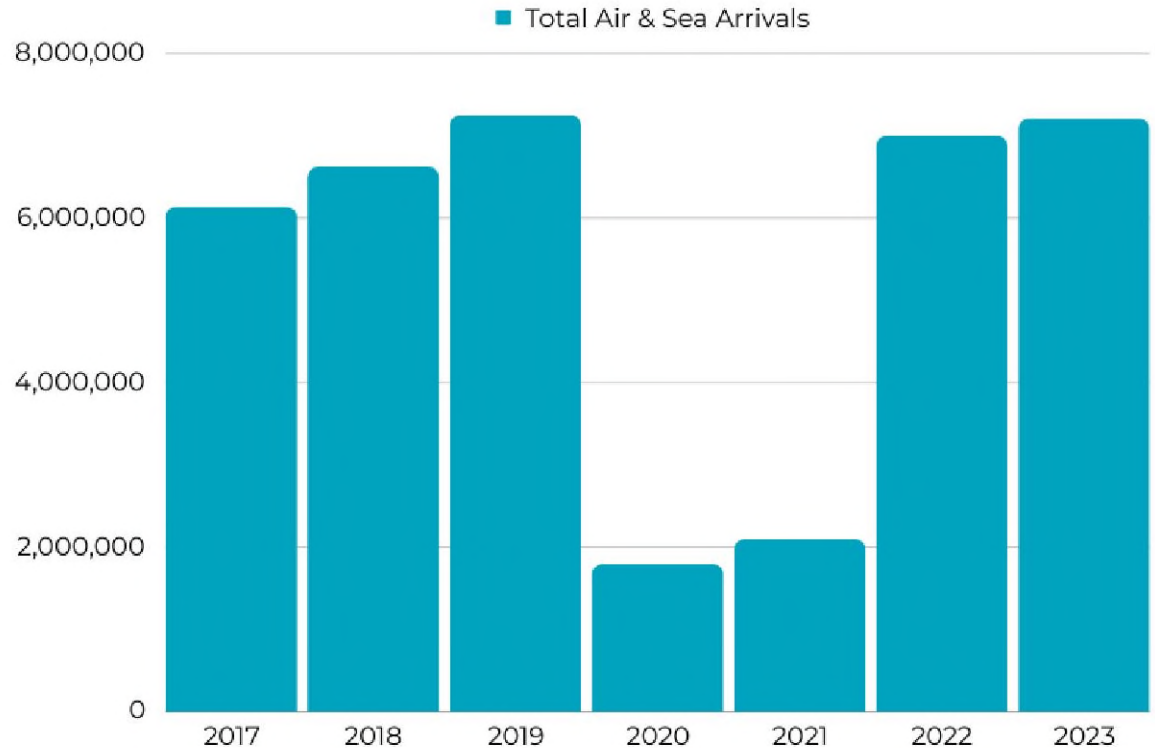
Objectives

- 1) Increase Bahamas brand visibility while educating consumers on the 16 island destination.
- 2) Promote the destination to consumers in-market for a Caribbean vacation.
- 3) Drive digital demand to Bahamas.com while producing leads for business listings.

Current Performance

Total Air & Sea Arrivals

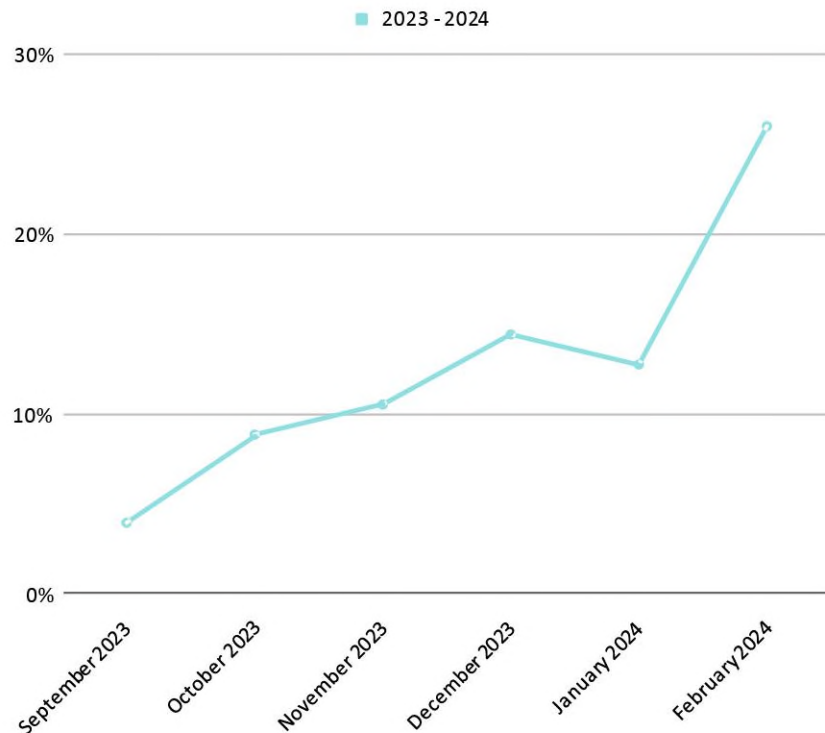
- Steady stopover growth during 2021 -2023
- Total arrivals in 2023 increased by 3% compared to 2022
- We have now surpassed our pre-COVID-19 arrivals for 2019



Source: TourismToday.com

Future Bookings

- Forward bookings from September 2023 to February 2024 reveal **an average growth rate of 12.7%** compared to pre-COVID-19.
- Arrivals from the **US**, the leading stopover market were **up 3.5%** in September 2023.
- **February 2024** had the highest growth of international bookings with an **increase of 26%**



FY23-24 MARKETING | BRAND BAHAMAS

Bahamas Audience



Total Active Audience Size
8,220,000

Data: Facebook, July 2023

FY23-24 MARKETING | BRAND BAHAMAS

FY23-24 Monthly Story Release

JUL Cat Island - [Sweet Cat Island](#)

AUG Bimini - [Dolphin Swim](#)

SEPT Freeport - [Lucayan National Park](#)

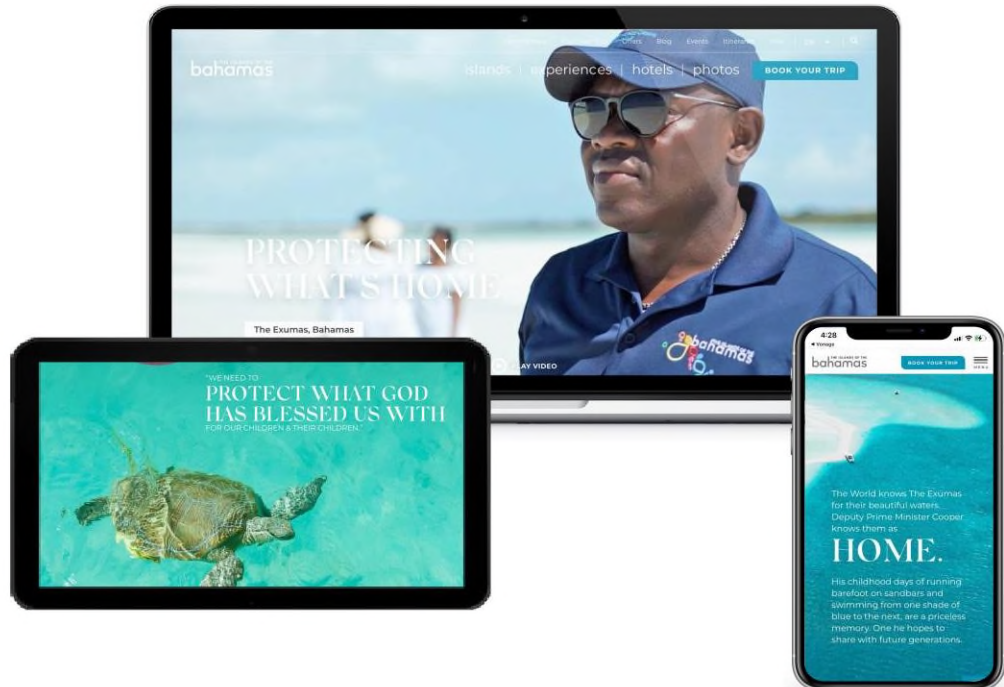
OCT Freeport - [Meet Tony Macaroni](#)

DEC The Exumas - [Protecting What's Home](#)

JAN Cat Island - [People-to-People](#)

APR The Exumas - [Island Delights](#)

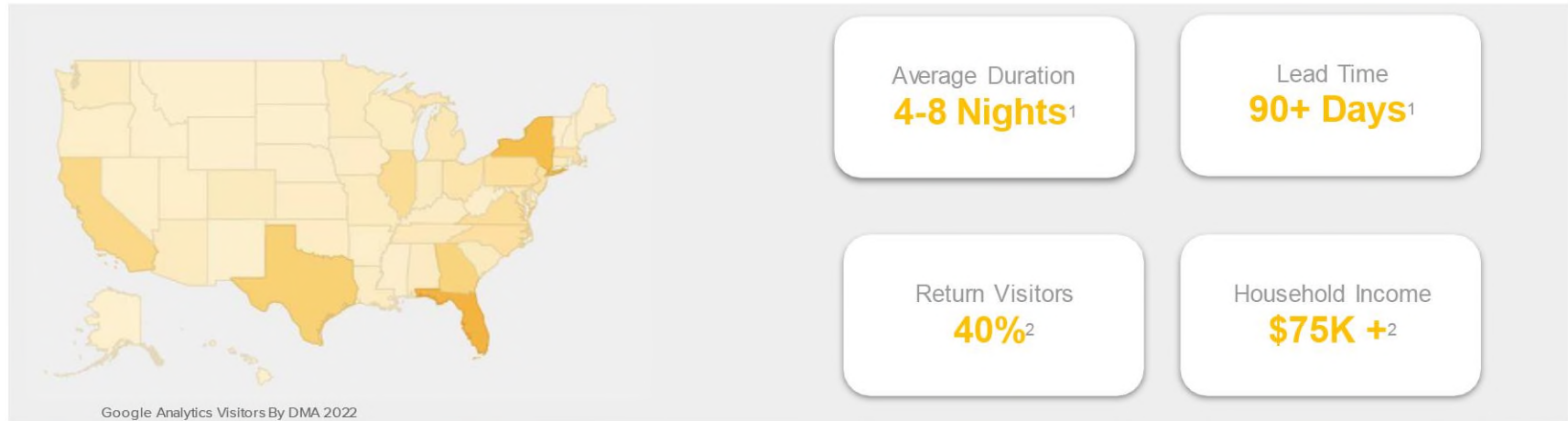
JUN The Exumas - [Sailing Club](#)



FY 23-24 MEDIA RECOMMENDATIONS

LEISURE: NORTH AMERICA

Visitor Profile (USA & CA)

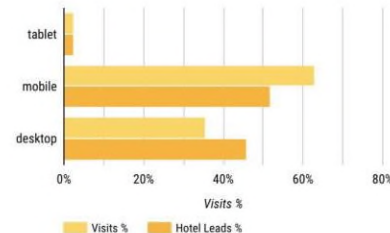


Insights

- Gen X & Millennials account for 58% of visitors
- 75% of travellers fly commercial; top airlines include American Airlines, Silver Airways, Delta, & JetBlue²
- 73% of travellers arrived in Nassau; followed by Abaco (6%), Exuma (6%), and Freeport (5%)²
- 2022 Peak Travel was between March - July and December²

Bahamas.com Visitors

Device Performance



Visitors Demographics

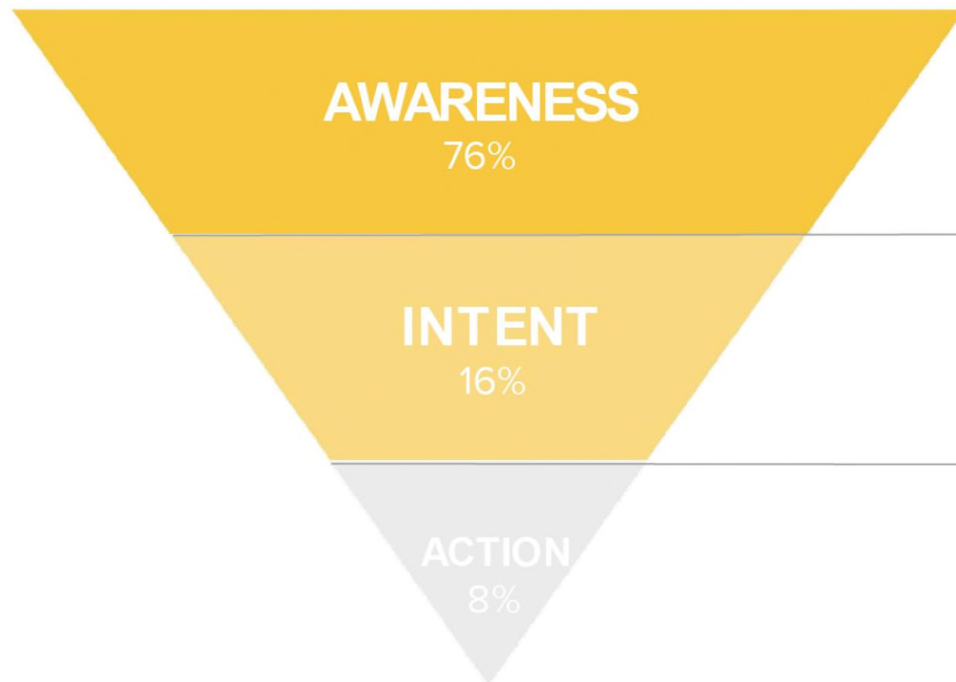


FY 23-24 Strategy

Goal
INSPIRATION & ARRIVALS

Geos
NORTH AMERICA
(direct airlift + feeders)

Percent of Total Budget
91%



TRAVELZOO[®]  **YouTube**

 **tripadvisor**[®]
KAYAK
Skyscanner

 
 **Expedia**[®]

Google



FY23-24 MARKETING | MEDIA ACTIVATIONS

Digital Media Performance



Impressions

226 Million



Video Views

82 Million



Page Views

9 Million

Source: Google Analytics, Doubleclick Adserver, & Facebook June 2022 - June 2023. Compared to last year.

Media Channels

TV

January - March

Cable TV: Adults 25-64 with an HHI \$100K+, with foreign travel in the last 3 years

Connected TV: Travel Intent Audiences & Searching for Caribbean content online

May - June

Bahamas Domestic TV: Local News & Daytime Cable

Placement

30 sec TV spot

Geos

Top DMAs & Bahamas

AWARENESS

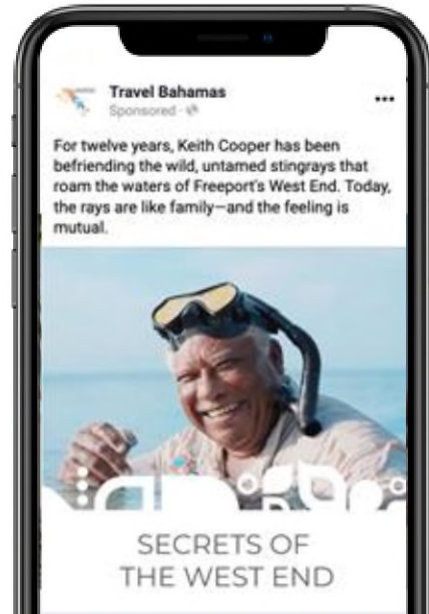
Flight Dates: Jan - Mar & May -Jun

KPI: Impressions & Video Views



Remarketing Connected TV Viewers

Utilizing new technology, we are able to users who watched our spot on Connected TV and add them to our Brand Bahamas Audience on Facebook & Instagram. Allowing us to remarket to them with our microstory and island level ads. Pushing the user further down the funnel.



Media Channels

Youtube

Strategy

- Prospecting
 - Brand Awareness Campaign - Users seeking Trips to Caribbean
- Remarketing (Youtube, Google Searches, & Website)
 - Microstory
 - Island Features - Ad sequencing: Brand spot followed my island level spots

Placement

15 sec TV spot

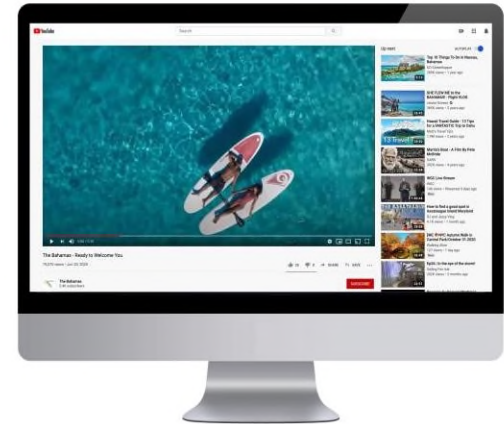
Geos

- Prospecting Top DMAs
- Remarketing: USA & CA

AWARENESS

Flight Dates: July 23 - June 24

KPI: Video Views & Traffic



Travel Intent Partners

Media:



Inline Native Placements Mobile/Desktop for Caribbean Searches



Native Ads targeting Caribbean pages



Displays ads and native tiles targeting Caribbean pages; includes a landing page on Expedia.com



Inline Native Placements Mobile/Desktop for Caribbean Searches



1 Sponsored Story with 2 month promotion; January 2023 deployment

Geography: Top DMAs

TRAVEL INTENT

Flight Dates: July 23 - June 24

KPI: CPA



Facebook & Instagram

As we will be utilizing our Connected TV audiences to grow our *Bahamas* audiences, we can allocate more spend to remarketing campaigns to achieve a 70% saturation.

Targeting:

- Identity frequent International travelers & travelers to Caribbean
- Re-engage the 8M Bahamas Audience on Facebook & Instagram

Campaigns:

- Fly Away Prospecting
- Microsite Stories Remarketing
- Island Ads Remarketing

TRAVEL INTENT

Flight Dates: July 23 - June 24

KPI: CPA



Google - Paid Search

Continue to utilize Google's powerful search engine to drive traffic and conversions on Bahamas.com. Ensuring that anyone searching for a Bahamas vacation has all the information needed and that no OTA/Stakeholder is dominating the search results.

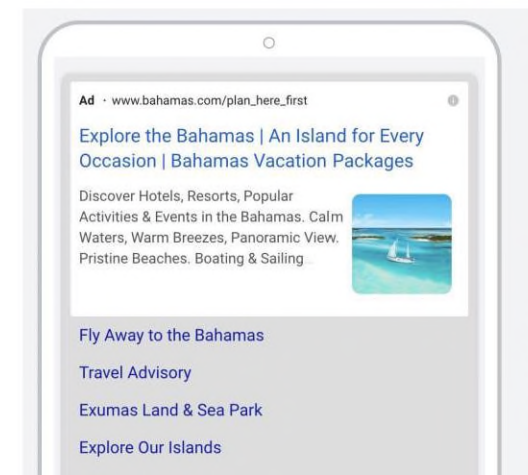
Paid Search Strategy

- Target Bahamas brand + travel related keywords
- Target Island level keywords + travel related keywords
- Sample 'travel related keywords' include
 - Deals
 - Resorts
 - Hotels
 - Things to do
 - Getaway

ACTION

Flight Dates: July 23 - June 24

KPI: CPA



Google - Performance Max **NEW**

Run a new campaign type available on Google, Performance Max, that utilizes machine learning models to make accurate predictions about which ads, audiences, and creative combinations perform best.

TARGETING

Targeting is based on audiences who have similar interest/actions online, types of searches vs specific keywords, etc

PLACEMENTS

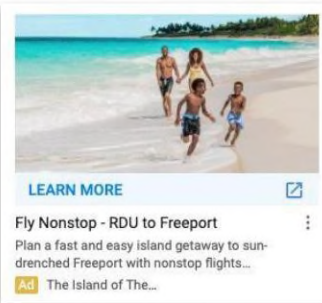
The campaign will serve ads across all Google platforms - Search, Discover, Gmail, Youtube, & Display. Utilizing AI to mix and match creative assets for the best possible outcome.



ACTION

Flight Dates: July 23 - June 24

KPI: CPA



Out-Of-Home: NYC

Penn Station Activation

Month long activation targeting 650K daily commuters

AWARENESS
Flight Dates: January 24
KPI: Impressions



Travel Intent Partners

Media:



Inline Native Placements Mobile/Desktop for Caribbean Searches



Display banners targeting Caribbean pages



Displays ads and native tiles targeting Caribbean pages; includes a landing page on Expedia.com



Inline Native Placements Mobile/Desktop for Caribbean Searches



1 Sponsored Story with 2 month promotion; January 2022 deployment

Geography: Top DMAs

TRAVEL INTENT

Flight Dates: July 22 - June 23

KPI: CPA



Facebook & Instagram

As we will be utilizing our Connected TV audiences to grow our *Bahamas* audiences, we can allocate more spend to remarketing campaigns to achieve a 70% saturation.

Targeting:

- Identity frequent International travelers & travelers to Caribbean
- Re-engage the 5.8M Bahamas Audience on Facebook & Instagram

Campaigns:

- Fly Away Prospecting
- Microsite Stories Remarketing
- Island Carousel Ads Remarketing

TRAVEL INTENT

Flight Dates: July 22 - June 23

KPI: CPA



Google

Continue to utilize Google's powerful search engine to drive traffic and conversions on Bahamas.com. Ensuring that anyone searching for a Bahamas vacation has all the information needed and that no OTA/Stakeholder is dominating the search results.

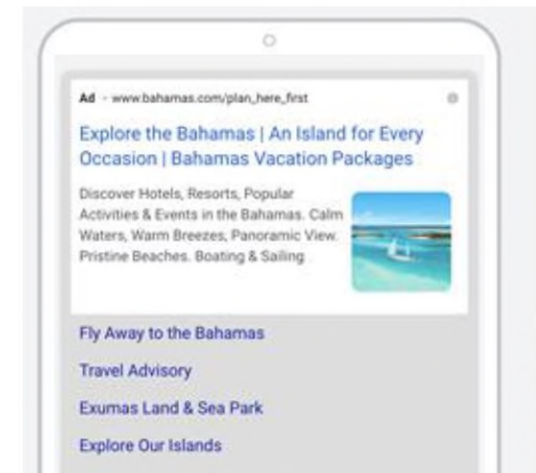
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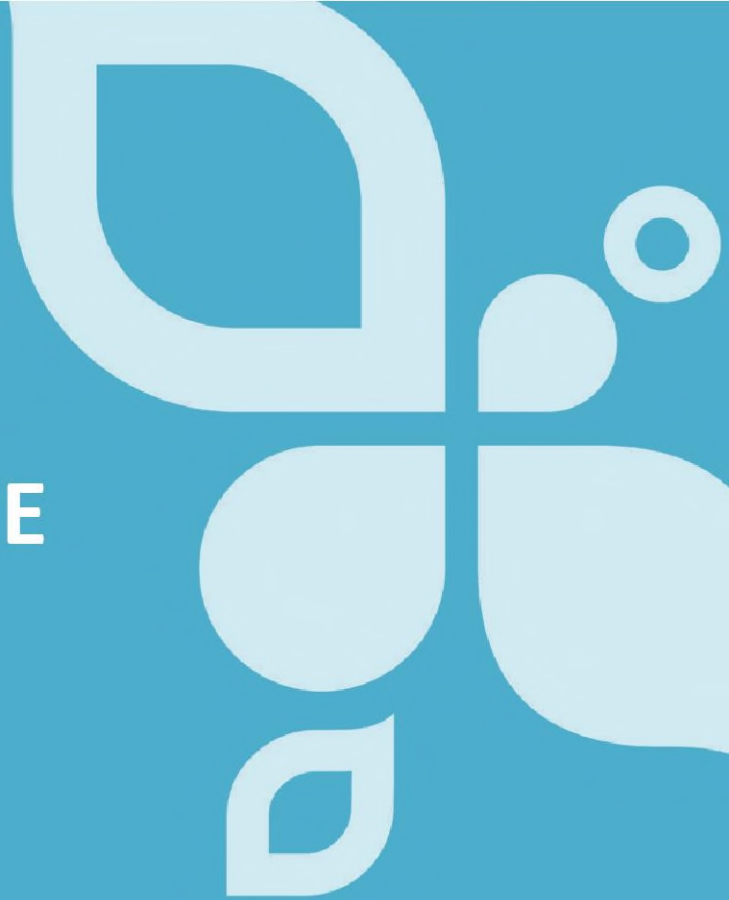
ACTION

Flight Dates: July 22 - June 23

KPI: CPA

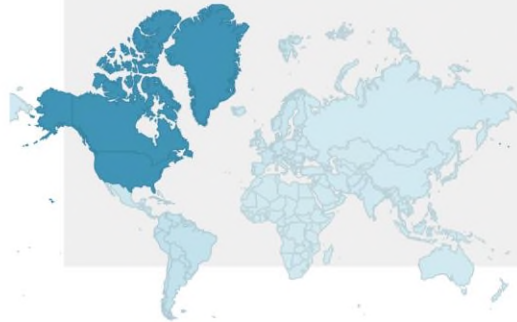


WEBSITE PERFORMANCE



Website & Digital Marketing Performance Summary

Key Performance Indicators



Visits
2.3M
↑ 344%

Conversion Rate
7%
↑ 88%

Hotel Leads
168.9K
↑ 3%

Booking Entrances
10K
↓ -13%

Itinerary Leads
4K
↓ -36%

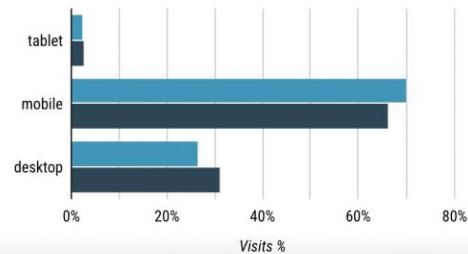
Things To Do Leads
29K
↓ -38%

Dining Leads
17K
↓ -9%

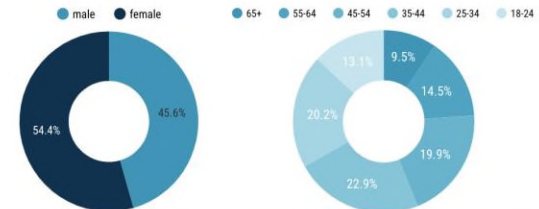
Visits by Region

Sub Continent	Visits
Northern America	81%
South America	6%
Western Europe	4%
Northern Europe	3%
Central America	3%
Southern Europe	2%

Device Performance



Visitors Demographics



FY23-24 MARKETING | WEBSITE PERFORMANCE

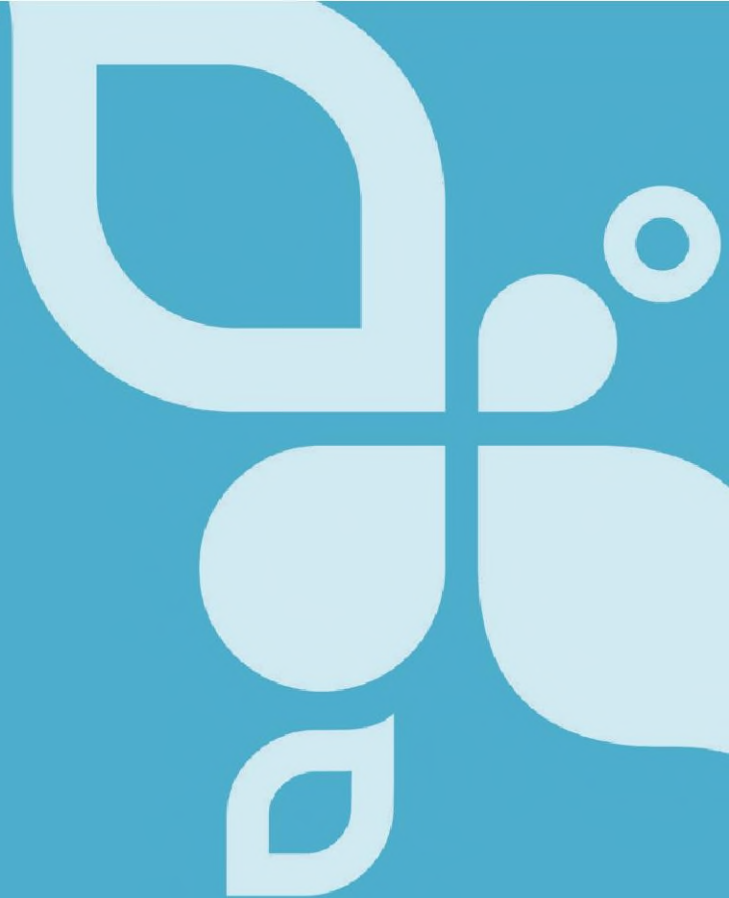
Content Marketing Impact

Our content stories are published across multiple platforms (website, social, Youtube, etc) with the main goal to increase awareness of the 16 island destinations within The Bahamas.

Each month a story ran, the total Hotel leads for that island **increased an average of 24%**. Three stories resulted in a significantly higher increase in leads compared to the monthly average.

Island	Island Monthly Avg	Story	Total Leads Month Story Released	% Change vs Monthly Avg
Cat Island	736	Sweet Cat Island	1,882	156%
Freeport	2,394	Keith Cooper's Stingrays	3,953	65%
Bimini	1,242	Dolphin House	1,934	56%

SALES SUPPORT



FY23-24 MARKETING | SALES SUPPORT

Trade Show Activations, Booths, & Creative

The Bahamas has developed a visually stunning trade show booth experience that aligns with our brand guidelines and serves as both inspirational and functional to assist our sales teams with their initiatives at trade shows.

Depending on the show, we partner with the sales team on the activation, booth design, and/or creative.

Core Show List

- Fort Lauderdale Boat Show
- Diving Equipment & Marketing Association
- West Palm Beach Boat Show
- Sun 'n Fun Aerospace Expo
- World Trade Market
- Caribbean Hotel & Tourism Association
- OshKosh
- Sea Trade



A Vision for Growth

Global Sales Missions

- **Enhancing The Bahamas brand** within key feeder markets
- **Forging and strengthening industry connections:** sports, aviation, tech, film
- **Differentiating our 16-island multi-destination offering** from regional and global competitors



A Vision for Growth

Global Sales Missions

USA

- Charlotte
- Raleigh
- Dallas
- Houston
- Austin
- Orlando
- Ft. Lauderdale
- New York
- New Jersey
- Costa Mesa
- Los Angeles

Canada

- Montreal,
- Toronto and
- Calgary.

Atlanta: fall 2023



Global Sales Missions in Key Source Markets



OUR OCEAN OUR FUTURE

AN IMMERSIVE EXPERIENCE

Presented by Hidden Worlds & The Islands of The Bahamas



OCEAN CONSERVATION ACTIVATION

Overview

BMOT partnered with Hidden Worlds to build an immersive art experience that would showcase Ocean Conservation efforts in The Bahamas.

Experience:

Daytime Show: Guests were able to walk through the experience and engage with the different art pieces.

Nighttime Dinner: Guests dined on an ocean-positive menu in the main 360-immersive video room.

Location: Ampersand Studios in Downtown Miami

Run Dates: February 15 - March 4, 2023



Number of Sold Tickets & Email Addresses Collected



Daytime Event

743



Dinner Event

1,026



School Trip
Tickets

915



Opt-In Email
Addresses

8,526

\$20,000 Raised for conservation efforts in The Bahamas.

New Sports Partnerships

- Dallas Cowboys (Dec 2023)
- University of Miami (Nov 2023)



Brand Awareness – Brightline Trains in South Florida



FY22-23 MARKETING | SALES SUPPORT

Branded Collateral & Swag



THANK YOU

