



The Islands of the
BAHAMAS

BAHAMAS TOURIST OFFICE
JULY – DEC. 2024 DOJ REPORT
GLOBAL COMMUNICATIONS: ADVERTISING,
BRANDING & DIGITAL UPDATE

Agenda

1. Marketing Strategy
2. Current Performance
3. Marketing, Advertising & Public Relations
4. Sales Initiatives
5. Sales Initiatives
6. What's next for 2025?
7. On-Island Events & Initiatives



Marketing Strategy

FY24-25 | 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

Latest Statistics

Current Total Foreign Air & Sea Arrivals

JANUARY - OCTOBER 2024

9.1
MILLION
TOTAL ARRIVALS



Air
1.4 MILLION



Sea
7.6 MILLION

Behind every statistic is a real Bahamian family, a small business owner, a taxi driver, a straw vendor, a fisherman, a hotel executive, and budding entrepreneurs who depend on the flow of visitors to maintain their livelihood.

Source: BMOTIA Total Arrivals Report via TourismToday.com 2024.

Total Stopover Arrivals by Region

Clear filters

Arrival Year

- 2024
- 2023
- 2022
- 2021
- 2020

Arrival Month

- Jun
- Jul
- Aug
- Sep
- Oct

Country (of residence)

- AFGHANISTAN
- ALBANIA
- ALGERIA
- ANDORRA
- ANGOLA

Island Visited

- ABACO
- ACKLINS
- ANDROS
- BERRY ISLANDS

Visitor Type

Stop Over

Region



USA



Canada



Europe



Latin America



The Caribbean

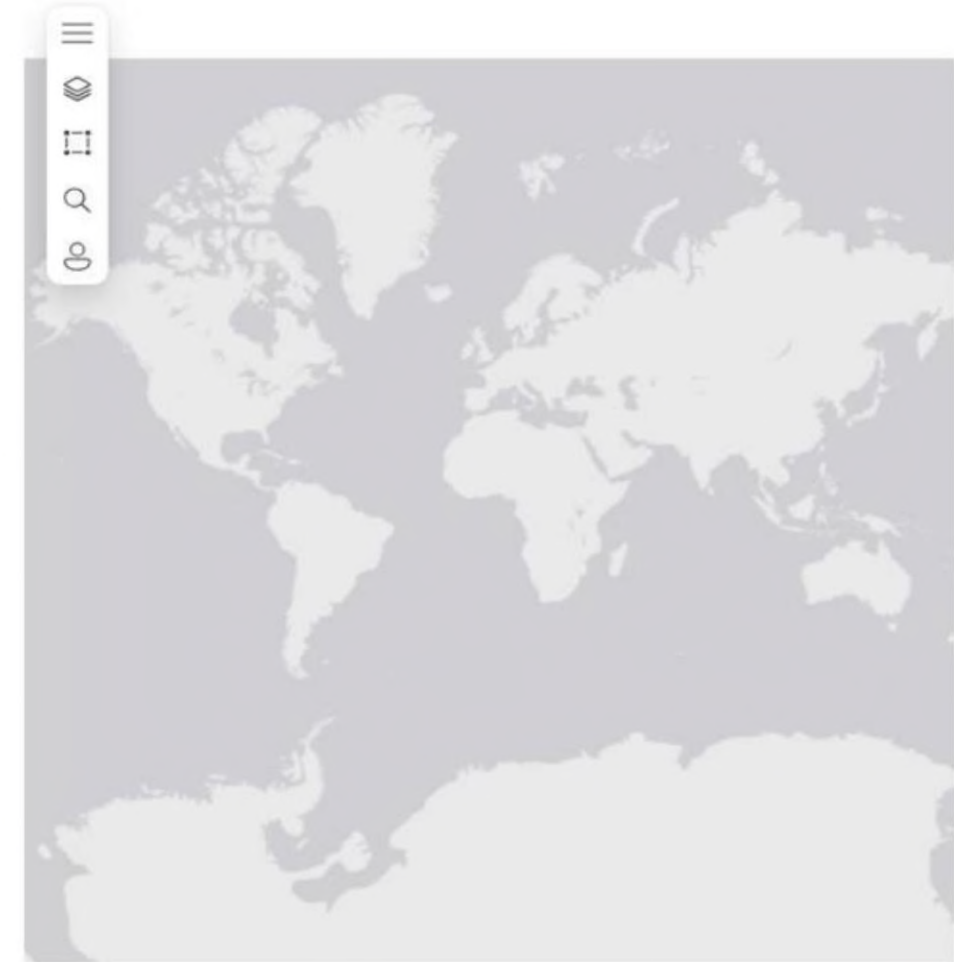


Asia

Total Arrivals by Country (of residence)

Region	2024	2023	2022	2021	2020	2019
USA	1,318,543	1,366,584	1,064,912	676,560	338,363	1,270,618
Canada	95,898	62,128	32,678	5,703	43,626	108,969
Europe	79,463	66,857	43,990	12,166	23,228	101,043
Latin America	25,921	21,469	17,544	11,679	6,091	30,222
The Caribbean	18,646	23,144	12,966	5,381	2,810	18,925
Asia	8,758	7,493	4,100	1,148	1,514	9,798
Non response	4,107	7,424	1,582	84	1,663	535
Africa	4,313	2,706	2,397	1,534	912	2,837
Australasia	3,022	2,785	1,869	694	932	4,169
Middle East	1,814	1,355	1,298	684	339	1,893
Total	1,560,485	1,561,945	1,183,336	715,633	419,478	1,549,009

Visitor Concentration by Country (of residence)



Esri

Powered by Esri

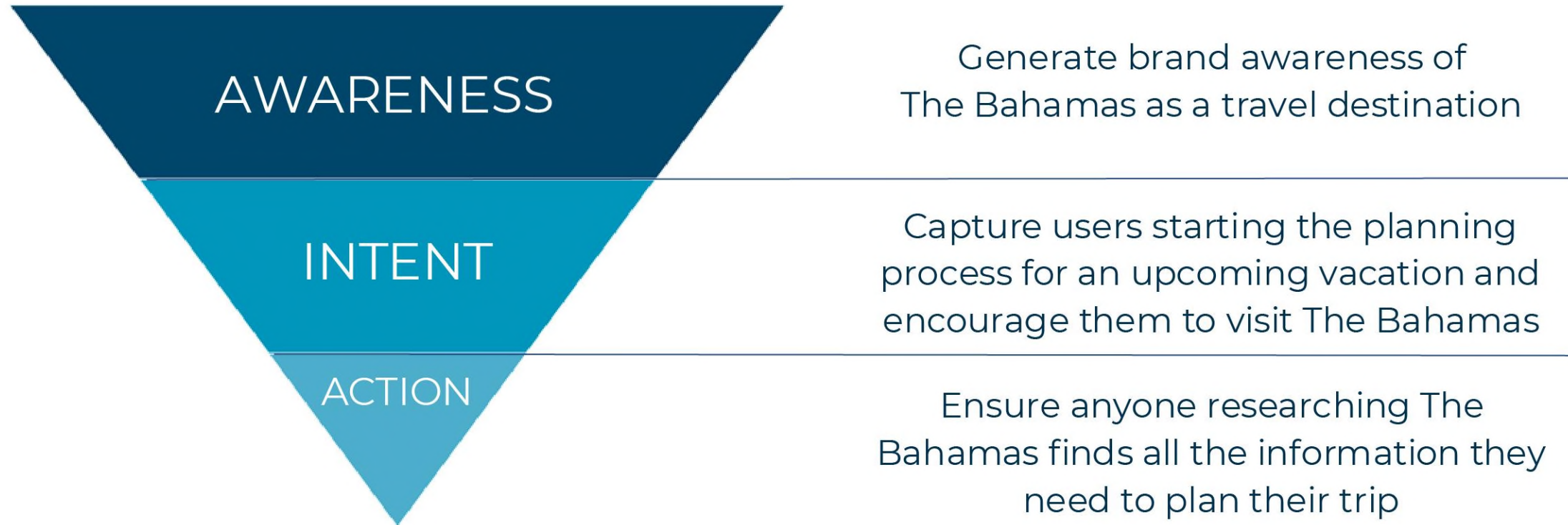
All numbers are subject to revision as Immigration cards come in.

Travel Demand

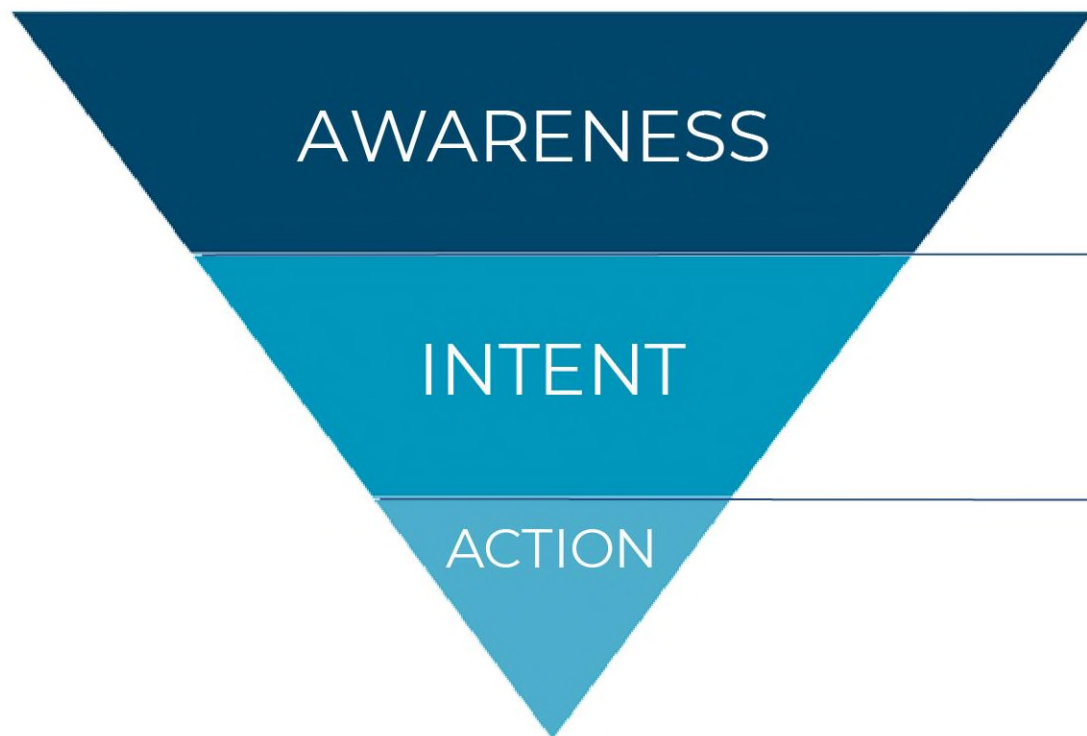
- **Demand for travel to The Bahamas remains strong**, especially from cities without direct flights.
- **Opportunities for Hotels:**
 - Target untapped markets with high demand (e.g., Raleigh, Minneapolis, Hartford, Las Vegas).
 - Partner on promotional campaigns to attract visitors via connecting flights.
- **Call to Action:** Collaborate with airlines, OTAs, and tourism partners to bridge the gap between demand and accessibility.

Marketing Advertising Public Relations

BMOTIA Marketing & Advertising Media Strategy



BMOTIA Marketing & Advertising Media Partners



BMOTIA Marketing & Advertising Brand & Content Shoots



8 Islands Covered, 8 More To Go

Over the past 5 years, we have shot 8 island destinations with content covering culture, leisure, people, landmarks, things to do, and verticals.

The images and videos from these shoots are used across our advertising, content marketing, website, etc.



BMOTIA Marketing & Advertising Creative Branding & Advertising

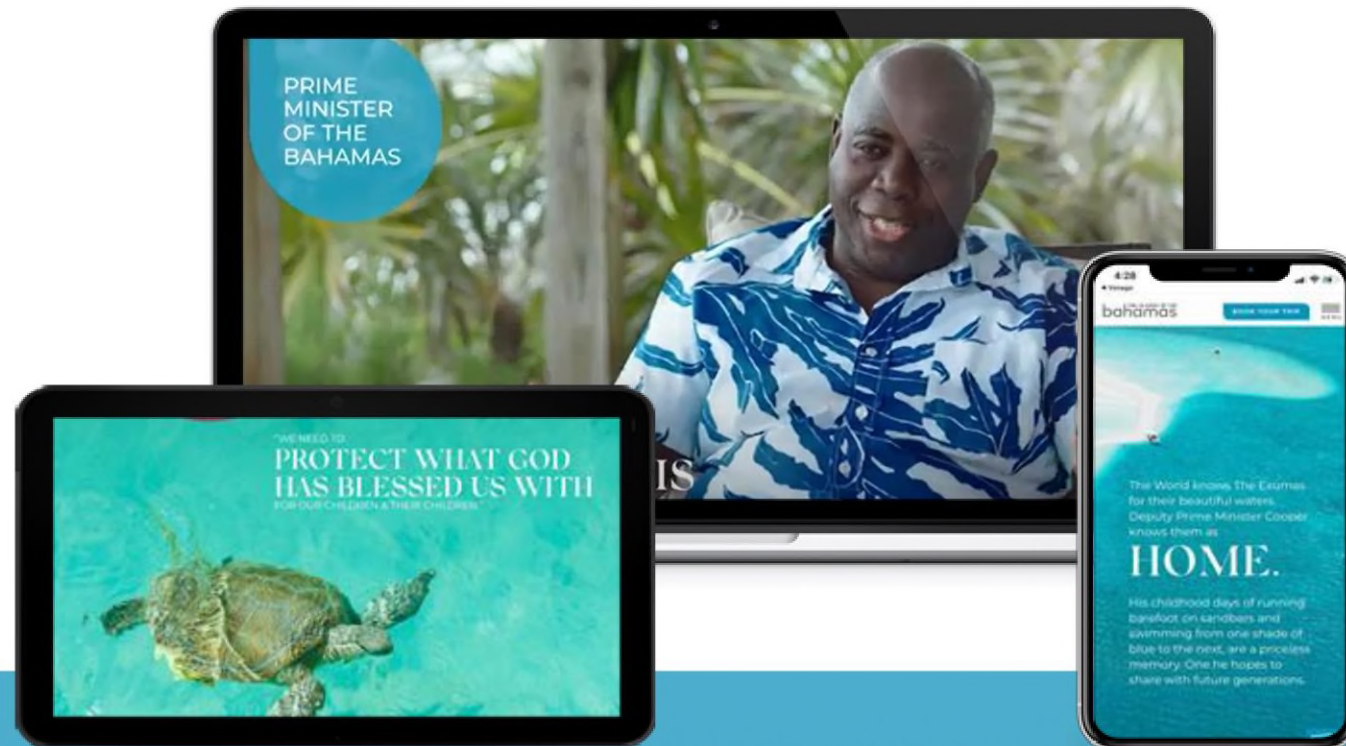
The Bahamas has a robust multilingual advertising strategy, when it comes to promoting travel to our destination.



BMOTIA Marketing & Advertising

Content Marketing

We focus on telling the unique stories of our islands through content marketing and micro-stories—**featuring 7 Out Islands**. Each one features a brand ambassador and storyteller. These efforts have earned us accolades from prestigious industry leaders such as the ***HSMAI Adrian Awards*** and the ***Viddy Awards***.



BMOTIA Marketing & Advertising

Deployed Over 40 Stories Across 6 Verticals

LEISURE	CULTURE		VERTICALS	ROMANCE
Swimming Pigs	Handmade in Bahamas	Culinary Revolution	Island Hopping Story	A One-In-A-Lifetime Day
Captain Bill's	All Day Fish Fry	John Watlings Distillery	Top 10 Boating Tips	Something Blue
A Garden of Marvel	Junkanoo Beat	Young Artists Nassau	Albury Brothers	You & Me Between the Cays
Surfer's Beach	Meet Lady Di	Dolphin House	Exuma Cays Land & Sea Park	
A Queen's Highway	Downtown Nassau	Sweet Cat Island	Boater's Fling	
Dunmore Town	Potter's Cay	Lucayan National Park	Fishing for the Big Catch	
Fly Away	Junkanoo Celebration	Protecting What's Home	A Fly Fishing Dream	
Last Light of Its Kind	People-to-People	An Open Invitation	Deep-Sea Frontier	
Keith Cooper's Stingrays	Bahamian Fashion	Family Heirloom	Dive Freeport	
Meet Tony Macaroni	Where Artists Gather		Dolphin Swim	
Highest Point			Islands on the Fly	



BMOTIA Marketing & Advertising

Island Specific Commercial Spots

Our goal with our 16 island strategy is for travelers to know all of the Islands of The Bahamas *on a first name basis*. We want them to know Andros and Cat Island just like they know Nassau and Freeport. With the production of 6 individual TV commercials, all narrated by Lenny Kravitz, travelers will see the depth and breadth of experiences The Bahamas has to offer.

Islands commercials are available for:

- Andros
- Cat Island
- Eleuthera & Harbour Island
- The Exumas
- Freeport
- Nassau & Paradise Island



BMOTIA Marketing & Advertising

Island Spots

Andros



[Video Link](#)

Cat Island



[Video Link](#)

Eleuthera & Harbour



[Video Link](#)

Nassau & PI



[Video Link](#)

Freeport



[Video Link](#)

Exuma



[Video Link](#)



BAHAMAS Global Sales & Marketing
The Exumas



[Video Link](#)



BAHAMAS Global Sales & Marketing Inflight Video

AWARENESS

Flight Dates: Feb 24 - Mar 24

KPI: Impressions & Video Views

PLAN: N. America

Targeting

- Passengers onboard Jetblue & American Airlines

Placement

- Jetblue Forced-View Ads after in-flight safety announcement across all flights
- Jetblue Long Form Content (up to 5:00) that is presented when a user is watching Jetblue TV
- American Airlines Forced-View Ads plays on domestic flights after a TV Show is selected



American Airlines 

jetBlue

BAHAMAS | Global Sales & Marketing Creative Branding & Advertising

London Taxi Wraps (OOH)



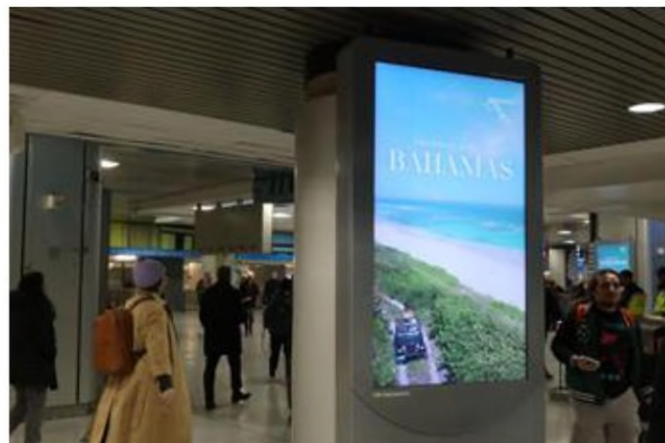
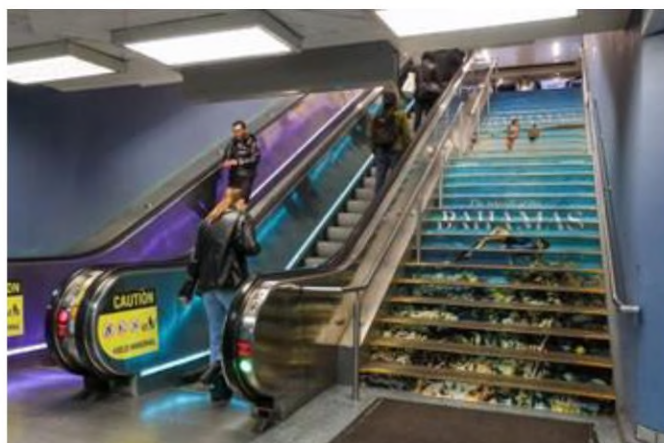
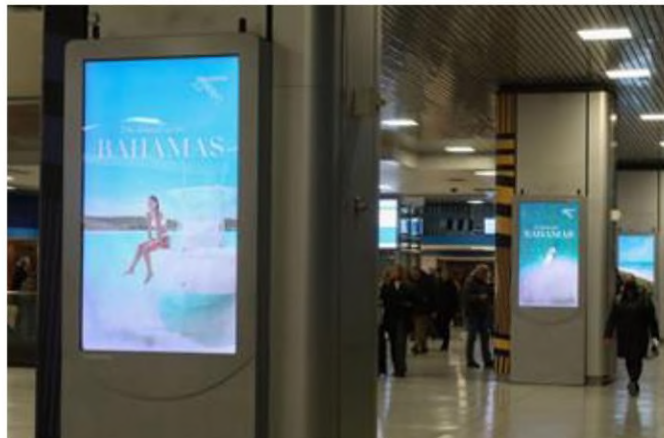
BAHAMAS | Global Sales & Marketing Creative Branding & Advertising

Brightline Train Wrap + 6 Stations in Florida



BAHAMAS | Global Sales & Marketing Creative Branding & Advertising

Penn Station in New York



FY24-25 MARKETING | MEDIA ACTIVATIONS

Digital Media Performance



Impressions

14.5 Million



Video Views

2.5 Million



Page Views

9 Million

Digital Innovation

Website & Digital Marketing Performance Summary

Primary Key Performance Indicators

Visits
3.6M

Conversion Rate
8%

Hotel Leads
295.8K

Booking Entrances
83.3K

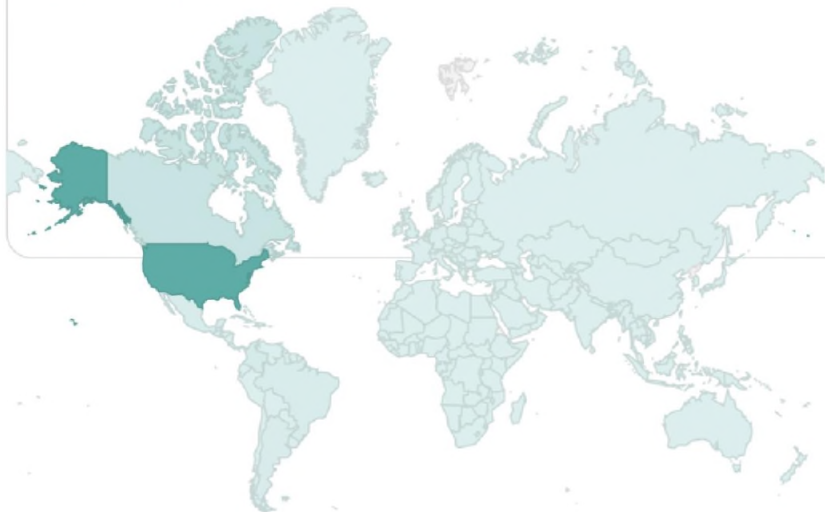
Itinerary Leads
10K

Things To Do Leads
42.2K

Dining Leads
19.3K

Data is compared to the previous year.

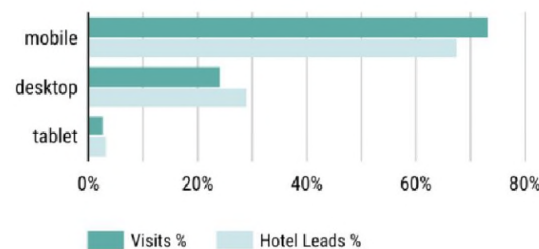
Visitors by Country



Visits by Country

Country	Visits %
1. United States	66%
2. Canada	10%
3. Bahamas	5%
4. Colombia	4%
5. Mexico	2%
6. Brazil	2%
7. Argentina	2%
8. United Kingdom	1%
9. Germany	1%
10. France	1%

Device Performance



[View Glossary](#)

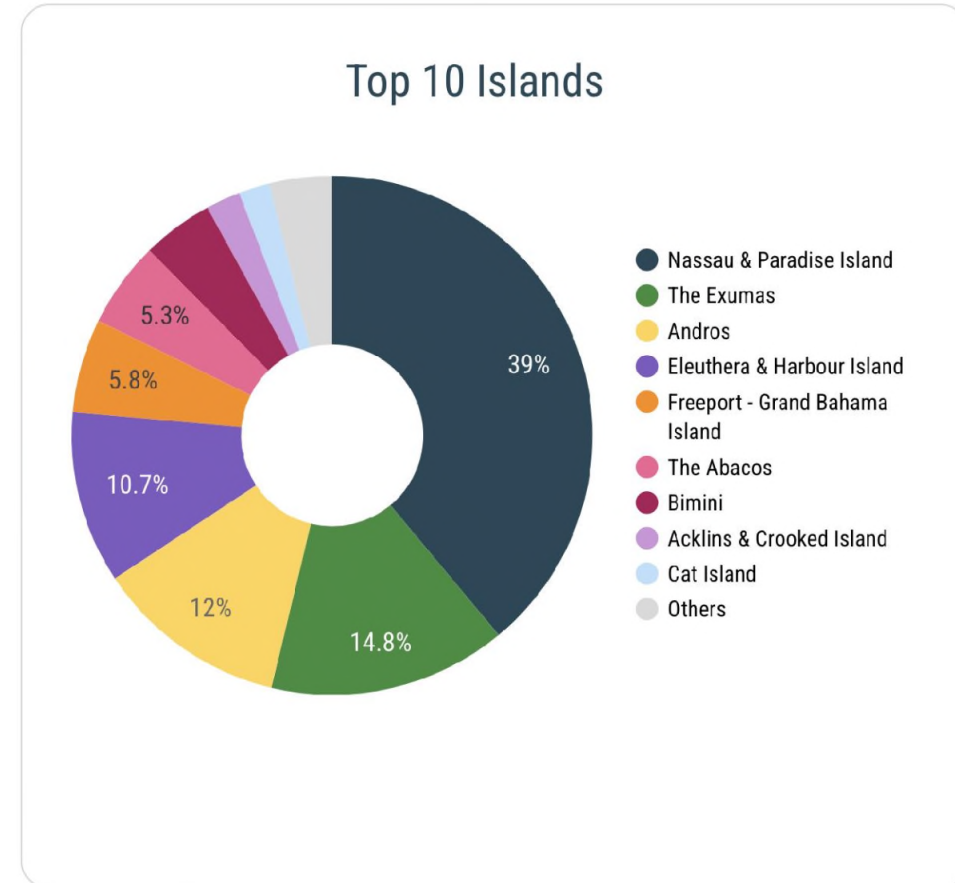
295k Leads to Hotels from Bahamas.com

Hotel Leads Performance by Island

Hotel Leads by Island

	Island	Leads
1.	Nassau & Paradise Island	112,461
2.	The Exumas	42,691
3.	Andros	34,503
4.	Eleuthera & Harbour Island	31,003
5.	Freeport - Grand Bahama Island	16,839
6.	The Abacos	15,407
7.	Bimini	12,763
8.	Acklins & Crooked Island	6,195
9.	Cat Island	5,531
10.	Long Island	5,031
11.	San Salvador	3,346
12.	The Berry Islands	1,508
13.	Mayaguana	766
14.	Inagua	288
15.	Freeport	261
16.	Eleuthera & Harbour Island	27

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BAHAMAS | Seasonal Promotions

FALL INTO SAVINGS IN THE ISLANDS OF THE BAHAMAS!

[Getting Here](#) | [Plan Your Trip](#) | [Offers](#) | [Blog](#) | [Events](#) | [Itineraries](#) | [Map](#) | EN | [Q](#) | [♥](#) | [👤](#)

THE ISLANDS OF THE
bahamas

[islands](#) | [experiences](#) | [hotels](#) | [photos](#)

BOOK YOUR TRIP

Home / Seasonal Specials

FLASH SALE
SAVINGS
ALL WEEK LONG



THE ISLANDS OF THE
bahamas



BAHAMAS Seasonal Promotions

FALL INTO SAVINGS IN THE ISLANDS OF THE BAHAMAS!



CAT ISLAND

SHANNAS COVE RESORT FALL SPECIALS AT SHANNAS COVE RESORT

Bed & Breakfast Bungalows starting at \$199

[Read More](#)

Book By 10/11-01/17
Travel Window: 10/11/2024-1/31/2025

[Visit Website >](#)



STANIEL CAY

EMBRACE RESORT STAY 3 NIGHTS, MEET THE SWIMMING PIGS FOR FREE!

Escape the ordinary with a 3-night stay at Embrace Resort. As a special thank you, we're including a complimentary tour to swim with the Exumas' most famous residents—the Swimming Pigs!

[Read More](#)

Book By 10/14-01/17
Travel Window: 10/15/2024-1/31/2025

[Visit Website >](#)



FREEPORT - GRAND BAHAMA ISLAND

VIVA WYNDHAM FORTUNA BEACH SPECIAL RATES STARTING AT \$126 PER PERSON PER NIGHT!

Take advantage of discount rates starting at \$126 per person per night to our all inclusive resort in Grand Bahama Island!

[Read More](#)

Book By 10/14-01/17
Travel Window: 10/15/2024-1/31/2025

[Visit Website >](#)



\$300 INSTANT SAVINGS

For a Limited Time Only

Nothing says “winter getaway” like a trip to The Bahamas! And right now, getting here is easier and more affordable than ever! Book an air-inclusive getaway of four nights or more at a participating hotel or resort in The Bahamas and score instant savings of \$300.

Hurry – deals this good don’t last long. The booking window is Dec 3 - 20, 2024, for travel from Dec. 9, 2024, through May 31, 2025. Terms and conditions apply.



CONNECT WITH YOUR PREFERRED TOUR OPERATOR

SHOWING 6 RESULTS

Air Canada Vacations

Canada

[Visit Website](#)

Classic Vacations

United States

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BahamaGo

United States

[Visit Website](#)

Pleasant Holidays

United States

[Visit Website](#)

Costco Travel

United States

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BAHAMAS | Seasonal Promotions

Opportunities for Growth & Inclusion for Stakeholders

- Local Businesses can submit their offerings to be featured on Bahamas.com.
- List property updates, events, and unique experiences.
- Inclusion in our digital and email campaigns



Join our stakeholder database and
submit your offers



BAHAMAS | Converting Cruise Passengers to Stopover Visitors New Data Collected from Nassau Smart City WiFi Project

- New data collected from cruise passengers who join our new WiFi hotspot downtown
- Retargeting personalized birthday email messages sent to travelers encouraging them to come back to The Bahamas
- New advertising opportunities available to local businesses



CELEBRATE YOUR BIRTHDAY IN THE ISLANDS OF THE BAHAMAS!

BIRTHDAYS ARE BETTER IN THE BAHAMAS

Hi Stephen,

Your birthday is almost here, and it's not too late to plan an amazing celebration! Imagine celebrating in The Islands of The Bahamas with our exclusive last-minute deals and special offers.

Check Out Our Last-Minute Deals

Don't miss out on an exciting birthday experience, The Islands of The Bahamas

[DEALS & OFFERS >](#)

Public Relations



Global PR Initiatives 2025

People to People 50th Anniversary Celebration 2025

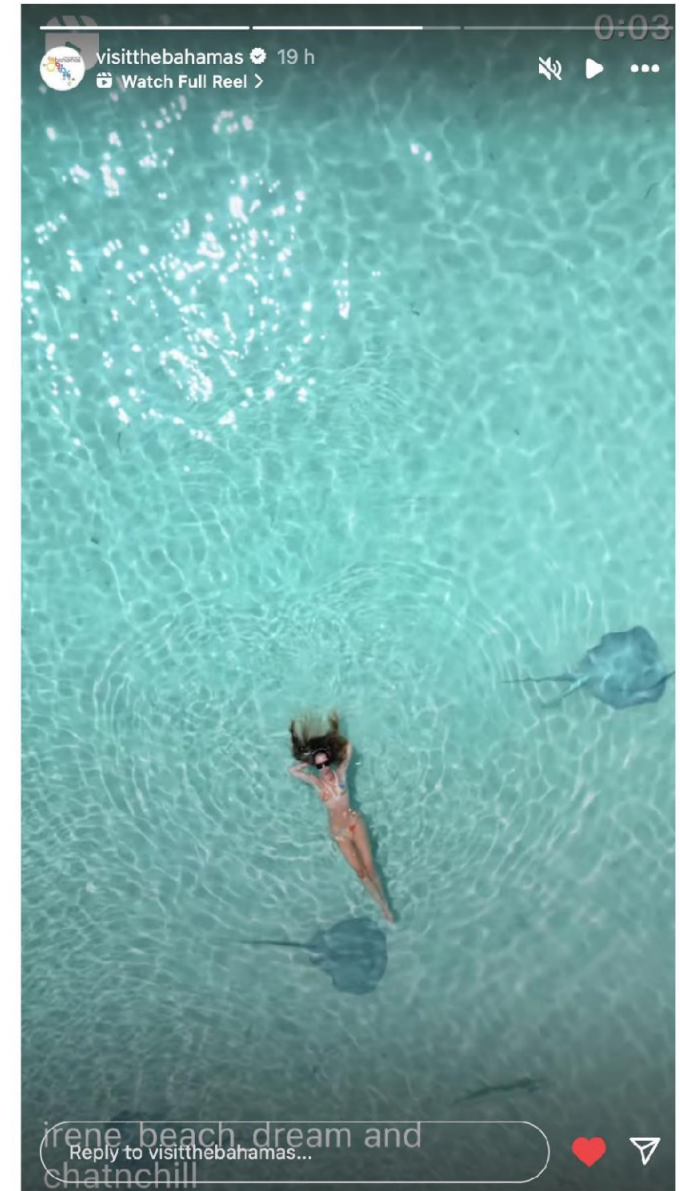
- Celebrating 50 years of immersive cultural experiences for visitors.
- Over 400 Bahamian Ambassadors showcase the culture, heritage, and hospitality of The Bahamas.
- **Key Initiatives:**
 - Organizing press trips for media to meet People-to-People Ambassadors in The Bahamas.
 - Event in London with Finn UK and BTO London, connecting Ambassadors with top-tier media.



Global PR Initiatives 2025

Media Roundtables 2025 Overview

- **Objective:** Reengage global media partners post-pandemic, forming new relationships in the evolving digital media space.
- **Kickoff:**
 - Florida: In-person courtesy calls to media, travel professionals, and tour operators.
 - Culminates in a media roundtable luncheon for top 15 media partners with the Director General.
- **Expansion Plan:** Extend to Toronto, Montreal, Atlanta, New York, Los Angeles, and the UK.
- **Vetting Process:** Vigorous vetting to identify the right influencers and partners for collaboration.
- **Outcome:** Strengthen media relations and promote The Bahamas as a premier travel destination.



Support Needed from Hotel Partners

- **Objective:** Attract the right media, such as influencers and content creators, to visit the islands and promote t unique offerings.
- Offer special rates or complimentary rooms to incentivize participation.
- Provide exclusive experiences or perks (e.g., spa access, private tours) to enhance the stay and encourage positive content.

The Bahamas media
& influencer request form

[VIEW APPLICATION](#)

[GET CONNECTED](#)

Sales Strategy



The Bahamas Travel Agents Rewards Program

Retail Travel Agency Recognition & Rewards

- Recognize and reward agents who sell and report Bahamas bookings via MyBookingRewards.com.
- Highlight UK test results and plans to expand the program to other markets.
- Encourage Out Island hotels to utilize the program to boost bookings.

• Incentivising Agents to Report Bahamas Bookings

- Agents earn:
 - **£10/room** for Nassau & Paradise Island (6+ nights, double occupancy).
 - **£20/room** for Grand Bahama & Out Island properties (4+ nights, double occupancy).



The Bahamas Travel Agents Rewards Program

- **UK MyBookingRewards.com Test Results**
 - 700 agents registered in 90 days
 - 200 room nights logged to date
- **Program Expansion Plans**
 - Target markets: U.S., Canada, Europe.
 - Goal: Incentivize agents globally to increase Bahamas bookings.
- **How Out Island Hotels Can Leverage the Program**
 - Special Travel Agent Rates: Encourage agents to experience hotels firsthand.
 - Package Offers: Include accommodations + round-trip airport transfers.
 - Double Rewards Promo: **Grand Bahama & Out Islands bookings receive double rewards until January 2025.**



BAHAMAS | Vertical Markets

Trade Shows

Private Aviation



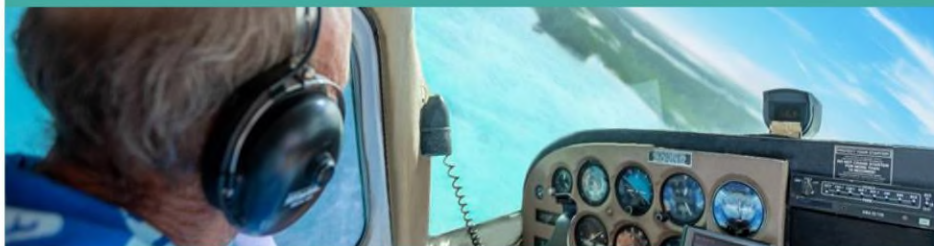
OshKosh Air Show

Boating



Ft. Lauderdale Boat Show

Guided Arrivals



Guided Fly-ins



Guided Boat Flings





Sales Mission supporting the expansion of American Airlines flight from Chicago

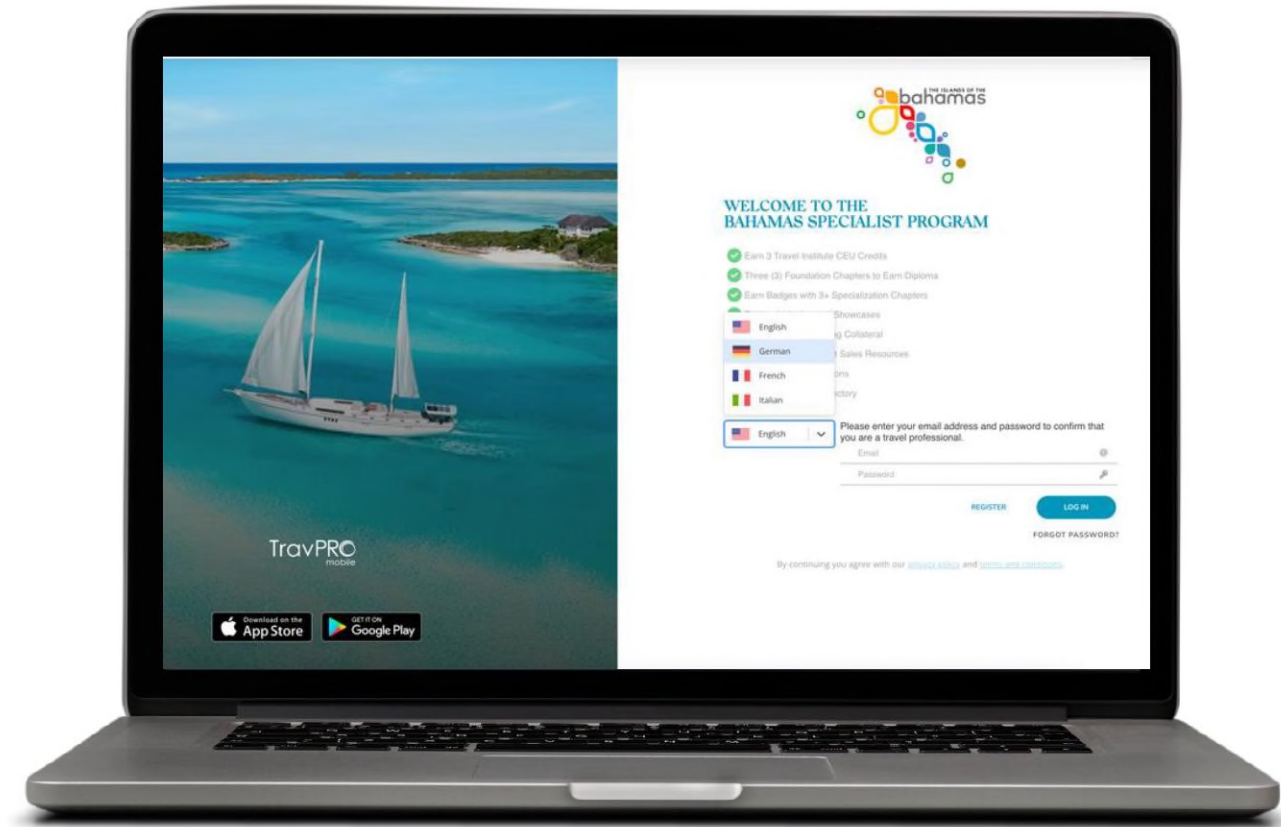


Bahamas University of Miami Athletics Partnership

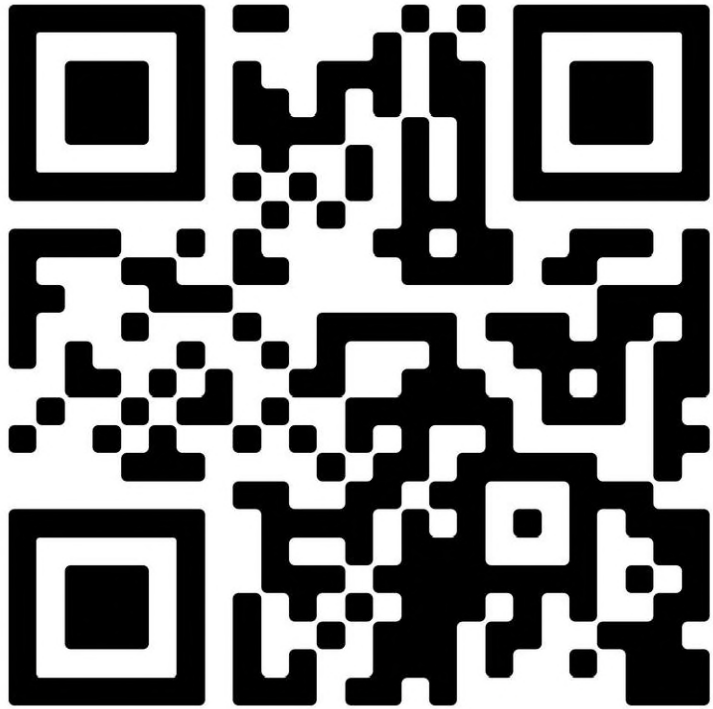


The Bahamas Specialist Program

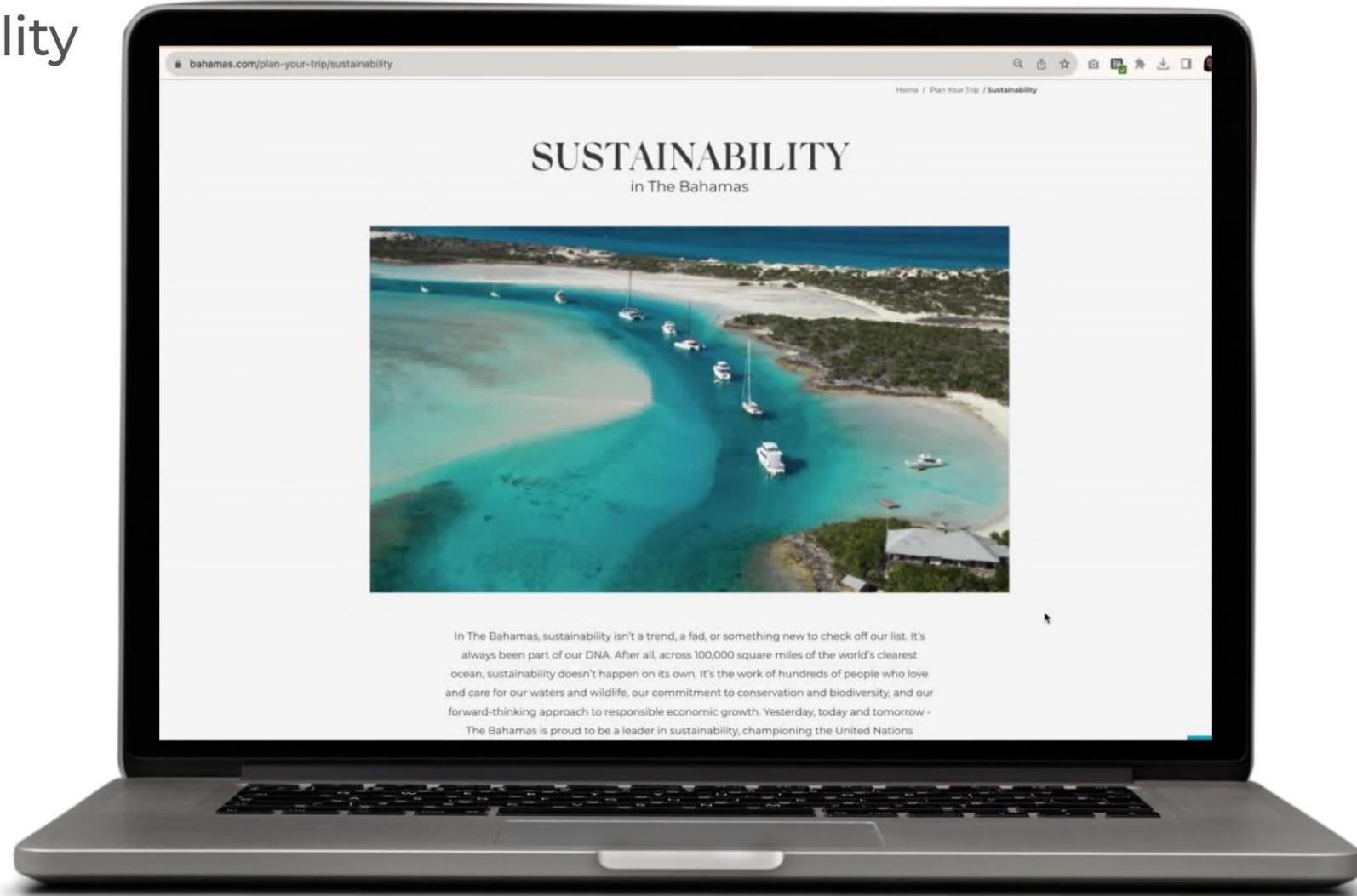
- The Bahamas Specialist program recently launched in multiple languages to expand the program globally



Greater Focus on Sustainability



bahamas.com/sustainability



On-Island Events & Initiatives

Where the magic happens!

Events & Authentic Experiences

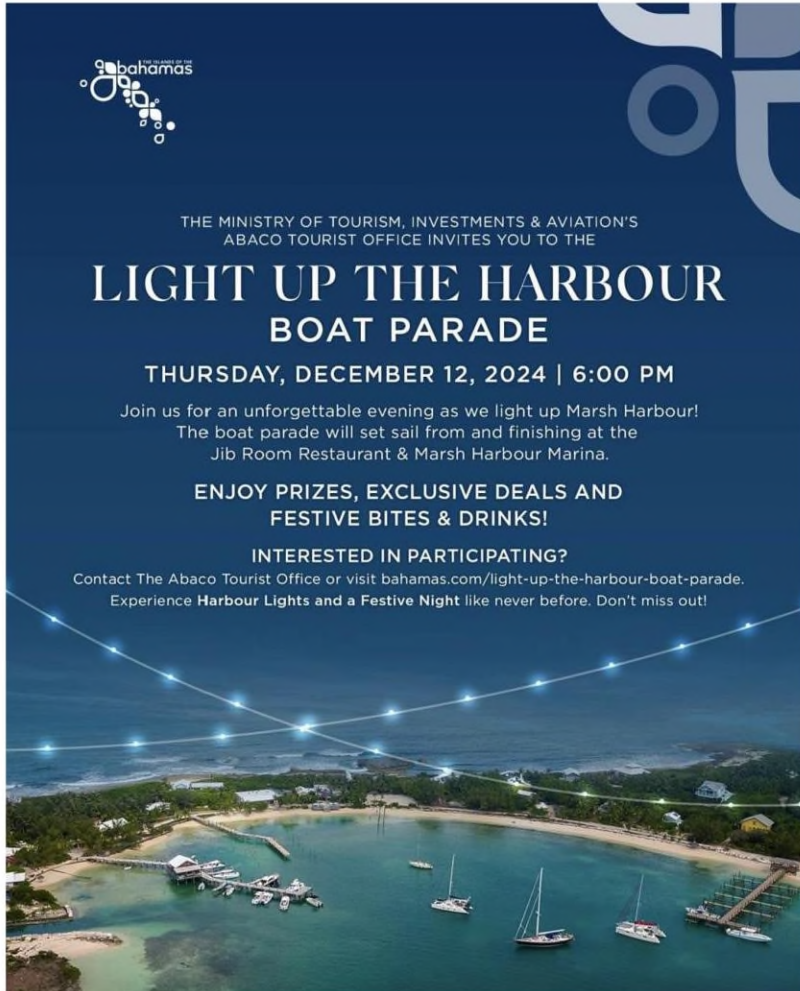
- Year-Round Cultural Festivals & Events across all islands.



<https://www.bahamas.com/events>

Where the magic happens!

Events & Authentic Experiences



THE MINISTRY OF TOURISM, INVESTMENTS & AVIATION'S
ABACO TOURIST OFFICE INVITES YOU TO THE

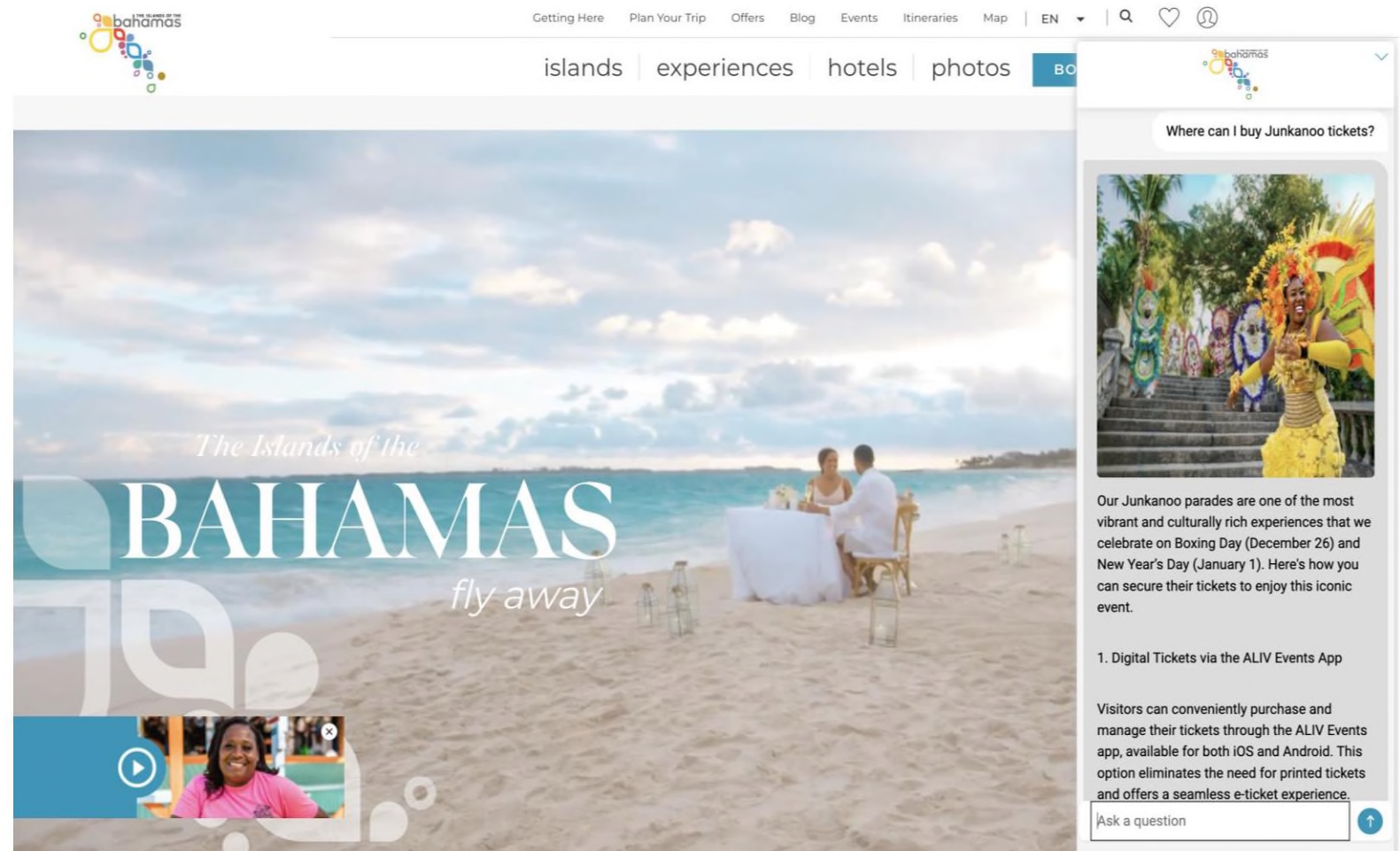
LIGHT UP THE HARBOUR BOAT PARADE

THURSDAY, DECEMBER 12, 2024 | 6:00 PM

Join us for an unforgettable evening as we light up Marsh Harbour!
The boat parade will set sail from and finishing at the
Jib Room Restaurant & Marsh Harbour Marina.

ENJOY PRIZES, EXCLUSIVE DEALS AND
FESTIVE BITES & DRINKS!

INTERESTED IN PARTICIPATING?
Contact The Abaco Tourist Office or visit bahamas.com/light-up-the-harbour-boat-parade.
Experience **Harbour Lights** and a **Festive Night** like never before. Don't miss out!



Getting Here | Plan Your Trip | Offers | Blog | Events | Itineraries | Map | EN | Search | Heart | Profile

islands | experiences | hotels | photos

Where can I buy Junkanoo tickets?

The Islands of the
BAHAMAS
fly away

Our Junkanoo parades are one of the most vibrant and culturally rich experiences that we celebrate on Boxing Day (December 26) and New Year's Day (January 1). Here's how you can secure their tickets to enjoy this iconic event.

1. Digital Tickets via the ALIV Events App

Visitors can conveniently purchase and manage their tickets through the ALIV Events app, available for both iOS and Android. This option eliminates the need for printed tickets and offers a seamless e-ticket experience.

Ask a question

What's Next for 2025?

Our Strategic Focus

- Technology
- Sustainability
- Sales Growth
- Development

