

Global Communications (PR) July-December 2024 Report.

The following report covers Global Communications Public Relations activities for July 2024-December 2024.

In July, the Comms PR team continued to elevate the destination amongst top-tier media and influencers with timely pitches and reactive leads. The team had a busy month of writing and drafting a combination of 3 pitches and 8 press release materials. The team also delivered and reviewed talking points documents in support of the Caribbean Tourism Organization's Strategic Planning Event.

Major PR activity included:

- Continued to explore media and influencer interest in hosted trips for the end of 2024
- Organized Goombay Group Press Trip to Nassau and Cat Island
- Continued to submit DG/DPM for leadership opportunities
- Deployed July New Developments Press Release
- Deployed 28th Annual African American Hotel Ownership Summit Press Release
- Deployed Grand Bahama Island Poised For New and Expanded Airlift
- Deployed World Travel Awards Press Release
- Deployed CANTO Press Release

*Goombay Summer Festival, Group Press Trip: August 5-10
(Nassau + Cat Island)*

secured the following media attendees:

- *Ondine Jean-Baptiste, BBC Travel*
- *Alex Howard, Lonely Planet*
- *Cait Kontalis, Honeymoons.com and Matador Network*

Finalized:

- *Host hotels: Grand Hyatt Hotel at Baha Mar (Nassau) and Rollezz Villas Beach Resort (Cat Island)*

AUGUST PR REPORT

PR activity included:

- Hosted the Goombay Group Press Trip from August 5-10
- Delivered a draft of a comprehensive media strategy plan for Bahamas Romance Week (Jan. 30 –Feb. 6)
- Continued proactively pitching the DG for thought leadership opportunities including for her upcoming to NYC for UNGC week
- Deployed August New Developments
- Deployed Bahamas Arrives at SOTIC with Strong Tourism Boom Message
- Deployed Summer Deals Press Release
- Coordinated press trip for Ladevi, a Latin American Publication that has reached Chile, Colombia, Peru, Mexico, and Ecuador.

SEPTEMBER PR REPORT

The following report covers MOT's activities for September 2024. MOT secured over 107 million impressions in September and continued to elevate the destination amongst top-tier media and influencers with timely relevant pitches and reactive media leads.

Major PR activity included:

Romance Week 2025, including media/influencer outreach and release development.

Exuma PR Strategy, including delivering media plan.

NY Yankees Suite Night, including securing two media to attend, drafting media briefing document and talking points for DG.

NYC Climate Week, including developing a release highlighting sustainability initiatives and PM Philip Davis's presence at Climate Week in New York City

Initiated BMOT News Bureau, updated master media and influencer target lists, fulfilled editorial calendars and media inquiries, and conducted media monitoring and news/trends for destination pitching.

Continued proactive outreach to secure media and influencer interest in hosted trips for 2024/2025

Press Release: September New Developments	Distributed release highlighting events, destination happenings, and travel deals for September
Press Release: World Tourism Day	Developed a release outlining tourism statistic from the destination, inclusive of leadership quotes
Press Release: Climate Week/Sustainability	Drafted and distributed release highlighting sustainability initiatives and PM Philip Davis's presence at Climate Week in New York City
Press Release: Hurricanes Football Home Opener	Distributed release outlining the BMOT's sponsorship of the University of Miami Hurricanes' opening game
Press Release: WTTC Global Summit	Drafted press release and talking points for the BMOT's participation in World Travel & Tourism Council Global Summit
Press Release: Romance Week Trade Release	Drafted a preliminary release for romance week with a trade publication focus
Pitch: Fresh Takes on Fall/Holiday Recipes	Began outreach to local chefs to gather information on new takes on traditional holiday recipes
Roundup: Most Remote Resorts in the World to Visit in 2025	Submitted The Other Side, Eleuthera and Kamalame Cay, Andros_ for_ a_ pitch_ _focused_ _on_ _"the_ _world's_ _most_ _remote_ _resorts_ _to_ _visit_ _in_ _2_0_2_5_"
ACTIVE MEDIA LEADS PUBLICATION/ WRITER	DETAILS
Aly Walansky(Freelance: Forbes, Apartment Therapy, Plate Magazine)	Reached out to local chefs for possible inclusion in a roundup of culinary stories on National Vodka Day, chef organization tips, and notable bites/drinks that are new and newsworthy

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Nicole Ford (Epicurious)	Put forth local chefs for consideration to be featured in an upcoming culinary video series
Regan Stephens (The Points Guy)	Presented The Bahamas as a culinary destination to visit in 2025
Corporate and Incentive Travel Magazine	Provided relevant information on the destination for a story on best places for meetings in the Caribbean and the Bahamas
Brian Major (Condé Nast Traveler)	Drafted quote on behalf of DPM for print article centered around cruising
Jennifer Salerno Yong (Travel + Leisure)	Shared packages included in the October happenings release for a story on promotions available from now until the end of the year
Travel + Leisure	FINN fact checked a story on Eleuthera that will run in the publication's December/January issue

OCTOBER PR REPORT

Major PR activity included:

Conducted outreach to secure media and influencers to attend the Exuma Press Trip; Team confirmed writer Veronika Bondarenko (The Street) and influencer Carissa Boston (@carissamonyce)

Continuing efforts on Romance Week 2025, including expanding media/influencer outreach and sourcing travel deals from BMOT partner • Lonely Planet - Ultimate Weekend in the Bahamas: Nassau and Cat Island Itinerary

• Travel and Tour World - The Bahamas Ministry of Tourism Elevates Global Profile at the 24th WTTC Global Summit in Australia, Showcases 16-Island Brand and Record-Breaking United Kingdom Visitor Growth

- Travel & Leisure, The Best Times to Visit The Bahamas

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- South Florida Caribbean News, Bahamas DPM Cooper to address World Travel & Tourism.

NOVEMBER PR REPORT

The Team conducted outreach to media and influencers to attend BMOT's event at Carnivale Restaurant in Chicago, in anticipation of the expanded American Airlines service.

The Team participated on a call with NBC's AccessHollywood 'Get Lost With Lindsay to discuss this hosting opportunity.

Monitored Carissa Boston of @CarissaMoyce's Instagram (236K followers) and TikTok(163.4K followers) to capture resulting content from attending last month's Exuma press trip. *Proper recap provided within the report.**

Continued efforts on Romance Week 2025, including sourcing travel deals from BMOT partners and drafting a press release highlighting consumer-focused Romance Week happenings

Continued proactive outreach to secure media and influencer interest in hosted trips for 2024/2025

Press Release: November New Developments	Distributed release highlighting events, destination happenings, and travel deals for November
Press Release: Romance Week Consumer Release	Drafted release highlighting consumer-focused Romance Week happenings; awaiting BMOT feedback
Press Release: Chicago Post-Event Release	Drafted and distributed release recapping event announcements
Press Release: Detroit to Nassau Airlift Release	Drafted release spotlighting Detroit to Nassau air travel route
Press Release: BMOT x Dallas Cowboys Cheerleaders	Shared updated release draft inclusive of DC's approved quote and Blue Lagoon itinerary experience; awaiting approval for distribution

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Roundup Pitch: 6 Birthday Trip Ideas for Every Traveler to Book	Team crafted a roundup highlighting ideal destinations and resorts fit for celebrating birthdays in 2025
Pitch: 2024 Highlights and 2025 Outlook	Team began drafting a pitch for top-tier editorial consideration
Talking Points: Chicago Event DG Script	Team developed content and talking points for DG to reference during the Chicago event

Todd Plummer (Business Traveler)	Spotlighted recent openings including The Potlatch Club, The Osprey, and The Farm for a story on what's new in the Caribbean
Adam Rathe and Andrea Guthmann (TIME)	Put forth information on 2024 openings and relevant 2025 news for a story on the world's greatest places
Mel Carden (Expedia)	Pitched The Bahamas for a where to go in 2025 travel story
Jordi Lippe-McGraw (AFAR)	Shared wellness offerings at The Ocean Club for consideration in a story on extreme relaxation offerings at luxury hotels
Kristin Braswell (Travel + Leisure)	Provided information on The Potlatch Club and The Osprey for a story focused on the best new Caribbean hotel openings
Lacey Pfalz (Travel Pulse)	Shared new openings coming to The Bahamas in 2025 for editorial consideration

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Ann Abel (Forbes)	Put forth new hotel openings coming to The Bahamas in 2025
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NOVEMBER EVENTS

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Dallas Cowboys Suite Night (Nov. 10)

In conjunction with The Bahamas partnership with the Dallas Cowboys, the BMOT celebrated a "suite night" for the Cowboys on 11/10.

Chicago Media Event (Nov. 20)

BMOT spearheaded media event at Carnivale Restaurant in Chicago, in anticipation of the new Carnivale Nassau opening on the horizon. The team secured the following media/influencers attendance:

- Andrea Guthmann, WBEZ-FM
- Ishita Dosaj, @theishitaedition
- Vaughn Colquitt, @msvaughntv
- Latifah Al-Hazza, Freelance
- Jasmine Browley, Freelance
- Rosalind Cummings-Yeates, Freelance
- Carrie Walker, WMAQ-TV
- Catie Keogh, WGN-TV
- Colleen Kelly, WLS-AM

[@catiekeogh \(27K Followers IG\)](#)

[@jerzy.co \(11K Followers IG\)](#)

[@thefacialgiirl \(4K Followers IG\)](#)

[@beautybygaby \(3.5K Followers IG\)](#)

[Chris Selfridge, CBS Chicago](#)

[@thechicagoeater \(21K Followers IG\)](#)

[@suttondancer5757 \(11K Followers IG\)](#)

[@chicagowirlcouple \(14.5K Followers IG\)](#)

[@bubbly.moments \(462K Followers IG\)](#)

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[@farhfromordinary \(57K Followers IG\)](#)

[@mona.lisker \(11.2K Followers IG\)](#)

[@briannagabriellaaxo \(13.5K Followers IG\)](#)

[@talk2samantha \(22.2K Followers IG\)](#)

[@miduyang \(51.4K Followers IG\)](#)

[@linder_surprise \(141K Followers IG\)](#)

Samantha Thomas [@talk2samantha \(22.2K Followers IG\)](#)

[@hallwaysrunways \(3580 Followers IG\)](#)

[@beautybygaby \(3524 Followers IG\)](#)

[@meilingjinxo \(77.4K Followers IG\)](#)

[@britishbelle \(2,481 Followers IG\)](#)

[@artsialexi \(12K Followers IG\)](#)

DECEMBER PR REPORT

- Deployed December New Developments Press Release

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- Drafted Awards Release
- Drafted End of Year Wins Release
- Deployed \$300 Instant Credit Release

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MEDIA VISITS PUBLICATION/ WRITER	DETAILS
Erik Trinidad (Freelance: Travel + Leisure, AFAR, AAA Magazine, etc.)	<i>Dates: December 4-6</i> Team coordinated with Lou Hammond Group and the BMOT to host Erik in Nassau and Exuma for an individual press trip.
Kelli Acciaro (Parade, Hotels Above Bar)	<i>Dates: December 1-4</i> Team coordinated an individual press trip for Kelli to be hosted at The Cove and The Ocean View Club, with additional on the ground itinerary support
Laurie Werner (Forbes)	Writer expressed interest in visiting mid-December for a hosted trip at The Potlatch Club; Due to request for flights to be covered and the tight timeline. She will travel in February.