



# GLOBAL PR ACTIVITY REPORT JANUARY-JUNE 2025





JANUARY 2025

# JANUARY PR ACTIVITY

## — executive summary

The following report covers Public Relations activities for January 2025. The team secured **113,309,271 impressions** and continued to elevate the destination amongst top-tier media and influencers with timely relevant pitches and reactive media leads.

### Major PR activity included:

- Conducted influencer and media outreach to confirm up to four attendees for a trip commemorating new Delta airlift from Detroit, MI.
- Created strategy and deck on a potential US/UK FAM as a part of the BMOT's partnership with Lenny Kravitz – FAM was not approved
- Team conducted a call to discuss promotional opportunities for SpaceX landings and provided pending questions post-call
- Provided SpaceX US sentiment news report after SpaceX accident and
- FINN conducted an exploratory call with PR rep of Coconut Bay to discuss way of working together in 2025
- Team set up an introductory call with the marketing rep of Bon Vivant and The Dilly Club for early February
- Conducted crisis monitoring of missing American diver near Rose Island.
- Sent digital dispatch providing the latest in news, resources, and updates in the social media and digital landscapes
- Prepared daily and weekly media coverage and sentiment reports



# JANUARY PR ACTIVITY

## — results at a glance

- Forbes Online - [10 Bucket List Beaches Around The World](#)
- Condé Nast Traveler Online - [The Best Luxury Family Resorts in the US and Caribbean](#)
- Hotels Above Par - [This 13-Key Bahamian Hideaway Is Harbour Island's Most Inviting Stay](#)
- South Florida Caribbean News - [On Island Time: Celebrating 2025 in The Bahamas](#)
- Recommend - [Nassau Cruise Port Touts New Passenger Milestone](#)
- TravelPulse - [The Bahamas Offering Big Vacation Savings](#)
- Wherever Family - [Nassau Cruise Port Hits Milestone Welcoming 5.6 Million Passengers in 2024](#)
- TravelAge West - [25 Events in the Bahamas to Know for 2025](#)
- Travel and Tour World - [Nassau Cruise Port Breaks Passenger Records with 5.6 Million in 2024, Fueling Economic Growth and Future Expansion Plans for The Bahamas](#)
- TravelAge West - [Nassau Cruise Port Set a Visitation Record in 2024](#)
- Insider Travel Report - [Why Nassau Cruise Port Looked Very Busy with Cruise Ships Last Year](#)
- TravelPulse - [Caribbean Travel Guide: 2025's Best Destinations, Events, Attractions and More](#)

**113,309,271**

Media Impressions

**51**

Secured Pieces of Coverage





# PLACEMENTS



## New Detroit Flights Expand Bahamas Air Options



Delta Air Lines will re-launch seasonal service from Detroit's Wayne County Airport to Lynden Pindling International Airport (LPI) in the Bahamas from December 21 through April 12, 2025. The route is being resumed following a four-year pause due to the pandemic, Bahamas Ministry of Tourism Investments & Aviation officials said in a statement.

The resumed flights are part of an airlift expansion that has supported "historic" visitor growth across the territory within the last year, said officials. The Bahamas recorded a 16.3 percent increase in international air and sea arrivals between January and September of 2024 compared with the same period last year.

To date, The Bahamas has hosted 4.28 million visitors in 2024; the country hosted 9.65 million visitors in 2023. "We have seen tremendous growth in visitors since the start of 2024 and the destination is committed to welcoming tourists to immerse and stay in paradise," said Laila Duncan, the Ministry of Tourism's director general.

Additional expanded service comes from American Airlines, which recently launched daily flights to Grand Bahama International Airport in Freeport from Miami International Airport. The service will increase to twice daily beginning later this month.

American will also inaugurate Saturday flights between Charlotte and Freeport, Orlando and Dallas Fort Worth to Nassau (increased twice) begin this month.

Additionally, the carrier will begin Saturday flights between Charlotte Douglas International Airport and Freeport, and from Orlando International Airport and Dallas Fort Worth International Airport to Nassau beginning this month, said Ministry officials.

The Bahamas is also poised to add to its accommodation options before the decade's end as mega-resort Baha Mar will add a fourth luxury resort to its property by 2029. Groundbreaking for the property, to be located on 12 beachfront acres with approximately 350 rooms and 50 residences, will begin in 2026, said officials.

The minister, John McInnes, will open his first tennis center at Jaha Mar in December, said Ministry officials. The center will feature eight tennis courts and six pickleball courts and host training clinics and private lessons.

TravelPulse  
UMV: 126,086

## 'TRAVELAGE WEST

### Nassau Cruise Port Set a Visitation Record in 2024



The Bahamas' Nassau Cruise Port welcomed a record-breaking 5.6 million passengers in 2024, marking its second consecutive year of growth. In 2023, the port saw 4.4 million cruisers, up significantly from 3.2 million passengers the year before.

The impressive year-over-year growth signals a consistent upward trajectory for the Caribbean destination's cruise business, with 61% of its 9.1 million total visitors arriving via cruise ship. To maintain its momentum, the port has expansion and improvement plans underway, including enhanced facilities, family-oriented experiences, dining options and new sustainable practices.

#### Our Analysis: Cruising Is More Popular Than Ever, Thanks to Recent Expansion and Diversification

The surge in cruisers visiting Nassau is reflective of a wider trend: Cruising is only becoming more popular as new lines enter the industry and offer their unique takes on the travel style, helping bring an ever-wider range of clients onboard. Even travel advisors who have "non-cruisers" as clients may

TravelAge West  
UMV: 85,545

## 'TRAVELAGE WEST

### 25 Events in the Bahamas to Know for 2025



The Bahamas is preparing for an exciting year with a vibrant lineup of cultural celebrations, sports tournaments and festivals across its 16 islands. After a successful 2024, the destination continues to showcase its diverse offerings, from artistic festivals and regattas to unique culinary experiences. Below is a preview of key events planned for the rest of 2025.

#### February

**Eleuthera Junkanoo Festival, Eleuthera:** February 1 – A lively festival featuring Junkanoo rituals, live entertainment and cultural food and drinks.

**Devour the Beach, Abaco:** February 5-9 – A culinary festival in Green Turtle Cay showcasing local chefs and Bahamian cuisine.

**George Town Cruising Regatta, Exuma:** February 10 – March 4 – A 10-day event with sailing competitions, a Conch Blowing Contest and a variety of family-friendly activities.

#### March

**Cruiser's Heritage & Cultural Festival, Cat Island:** March 14-15 – A weekend of cultural activities, performances and local vendors for visiting cruisers.

TravelAge West  
UMV: 82,626



## Why Nassau Cruise Port Looked Very Busy with Cruise Ships Last Year



If you've been in Nassau, Bahamas, over the past year, you might have noticed that the harbor is teeming with large cruise ships, more than ever before. It's not just a coincidence. Nassau Cruise Port's (NCP) once again proves to attract passenger vessels, welcoming 5.6 million cruise passengers in 2024.

This marks the second consecutive year of record-breaking growth for the port, underscoring the continued global demand for Bahamian island experiences and the port's expanding role in the country's economic development.

In 2023, NCP welcomed 4.4 million passengers, surpassing the previous year's total of 3.2 million, signaling a consistent and impressive upward trajectory. With 5.6 million cruise visitors in 2024, the destination once again demonstrated its resilience and ability to thrive amidst an increasingly competitive tourism industry.

As the largest and busiest cruise port in the region, NCP continues to serve as a cornerstone of the Bahamian tourism sector. The record-breaking passenger numbers are directly linked to the substantial growth in the Bahamian economy. In 2024, the Bahamas sector reached approximately 9.1 million visitors, with 61 percent of them—approximately 5.6 million—making use of cruise ships that visited the Nassau Cruise Port.

The surge in visitors contributes directly to approximately \$26 billion in annual tourism revenues for the nation, creating a ripple effect across a wide range of industries, local businesses, from retailers and restaurants to tour operators and artisans, continue to benefit from the influx of cruise passengers. The continued growth of NCP has enabled new opportunities for existing businesses while laying the foundation for a new generation of Bahamian entrepreneurs to succeed.

The expansion and modernization of NCP have also led to increased demand for workforce development, helping to create jobs in both traditional sectors and emerging industries. Nassau Cruise Port remains committed to fostering a sustainable, inclusive economic environment for Bahamians.

"We are incredibly proud to reach this significant milestone for the second year in a row," said Mike Hantz, Jr., CEO of NCP. "This achievement is a testament to the hard work, dedication, and collaboration of our talented team, our valued partners, and the Bahamian people, who could not have reached this point without the unwavering support of our stakeholders, including the government of the Bahamas, our cruise line partners, local businesses, and the community at large. Together, we are shaping the future of Bahamian tourism, and I am excited to see the continued growth of Nassau Cruise Port as a gateway to the Bahamas and a beacon of opportunity for all."

With ambitious plans for further expansion and improvement underway, NCP is positioning itself to remain at the forefront of global cruise tourism, with developments, including enhanced facilities that facilitate transport of guests to areas of interest throughout the Province, recreational land-oriented experiences, dining options and sustainable practices, are expected to enhance the visitor experience and further elevate the port's status as one of the leading cruise hubs in the region. In keeping with its continued position of Nassau as a premier tourism destination, NCP looks forward to welcoming downtown-centered visitors this summer to elevate their cruise experience.

Insider Travel Report  
UMV: 29,978



# PLACEMENTS



HOTELS RETURNS

## This 13-Key Bahamian Hideaway Is Harbour Island's Most Inviting Stay



Don't expect fast food chains, cars, or even a traffic light on the three-mile stretch of paradise known as Harbour Island in The Bahamas. Located on the eastern coast of Eleuthera, "Brihane" as the locals call it, is a captivating little city that thrums to its own enchanting melody. One of crashing waves and swaying palm fronds, plus the occasional scarping of jaws seeking a shady spot for an afternoon nap.



Hotels Above Par  
UMV: 15,539



Nassau Cruise Port Touts New Passenger Milestone

**Nassau Cruise Port (NCP)** has set a new benchmark in **cruise tourism**, welcoming 5.6 million passengers in 2024. This achievement marks the second consecutive year of record-breaking growth, highlighting the enduring appeal of Bahamian travel experiences and the port's pivotal role in the country's economic landscape.

"We are incredibly proud to reach this significant milestone for the second year in a row," said Mike Moura, Jr., CEO of Nassau Cruise Port, in a press statement. "This achievement is a testament to the hard work, dedication, and collaboration of our talented team, our valued partners, and the Bahamian people. We could not have reached this point without the unwavering support of our stakeholders, including the Government of The Bahamas, our cruise line partners, local businesses, and the community at large. Together, we are shaping the future of Bahamian tourism, and I am excited to see the continued growth of Nassau Cruise Port as a gateway to the Bahamas and a source of opportunity for all."

"Our success story is far from over," he continued. "The future promises even more growth for The Bahamas and its residents, and more incredible Authentically Bahamian experiences for our visitors from around the world."



Recommend  
UMV: 13,365



## On Island Time: Celebrating 2025 in The Bahamas



**BAHAMAS**, The Bahamas – Whether you're New Year resolutions are to kick bucket-list destinations, explore new cuisines, or embark on recreational adventures, The Bahamas beckons travelers to kick off 2025 in paradise. Some great arrival spots for Bahamas Paradise January arrivals range, from award-winning beaches and fabulous wildlife encounters, to river-riding culture, history and birding opportunities.

Find out what's new and upcoming for those traveling to The Bahamas in the new year!

### New Routes

#### Delta Airlines

Just in time for winter, Delta Airlines has reinstated its weekly flight from Seattle to Nassau. This route will run until April 10, 2025. It connects several destination theme cruises (Carnival Cruise and CruiseCatcher) and provides important airport connectivity for the only nonstop flight between these cruise lines. It offers travelers from major cities and islands (Lima) a smooth trip to The Bahamas.

### Events

#### Jambanoo (January 9)

Even Baking Day and New Year's Day, celebrations of Bahamian culture and history take place throughout the destination. Jambanoo, the national cultural festival and national tradition that speaks to the strength and resilience of the Bahamian people. The biggest parade happens on Bay Street in Downtown Nassau. Visitors can also enjoy celebrations in Grand Bahama Island, Bimini, Andros, and Abaco. There are amusements on the 10 islands too, including, Island on the Green, Island on Earth, and Alpha Mix. Jambanoo tradition is features colorful costumes, well-rehearsed dance routines, live music, and friendly competition. Jambanoo celebrations bring together people from all walks of life and allow everyone to participate. The New Year's Day Parade will start at 10 am.

#### Bahamas Bowl (January 6, 2025)

The Bahamas Bowl (B-B), representing the NFL American Conference, and the Liberty Flames (L-F), representing Conference USA will face off at the eighth edition of The Bahamas Bowl on Saturday, January 6, 2025, at TIAA FF The Bahamas Bowl, a the largest sporting international bowl game in college football history and the first live-action professional football game. The game, available for live-view at TIAA's WebTV's Desktop. The game will be broadcast live on ESPN for sports fans around the globe.

#### Iron Ferry Tour (January 9-20, 2025)

The Iron Ferry Tour will begin its 2025 season with The Bahamas Golf Classic at Atlantis Paradise Island. Scheduled for January 13-16, 2025, this co-sponsoring will take place at the Ocean Club Golf Course on Paradise Island, a Tom Weiskopf designed course stretching over 1,700 yards along the eastern shore. The tour will then head to The Bahamas Great Abaco Classic at the Ocean Club course on the island of Great Abaco from January 20-23, 2025.

South Florida Caribbean News  
UMV: 11,800

# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Press Release: SpaceX Landing Release	crafted release for BMOT review
Press Release: 2024 Achievements	crafted release for BMOT review
Press Release: Exclusive Bahamas Winter Getaway Offer	drafted and distributed news on \$300 instant savings offering
Press Release: Nassau Cruise Port Sets New Milestone	distributed news on the port welcoming 5.6 million passengers In 2024
Press Release: Bahamas Romance Week	updated and distributed news on the upcoming Romance Week offerings for consumer-facing media
Romance Week DG Q+A	drafted answers for questions related to activities held during the initiative and destination talking points for DG
Pitch: 2025 Events in The Bahamas	developed and distributed pitch outlining 2025 events
Agency-Wide Pitch: Sports Tourism	Included The Bahamas in a sports tourism pitch highlighting the Korn Ferry Festival, regattas, Bahamas bowl and more
Agency-Wide Pitch: Entertainment Tourism	Spotlighted the Rake & Scrape Festival and Goombay Summer Festivals for an agency-wide round up pitch



# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Pavia Rosati, Fathom Away	Shared Montage Cay 2025 opening for consideration in an upcoming piece
Dobrina Zhekova, Travel + Leisure	shared all-inclusive pitch and connected writer with PR contact for Lighthouse Pointe at Grand Lucayan Resort to support an editorial update
Maya Kachroo-Levine, Travel + Leisure	Shared Montage Cay 2025 opening for consideration in a future story
Marlene Goldman, Trade Show Executive Magazine	compiled information and photos on trade shows/venues/new openings in 2024 and 2025 in The Bahamas, including Baha Mar ILTM North America + Atlantis' new offerings + all things new
Elaine Glusac, NYT	Put forward the Orange Creek Inn and the Bell Channel Inn for an upcoming round-up on affordable Caribbean destinations
Allyson Reedy, Gibbs-Smith Publishing	provided beachy/tropical cocktails and bar snack recipes for consideration in a Spring 2026 book on beach cocktails
Dana Givens, Freelance	vetted potential cultural tourism editorial opportunity



**FINN**  
Partners

# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Katie Chang, The Points Guy	spotlighted Bahamian events and local happenings for consideration in a story on Where to Go in April 1/21
Kalene Santana, Jetsetter	vetted and shared information for possible media opportunity
Tony Bowles, Medium	shared Valentine's Day travel guide for consideration in a roundup story on where to celebrate the holiday
Holly Johnson, TravelPulse	Submitted Sandals, Baha Mar, Kamalame Cay, The Cove Eleuthera, Atlantis and Bahamas Romance Week for round-up consideration in "The most romantic hotels in the world"
Annita Thomas, AARP	submitted the Nassau Botanical Gardens for consideration in a roundup story on destinations with global public gardens
Jamie Davis Smith, Fodor's Travel	Spotlighted several private islands in The Bahamas that travelers can visit for consideration in an upcoming piece
Michelle Gross, National Geographic	Submitted the best new and recently opened sustainability-driven hotels and resorts in The Bahamas for online and print editorial consideration
Alisha Prakash, Travel + Leisure	Shared recent news on The Bahamas for a media meeting



# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Todd Plummer, ELLE	put forth The Potlatch Club as a design-focused and newly re-opened property ideal for couples for consideration in a story on the most romantic getaways around the world
Andrea Sachs, The Washington Post	facilitated call and shared information on the Out Islands to support an upcoming story focusing on tranquil, less-touristed destinations for 2025
Todd Plummer, NY Post	shared information on March travel to The Bahamas, and why it's the best destination for a sunny escape
Jenn Sinrich, Martha Stewart Living	Spotlighted information on Carnivale and Coconut Bay for future hotel, resort, and restaurant-focused editorial consideration
Jared Ranahan, Freelance (T+L, CNT)	shared information on ecotourism and wildlife/nature-themed travel
Jeanne Muchnick, The Journal News	shared information for warm weather getaways in U.S., Mexico and Caribbean from New York Airports
Elysha Beckerman, Dossier	Spotlighted information on the People to People Program and the upcoming 50th Anniversary for consideration in upcoming editorial pieces



# MISSED OPPORTUNITIES

PUBLICATION/ WRITER	DETAILS
<i>Jillian Dara, Business Traveler</i>	<i>TEAM shared lead for hotels with private rooms that are sponsored by a luxury brand, did not contribute as it was not a fit for the BMOT</i>
<i>Aly Walansky, Forbes, Plate Magazine</i>	



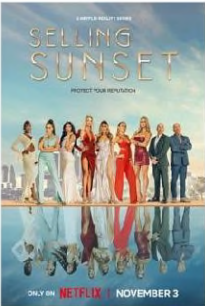
# HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Laurie Werner (Forbes)	<p>Dates: February 16-21</p> <p>Forbes writer Laurie Werner is traveling to the destination on confirmed assignment with Forbes, staying in Nassau and on Eleuthera. BMOT to confirm flight support.</p>
Chane'I Nelson of @vibesdetroit	<p>Dates: March 8-11</p> <p>Creator will highlight the new Detroit airlift and the overall experience of the destination to her Detroit/Michigan based community.</p>



FINN  
Partners

# BROADCAST AND PARTNERSHIPS

BROADCAST/ PARTNERSHIP	DETAILS
<p data-bbox="117 303 311 330">Selling Sunset</p>  <p data-bbox="125 648 291 659">ONLY ON NETFLIX NOVEMBER 3</p>	<p data-bbox="399 303 1097 459">connected with Jody Diamond PR and the British Colonial to brainstorm a proposal opportunity to host the Selling Sunset cast in the destination with BMOT included to potentially support flights, transportation and on the ground activities.</p>



# UPCOMING EVENTS

## Bahamas Romance Week (February 2025)

- Team to confirm one influencer couple for Bahamas Romance Week.
- Shared list of influencer targets and began outreach. FINN received initial interest from Myles & Sarah Anderson of @adventuringeyes. The two are no longer able to attend, but FINN Partners secured another couple, [Crayston & Ashleigh](#) and are now awaiting next steps from BMOT to finalize collaboration.  
Shared packages and deals as received from hotel partners for website landing page consideration.
- BMOT identified the DG as the spokesperson for Bahamas Romance Week and FI Team drafted and delivered Q+A and talking points for media blitz

## Bahamas Bowl (Jan. 4, 2025)

- Distributed Bahamas Bowl 2025 Press Release in anticipation of the bowl game returning to Nassau

## SpaceX Landing Announcement (TBD)

- Since the SpaceX landing incident that took place on 1/19, this announcement has been rescheduled to February. FINN to confirm South Florida media to attend this press conference once dates are finalized

## Routes America (Feb. 10-12, 2025)

- Team to prepare talking points and press releases for the DPM, DG, and BMOT, as needed

## Seatrade (April 7-10, 2025)

- Team to prepare pre and post press releases for the event taking place in Miami; BMOT to advise on schedule for FINN media appointment outreach





FEBRUARY 2025

# FEBRUARY PR ACTIVITY

## — executive summary

The following report covers Global PR activities for February 2025. The team secured **over 907 million impressions** and continued to elevate the destination amongst top-tier media and influencers with timely relevant pitches and reactive media leads.

### Major PR activity included:

- Team presented 2025 PR plan sharing strategy and goals, key focuses for the BMOT, thought leadership opportunities, and more.
- Conducted an introductory call with the marketing rep of Bon Vivant and The Dilly Club to discuss ways of working together in effort to spotlight Nassau's vibrant cocktail scene amongst media
- In preparation for the People-to-People Global FAM trip in May (dates TBD), Team provided a list of target top tier media to invite to attend to the BMOT in effort to confirm a host hotel for the trip.
- In effort to spotlight the SpaceX Landing to media, Team proactively invited top tier media to the Falcon 9 rocket landing offering the opportunity to meet with Aisha Bowe, as well as shared a broadcast link to media for the landing off the coast of the Exumas.
- Team shared The Bahamas' inclusion in this year's U.S. News & World Report Best Hotels rankings, which included over 40 hotels and resorts within the destination.
- Continued to conduct influencer and media outreach to confirm up to four attendees for a trip commemorating new Delta airlift from Detroit, MI.
- Conducted crisis monitoring of the shark attack that took place in Bimini Bay involving two American women.
- Sent digital dispatch providing the latest in news, resources, and updates in the social media and digital landscapes
- Prepared daily and weekly media coverage

FINN Partners | BAHAMAS TOURISM



# FEBRUARY PR ACTIVITY

## — results at a glance

- The Washington Post (Online & Print) - [Where to go in 2025, without crowds](#)
- Forbes Online - [The 13 Best All-Inclusive Resorts In The Caribbean](#)
- Forbes Online - [The Potlatch Club: A Chic New Hideaway Opens In The Bahamas' Eleuthera](#)
- Travel + Leisure Online - [12 Amazing New Caribbean Hotels to Visit for Your Next Island Getaway](#)
- Business Traveler USA Print - [Deal in the Sun: Something Old, Something New \(p. 64\)](#)
- National Geographic - [It's Carnival season in the Caribbean. Here's how to experience it.](#)
- Lonely Planet - [The best places to visit in the Caribbean](#)
- Globe Newswire - [The Bahamas Drives Unprecedented Tourism Growth Welcoming more than 11 Million Visitors in 2024](#)
- Travel Noire - [The Bahamas Makes Giant Leap Into Space, Welcoming First International SpaceX Landing](#)
- TravelPulse - [Bahamas Announces Record Breaking Tourism in 2024](#)
- TravelAge West - [The Bahamas Reports Record Tourism Numbers for 2024](#)

**907,000,228**  
Media  
Impressions

**24**  
Secured  
Pieces of  
Coverage



# PLACEMENTS



"We're not aiming for luxury here, we're aiming for elegance," explains Hans Fabeler, co-owner of The Potlatch Club on the Bahamas island of Eleuthera. From the pristine white-sand Colonial Clubhouse and 11 accommodations in cottages dotted around the 12-acre resort property, it would seem that he and partner Bruce Liebman have achieved it. But the exterior is just one aspect of the stylish resort that required last summer.

### A History of Famous Guests

Bringing the resort back to life was an arduous, seven-year mission. When the two, high school friends who connected over social media, discovered and bought the property in 2018, the land was an overgrown thicket with a deep swimming pool that was obscured by thickets of jungle foliage. Many of the original cottages that in the 1950s and 1970s had lured visiting celebrities and friends of the three East Coast media owners working as out of the way escape were in tatters, having fallen into disrepair in the years. Among the previous famous guests: Greta Garbo, Elizabeth Taylor and Paul McCartney who honeymooned with Beat wife Linda here and wrote the Beatles song "The Case In

**Forbes**  
UMV: 88,209,424



In the Bahamas, you'll find a mix of natural beauty, culture, and outdoor activities. The islands offer a mix of natural beauty, culture, and outdoor activities, making it a great choice for those who want to enjoy the best of both worlds. The islands offer a mix of natural beauty, culture, and outdoor activities, making it a great choice for those who want to enjoy the best of both worlds.

**The Washington Post**  
UMV: 39,563,878



**Business Traveler USA**  
Circulation: 11,500,00

## TRAVEL+ LEISURE

### 12 Amazing New Caribbean Hotels to Visit for Your Next Island Getaway

These new and newly renovated hotels in the Caribbean offer access to beautiful beaches, excellent food, and unforgettable activities.

If winter's chill is making you dream of a tropical retreat, you're not alone. I'm always actively creating my Caribbean wish list of places to visit this time of year. As a loyal traveler to the region for more than 10 years, there's always a new hotel to get excited about, from eco-friendly resorts committed to a more sustainable future to luxurious private islands that make it nearly impossible to leave.

Though it's easy to spend the day indulging in amenities and a postcard-perfect beach, a great hotel stay can really enhance your island getaway. So when you're ready to plan your next visit, here are the buzziest new hotel openings and renovations around the Caribbean to get you started.

#### 07 The Potlatch Club, Bahamas



Once a popular retreat for socialites in the 1960s and '70s, the freshly renovated Potlatch Club reopened its doors in June 2024 on Eleuthera's sugary sands. Designed and landscaped by Hans Fabeler alongside Nassau-

**Travel + Leisure**  
UMV: 9,876,963

# PLACEMENTS



## Where to go in 2025, without crowds

10 destinations to add to your travel wish list this year. From the Bahamas to France, Australia and Japan.

February 4, 2025



By now, you're already strongly inclined: Maybe you're looking ahead to your island getaway in one of the world's most famous destinations. It's time for something different.

Maybe the area coming out of the White House has excited you over information, inspiration, advice? "Eureka, perhaps!" But if you're seeking destinations outside of the president's agenda — and not overwhelmed with other choices — we have a choice to offer.

For this list, we asked travel industry experts for their favorite top international sites and considered our own interests and trends to come up with fresh, exciting and noteworthy spots.



In the Bahamas, guests of islands and cities, as seen (clockwise) from Providence and Grand Bahama, the heavily forested, coral-reef parking lots. The trade winds, or their calm, usually, there are no major risks, along with many quiet and steady, but they possess subtle differences, too.

The houses, known for their grandeur and a number of other reasons, are "perfect for private and social events," said Mary Jane Ellis, founder and chief executive of Ellis Events. "Grand Bahama is a haven for those, and the island's authenticity," she said. Long Island, home of one of the world's largest and most popular, is "ideal for those seeking a quiet escape." The Florida-to-Florida (Florida) path leads to a rich and diverse area of each island or island, available on eight islands, the program here in this year.

Best? While the island is not the highest point in the Bahamas, the one that will most likely be the history of the top the Bahamas, a beautiful and beautiful beach to see, and enjoying the view.

Apple News

UMV: 266,542,097



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### 07 The Potlatch Club, Bahamas



Once a popular retreat for socialites in the 1960s and '70s, the freshly renovated [Potlatch Club](#) reopened its doors in June 2024 on [Eleuthera's](#) sugary sands. Designed and landscaped by Hans Fettes alongside Nassau

Apple News

UMV: 266,542,097



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MSN

UMV: 123,209,368



## The 15 Best All-Inclusive Resorts In The Caribbean

Impassable hospitality, stunning tropical views and prime beach access are all pillars of the best all-inclusive resorts in the Caribbean. These resorts typically include food, drinks and a wide range of activities all rolled into one rate — perfect for island lovers who want to truly relax without worrying about hidden costs or tricky fees.

Our top recommendation is [Sugar Beach, A Viceroy Resort](#) in St. Lucia, which offers beautiful bungalows with high-end services. We also recommend [Curtain Reef](#) in Antigua for understated luxury, [Couples Spa Resort](#) in Jamaica for romantic getaways and [Hyatt Island Beach Resort](#) in Grand Cay for a great beachfront. Below, the best all-inclusive resorts in the Caribbean for 2025.



### Kamallame Cay

Located near the world's third-largest Great Barrier Reef, this 36-acre (one recent offering) is a wide variety of amenities for groups. Its beaches are lined by one-to-four bedrooms, second-story villas—the largest being Villa Coconut, a four-bedroom accommodation that has a more extensive set of guests. Event planners are on staff to organize family reunions, corporate retreats, birthdays, anniversaries and, of course, weddings; this private island destination is also famed for its special occasions (Kamallame Williams chose it for her honeymoon). To celebrate its wealth of natural beauty, the resort also hosts monthly beachfires in which fish light up the afternoon with lively

Forbes

UMV: 88,209,424



# PLACEMENTS



## It's Carnival season in the Caribbean. Here's how to experience it.

More than just a party, Carnival is a tradition steeped in history. We share the vibrant celebrations across the islands, from dazzling parades and dancing in Trinidad to Junkanoo in the Bahamas.

More than two dozen countries make up the Caribbean, each with its own vernacular, history, food, and culture. Despite these distinctions, one tradition connects every island—Carnival. Born from the ingenuity of enslaved African people determined to survive in the face of brutality, the tradition has survived over the years with much of the same song, dance, and even mockery that were integral parts of its original movement.

**Trinidad and Tobago** believe that Carnival started in the late 18th century by **Trinidad and Tobago**, where enslaved people bonded from participating in the masquerades and **parades**. **Costa Rica** celebrations of **Three Kings** plantation owners created their debut rituals. The discarded garments of their oppressors were made into costumes for satirical re-enactments of the opulent balls they could not attend.

Coded language to communicate and **Drumming** would birth Calypso music. **Jamaica** deliberately covered in black mud and paint **rehearsed** the skin trade the enslaved were punished for. Today, **celebrations** like **Festival** resurrect this symbolic gesture, as people—with skin that glows in black oil and bands that hold broken chains—fill the streets in revelry and remembrance from dark to dawn.

Nearly 300 years later, **Carnival** draws thousands of people around the world to the islands with the height of celebrations culminating around Ash Wednesday. I've been Barbados to have experienced nearly every Caribbean Carnival, and each time I leave, I feel a **longing**—a Trinidadian word used to express a longing for what once was. The energy of Carnival is undeniably captivating, evident by the popular recipe on social media that have made it more mainstream.

National Geographic  
UMV: 6,892,122



## The best places to visit in the Caribbean

Nothing beats a tropical getaway in the **Caribbean**. Each island has a distinct history, culture and way of life. Whether you're drawn to volcanic peaks blanketed in emerald rainforests, historic forts overlooking cerulean waters or glistening pink sand beaches, your heart's desire is waiting to be found in this enchanting region.

With so many blissful islands to choose from, we've narrowed it down to eight of the Caribbean's most captivating destinations to help you plan a memorable vacation.

### 8. The Bahamas

Best for island-hopping

The **Bahamas**, a pararchy of over 700 islands (with 10 major inhabited islands) offers to all **forms of relaxation**. Nassau's **Marina Paradise Island** is a family-friendly haven with water slides, **amusement** and endless entertainment. For quieter escapes, the **Exumas** invite you to swim with its famous pigs or snorkel in Thunderball Grotto, a James Bond film site.

Andros, a diver's delight, possesses the world's third largest fringing barrier reef, while Long Island contrasts rugged eastern cliffs with calm western beaches, and diving at **Quicks Blue Hole**.

The Abacos, with their sheltered harbors and marinas, are best for sailing and fishing, and Harbour Island charms with its iconic **pink sand beaches** and golf-cart lifestyle.

**Planning tip:** The Bahamas is ideal for a multi-island trip, with flights connecting through Nassau. Ferries are available to select destinations.

Lonely Planet  
UMV: 3,889,221



## The Bahamas Drives Unprecedented Tourism Growth. Welcoming more than 11 Million Visitors in 2024

Tourism sector continues all-time high number of visitors, marking a milestone year of market demand

Nassau, The Bahamas, Feb. 16, 2025 (GLOBE NEWSWIRE) — The Bahamas Ministry of Tourism, Investments & Aviation is thrilled to announce the destination achieved a record-breaking 11.2 million international visitors in 2024, marking a first for the year by exceeding the 10 million visitors mark in 2020.

Despite a few disruptions in the tourism sector with natural occurrences such as hurricanes Milton and Dorian, the destination flourished. Foreign air arrivals surpassed the previous year's number by 16.2% and 20% figures by 10, 17%. Additionally, foreign air arrivals rose 10% from 10 million in 2023 to 11 million in 2024, a 10% performance that almost 20% in 2023.

While the Bahamas is on pace to achieve its year-over-year December 2024 goal for the last month with a series of arrivals with 1.8 million visitors, setting 5th ahead of 2023 and 5th ahead of 2024.

An increase of the destination's international arrivals can also be found in the distribution of these impressive guest figures. Average Bahamas travel expenditure rose 8.7% growth in an arrival record only by means with a 1.9% growth over 2023 amounting to a total value of one million dollars and one 100,000 dollars.

The Ministry's Chief Minister, Deputy Prime Minister and Minister of Tourism, Investments & Aviation, expressed pleasure over these milestones. "The Bahamas has not only exceeded its targets but remains a world-class leader in the tourism industry and a premier province in the Caribbean region. These remarkable achievements and awards demonstrate to the tourism industry globally by the Ministry of Tourism and the appropriate destination of our partners across the destination, who, alongside our passionate local, continue to offer exceptional experiences throughout our beautiful and culturally rich islands."

The press release continues to be a cornerstone of the Bahamas economy, generating a remarkable \$16.4 billion in total tourism expenditure during the 2024/2025 cruise year, according to a Florida-Caribbean Cruise Association (FCCA) report. Other factors in employment, taxes, and fees, the total economic impact exceeded an astounding \$1 billion, underscoring the sector's vital contribution to the nation's growth and prosperity.

Additionally, the attraction of more than 800 direct flights (more than 100 more over the last five years) with numerous global brands such as American, Air France, Heritage, Qatar Airways, British Airways, and Delta.

Globe Newswire  
UMV: 1,490,740



## THE BAHAMAS MAKES GIANT LEAP INTO SPACE. WELCOMING FIRST INTERNATIONAL SPADEX LANDING



The Bahamas has etched its name in the annals of space history. On February 16, 2025, at approximately 9:29 PM ET, SpaceX's Falcon 9 rocket successfully launched Atlas on an ambitious mission off the coast of The Exumas. The landing marks The Bahamas the first international destination to host a SpaceX rocket landing.

The display of innovation against the Bahamian granite waters created a surreal scene that captivated onlookers worldwide. The Falcon 9 booster descended from the heavens as the sun set over the turquoise, its conical form illuminated the twilight sky before gracefully alighting on the waiting barge.

This historic landing is just the beginning of an ambitious collaboration between The Bahamas and SpaceX. The partnership announced 10 more landings planned for the future. It also promises to transform the island nation into a hub for space tourism and technological advancement.

### WHAT THIS FIRST INTERNATIONAL SPADEX LANDING MEANS FOR THE BAHAMAS

The Bahamas Ministry of Tourism, Investments, and Aviation (MOTIA) hosted a delegation of officials and special guests to witness this groundbreaking occasion. Prime Minister, The Hon. Philby E. Davis, and Deputy Prime Minister and Minister of Tourism, Investments & Aviation, The Hon. J. Chester Conroy, led the gathering at Cape Eleuthera Resort and Marina.

Travel Noire  
UMV: 468,824



# PLACEMENTS



## Bahamas Announces Record Breaking Tourism in 2024



The Bahamas Ministry of Tourism has announced record-breaking, unprecedented tourism growth, welcoming more than 11.22 million international visitors in 2024. This exceeds the 9.65 million arrivals in the previous year.

The Honorable I. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation said in a statement, "The Bahamas has not only exceeded its targets but remains a steadfast global leader in the tourism industry and a dominant presence in the Caribbean region."

He added, "These record-breaking achievements are a powerful testament to the tourism marketing strides by the Ministry of Tourism and the supportive dedication of our partners across the destination, who, alongside our passionate locals, continue to offer unparalleled experiences throughout our beautiful and culturally rich islands."

Despite some natural occurrence disruptions to the tourism sector such as Hurricanes Milton and Oscar, the destination flourished. Foreign air and sea arrivals shattered the previous year's number by 16.2 percent and 2019 figures by an impressive 54.7 percent. Foreign air arrivals across the island nation exceeded 1.7 million in line with 2022's.

TravelPulse  
UMV: 152,627



## The Bahamas Reports Record Tourism Numbers for 2024



The Bahamas achieved unprecedented tourism growth in 2024, welcoming 11.22 million international visitors, according to new data from the Bahamas Ministry of Tourism, Investments and Aviation. This represents a 16.2% increase over 2023's 9.65 million arrivals and a 54.7% jump from 2019 visitation numbers.

Despite disruptions from Hurricanes Milton and Oscar, foreign air arrivals reached 1.7 million, maintaining pace with 2023 and exceeding 2019 numbers by 3.3%. December proved particularly strong with 1.15 million visitors, up 14% from 2023. Regional data shows the Abacon island chain led air arrival growth at 11.9%, followed by Grand Bahamas Island at 8.7%, marking a return to pre-Hurricane Dorian and pre-pandemic levels for these destinations.

"The Bahamas has not only exceeded its targets but remains a steadfast global leader in the tourism industry and a dominant presence in the Caribbean region," said Chester Cooper, deputy prime minister and minister of Bahamas Tourism, Investments and Aviation. "These record-breaking achievements are a powerful testament to the tourism marketing strides by

TravelAge West  
UMV: 113,175



## How to Travel More Sustainably in the Caribbean

Sustainability is a hot topic in tourism, and the Caribbean is no exception. Travelers and travel advisors have more options than ever when planning a sustainable vacation in the region.

During the Caribbean Hospitality Industry Exchange Forum (CHIEF) in November, for example, the Caribbean Hotel & Tourism Association highlighted recent progress by announcing the winners and finalists of the 2024 CHIEF Awards. The first-place award in the Environmental Sustainability category went to St. Lucia Resort & Spa, a St. Lucia resort that has invested in renewable energy and a composting program. The finalist in that category was the Granada Hotel and Tourism Association, which has taken steps to reduce plastic pollution.



The Bahamas Bahamas Tree Runners Resort and Residences, which opens in 2027, will be home to an artificial reef structure that aims to protect native coral structures. In addition, guests staying in overwater bungalows will be able to view part of the artificial reef through glass floors.

TravelAge West  
UMV: 113,175



Bridal Guide  
UMV: 100,226



# PLACEMENTS



## The Bahamas Breaks Tourism Records Welcoming Over 11 Million Visitors



The Bahamas Ministry of Tourism, Investments & Aviation is thrilled to announce the destination welcomed a record-breaking 11.22 million international visitors in 2024, making it the best year ever, exceeding the 9.66 million arrivals in 2023.

Despite a few disruptions to the tourism sector with natural occurrences such as Hurricanes Milton and Dorian, the destination flourished. Foreign air and sea arrivals shattered the previous year's number by 36.2% and 2019 figures by 54.7%. Additionally, foreign air arrivals across the island nation exceeded 5.7 million in the with 2023 performance but ahead 2019 by 3.3%.

While The Bahamas is an ideal destination for year-round travel, December 2024 was the best month ever in terms of arrivals with 1.15 million visitors, posting 14% ahead of 2023 and 62% ahead of 2019.

An illustration of the destination's widespread appeal can also be found in the distribution of these impressive arrival figures. Grand Bahama Island experienced an 8.7% growth in air arrivals, second only to Abaco, with a 11.9% growth over 2023 amounting to a solid return to pre-Hurricane Dorian and pre-COVID levels.

The Honorable L. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation, expressed his pleasure over these achievements.

eTurboNews  
UMV: 53,608



## How the Bahamas Welcomed a Record 11 Million Visitors in 2024



The Bahamas Ministry of Tourism, Investments & Aviation announced the destination welcomed an unprecedented 11.22 million international visitors in 2024, making it the best year ever, exceeding the 9.66 million arrivals in 2023. Despite a few disruptions to the tourism sector with natural occurrences such as Hurricanes Milton and Dorian, the destination flourished.

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The Honorable L. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation, expressed his pleasure over these achievements.

Insider Travel Report  
UMV: 25,494



## Tourism to The Bahamas Continues to Shatter Records



The Bahamas has achieved a significant milestone in tourism growth. The Ministry of Tourism, Investments & Aviation reports an impressive 11.22 million international visitors in 2024, surpassing the previous year's 9.66 million arrivals and setting a new benchmark for the destination.

"The Bahamas has not only exceeded its targets but remains a steadfast global leader in the tourism industry and a dominant presence in the Caribbean region. These record-breaking achievements are a powerful testament to the tourism marketing strategy by the Ministry of Tourism and the supportive dedication of our partners across the destination, who, alongside our government teams, continue to offer unparalleled experiences through our beautiful and culturally rich islands," said The Honorable L. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation. In a press statement, "We thank our partners and stakeholders across several industries, staff of the ministry of tourism, and the magnificent people of the Commonwealth of The Bahamas who have embraced the mantra that 'Tourism is Everybody's Business,' for this wonderful achievement."

While The Bahamas is an ideal destination for year-round travel, December 2024 was the best month ever in terms of arrivals with 1.15 million visitors, posting 14% ahead of 2023 and 62% ahead of 2019.

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The Honorable L. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation, expressed his pleasure over these achievements.

Recommend Magazine  
UMV: 16,503



## Bahamas to become space tourism hub with historic SpaceX landing



The Bahamas is set to make history next week as it hosts its first international rocket landing, positioning the country as a rising player in the booming space tourism industry.

On Tuesday, SpaceX's Falcon 9 rocket will launch from Cape Canaveral Space Force Station in Florida and make its first-stage landing on an autonomous bargebody stationed off the coast of The Bahamas.

The Bahamas Ministry of Tourism confirmed that the event will be regulated by the Federal Aviation Administration (FAA) and the Civil Aviation Authority Bahamas (CAAB). Bahamian aviation expert Hilda Bann, a former NABX aviation and founder of STSBoard, played a key role in working with SpaceX to establish open protocols to the country, advancing its potential to space-related tourism.

"There is the possibility that millions of the area and visitors to The Bahamas may have one or more visits become during the landing. All aspects of the Florida launch and The Bahamas arrival are subject to weather and other conditions," the ministry stated.

### A new era for Bahamian tourism

Tourism, Investments, and Aviation Minister L. Chester Cooper hailed the collaboration with SpaceX as a milestone for the country's tourism sector.

Caribbean National Weekly  
UMV: 11,107



# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Newsletter: February 2025	drafted and distributed
Press Release: Google Street View Project	drafted and distributed
Press Release: SpaceX Landing Announcement	drafted and distributed
Press Release: SpaceX Aisha Bowe Announcement	drafted and distributed
Press Release: BMOTIA 2024 Tourism Success	drafted and distributed
Press Release: SpaceX Post Release	drafted and distributed
Press Release: Lifetime Advertising Campaign	drafted for BMOT review
Press Release: DPM at FII Miami	drafted for BMOT review
Talking Points: Royal Beach Club Paradise Island Project	prepared talking points outlining the Royal Beach Club Paradise Island Project for a Q&A between the DG and The New York Times, conducted at the Royal Beach Club site



# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Talking Points (General Destination): Routes Americas	delivered talking points outlining airlift to the destination, aviation strategic plan, airport development, and more for Routes America 2025
Q+A: Routes Americas Ministerial Panel Discussion	developed responses to questions for the Ministerial Panel at Routes Americas 2025
Talking Points (DPM): Routes Americas Destination Wins	developed talking points outlining relevant recent wins for the destination
Talking Points / Script: DG Fireside Chat	developed and shared script for "Bahamas Beyond the Beaches: Cultivating Diverse Tourism Experiences" fireside chat
Q+A/Talking Points: ITourism World	developed Q&A and Talking Points for DG's reference for ITourism World
Agency-Wide Social Campaign	Spotlighted recent sustainability initiatives along with the best new and recently opened sustainability-driven hotels and resorts in The Bahamas for a social campaign surrounding Global Tourism Resilience Day
Pitch: The Bahamas: Where Love Meets Paradise	distributed a pitch positioning the Bahamas as a romantic destination to visit all year round



FINN

# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Agency-Wide Pitch: 8 Must-See Local Concerts and Entertainment Hot Spots This Spring/Summer	Spotlighted the Rake & Scrape Festival and Goombay Summer Festivals for an agency-wide round up pitch on summer entertainment and local concerts around the world
Agency-Wide Pitch: Top Three Diving Destinations Fit for Blue Mind Travel	FINN included The Bahamas and elite offerings for divers of all levels in an agency roundup
Agency-Wide Pitch: Where to Go for Afternoon Tea While It's Hot	Spotlighted the afternoon tea experience offered in Nassau via the People to People Program for a roundup pitch on high tea offerings
Agency-Wide Pitch: Best Places for Family Travel in 2025	Included The Bahamas in a roundup-style pitch on family-friendly destinations around the world, including Nassau and Paradise Island, along with Out Island offerings
Agency-Wide Pitch: Glowbirding Travel Roundup	Highlighted The Bahamas and Baha Mar for a new glowbirding travel trend, highlighting warm weather destinations to retreat to during the winter season.



# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Mark Ellwood, AFAR	spotlighted Bahamian events and local happenings for consideration in a story on Where to Go in June
Sheeka Sanahori, Freelance (NatGeo, AARP Travel, Southern Living)	met with the ATL-based freelance writer who is looking to explore an Empowerment Found Through Travel story angle and is interested in an island-hopping trip in The Bahamas.
Jordi Lippe McGraw, Freelance (AFAR, Forbes, CNT, NYT)	Shared recent news on The Bahamas for a media meeting
Mia Taylor, TravelPulse	Spotlighted family-friendly offerings throughout The Bahamas for consideration in a piece on the top destinations in 2025 for families
Ashlea Halpern, Freelance	Positioned The Bahamas as a family-friendly destination for a story on all-inclusive family resorts
Becca Hensley, Travel Curator	Spotlighted the wine cellar at The Graycliff for consideration in a story on discreet spots within resorts/hotels for discerning travelers
Amanda Teague, The Manual	Working on a story outlining the safest islands in the Caribbean, requested quote from DG or DPM; FINN crafted for BMOT approval



# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Helen Cauley, Atlanta Journal-Constitution	Team spotlighted Bahamian events and local happenings for consideration in an upcoming arts and culture story, as well as details on beaches, cruises, and resorts for consideration in a themed round-up article
Ysolt Usigan, TravelSavvy	Spotlighted family-friendly offerings in Nassau, Paradise Island, and among the Out Island offerings for consideration in a Spring Break roundup story
Christina-Lauren Pollack, MSN	Positioned The Bahamas as a getaway fit for luxury travelers, spotlighting Coral Sands as a perfect 5-star boutique stay for consideration in a piece on the best luxury warm weather destinations around the world
Michelle Gross, National Geographic	Provided press release, imagery, and starting rates for The Farm, as a follow up to a January media lead for a story on the best new sustainable hotels
Shauna Beni & Kayla Brock, Condé Nast Traveler	Team shared information on The Osprey for possible inclusion of Black-Owned Hotels
Pavia Rosati, Fathom/Paisly	Shared link to Nassau image bank; journalist has requested additional photo choices



# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Kristen Braswell, National Geographic	Pitched Bahamas with a focus on island sustainability for the "annual list of 25 must-visit destinations for the year ahead"
Sarah Sekula, Freelance	Submitted Bahamas for a story on "Destinations around the world committed to environmental conservation".



**FINN**  
Partners


# HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Laurie Werner (Forbes)	<p>Dates: February 16-21</p> <p><i>Forbes</i> writer Laurie Werner traveled to the destination on confirmed assignment with <i>Forbes</i>, staying in Nassau and on Eleuthera. BMOT provided flight support.</p> <p>The first of two stories for <i>Forbes</i> published in February.</p>
Chane'I Nelson of @vibesdetroit	<p>Dates: March 8-11</p> <p>Creator will highlight the new Detroit airlift and the overall experience of the destination to her Detroit/Michigan based community.</p>



FINN  
Partners

# BROADCAST AND PARTNERSHIPS

BROADCAST/ PARTNERSHIP	DETAILS
<p>The Real Housewives of Orange County and Salt Lake City</p> 	<p>Team connected with Jody Diamond PR and the British Colonial to brainstorm a proposal opportunity to host The Real Housewives of Orange County and Salt Lake City in the destination for 4-nights in the month of March.</p> <p>The Real Housewives producers went in a different direction for this opportunity; FINN to stay in touch with producers for future opportunities.</p>



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# UPCOMING EVENTS

## Bahamas Romance Week (Rescheduling)

- BMOT to re-identify event dates and will restart conversations with influencers to attend

## SpaceX Landing Announcement

- Shared graphic and broadcast link to media for the Falcon 9 rocket landing off the coast of Exumas; press conference took place on February 11th

## Routes America (Feb. 10-12, 2025)

- team prepared talking points and press releases for the DPM, DG, and BMOT for the event that took place in Nassau

## Seatrade (April 7-10, 2025)

- Team to prepare pre and post press releases for the event taking place in Miami; BMOT to advise on press conference timing, schedule and host hotel for media appointment outreach



FINN

An aerial photograph of a tropical beach. The left side shows a sandy beach with gentle waves washing onto the shore. The water transitions from a light turquoise near the beach to a deeper, vibrant turquoise further out. Two small figures are visible in the water, and a small boat is also present. The overall scene is bright and clear, suggesting a sunny day.

MARCH 2025

# MARCH PR ACTIVITY

## — executive summary

The following report covers Public Relations activities for March 2025. FINN secured **over 1.3 billion impressions** and continued to elevate the destination amongst top-tier media and influencers with timely relevant pitches and reactive media leads.

### Major PR activity included:

- In preparation for Seatrade in April, The team conducted outreach to attending media to attend the onsite media briefing as well as set up in-person meetings with top tier media monitored and created two coverage reports outlining US and Bahamian mentions of the March 6th SpaceX explosion and its unidentified debris. Additionally, FINN US drafted a statement for the BMOT to use in case of any media inquiries
- In preparation for the upcoming People-to-People FAM, the Team US and UK met with Bernadette Bastian to discuss the People-to-People programming and 50th anniversary activations and sourced and enlisted Chane'l Nelson of Vibes Detroit to tell the story of the direct

Delta route from Detroit to Nassau. The partnership concluded with increased awareness and diversified assets for the destination's use.

- The team connected with Tradewind Aviation (FINN client) to discuss ways of working together and elevating contacts to explore partnerships with luxury properties in both destinations inclusive of Pink Sands, The Dunmore, and French Leave
- The team conducted a meeting with DG in effort to gather her POV on important industry themes and your accomplishments in effort to elevate for potential thought leadership media opportunities
- Provided a comprehensive recap of the Forbes Travel Guides Summit in Monaco for the BMOT to consider including into 2026 plans given the caliber of attendees and prospective future investors, developers, and stakeholders in the destination
- Prepared daily and weekly media coverage



# MARCH PR ACTIVITY

## — results at a glance

- Forbes Online - [Bahamas Festival Guide 2025: Discover 5 Celebrations You Can't Miss](#)
- Forbes Online - [2 Small Hidden Gem Hotels To Discover On The Bahamas Island Eleuthera](#)
- Forbes Online - [The 15 Best All-Inclusive Resorts For Families](#)
- The Associated Press - [Avelo Airlines Adds New Nassau to Raleigh-Durham Route](#)
- TravelPulse - [Bahamas Tourism Officials React to Newest Flights From US](#)
- Medium - [Where To Go On Holiday In Spring: Destinations You'll Love](#)
- Caribbean Journal - [From a Coconut Festival in Grand Bahama to a Legendary Regatta in Exuma, Here are Four Events to Check Out in The Bahamas Right Now](#)
- Caribbean Journal - [Nassau, The Bahamas Is More Exciting Than Ever, And Now It Has Another New Nonstop Flight](#)
- Recommend - [Avelo Launches New Route Between The Bahamas to North Carolina](#)
- Global Traveler - [4 Family-Friendly Destinations to Visit in 2025](#)
- The Manual - [This Pineapple Festival in the Bahamas is the party you didn't know you needed](#)

**1,365,137,093**  
Media  
Impressions

**184**  
Secured  
Pieces of  
Coverage

FINN Partners | BAHAMAS TOURISM



# PLACEMENTS

## Forbes The 15 Best All-Inclusive Resorts For Families

To find all-inclusive resorts for families, it's easy to stay in the moment during a getaway with loved ones. From classic beachfront vacation to more unique escapes, there is a suitable choice nearby and a kid-friendly option to boot. These resorts cater to families of all ages, offering activities and amenities to please children and adults alike.

The top recommendation is the **West End Inn (Sandy, Dutchman's Lane)**, home to a water park, two pools, and a dining facility. We also recommend **Westin's Grand Dutchman Lodge** for fine amenities, **St. Hubert (Dutchman's Beach, Dutchman's Lane)** for live entertainment and **The Beach at Elbow Beach** for a beachside location. Below, the best all-inclusive resorts for families in 2025.

### Best All-Inclusive Resort For Families In The Bahamas: Small Hope Bay Lodge



Small Hope Bay Lodge
<ul style="list-style-type: none"> <li>• 100% Eco-Friendly</li> <li>• 100% Solar Powered</li> <li>• 100% Recycled</li> <li>• 100% Biodegradable</li> <li>• 100% Compostable</li> <li>• 100% Reusable</li> <li>• 100% Recyclable</li> <li>• 100% Biodegradable</li> <li>• 100% Compostable</li> <li>• 100% Reusable</li> <li>• 100% Recyclable</li> </ul>

This eco-friendly property on the Bahamian island of Andros offers 12 rustic-like beachfront villas built from coral stone and pine. Located on a beach, the lodge and outdoor showers feature a solar power system. It's time to step off from the beach, and guests are sure to love the world-class landscaping that creates lush gardens. For those seeking deep sea exploration, the resort has certified scuba diving instructors at the ready to provide training, while fishing and water sports are available for guests who get an introduction to sailing. Rent yourself a yacht to cruise to three water, tropical waterfalls with just one week. One and a half miles from the beach, coral sandstone cliffs with people are seen and frequented by sea turtles in shallow water surrounded by tropical fish.

Forbes  
UMV: 88,209,424

## Apple News The 15 Best All-Inclusive Resorts For Families

To find all-inclusive resorts for families, it's easy to stay in the moment during a getaway with loved ones. From classic beachfront vacation to more unique escapes, there is a suitable choice nearby and a kid-friendly option to boot. These resorts cater to families of all ages, offering activities and amenities to please children and adults alike.

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Apple News  
UMV: 263,274,430

## Forbes

### Bahamas Festival Guide 2025: Discover 5 Celebrations You Can't Miss

Explore the vibrant and fascinating culture of The Bahamas through five iconic festivals in 2025, from the stunning costumes at Junkanoo to the lively Gumbay Summer Festival.



The Bahamas is so much more than just endless sun and gorgeous beaches. It's also jam-packed with entertaining and culturally fascinating festivals. From Easter celebrations that put the focus on local flavors and coconut-inspired treats, to summer get-togethers pulsing with Junkanoo music, the islands know how to put on a festival. Here are just 5 you need to check out in 2025.

#### Pelican Point Coconut Festival

On April 21, go crazy for coconuts at the Pelican Point Coconut Festival on the western shores of Grand Bahama. Located in lovely Pelican Point, this lively spring-themed festival presents an endless array of coconut-inspired culinary creations, ranging from luscious sweets to savory dishes, all with the goal of highlighting the amazing versatility of this tropical favorite. Non-foodies will appreciate the chance to shop for unique handcrafted coconut jewelry and artisanal goods for a one-of-a-kind souvenir that's truly emblematic of the...

Forbes  
UMV: 88,209,424

## Forbes

### 2 Small Hidden Gem Hotels To Discover On The Bahamas Island Eleuthera

Both The Other Side and The Farm are throwbacks to the less developed Caribbean: secluded, casual but designed with great style and with a prime beach location. Plus luscious farms to table meals.



When you wake up at The Farm on The Bahamas island of Eleuthera, you can stroll over to pick a mango or banana off one of the 53 fruit trees or vegetables and herbs from the 143 planted beds. You can also check out the chickens and ducks. This intimate, casual but charmingly designed 12 cottage resort that opened just before Christmas is a haven for farm-to-table fans; the ingredients grown here provide the basis for meals at this resort and for its sibling on the other side of the property. That sibling, called The Other Side, is also sulfidic, casual and charming and fronts a pristine, turquoise stretch of ocean and a secluded, tropical beach. And both are solar powered.

#### The Hotels' History

Ben Simmons, the owner of this property and the growing hotel group, Little Island Hotels, of which it's a part, is deeply attached to the area, having grown up around here, over on social hotspot Harbour Island, a 10-minute boat/water taxi ride away. He's also the third-generation owner of a hotel over...

Forbes  
UMV: 88,209,424

# PLACEMENTS



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Apple News  
UMV: 263,274,430

NASSAU, Bahamas, March 17, 2025 (GLOBE NEWSWIRE) — A new route with new visitors begins this summer when nonstop service between Lyrden-Pending International Airport (NAS) and Raleigh-Durham International Airport (RDU) takes flight on 12 June. The announcement of the new nonstop service was made Tuesday, 12 March by Avelo Airlines, an American ultra-low-cost airline.

Avelo Airlines will fly twice weekly between NAS and RDU on Wednesdays and Saturdays.

"We are excited to welcome this new service from Avelo Airlines," said the Hon. I. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation. "As a tourism and aviation destination leader, this service further affirms The Bahamas Government's commitment to working closely with airline partners and industry stakeholders to aggressively grow air stopover arrivals throughout The Islands of The Bahamas."

Leta Duncombe, Director General of Tourism added, "Expanding airflights remains a top priority for The Bahamas, and this new route strengthens our access from North Carolina—an important market for our destination. Avelo Airlines offers new non-stop service, making it even easier for travelers from Raleigh-Durham to experience our vibrant culture, world-class hospitality, and breathtaking islands. We look forward to welcoming more visitors and creating unforgettable Bahamian experiences."

Avelo Airlines, headquartered in Houston, Texas began serving RDU in 2022 with expansion into the Caribbean this past February.

For the past few years, travelers in the RDU area have relied on Bahamian's nonstop service to Freeport, Grand Bahamas, which then continued to Nassau, playing a key role in strengthening travel demand from the region.

Avelo's new Nassau route builds on that foundation, offering even greater access to the Islands of The Bahamas and reinforcing the destination's appeal to North Carolina travelers.

Since its inception in April 2021, Avelo has flown more than 6.1 million customers on nearly 50,000 flights and The Bahamas will be the nearest addition to its international routes.

The Associated Press  
UMV: 55,179,659

\*Syndicated x6

## Where To Go On Holiday In Spring: Destinations You'll Love

From our favorite Miami spots to tropical destinations, these are our favorite destinations for a springtime escape.



As winter comes to an end and we inevitably pack our holiday coats away, our minds turn to holiday, sun-soaked adventures that few jobs equate to: beach and at-home boating.

Where to go on holiday in spring depends on exactly what you seek from a trip. Are you ready to use the extensive on Peromyscus best beaches as things heat up?

From along your shores with a clear garden over your shoulder and the sun sets and things get warmer? That said, the work isn't for everyone, and there's an judgement if you're craving a few extra chilly days and follow them — consider checking out a New England cabin if that's the case. From long boat adventures on Adirondack to the best places for beach food on, this is where to go on holiday this spring.

### SLS Baha Mar

For travelers seeking a spring getaway that is as elevated as it is exhilarating, SLS Baha Mar in the Bahamas is the ultimate destination. A haven of luxury, style, and unmatched experiences, this resort takes indulgence to the next level — offering a rich, cosmopolitan vibe while keeping the local island

Medium  
UMV: 52,577,583

NASSAU, Bahamas, March 26, 2025 (GLOBE NEWSWIRE) — The Bahamas Ministry of Tourism, Investments & Aviation made a significant impact at this year's Palm Beach International Boat Show, reinforcing The Islands of The Bahamas as one of the world's most sought-after yachting destinations. The boat show, which ran from 19-23 March, provided a platform for Bahamian yachting officials to network, highlight new developments in the boating industry and attract more boating enthusiasts.

The BMOTIA Yachting Department, along with key industry partners, hosted a series of productive meetings and engaged with investors, and marine industry leaders over the course of five action-packed days to further position The Bahamas as a leading hub for boating and luxury yacht tourism.

"The Palm Beach International Boat Show offers The Bahamas a wonderful opportunity each year to showcase the extraordinary potential of our islands to a global audience of yachting professionals, owners, and enthusiasts," said the Hon. John H. W. Funder I, Parliamentary Secretary at BMOTIA. "This year, we have successfully captured the attention and imagination of thousands of visitors, showcasing the natural beauty and world-class infrastructure that makes The Bahamas the ideal destination for yacht owners, luxury infrastructure development and the global yachting community."

Globe Newswire  
UMV: 1,652,964  
\*Syndicated x162



# PLACEMENTS



## This Pineapple Festival in the Bahamas is the party you didn't know you needed

Pineapple, music, and island vibes



If you're looking for a truly unique travel experience, mark your calendars for the Pineapple Festival in Gregory Town, Eleuthera, happening June 6-7, 2025. Held every June, this celebration is all about honoring the island's culture, and it's one of the most fun and distinct festivals in The Bahamas.

Set against Eleuthera's stunning coastline, the festival offers a mix of everything, from creative cooking competitions and thrilling eating contests to traditional Bahamian games and the fascinating art of pineapple pole planting. Enjoy live performances, eat delicious Bahamian dishes, and mingle with locals and visitors alike.

Now in its 36th year, this event promises an incredible weekend for everyone. Plus, it's more than just a party. Every dollar raised goes to local infrastructure projects, making it a true celebration of community.

### Visiting the Pineapple Capital of The Bahamas

Eleuthera, known as the Pineapple Capital of The Bahamas, is a beautiful hidden gem that's perfect for anyone looking to escape the crowds. Famous for its pineapple farms and soft pink sand beaches, it's a paradise that's both peaceful and full of adventure. For those into water activities, Surfer's Beach offers some great waves, while Ocean Hole, a natural island swimming spot, lets you swim alongside tropical fish and turtles.

The island also boasts luxury resorts like Pineapple Palms Resort and French Lane Resort, where you can stay in one of their 20 villas located on a

The Manual  
UMV: 953,553



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MSN  
UMV: 127,227,053



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Apple News  
UMV: 263,274,430



## Bahamas Tourism Officials React to Newest Flights From US



Low-cost carrier Avolo Airlines will launch nonstop service between Nassau, Bahamas' Lynden Pindling International Airport and North Carolina's Raleigh-Durham International Airport beginning June 11. The twice-weekly flights will depart Wednesdays and Saturdays.

Avolo's new flights expand options for travelers headed to Nassau from the Raleigh-Durham airport, said Bahamas Ministry of Tourism and Aviation officials. Bahamas-bound visitors from Raleigh-Durham previously had to embark on a stopover flight to Freeport, Grand Bahamas aboard national carrier Bahamasair, which then continued to Nassau.

"We are excited to welcome this new service from Avolo Airlines," said Chester Cooper, deputy prime minister and minister of tourism, investments & aviation.

"This service further affirms The Bahamas' government's commitment to working closely with airline partners and industry stakeholders to aggressively grow air stopover arrivals," Cooper said.

"Expanding airift remains a top priority for The Bahamas, and this new route strengthens our access from North Carolina, an important market for our destination," added Latis Duscombe, The Bahamas'

TravelPulse  
UMV: 152,627



# PLACEMENTS



*From a Coconut Festival in Grand Bahama to a Legendary Regatta in Exuma, Here are Four Events to Check Out in The Bahamas Right Now*



The Bahamas has 700 islands and cays – and it's also got one of the most exciting, diverse calendars of festivals of any destination in the wider region.

That includes everything from the just-concluded Nassau Paradise Island Wine and Food Festival to Nassau's famous Junkanoo.

And in the next month, there are four more must-visit festivals happening on islands all across The Bahamas.

#### Harvest Festival in Andros (March 28)

Andros is an agricultural wonder, and you can savor it with this festival highlighting local farming practices, fresh produce and community spirit. The festival includes traditional Bahamian foods, beverages and confectionaries, as well as the famous Andros textile, arts and crafts. And yes, there's also some serious Junkanoo, too.

#### Pelican Point Coconut Festival (April 1)

Held on Grand Bahama Island every Easter Monday, the coconut festival is uniquely Bahamian celebration with a "coconutty" twist. Each year the festival brings together hundreds to the eastern end of the island to enjoy edible

Caribbean Journal  
UMV: 139,456



*Nassau, The Bahamas Is More Exciting Than Ever, And Now It Has Another New Nonstop Flight*



The celebrity chef eateries. The conch salad on Potter's Cay. The endless Junkanoo evenings. The waterslides at Atlantis' Aquaventure. The dinners at Grayliff. The cocktails at the Dilly Club. The jazz nights at *Jim Balfanz's*, Nassau. The Bahamas is one of the most exciting places to visit in the region right now, and it's no secret: travelers are seeking out rich, unforgettable experiences, and Nassau & Paradise Island are filled with them.

The twin-island destination's growth in recent years has led to a host of new flights from a bunch of emerging source markets across the United States, and there will soon be another one: fast-growing Avato Airlines is adding a new connection between Raleigh-Durham and Nassau's Lynden Pindling International Airport.

The new nonstop flight will run twice every week, with flights on Wednesdays and Saturdays. Bahamian officials confirmed to Caribbean Journal that the flights would take off on June 11.

It's part of the country's strategy to "aggressively grow an stopover arrivals" throughout The Bahamas. Deputy Prime Minister and Tourism Minister Chester Cooper told Caribbean Journal.

Caribbean Journal  
UMV: 139,456



*The Bahamas Marches in with Spring Paradise Escapes*



With increased daylight and pockets of warmth, March leaves how spring's season is a rebirth of sorts, bringing new energy and a fresh sense of possibility. For those eager to kickstart the thaw, The Bahamas offers travelers an unparalleled sunny escape, complete with spring break deals and local cultural festivals. Experience the true essence of "Island Time" with jazz-filled evenings curated by Oscar-winning musicians and culinary workshops led by world-renowned chefs. This March, come wind down and warm up in The Bahamas.

#### New Openings

- *Jim Balfanz's Jazz Club* at Baha Mar – Oscar, Grammy, and Emmy-winning musical legend Jim Balfanz recently launched his first-ever Jazz Club experience at the Baha Mar Resort. Balfanz's club is The Bahamas' newest entertainment venue, home to an immersive musical experience infused with the best of jazz, blues, and Bahamian island rhythms. With New Orleans-inspired menus and cocktails and an ambiance inspired by the golden age of night clubs, travelers are invited to experience Baha Mar's latest vibrant cultural beacon.

#### Global Campaigns

- Starring world-renowned rock legend Lenny Kravitz, the recent "Lifetime" destination campaign highlights the multiple islands and numerous

eTurboNews  
UMV: 53,608

# PLACEMENTS



## Insider Airlines: What's New in Airlines and Airports Around the World



**Avelo Airlines adds Routes to Raleigh-Durham Routes:** A new route begins this summer when service starts between Lynden Pinning International Airport (NAS) and Raleigh-Durham International Airport (RDU) twice flight on June 11. The announcement of the new nonstop service came from Twitter, March 11, by Avelo Airlines. Avelo Airlines will fly twice weekly between NAS and RDU on Wednesdays and Saturdays.

"We are excited to welcome this new service from Avelo Airlines," said Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation. "As a tourism and aviation destination leader, this service further affirms The Bahamas Government's commitment to working closely with airline partners and industry stakeholders to aggressively grow all stopover arrivals throughout the islands of The Bahamas."

Avelo, headquartered in Houston, began serving RDU in 2022 with operations into the Caribbean this past February. For the last two years, travelers in the RDU area have relied on Bahamasair's nonstop service to Freeport, Grand Bahama, which then continued to Nassau, allowing a key role in strengthening travel demand from the region. Ready to see Bahamas-side on that foundation, offering even greater access to the Bahamas. For more information, visit [www.avelo.com](http://www.avelo.com)

Insider Travel Report  
UMV: 25,494



## 4 Family-Friendly Destinations to Visit in 2025



As my husband and I pack up the car today to take our 1.5-year-old daughter to **Great Wolf Lodge** in Perryville, Maryland, for a weekend of fun, my mind is, of course, wandering to other destinations our family of three could visit in 2025. Here's a bit of destination inspiration for other families from our sister brand, [whereverfamily.com](http://whereverfamily.com):

### The Bahamas

With more than 700 islands and cays, The Bahamas offers plenty of choice for family travelers. A destination in itself, families staying at Atlantis Paradise Island can enjoy Atlantis Aquarium and Adventure, one of the largest water parks on the planet.

Other attractions sure to delight families include Dean's Blue Hole, the swimming pits in Exuma, Small Hope Bay Lodge on Andros and so much more.

Global Traveler  
UMV: 15,611



## Avelo Launches New Route Between The Bahamas to North Carolina



A new route begins this summer with nonstop service between Lynden Pinning International Airport (NAS) and Raleigh-Durham International Airport (RDU). The new service begins on June 11 with Avelo Airlines.

Avelo Airlines will fly twice weekly between NAS and RDU on Wednesdays and Saturdays.

### Welcoming Visitors from Raleigh

"We are excited to welcome this new service from Avelo Airlines," said Hon. J. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation, in a media statement. "As a tourism and aviation destination leader, this service further affirms The Bahamas Government's commitment to working closely with airline partners and industry stakeholders to aggressively grow all stopover arrivals throughout The Islands of The Bahamas."

Avelo Airlines, headquartered in Houston, Texas, began servicing RDU in 2022 with expansion into the Caribbean this past February. For the past two years, travelers in the RDU area have relied on Bahamasair's nonstop service to Freeport, Grand Bahama, which then continued to Nassau, playing a key role in strengthening travel demand from the region. Avelo's new Nassau route builds on that foundation.

Recommend  
UMV: 15,325



# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Newsletter: March 2025	drafted and distributed
Press Release: Avelo Airlines Adds New Nassau to Raleigh-Durham Route	drafted and distributed
Press Release: Palm Beach International Boat Show Post Event Release	drafted and distributed
Press Release: Lifetime Advertising Campaign	F drafted for April distribution
Sustainability Release	drafted for BMOT review
Out Islands Happenings Release	drafted for BMOT and Out Islands Promotion Board review
Talking Points: Palm Beach Boat Show	developed talking points for the 43rd annual Palm Beach International Boat Show, showcasing the latest updates in the yachting and boating industries in the Bahamas
Talking Points: CAPA Americas	prepared talking points for DG panel discussion on the future of Caribbean tourism

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FINN

# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Talking Points Mission25   Draft Script 1	revising script with new developments and latest airlift news for April share date
How 'Bout Them Pineapples: This Small Island in The Bahamas is Home to The Juiciest Travel Experience	crafted a pitch focusing on Eleuthera and its dedication to its pineapples with mentions of the annual Pineapple Festival as well as Lady Di, Lady of the Pineapple Fields. Pitch distributed 3/5 to top-tier travel, culinary, and lifestyle media
Agency-Wide Pitch: Unplugged Paradise and Where to Go	drafted a roundup pitch highlighting hotels and destinations where travelers can truly unplug and experience paradise, spotlighting Kamalame Cay and Andros for editorial consideration
Agency-Wide Pitch: Coastal Cowboy Resorts and Destinations	Spotlighted The Cove Eleuthera's horseback riding offerings and positioned The Bahamas as an unexpected coastal cowboy destination worth visiting year-round
Lonise Carey, Island Destination Services	crafted a quote on behalf of the BMOT on how the partnership between Island Destination Services and the Bahamas Ministry of Tourism, Investments and Aviation contribute to Bahamian tourism for a Tribune article



# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Mark Ellwood, AFAR	spotlighted Bahamian events and local happenings for consideration in a story on Where to Go in July
Amelia Edelman, BBC Travel	Positioned The Bahamas as a must-visit Caribbean destination for 2025, spotlighting major events, new hotel openings, and more, for editorial consideration
Dan Costa, Worth	compiled information for the upcoming Q2 Travel Issue
Christina-Lauren Pollack, MSN	Positioned The Bahamas as a destination that combine fun and relaxation for editorial consideration in a story on spring break for adults and children
Maddie Hiatt, Travel + Leisure	shared recent news on The Bahamas for a media meeting
Jeanne Muchnick, USA Today	Positioned The Bahamas as a destination that combine fun and relaxation for editorial consideration in a story on spring break for adults and children
Lucy Handley, CNBC Online	crafted responses for a story on destinations restoring their natural habitats, spotlighting The Bahamas' sustainable efforts and mangrove imagery



# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
<i>Amanda Teague, The Manual</i>	<i>MISSED OPPORTUNITY: Working on a story outlining the safest islands in the Caribbean, requested quote from DG or DPM; FINN shared response for approval, BMOT was unable to meet the writer's deadline</i>



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# HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Chane'l Nelson of @vibesdetroit	<p>Dates: March 8-11</p> <p>Creator traveled to The Bahamas and produced content that highlighted the new Detroit airlift and the overall experience of the destination to her Detroit/Michigan based community.</p>
Nassau Press Visit (March 11-14)	<p>Host hotel: British Colonial</p> <p>BMOT secured 6 Powerboat Adventures tickets for the following attendees:</p> <ul style="list-style-type: none"> <li>• Marty Bowser / Freelancer for Ebony, Essence + Forbes</li> <li>• Yoojin Shin / Fodor's</li> <li>• Cassie Gill / Freelance for NUVO Canada, VITA Magazine</li> <li>• Carly MacManus / City Lifestyle</li> <li>• DaNaya Russell (BC PR representative)</li> <li>• Shirlen Godet (BC representative)</li> </ul>
Sustainable Tourism: Press Trip Overview	FINN delivered a comprehensive overview of the team's proposal for the sustainability/ecotourism media and influencer trip this Fall.
Lauren Breedlove	<i>MISSED OPPORTUNITY: FINN requested a airfare support; Lauren's proposed travel dates are April 5 to 9, writer moved forward with different opportunity due to time</i>



FINN  
Network

# INFLUENCER COLLABORATION RECAP

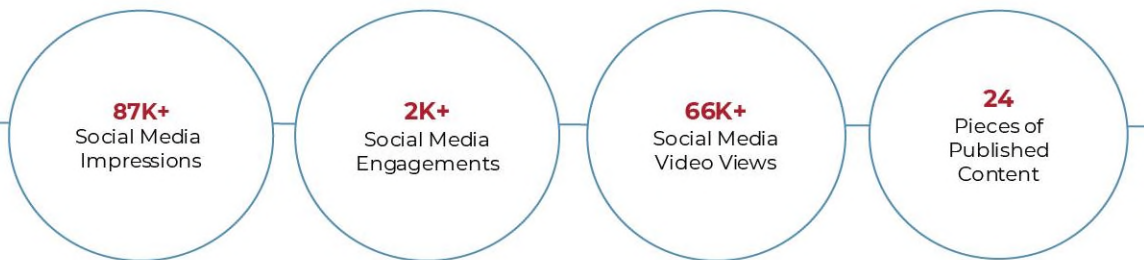
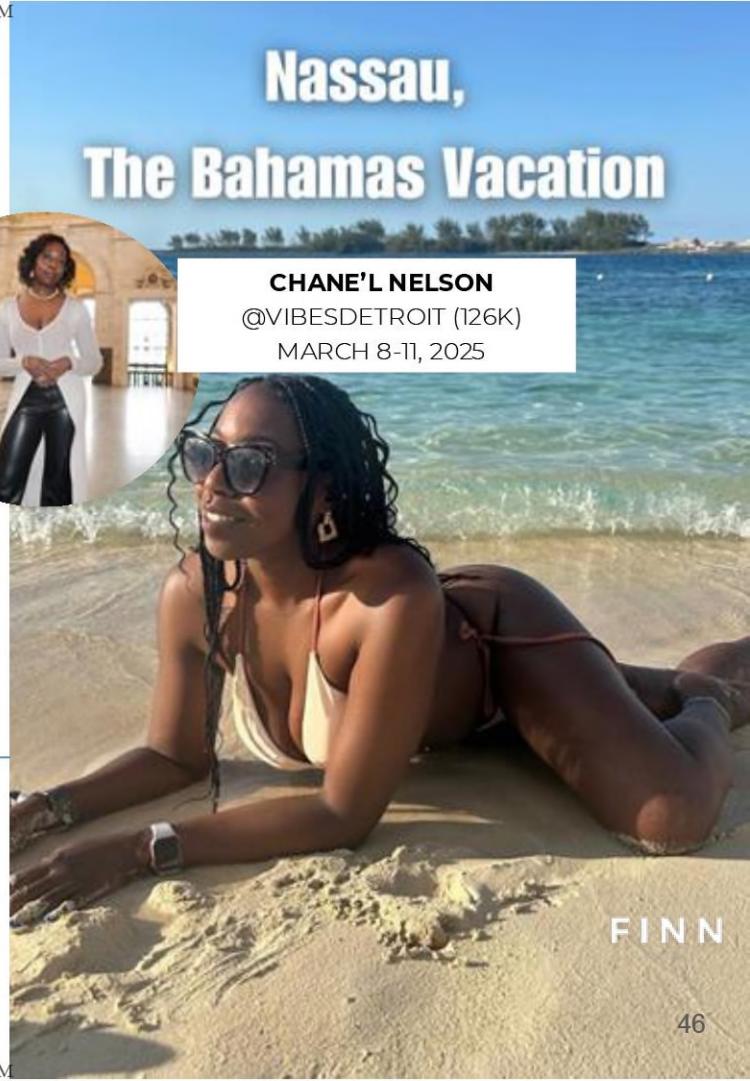
— Chane'l Nelson of @VibesDetroit

Chane'l Nelson's time in the destination to bring awareness to the direct route from Detroit to Nassau with Delta. As a reminder, Chane'l is a monthly contributor to Fox Detroit and a content creator spotlighting activities and other events in Detroit, Michigan.

## Nassau, The Bahamas Vacation



**CHANE'L NELSON**  
@VIBESDETROIT (126K)  
MARCH 8-11, 2025



## UPCOMING EVENTS

### Palm Beach International Boat Show (March 21, 2025)

- Secured the following three media interviews for John Pinder during his time at the event:
- Nuri Ozkaya & Emma Daily, SuperYacht (rescheduled)
- Jody Dunowitz, Robb Report
- Victoria Chalaya & Rico Stoll, NautiStyles
- Shared the opportunity for a virtual interview with Paul Smith at Firecrown Media

### Seatrade (April 7-10, 2025)

- Drafted pre release and are drafting post press release for the event taking place in Miami
- Drafting Sustainable Tourism and What's New in the Out Islands to include in BMOT press kit
- Bahamas Press Conference confirmed for 7:30 AM at the Loews Miami Beach Hotel
- Confirmed 39+ media to date and shared a briefing book that will be updated and shared the day before the event with new RSVPs
- Paid for Miami Tour Company 35-person bus shuttle for complimentary transportation for media from the Loews Miami Beach Hotel to the Miami Beach Convention Center and will bill BMOT



APRIL 2025

# APRIL PR ACTIVITY

## — executive summary

The following report covers Public Relations activities for April 2025. The team secured **over 346 million impressions** and continued to elevate the destination amongst top-tier media and influencers with timely relevant pitches and reactive media leads.

### Major PR activity included:

- Orchestrated BMOTIA's first-ever press briefing at Seatrade, securing 27 media attendees for a 7:00 AM event; securing interviews with CBS (Peter Greenberg) and Insider Travel Report (James Shillinglaw), and distributing pre- and post-event press releases
- Facilitated a high-profile interview with Aisha Bowe for Essence Magazine, highlighting her historic Blue Origin spaceflight and Bahamian heritage
- Conducted crisis and sentiment monitoring surrounding the travel media advisory and the case of an American man who went missing in Nassau. FINN provided real-time updates and strategic recommendations to BMOTIA to mitigate negative perceptions
- Connected Love is Blind stars and influencers with the destination to provide an unforgettable time with an experience partner that was then shared to over one million social media users.
- Began brainstorming invitations and media tactics to secure interviews for DPM and DG during their time in Orlando and Miami for the Bahamas Sales Missions
- Began brainstorming ideas for the upcoming Bahamas Business & Investment Forum in New York
- Shared category inclusions and voting strategy for the 2025 Conde Nast Traveler Readers' Choice Awards that is open for voting until July 30, 2025
- Expanded thought leadership brainstorming and award opportunities for the DG
- Prepared daily media monitoring and weekly media coverage reports



# APRIL PR ACTIVITY

## — results at a glance

- Conde Nast Traveler - [23 Best Spring Travel Deals, From Hawaiian Getaways to Caribbean Cruises](#)
- New York Daily News - [CARIBBEAT: From NYC to Paris, Haitian Restaurant Week 2025 hypes nation's delicious cuisine](#)
- Essence - [From Community College To Cosmic Heights: Rocket Scientist Aisha Bowe Set To Make History On Blue Origin's First All-Female Spaceflight](#)
- Essence - [WATCH | Aisha Bowe Shares Her Journey From Community College to Rocket Scientist—Now She's Headed to Space and Set to Make History](#)
- AFAR - [These Are the Best New Hotels of 2025](#)
- AFAR - [12 Travel Destinations You Should Visit This June](#)
- The Manual - [Looking for an affordable beach vacation? Check out this Caribbean destination](#)
- Cruise Hive - [Nassau Port Strikes Another Huge Daily Cruise Passenger Record](#)
- Caribbean Journal - ["Impressive" Growth for Bahamas Cruise Industry, As Tourism Surge Continues](#)
- Virtuoso - [Our Guide to Harbour Island, the Bahamas' Under-the-Radar Escape](#)

**346,441,785**  
Media  
Impressions

**501**  
Secured  
Pieces of  
Coverage

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# PLACEMENTS

AP

## The Bahamas Shines at Seatrade Cruise Global: Advancing the Future of the Destination's Cruise Industry



NASSAU, Bahamas, April 14, 2025 (GLOBE NEWSWIRE) -- The Bahamas made a significant impact at Seatrade Cruise Global, which was held at the Miami Convention Center in Miami, Florida and concluded yesterday, 10 April. The cruise industry's flagship event attracted over 11,000 attendees, featured 600 exhibitors, representatives from more than 120 countries, over 70 cruise lines, and was the perfect stage for showcasing the latest advancements in the sector.

Leading the Bahamas' delegation was The Honourable J. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation, along with a dedicated team of key tourism stakeholders and leaders in the destination's cruise industry.

The Bahamas commanded the spotlight with an exclusive press conference hosted at The Loews Hotel, drawing top travel trade, hospitality and cruise media. DPM Cooper was joined by the Honourable GINGER MOSEY, Minister for Grand Bahama, Latta Duncombe, Director General, MOTIA and Mike Mauers, CEO of Nassau Cruise Port, to share significant updates shaping the future of cruise tourism in the island nation.

The Associated Press  
UMV: 12,326,124



Spring is officially sprung, and so have some seriously sweet travel deals. April is the magical in-between month—winter's in the rearview, summer's still hasn't taken over yet, and the travel bargains are blooming like wildflowers. Whether you're ticking for a solo adventure or a family getaway, now's the time to book it without blowing your budget. For solo travelers, think exciting escapes to places like tropical beaches in the Bahamas or the buzzing streets of Ho Chi Minh City. If you're traveling with the whole gang, consider family-friendly gems like a Disney cruise that acts as a home port at sea, or a Hawaiian getaway where there's enough privacy—and space—for the whole family to enjoy. We've rounded up the juiciest travel deals to grab this April—so you can tack your bags without breaking the bank.



### Hotel deals

Enjoy up to 50% off your stay at Margarita Ville Beach Resort, Nassau.

Hosting in the heart of Nassau, Margarita Ville Beach Resort offers oceanfront accommodations along crystal-clear Caribbean waters. Escape to the Margarita Ville state-of-mind at the Saint Somers here Spa, taste world-class entrees, and play at the Finz Up Water Park. The resort is a walking distance from

Condé Nast Traveler  
UMV: 3,721,579

DAILY NEWS

## CARIBBEAT: From NYC to Paris, Haitian Restaurant Week 2025 hypes nation's delicious cuisine

### Spring into The Bahamas

With The Bahamas encompassing hundreds of islands, it's hard to pick a favorite isle. But the Bahamas Ministry of Tourism chose quiet and calm Eleuthera to feature in its recent "Island Focus" segment of its "A Bahamian Spring Bloom" message.

"For those seeking a tranquil spring retreat, Eleuthera beckons with its unspoiled beauty and laid-back allure," read the Island Focus, noting Eleuthera's "pink-sand beaches, dramatic cliffs and crystal-clear waters" that are full of tropical marine life. For more information on events and offers, visit the Bahamas Ministry of Tourism website at bahamas.com.

The Bahamas offers many marine-related activities, such as the Red Days Snapper Tournament, May 15-17, in the fishing community island of Andros, where visitors can enjoy Bahamian food and beverages, while anglers compete for "Best Fisherman" honors. And May 21 through 24, the fifth annual Walkers Cay Blue Marlin Invitational will attract elite fishermen and fishermen as they vie for more than \$1 million in prizes.

New York Daily News  
UMV: 2,661,620

ESSENCE

## From Community College To Cosmic Heights: Rocket Scientist Aisha Bowe Set To Make History On Blue Origin's First All-Female Spaceflight

Beauty, brilliance, and Black girl magic will be on board as Aisha Bowe is set to become the first Bahamian-American to travel to space—and she's taking our dreams with her.



In a world where dreams often remain just that, [Aisha Bowe](#) defies expectations. From struggling in high school to becoming a rocket scientist, NASA veteran and now poised to make history as part of the first all-female crew launched by [Blue Origin](#), the space exploration company founded by Jeff Bezos, Bowe's story is a testament to perseverance, vision and refusing to be phased in a box.

"You have to watch how you speak to yourself, and you have to watch how you allow other people to speak to you," Bowe tells ESSENCE, recalling her going from a 2.3 GPA high school student to community college and onto earning [two computer degrees](#) from the University of Michigan and working at NASA for six years.

"Once I decided to say, 'You know what, I'm going to commit to a reality, a world of my own making. And it doesn't matter that I struggled in high school, I'm going to focus on doing good in college,' everything changed."

Essence  
UMV: 1,685,615

# PLACEMENTS



**ESSENCE**

**WATCH | Aisha Bowe Shares Her Journey From Community College to Rocket Scientist—Now She's Headed to Space and Set to Make History**

The former NASA scientist and tech entrepreneur is joining Blue Origin's first all-female space crew, bringing her Bahamian roots, STEM advocacy, and full glam along for the ride. In this interview, she reveals how she got there.

And today I am so thrilled to be joined by Aisha Bowe.

And she'll also be the first person of Bahamian heritage to fly into space.

Essence  
UMV: 1,685,615



**FOX 5**

**Anchoring Growth: The Bahamas at Seatrade Cruise Global 2025**

bahamas

NASSAU, Bahamas, April 07, 2025 (GLOBE NEWSWIRE) — The Hon. I. Chester Cooper, Bahamas Deputy Prime Minister and Minister of Tourism, Investments & Aviation is leading a team of officials to attend Seatrade Cruise Global, Seatrade celebrating its 40<sup>th</sup> anniversary, is one of the world's largest annual cruise industry conferences. The goal is to boost cruise tourism at the event scheduled to take place from 7-10 April at the Miami Beach Convention Center, Miami Beach, Florida.

Under the theme, "Milestones", this year's conference invites cruise lines and industry stakeholders to reflect on the significant progress made over the past four decades, while looking ahead to the future of the cruising industry.

Over the course of the four-day event, The Bahamas Pavilion will be a hub of excitement, showcasing the country's rich array of travel offerings, new developments and pieces of interest for the global travel market. Destination partners, including Bahamas Maritime Authority, Grand Bahama Port Authority, Ministry for Grand Bahama, Freeport Harbor Company, Elnet Maritime, Dolphin Encounter at Blue Lagoon, Nassau Cruise Port, Bimini Cruise Port and Baha Bay at Baha Mar, will provide Seatrade's cruise industry leaders with key insights into the latest advancements in cruise infrastructure, innovative tourism experiences and upcoming projects that are set to elevate cruise passenger interests in exploring the country's port of call locations. This collaborative effort highlights The Bahamas' commitment to staying at the forefront of the cruise industry as a world-class cruise destination for continued growth and success.

Fox 5 San Diego  
UMV: 1,001,679



**AFAR**

**These Are the Best New Hotels of 2025**

AFAR's picks for the 25 best new hotels in the world.

BY JENNIFER FLOWERS  
April 03, 2025

Each year, after much consideration and debate, AFAR's global network of editors, writers, and travel advisors announces the best new and redesigned hotels in the world. For 2025, we've selected 25 properties that offer so much more than just a picture-perfect stay. These are places that help redefine a destination, set a new bar for sustainability and design, and bring travelers into communities where their dollars can truly count. [Explore our new picks and see what's hot.](#)

### The Potlatch Club



- **Location:** Eleuthera, The Bahamas
- **Why we love it:** Picked out residential-style suite, a pair of pools to put you in the Caribbean mood
- **From \$500/night**
- **Book now**

A group of local Coast residents opened The Potlatch Club in 1947 and over the years, its pick-and-choose welcomed celebrities such as Paul McCartney, who wrote "Be Careful Through the Bathroom Window" while honeymooning here. Closed in the 1980s, the hotel sat abandoned until 2016, when two business partners started the process of bringing it back to life. They kept some of the original structure, including the 1920s clubhouse bar (it's the lounge, central, and often you see with water balloons) the pink-coral floors and splashes of tatters, there's a small but mighty spa outside pools—one overlooking the ocean, the other set in a secluded garden—and the Sand Bar serves up classic Bahamian cocktails (think rum-based Gumbay Smbachi) and unimpaired sea views. — [Lara Rigby-Rosen](#)

AFAR  
UMV: 969,285



**msn**

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MSN  
UMV: 127,227,053

# PLACEMENTS

## AFAR

### 12 Travel Destinations You Should Visit This June

*From shoulder season bargains to celebrations in the sun, kick off June with these destinations.*

June means it's officially summer in the Northern Hemisphere. As vacation planning follows the busy, busyness of it all, it's a good time to look for a vacation to take the year's heading trip this month.

Here are 12 appealing places around the world to travel to this June, whether you're hankering for an out-of-season jolt of Carnival out of season or keen to roam the wintry beaches of an unlikely corner of southern Africa.



#### 2. Eleuthera, Bahamas

June is great for many reasons.

Eleuthera was historically renowned for its pineapples, which thrived on the flat land. Today, countless smallholdings here still tend to the crop, like Jackie Russell, who offers tours of her **OHIO'S TOP 25** acre stepping stone to the sugarbush. Its fresh pineapples are particularly soft and sweet.

In June, the island celebrates its prime produce via a **two-day festival**. This year on June 6 and 7 in George Town. It includes many pineapple-based dishes, from breads to desserts, as well as fun competitions to do things to eat as much pineapple as you can in another to plant the pineapple pole.

#### Where to stay

• **Book now!** <https://www.ahab.com>

It's the Bahamas. Nassau usually takes the spotlight, thanks to its larger than life resorts. For Caribbean expert Laura Hughes, there's another gem article on the **best Caribbean beaches**. In

AFAR  
UMV: 768,444

## M THE MANUAL

### Looking for an affordable beach vacation? Check out this Caribbean destination

State Dossiers offers a mix of serenity and affordability.



Do you want to explore white sand beaches and crystal-clear water without the hefty price tag? It may be time to set your sights on the Caribbean.

According to **Johanna Flight Club's Summer 2025 Travel Report**, Santo Domingo in the Dominican Republic is officially the most affordable beach vacation destination this year. While iconic spots like Honolulu and the Maldives continue to command premium prices, a growing number of savvy travelers are shifting their attention to vibrant Latin American and Caribbean destinations that offer more bang for their buck.

#### Top 5 affordable beach destinations

These are the top 5 most affordable beach destinations as well as their average round-trip fare.

1. Santo Domingo, Dominican Republic (SDO): \$548
2. Liberia, Costa Rica (LIR): \$614
3. Cartagena, Colombia (CTG): \$621
4. Belize City, Belize (BZE): \$629
5. Nassau, Bahamas (NAS): \$636

The Manual  
UMV: 629,659

## cruisehive

### Nassau Port Strikes Another Huge Daily Cruise Passenger Record



The Bahamas continues to make waves in the Caribbean cruise season, with its capital city on a seemingly unstoppable trajectory as the most-visited cruise destination in the region.

After breaking its own one-day passenger record on March 11, 2025, when 30,538 guests arrived on six different ships at Nassau Cruise Port, the port did it again in less than a month.

On April 8, 2025, Nassau Cruise Port welcomed a whopping 31,011 passengers.

"We've done it again!" the port exulted.

"We are very proud to announce that we welcomed a record-breaking 31,011 passengers in a single day," Nassau Cruise Port shared on its social media channels.

"This marks the second time this year that we surpassed our daily passenger record, solidifying Nassau's position as a premier destination in the cruise industry."

During the port's Super Tuesday, Royal Caribbean's *Liberty of the Seas* and *Utopia of the Seas* arrived within an hour of each other in the morning and stayed in port until 5 p.m.

Cruise Hive  
UMV: 468,635

## Caribbean Journal

### "Impressive" Growth for Bahamas Cruise Industry, As Tourism Surge Continues



It's the powerhouse of Caribbean cruising, and The Bahamas continues to see renewed growth in the cruise industry.

Last year, The Bahamas' Nassau Cruise Port (the most-visited cruise port in the region) broke its all-time record, helping to contribute to a total of 11.22 million international visitors to the country last year.

The broader cruise industry remains a major pillar of The Bahamas, contributing nearly \$655 million in cruise tourism spending during the past cruise season. When you factor in employment, taxes and other levies, that adds up to a more than \$1 billion economic impact for The Bahamas.

Nassau is often the first port of call for cruise ships heading out of South Florida to the Caribbean.

"The impressive growth in visitor numbers to The Bahamas not only reflects the increasing appeal of our destination on the global stage but is also a clear testament to the success of our collective efforts in crafting a tourism product that truly resonates with travelers," said Larkia Duncombe, Director General of the Bahamas Ministry of Tourism, Investments and Aviation.

Caribbean Journal  
UMV: 139,456



# PLACEMENTS



## Our Guide to Harbour Island, the Bahamas' Under-the-Radar Escape



Come for the pink-sand beaches, stay for the car-free charm.

The Bahamas' buzziest destinations attract their rightful share of beach lovers and spring breakers, but in the Out Islands—about 100 miles east of Nassau—the who's who is much calmer. Though savvy travelers may know Cooma and Eleuthera, **Harbour Island** remains even more blissfully secret. Travelers can only get to the swappable, five-square-mile island—called Inland by locals (say "Harbour Island" three times fast, and it'll make sense)—by boat, a ten-minute ride from Eleuthera. But don't confuse serene for rudimentary: Harbour Island is a favorite escape for celebrities such as Taylor Swift, George Clooney, and Mick Jagger, who have been spotted on its gorgeous beaches and in its chic restaurants and boutiques.

### What to Do

Three-mile-long Pink Sand Beach is the island's most beautiful attraction—and its bluish hue comes from microscopic coral insects whose pink shells get embedded into the soft sand. Calm waves from the Atlantic roll up on its quiet

Virtuoso  
UMV: 132,132



## MSC Cruises said poised to take stake in Grand Bahama Shipyard



MSC Cruises is set to take a stake in Grand Bahama Shipyard, according to a report, citing Carnival Corp. & plc, Royal Caribbean Group and Grand Bahama Port Authority.

O&G CEO Dave Skertebey told The Tribune, a Bahamas publication, that MSC Cruises would become part of the joint venture, pending regulatory and government approvals.

An MSC spokesperson told Seatrade Cruise News his company had nothing further to add at this stage.

### \$600m shipyard transformation

Grand Bahama Shipyard is undergoing a \$600m transformation to position itself as a global leader in cruise and commercial ship repair.

This includes two new massive floating docks—the largest in the world—to equip the yard to service the entire range of cruise ships in operation and under construction, as well as much of the world's commercial shipping fleet.

### Buy-in long rumored

MSC's buy-in has been rumored for some time as the cruise giant increases its North American and presence, this week inaugurating its new MSC PortMiami terminal and resident ship MSC World America. Growth at Port Canaveral continues, too, where the company will deploy MSC World Atlantic, its fourth World-class ship, starting in winter 2027/28.

Seatrade Cruise News  
UMV: 34,677



## Insider Video: Why the Bahamas Has Focused So Heavily on Cruising

Lata Luononen, director general of the Bahamas Ministry of Tourism, Investments & Aviation, talks with James Johnson of Insider Travel Report at Bahamas Global in Miami about why the Bahamas has focused so heavily on the cruise market, developing Nassau as the top port in the region and developing many private islands for specific cruise lines. She also details a new program to get cruisers and other travelers to experience the Bahamas like a local. For more information, visit [www.bahamas.com](http://www.bahamas.com).



Insider Travel Report  
UMV: 34,106



## How the Bahamas Is Taking the Lead in Cruise Tourism



The Bahamas had a significant presence at last week's Seatrade Cruise Global, which was held at the Miami Convention Center in Miami. And in consideration of all the islands in the Caribbean and Bahamas, the Bahamas has made the heaviest investments in cruise tourism, including the largest port (Nassau) and the most private islands catering cruise guests.

Leading the Bahamas' delegation was Chester Cooper, deputy prime minister and minister of tourism, investments & aviation (CITA) director, along with a dedicated team of five tourism ambassadors and leaders in the Bahamian cruise industry. The Bahamas had express conferences at the Louis Vuitton, unveiling top travel deals, hospitality and cruise media. Cooper was joined by Ginger Hower, minister for Grand Bahama, Lata Luononen, director general of the Bahamas Ministry of Tourism, Investments & Aviation, and Halima CSD of Nassau Cruise Park to share significant updates shaping the future of cruise tourism in the Bahamas.

Building on a wave of strong momentum—the Bahamas welcomed more than 5.7 million cruise visitors this past January alone—the Bahamas is committed to sustaining cruise growth and enhancing the cruise passenger experience. Cooper announced a collaboration effort between the government of the Bahamas, Cruise Travel Trust and major cruise lines to implement port infrastructure across the archipelago. Plans include the expansion of berths, construction of new piers, and improvements to passenger flow and transportation access with a progressive vision of tourism sustainability.

Among the key developments are Norwegian Cruise Line's \$150 million port at Great Inland Lays in the Berry Islands scheduled for completion in 2025. The new pier will accommodate two large ships simultaneously and improve access to nearby scenic Norwegian Cruise Line stopovers, porting, including Ultimate Cruises and Regent Seven Seas Cruises. In addition, the \$300 million Celebration Key, Carnival's first-ever exclusive destination, will open in July 2025, located on the south side of Inland Lays.

Looking ahead to summer 2026, the north side of Half Moon Cay—soon to be known as RialtoAve, Half Moon Cay—will debut a new pier allowing ships to dock directly at the island for the first time. This includes Carnival's largest fleet-class ships, which will now be able to dock. The project, a partnership between Grand Cruise Line and Half Moon Cay, will also introduce an exclusive beachfront, enhanced dining venues and a collection of new bars.

Insider Travel Report  
UMV: 34,106

# PLACEMENTS



## The Bahamas Set to Make Big Splash at Seatracle This Week



Chester Cooper, Bahamas deputy prime minister and minister of tourism, investments & aviation, is leading a team of officials this week to attend Seatracle Cruise Global, which is celebrating its 40th anniversary and is one of the world's largest annual cruise industry conferences. The goal is to boost cruise tourism at the event scheduled to take place from April 7-10 at the Miami Beach Convention Center. (Pictured above: Royal Caribbean's Perfect Day at Coco Cay is one of the private islands in the Bahamas.)

Under the theme "Milestones," this year's conference invites cruise lines and industry stakeholders to reflect on the significant progress made over the past four decades, while looking ahead to the future of the cruising industry. Over the course of the four-day event, the Bahamas Pavilion will be a hub of excitement showcasing the country's rich array of travel offerings, new developments and places of interest for the global travel market.

Destination partners, including Bahamas Maritime Authority, Grand Bahama Port Authority, Ministry for Grand Bahama, Freeport Harbor Company, Ellet Maritime,

## Insider Travel Report

UMV: 23,520

## recommend

### New Ports and Luxury Resorts Fuel Bahamas Tourism Boom



The Bahamas tourism sector is experiencing exceptional growth across its islands, with 2024 having unprecedented success for tourism and cruise arrivals. **Recommend** attended a recent industry briefing at Miami's **Seatracle Cruise Global**, where Deputy Prime Minister Hon. Chester Cooper shared the good news with travel partners.

"You would know already that 2024 has been the best year ever in tourism in The Bahamas. In terms of arrivals, you would know that it's been the best year ever in terms of cruise arrivals in The Bahamas," said Cooper, noting that investor confidence is at an all-time high. The numbers are impressive, with the Bahamas welcoming 11.2 million visitors in 2024, representing a 17 percent increase over 2023. Cooper highlighted that "the cruise industry contributed an impressive \$1 billion in direct cruise expenditure" plus additional benefits through sales, jobs, businesses and taxes.

The growth is even more remarkable compared to pre-pandemic figures. "We have increased our overall arrivals in 2024 in the cruise sector by 35 percent," Cooper stated, adding that "in January this year alone, there were nearly 1 million cruise arrivals."

#### The Bahamas: The Cays Have It

The Bahamas currently maintains 25 ports across its islands, including Nassau Freeport, Bimini and various cruise line private destinations such as **Ocean Cay**, **MSC Marine Reserve** and **Disney Lookout Cay at Lighthouse Point**. Several significant port projects are reshaping the cruise landscape.

## Recommend

UMV: 13,108

# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Newsletter: April 2025	drafted and distributed
Press Release: Lifetime Advertising Campaign	distributed
Press Release: Seatrade Conference Post-Release	drafted and distributed
Press Release: SpaceX Falcon Landings Update	distributed
Press Release: BMOT x Yankees Partnership Announcement	drafted for BMOT review
Press Release: Sebastian and Gigi Proposal in The Bahamas	drafted for BMOT review
Sustainability Release	drafted for BMOT review; FINN amending to shorter 2-page copy
Out Islands Happenings Release	drafted for BMOT and Out Islands Promotion Board



# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Mission25   Draft Script 1	revised script with new developments and latest airlift news
Argentina Media Questions	delivered responses for a cruise-related Q+A for Argentinian media
Business At the Bay Q+A	developed responses
Seatrade Talking Points	developed destination talking points for DPM and DG
Agency-Wide Social Campaign	Spotlighted recent sustainability initiatives and the best new and recently opened sustainability-driven hotels in The Bahamas for a social campaign surrounding Earth Day
Agency-Wide Pitch: Summer Friday Travel	drafted a roundup pitch highlighting the best destinations for long weekends, spotlighting Nassau, Rosewood Baha Mar and Out Islands
Agency Roundup: The Sandwich Generation	positioned The Bahamas as a perfect family-friendly destination, ideal for multi-generational travel
Forget the Fridge Magnet—Take Home Something Real from The Bahamas	crafted a roundup of unique handcrafted items that can be found within specific Out Islands



# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Mark Ellwood, AFAR	spotlighted Bahamian events and local happenings for consideration in a story on Where to Go in August on 4/1
Kathryn Romeyn, The PointsGuy	Spotlighted iconic Bahamian resorts for a story on best hotel pools around the world, highlighting Graycliff, Rosewood Baha Mar and The Cove Eleuthera
Nicole Kliest, Vogue	spotlighted iconic Bahamian resorts for a story on best hotel pools around the world, highlighting Graycliff, Rosewood Baha Mar and The Cove Eleuthera
Mariette Williams, TravelWeekly	Shared Grand Lucayan Resort contact information for an upcoming story for "a Property that Rebuilt after Hurricane Dorian"
Lydia Gregory, Recommend	crafted a quote on behalf of DG covering what's new for luxury travelers in The Bahamas and why travel advisors should send their VIP clients there
Shayna Conde, Imbibe 75's	requested information on new F&B in the destination; BMOT providing feedback



**FINN**  
Partners | BAHAMAS TOURISM

# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Amanda Rosenberg, Virtuoso	provided imagery of Harbour Island to support an upcoming story on the destination
Candyce Stapen, Creator's Syndicate	Shared information on Eleuthera/Harbour Island for an upcoming story
Elizabeth Harryman Laskin	shared P2P programming information for editorial consideration
Frances Gannon, Cruise Times	Shared hi-res headshot of DPM for next issue of print Cruise Times Bahamas feature
Kathryn Romeyn, AFAR	positioned The Bahamas as a perfect family-friendly destination, ideal for multi-generational travel
Kristin Braswell, CNT	Submitted P2P quoted by Bernadette Bastion for BRIGHT IDEAS awards
<i>Celeste Moure, The New York Times</i>	<i>MISSED OPPORTUNITY: FINN had presented the opportunity to coordinate an interview with Lenny Kravits for NYT Travel column, "5 Favorite Places," focusing on Lenny's favorite spots in The Bahamas; BMOT declined</i>



**FINN**  
FINN PARTNERS

## ACTIVE INFLUENCER/DIGITAL LEADS

CREATOR/ OUTLET	DETAILS
Rene Daniela, creator of @ownmyfemme	<p>presented the opportunity to work with Renee to bring awareness to the LA market.</p> <p>Dates: June 25-30 Status: Still in discussion</p>
Trevor Rainbolt, creator of @georainbolt	<p>connected the BMOT with creator Trevor Rainbolt to do a Google Maps campaign.</p> <p>Status: The BMOT has passed due to budget.</p>
Munchies, VICE	<p>shared the opportunity to partner with VICE's Munchies bringing awareness to the culinary elements of the out islands to millions of social media users.</p> <p>Status: Still in discussion</p>
Enes Yilmazer, creator of @enesyilmazer	<p>met with Enes Yilmazer's team to chat through collaboration opportunity to work with the destination for the upcoming Monaco Yacht Show.</p> <p>Status: Still in discussion</p>



**FINN**  
Partners

# HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Terry Ward, <i>Travel + Luxury</i>	Terry Ward has an assignment with AU publication <i>Travel + Luxury</i> to visit The Bahamas and stay at a few properties including The Potlatch Club, The Other Side, and Coral Sands for a feature. FINN purchased her airline ticket for her visit June 9 – 13, 2025; BMOT to provide reimbursement.
Norma Meyer, <i>Southern California News Group</i>	SoCal-based writer Norma Meyer reached out to share she is traveling to Eleuthera on confirmed assignment and is interested in obtaining a press pass to grant her access to the Pineapple Festival's VIP area to facilitate interviews with local spokespeople; with FINN's recommendation, BMOT is providing the press pass for this event
British Colonial Group Press Trip	Dates: TBD  Initial conversation with Jody Diamond and British Colonial resort to start press trip group planning focusing on a media stay in Nassau during Goombay Summer Festival timing (July/August)



FINN  
Network

# INFLUENCER COLLABORATION RECAP

— Chelsea Griffin Appiah & Kwame Appiah

Although the destination was unable to host Netflix's *Love is Blind* stars Chelsea and Kwame, we partnered with a local provider to deliver a memorable experience and highlight the incredible offerings of the area. The couple received complimentary jet ski access from My Own Watersports and shared their experience through multiple Instagram Stories and a Carousel post, tagging the partner three times across the content.

As a result, the partnership led to:

**1M+**  
Estimated  
Social Media  
Impressions

**23K+**  
Social Media  
Engagements

**4**  
Pieces of  
Published  
Content

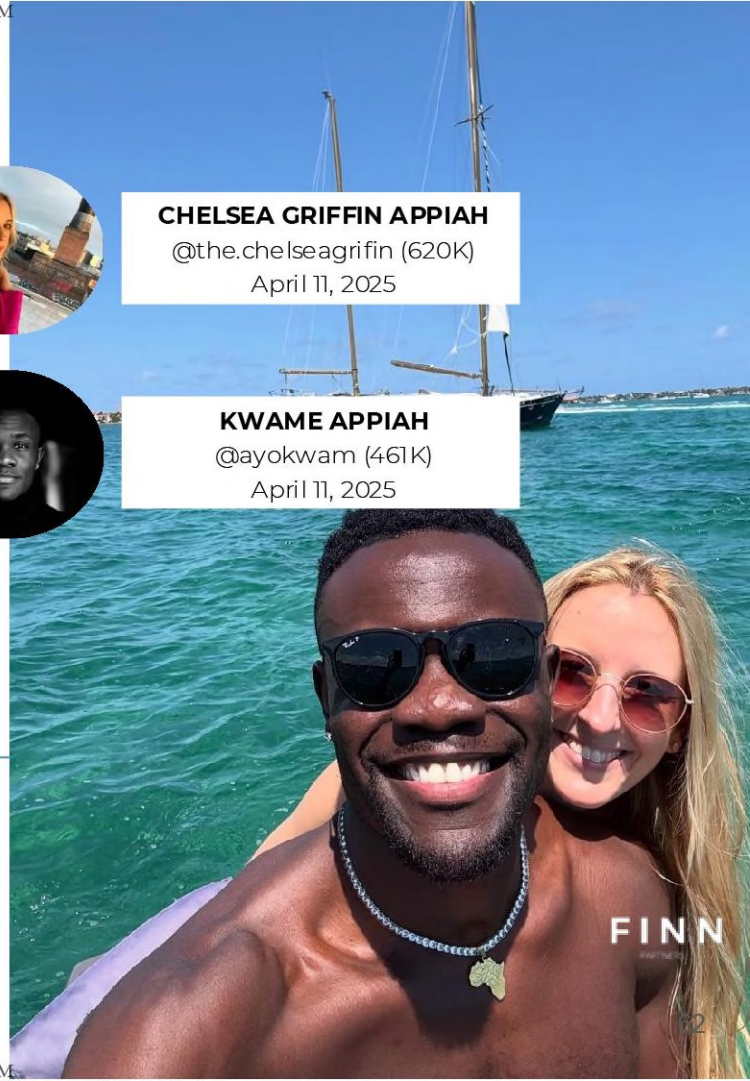
FINN Partners | BAHAMAS TOURISM



**CHELSEA GRIFFIN APPIAH**  
@the.chelseagriffin (620K)  
April 11, 2025



**KWAME APPIAH**  
@ayokwam (461K)  
April 11, 2025



# EVENTS

## Seatrade (April 7-10, 2025)

- Orchestrated first-ever BMOTIA Press Briefing for cruise sector media and cruise VIP attendees. FINN secured 27 media for a 7:00 am event, one of the largest press conference events at the show.
- Secured two interview opportunities with media -Peter Greenberg, CBS and James Shillinglaw, Insider Travel Report
- Created Press Kit materials, including talking points BMOTIA leadership outlining destination successes, cruise news, recent awards, destination sustainability initiatives, new tourism/hospitality developments, along with the latest across the Out Islands
- Developed a media briefing book for all confirmed BMOT event attendees
- Distributed pre and post-event releases to target industry contacts
- Conducted post-event follow-ups with updated information

## Bahamas Business & Investment Forum in New York (May 28-30)

- BMOT shared the upcoming forum in New York and will send additional details on event planning for FINN assistance. BMOTIA to respond to FINN's Q&A's

## Orlando and Miami Sales Missions (Media Event June 11)

- Beginning outreach to confirm as many media and influencers possible for the Orlando media mission taking place at Four Seasons Disney World and eight traditional media for 1:1 interviews with DPM and DG at Marriott Miami Biscayne Bay on June 11





MAY 2025

# MAY PR ACTIVITY

## — executive summary

The following report covers Public Relations activities for May 2025. secured **1.09 billion impressions** and continued to elevate the destination amongst top-tier media and influencers with timely relevant pitches and reactive media leads.

### Major PR activity included:

- Began securing media RSVPs and interview for the Orlando and Miami sales missions
- Drafted press trip invitation for Global Goombay Press Trip taking place July 24-27
- Edited length of Sustainability press release for BMOT x FINN collaborative dissemination
- Corresponded with Forbes about the DG's participation in the Forbes Power Women's Summit on September 10, 2025
- Worked with Diamond PR, laying out the opportunity for a group press trip to Nassau from August 7-10, for the Goombay Festival, with British Colonial as accommodations partner
- Advised on event needs and challenges from a travel PR perspective for the Bahamas Business & Investment Forum in New York from May 28-30
- Expanded thought leadership brainstorming and award opportunities for the DG



# MAY PR ACTIVITY

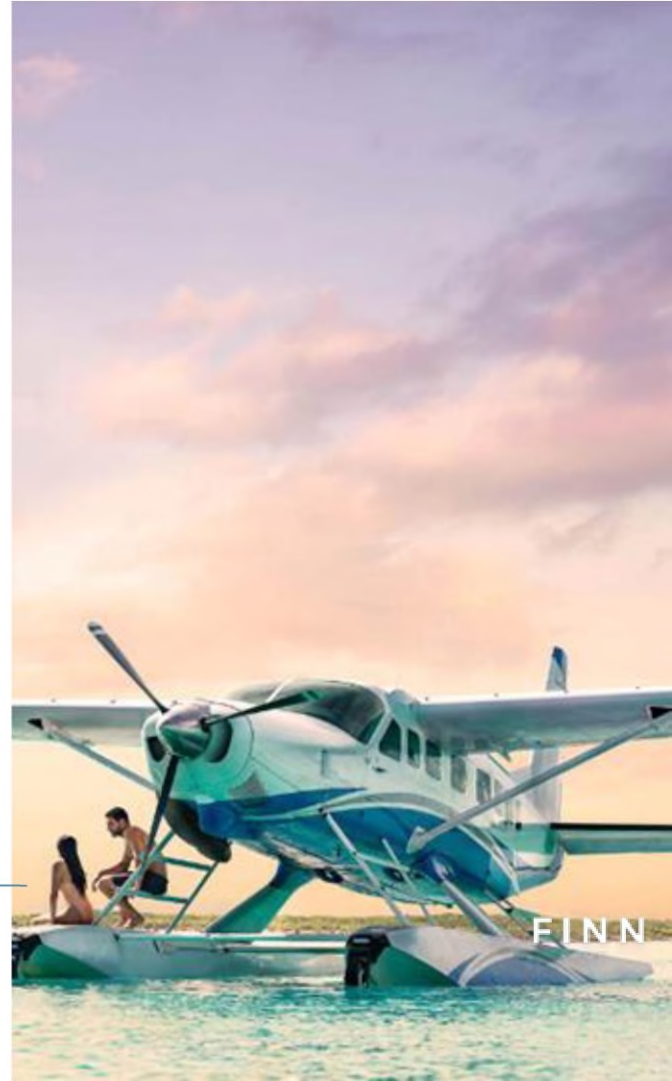
## — results at a glance

- Forbes - [Unique Mother's Day Getaways And Experiences That Say 'You Deserve The World'](#)
- Travel + Leisure - [I've Gone on 134 Dives and This Is My Favorite Snorkeling Spot in the Caribbean—and Its Turquoise Waters Are Like Nature's Aquarium](#)
- Conde Nast Traveler - [The Best Caribbean Islands to Visit This Year](#)
- Refinery29 - [Forget The Tourist Traps—These 5 Getaways Feel Like Hidden Gems](#)
- Travel Weekly - [Aman resort is coming to the Bahamas](#)
- Caribbean Journal - [The Bahamas Is Coming Alive in May — With Coral Reefs, Powerboats and Marlin Tournaments](#)
- Caribbean Journal - [The Bahamas Is Launching a Dive Week Just for Women](#)
- TravelPulse - [New Aman Resort and Residences Coming to Exuma, Bahamas](#)
- TravelAge West - [10 Caribbean Resorts Great for Family Vacations](#)
- The Associated Press - [What's New: Laid-Back Luxury, The Peaceful Charm of Bahamian May](#)
- Insider Travel Report - [Aman Reveals New Luxury Island Destination in the Bahamas](#)

**1,092,796,314**  
Media  
Impressions

**194**  
Secured  
Pieces of  
Coverage

FINN Partners | BAHAMAS TOURISM



# COVERAGE HIGHLIGHTS

## Forbes

### Unique Mother's Day Getaways And Experiences That Say 'You Deserve The World'

Mother's Day is right around the corner, and you're still undecided about what to get the woman who won't let you forget your island getaway years. While the typical flowers and brunch are sweet gestures, it's time to deviate from the norm and go all-out for the special lady in your life, especially when you're in a time crunch.

So, whether your Mom is a thrill seeker, dreams of a luxe outdoor escape or wants to immerse herself in a new culture, a luxury destination or unique experience is the best way to say, "You deserve the world."

#### 'The White Lotus' Private Yacht



Treat Mom to an unparalleled and extraordinary luxury yacht experience with Northrop & Johnson, where every detail is considered for a truly unforgettable celebration. As the official backdrop for *SPICE CITY*, the standout yacht featured in the latest season of *The White Lotus*, Northrop & Johnson continues to cement its status as one of the most esteemed names in yachting.

With a Northrop & Johnson yacht charter, you can celebrate Mom with an unforgettable escape, full of luxury, leisure and lasting memories. Whether it's a serene day along the coast or a luxurious weekend escape to the Bahamas, complete with island exploration, gourmet dining and pristine beaches, Northrop & Johnson offers a truly exceptional Mother's Day experience.

Forbes  
UMV: 78,108,059

## AP

### What's New: Laid-Back Luxury: The Peaceful Charm of Bahamian May

NASSAU, The Bahamas, May 05, 2025 (GLOBE NEWSWIRE) — May in The Bahamas offers a taste of tranquility—where the islands exhale into a more relaxed rhythm, revealing serene beaches, warm breezes, and nature at its most vibrant. The late-spring landscape is lush and alive, with crystal-clear waters perfect for dining and snorkeling, and skies that stretch wide and blue. It's a time when the natural beauty shines, and cultural celebrations bring a spirited energy to the calm. From quiet coastal mornings to festive local gatherings, May captures the essence of island life at its most authentic, making it one of the best times to experience The Bahamas.

Read on to discover exclusive offers and local festivities in The Bahamas happening this month and beyond.

#### Events

- Grand Bahamas Day (GBD)** (April 26 – May 3): Dive into the underwater wonders of Grand Bahama Island with this week-long celebration of the region's pristine reefs and maritime life. From April 26 – May 3, visitors can join guided excursions to explore vibrant coral gardens, swim with tropical fish and discover historic shipwrecks. Local dive operators offer special packages, making it a perfect beginning to May adventures.
- Bahamas Powerboat Club Fall-Themed Poker Run 2025** (May 3): The most anticipated Boating Event of The Bahamas returns May 3, 2025! With over 150 registered boats, 3,000+ participants and the best films, FT Poker Run is regarded as the largest Poker Run in the Caribbean. Attendees can experience a thrilling ride across the most beautiful turquoise waters with a helicopter-guided route to the largest boating event in The Bahamas.
- Custom Snooking** (May 14-17): The Custom Snookout Fishing Tournament is a prestigious, invite-only event that celebrates the craftsmanship and innovation of custom sport fishing boats. Held in the stunning waters of The Abaco, the tournament draws passionate anglers and boating enthusiasts from across the globe.

The Associated Press  
UMV: 356,528,172

\*Syndicated x175

## TRAVEL+ LEISURE

### I've Gone on 134 Dives and This Is My Favorite Snorkeling Spot in the Caribbean—and Its Turquoise Waters Are Like Nature's Aquarium



As a long-time scuba diver, I typically seek out the best scuba sites when I travel to the Caribbean. But in one destination, I didn't have to strap on an air tank to experience the wonders of the local marine life.

In the *Exumas*—the sub-archipelago of *The Bahamas* comprising over 300 cays southeast of Nassau—I visited a magnificent site brimming with tropical fish. Known as "Thunderball Grotto," this secluded, dramatic cave of jagged limestone, illuminated by sun rays peering down through natural holes in the ceiling, looks like a movie set. (And in fact, it was: the "Thunderball" in its name comes from its appearance in the 1965 *James Bond* film starring Sean

Younger as *Thunderball*.) Lying between Staniel Cay and Big Major Cay, Thunderball Grotto is accessible by charter boat or by any of the [all-day boat cruises](#) that stop at all the popular Exumas spots. These include other "must-sees" like Pig Beach (literally a beach filled with pigs, as the name suggests) and the nurse shark sanctuary in Compass Cay.

Once anchored, it can take some effort to get into the grotto depending on the current and tides, since you have to swim and snorkel your way from the boat to the cave's entrance. But once you're inside the natural enclosure, the efforts will be vastly worth it.

Travel + Leisure  
UMV: 9,982,385

\*Syndicated x6

Conde Nast  
Traveler

ISLANDS & BEACHES

### The Best Caribbean Islands to Visit This Year

Dreaming of an island escape? From Barbados to Saint Lucia, there's a perfect island for every traveler.

If you're looking to seek out a writer who's a pro at language and storytelling, then you'll find in the Caribbean will do—the best of the best are amongst some of the best in the world. And if you're willing to dig a little deeper and venture beyond the most popular, these are the best islands in the Caribbean.



#### Harbour Island

##### Best Island for an Intelligent Holiday

Harbour Island is incredibly small compared to the likes of Puerto Rico, but it packs a serious punch. A hop, skip and a jump from Jamaica, and you'll find yourself on a three-mile-long island that is the pure embodiment of island life: sandy, laid-back, and a peep of color from the pastel-colored 19th-century colonial cottages. The atmosphere is warm, and with a small population of about 2,000, it's easy to understand why travelers fall in love with the sense of community on Harbour Island. That's not to say it doesn't have its share of the high life, too—on one side of the island, there are upscale resorts, award-winning beaches, and a slew of restaurants, including the famous *Bo Vista*, a delicious walk-up that's named the only eatery on the island and one of the *Food & Wine* Best Beaches in the Caribbean. Best beach life beaches, watch it from sunset to sunrise, two-hour sunset aperitivo and if you're looking for a holiday that balances luxury and laid-back beach vibes, then this is the Caribbean island for you. —*Leah Jay*

#### Where to stay

- For quiet luxury: Eleven Bahamas House
- For five-star stays: Pink Sands Resort
- For beachfront bliss: Coral Sands Inn & Cottages

Conde Nast Traveler  
UMV: 3,721,579



# COVERAGE HIGHLIGHTS



## Forget The Tourist Traps—These 5 Getaways Feel Like Hidden Gems



Can we have an **Instagram moment**? When it comes to **planning a vacation**—whether a **girls trip**, a **honeymoon** or a **mid-century modern** getaway—a **social media** can be a gift and a curse. On one hand, it can provide **endless inspiration** for your next **holiday**, **plans** for **insightful critics**, **connect** closely **locations** and **travelers** **tips** on **safety** (especially **clutch** for **Black women travelers**). But on the other hand, once a **destination** goes **viral**, it seems like everyone **is** **here**—**frustrating** on that **complex** leading to **packed beaches**, **long lines** and **increased prices** due to **demand**. While your **Instagram** may be **filled** with the **usual hotspots**, the **best** **time** for **choosing** the **best** **destination**.

### Nassau For The Eats, South Andros For The Escape

Most folks choose to visit Nassau via their favorite cruise line. Once on the island, they lounge on Junkanoo Beach, get their straw cocktail souvenir, take a booze cruise and, of course, indulge in all the authentic Bahamian cuisine their hearts desire. But Nassau is also the perfect base for accessing other picturesque islands within the Bahamas, like South Andros.

The largest but least populated of the Out-islands, this quieter destination is perfect for those seeking a little relaxation after the bustle and bustle of Nassau. It's giving private island vibes without the prohibitive price tag. Stay at Casera Mar Club, situated on 10 acres of beachfront, the resort features private open-air villas and suites, an oceanfront spa, complimentary bicycles to explore on your own and plenty of dining options to suit any palate. While rent is low on South Andros, there are also plenty of opportunities for boating excursions, hiking trails, swimming in underwater caves and visiting The Bahamas' mystical blue holes.

Refinery29  
UMV: 3,590,989



## Aman resort is coming to the Bahamas



Luxury hospitality brand Aman is expanding into the Bahamas with Amancaya, a new \$260 million resort and residence development planned for Exuma.

According to the company, Amancaya will be set across two private cays and feature a 35-room hotel as well as branded residences. Plans also call for a marina, beach club, an Aman Spa and multiple dining venues.

The property is being developed in partnership with Swiss investor and philanthropist Dona Bertarelli. No target date for the resort's opening was given.

In a statement, Aman Group chairman and CEO Vlad Doronin called the brand's foray into the Bahamas "a significant milestone," adding that "Aman guests have long requested our presence there."

Travel Weekly  
UMV: 591,880



## The Bahamas Is Coming Alive in May — With Coral Reefs, Powerboats and Marlin Tournaments



May is when The Bahamas hits a different groove — the waters warm up, and the islands come alive with everything from powerboat races to deep-sea fishing tournaments. It's the perfect time to dive a little deeper, cruise a little faster, and experience the islands in their most vibrant rhythm, with the kinds of authentic, fun experiences that define The Bahamas (just ask Lenzy Kowitz).

From coral reefs in Grand Bahama to blue marlin battles in Walker's Cay, here's why May is the month to make the trip.

The weather is warm, the waters are calm, and the crowds thin out. From Andros to Grand Bahama, May offers a quieter, more relaxed rhythm — with sunny skies, lush landscapes, and some of the year's most anticipated events.

It's a time when nature takes center stage — with crystal-clear seas for snorkeling and diving, and soft coastal mornings that feel like your own private paradise. But there's also no shortage of energy, as cultural festivals and world-class fishing tournaments bring a spirited buzz to the calm.

Here's what's happening in The Bahamas this May.

### Grand Bahama Dive Week (Through May 3)

The annual Dive Week on Grand Bahama is a showcase of the island's world-class marine life. Expect guided reef dives, shipwreck tours, and snorkeling excursions — plus special deals from local dive operators.

### Bahamas Powerboat Club Poker Fun in Nassau (May 3)

Over 150 boats and 2,000 participants are expected at the Bahamas Powerboat Club's Full Throttle Poker Fun — the largest event of its kind in the region. With a helicopter-guided route and

Caribbean Journal  
UMV: 145,310



## The Bahamas Is Launching a Dive Week Just for Women



Drifting alongside reef sharks near Nassau, or exploring a sunken wreck from a James Bond film — all in one trip. This summer, The Bahamas is inviting women from around the world to go exactly that.

A new event in The Bahamas is making waves—this time, beneath the surface. The country is launching its first-ever Bahamas Women Dive Week, a bold new initiative celebrating women in diving with a five-day ocean adventure centered on empowerment, marine conservation, and unforgettable underwater experiences.

### A new kind of dive event

Held July 18–22 in Nassau, the event coincides with the global Women's Dive Day and will bring together divers from around the world for a curated program of reef, wreck, and shark dives, alongside cultural immersion and community engagement. Organized by the Bahamas Ministry of Tourism, in strategic partnership with Adventure and Sport Co.'s Dive Bahamas, the program aims to establish The Bahamas as a top destination for women divers.

"The Bahamas Women's Dive Day Event is a powerful reflection of our national commitment to adventure tourism, and female empowerment," said Latta Curcumbe, Director General of Tourism. "As a world-class diving destination, we are honored to celebrate the women making waves in ocean conservation and adventure excitement while showcasing the unparalleled Bahamian beauty that captivates divers both from around the globe and among our islands."

### Here are the details

Participants will enjoy a four-night stay at Breves Bahamas (a resort we've called the best value

Caribbean Journal  
UMV: 145,310

# COVERAGE HIGHLIGHTS



## New Aman Resort and Residences Coming to Exuma, Bahamas



A new \$260 million resort and residence development from luxury hotelier Aman is coming to the Exuma Islands in the Bahamas.

Details surrounding the development, named *Amancaya*, were released today by the Bahamas Ministry of Tourism, Investments & Aviation.

*Amancaya* will be the Aman brand's first property in the Bahamas. It will be spread across 400 acres of remote land on two private cays, and will feature a 36-pavilion resort, as well as a handful of Aman Residences. There will also be an Aman spa, beach club and a handful of signature dining concepts.

The project is expected to create more than 500 jobs. That figure includes 200 jobs created during construction and 300 permanent positions, according to local officials.

TravelPulse  
UMV: 131,447



## 10 Caribbean Resorts Great for Family Vacations



**Lots of hotels in the Caribbean have children's clubs and activities — but they're not all created equal. No family is alike, after all, and no one hotel can suit every need.**

To meet the diverse interests of globetrotting families, resorts around the Caribbean have evolved to offer sophisticated, age-appropriate programming that keeps everyone from toddlers to teens engaged, while also providing opportunities for families to store memorable moments away from the ever-present kids' club.

Here are several Caribbean hotels offering great opportunities for families to enjoy time together — and apart.

In the Bahamas, *Atlantis Paradise Island* incorporates unique elements into its Atlantis Kids Adventures program, which creates distinctly different environments for children ages 3 to 6 and 7 to 12. The younger set can enjoy experiences such as tea parties in a kid-sized Victorian dollhouse and shopping in a mini-grocery store, while older children can participate in culinary lessons and show off their theatrical talents on a dedicated performance stage.

TravelAge West  
UMV: 115,727



## Aman Reveals New Luxury Island Destination in the Bahamas



Lifestyle and hospitality brand Aman revealed details for *Amancaya*, an upcoming resort in Exuma in the Bahamas. The resort and branded residences, which will feature the brand's signature service and privacy, will be the first location for the Aman Group in the Bahamas. (Photo above: Villa interior living room at Aman Residences, Amancaya)

*Amancaya* will be set across two of the Exumas' secluded private cays, which are renowned for white-sand beaches and world-class diving. The property consists of a 36-pavilion Aman hotel and limited collection of fully-serviced Aman Residences.

*Amancaya*, which is being developed in partnership with Swiss investor, philanthropist and sportswoman Dona Bertarelli, will include resort amenities such as a marina, Beach Club, Aman Spa and an array of dining venues across the two islands.

"The introduction of Aman into The Bahamas is a significant milestone for our brand, which has already achieved much success in the Caribbean," said Vlad Deronin, chairman and CEO of Aman Group. "As one of the most coveted locations in the destination, Aman guests have long requested our presence there. Through our collaboration with Dona Bertarelli, we have found an unrivaled setting for exclusivity and natural beauty, and I'm delighted to introduce the Aman lifestyle—from unparalleled service, privacy and transformative experiences—to the Bahamas."

Insider Travel Report  
UMV: 34,106



## Caribbean Dispatch: Caribbean Cocktails — And the Best Places To Enjoy Them



Many of the world's favorite cocktails originated in my favorite place in the world: the Caribbean. The classic rum punch—invented back in the 17th century, reportedly in Barbados. In fact, most Caribbean cocktails are rum-based, which isn't surprising since this is where rum was first produced by enslaved Africans working on sugar cane estates across the region. The best place to enjoy a Caribbean cocktail? In the Caribbean, of course! And preferably on the island where it was concocted. Read on for five knockout island refreshers and the best places to knock them back!

**Bahama Mama** — I'd enjoy this variation of the rum punch (made with fruit juices and a coconut-flavored rum such as Malibu) on a beach in the Exumas, the Bahamian archipelago famous for its dreamy white-sand islets afloat in Windex-blue waters.

Recommend  
UMV: 13,108



# COVERAGE HIGHLIGHTS

## recommend

### Aman Announces New Bahamas Property Amancaya



Lifestyle and hospitality brand **Aman** has announced forthcoming property **Amancaya** in Exuma, The Bahamas.

The new property will be set across two of the Exumas' most secluded private cays, known for their white-sand beaches and world-class diving. Meaning "peaceful island" in Tolu, Amancaya will consist of a 20 pavilion An on hotel and limited collection of fully-serviced Aman Residences. Created in partnership with Swiss investor, philanthropist and sportswoman Dona Bertarelli, the ultra-luxury property will feature resort amenities including a marina, beach club, Aman spa and multiple dining venues.

#### Aman's First Property in The Bahamas

"The introduction of Aman into The Bahamas is a significant milestone for our brand, which has already achieved much success in the Caribbean," said Vlad Doronin, Chairman and CEO of Aman Group, in a press release statement. "As one of the most coveted locations in the destination, Aman guests have long requested our presence there. Through our collaboration with Dona Bertarelli, we have found an unrivaled setting for exclusivity and natural beauty, and I'm delighted to introduce the Aman lifestyle — from unparalleled service, privacy and transformative experiences — to The Bahamas."

Aman's portfolio includes 35 hotels, resorts, branded residences and private clubs in over 20 destinations, 15 of which are within or close to UNESCO Heritage Sites.

## Recommend

UMV: 13,108

# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Newsletter: May 2025	drafted and distributed
Newsletter: June 2025	Team is drafting
Press Release: Bahamas Women's Dive Day Sponsorship and Event Programming	drafted and distributed
Press Release: Amancaya Announcement	distributed
Press Release: Pre-CTO Week	drafted for BMOT review
Press Release: Makers Air Expansion	drafted for BMOT review
Press Release: Sustainability in The Bahamas	amended to shorter 2-page copy
Press Release: BMOT x Yankees Partnership Announcement	With BMOT for review following prior month's drafting



# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Press Release: Sebastian and Gigi Proposal in The Bahamas	With BMOT for review following prior month's drafting
Talking Points: Caribbean Travel Marketplace	developed destination talking points
Talking Points: CTO Week	developed destination talking points
Talking Points: Domestic (ZNS) Interview	developed destination talking points
Talking Points: GSM Florida	developed destination talking points for PM Meeting with Congresswoman Frederica Wilson and Lunch meeting with Airline Partners
Anglers Delight in Bahamas Fishing Hotspots	drafted a roundup pitch highlighting the best fishing spots in the Out Islands
Agency Roundup: World Martini Day	Spotlighted the espresso martini menu at The Dilly Club for inclusion in an agency roundup pitch for World Martini Day



# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Clock Out. Fly Out. Chill Out	positioned The Bahamas as a perfect long weekend escape this summer
This Father's Day, Trade Ties for Tides	Spotlighted The Bahamas as an ideal getaway to take Dad on this Father's Day



# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Mark Ellwood, AFAR	potlighted Bahamian events and local happenings for consideration in two stories featuring Where to Go in September and Where to Go in October
Kristin Braswell, Conde Nast Traveler	positioned The Bahamas as one of the top destinations for travelers to visit in 2026
Maddie Hiatt, Travel + Leisure	Shared recent news on The Bahamas for a media meeting on 5/6
Tony Bowles, Medium	put forth The Bahamas for consideration in a story covering Spring-related events and a Memorial Day Weekend travel guide
Robert Annis, National Geographic	shared Bahamas fly-fishing outfitters for editorial consideration
Amanda Teague, The Manual	offered Spring as the best time to visit The Bahamas and will be included in confirmed coverage
Nicole Kliest, Vogue	put forward The Bahamas for two stories: top snorkeling destinations and local dance experiences



**FINN**  
Partners

# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Holly Johnson, TravelPulse	submitting Bahamian properties for consideration in story on the all-inclusive resorts with the best beaches
Mariette Williams, Freelance	Working on a story for Beach.com and FINN shared photos of Pink Sands Beach
Nora Walsh, Freelance (NYT, CNT, AFAR)	put forth Bahamian resorts and hotels that offer SCUBA certification programs for consideration in a story on adventure travel around the world
Jackie Cooperman, Tablet	Recommended Queens Bath in Eleuthera for an upcoming article focused on "bathing destinations around the world" that are salt water or mineral springs



**FINN**  
Travel Media Group

## ACTIVE INFLUENCER/DIGITAL LEADS

CREATOR/ OUTLET	DETAILS
Rene Daniela, creator of @ownmyfemme	<p>presented the opportunity to work with Renee to bring awareness to the LA market.</p> <p>Dates: September 16-30 Status: Still in discussion</p>
Munchies, VICE	<p>shared the opportunity to partner with VICE's Munchies bringing awareness to the culinary elements of the out islands to millions of social media users.</p> <p>Status: Still in discussion</p>
Enes Yilmazer, creator of @enesyilmazer	<p>met with Enes Yilmazer's team to chat through collaboration opportunity to work with the destination for the upcoming Monaco Yacht Show.</p> <p>Status: Bahamas passed due to budget</p>



**FINN**  
Partners

# HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Terry Ward, <i>Travel + Luxury</i>	<p>Dates: June 9-13</p> <p>Terry Ward has an assignment with AU publication Travel + Luxury to visit The Bahamas and stay at a few properties including The Potlatch Club, The Other Side, and Coral Sands for a feature. FINN purchased her airline ticket for her visit June 9 – 13, 2025; BMOT to provide reimbursement.</p>
Norma Meyer, <i>Southern California News Group</i>	<p>Dates: June 4-8</p> <p>Journalist reached out to share she is traveling to Eleuthera on a confirmed assignment and is interested in obtaining a press pass to grant her access to the Pineapple Festival's VIP area to facilitate interviews with local spokespeople; with FINN's recommendation, BMOT provided the press pass for this event including a day trip visit to Harbor Island.</p>
Global Goombay Press Trip	<p>Dates: July 24 - 27</p> <p>Awaiting final media attendee count; FINN preparing an invite and curated media list for possible attendees.</p>
British Colonial Group Press Trip FINN Partners   BAHAMAS TOURISM	<p>Dates: August 7 - 10</p> <p>Initial conversation with Jody Diamond and British Colonial resort to start press trip group planning focusing on a media stay in Nassau during Goombay Summer Festival timing in August. JDPR to secure 3-4 media and 1-2 influencers for this upcoming trip.</p>



FINN  
Network

# HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
People to People Global FAM	Dates: September 22 - 27  FINN awaiting itinerary details to begin securing 2 U.S. media.



# EVENTS

## **Bahamas Business & Investment Forum in New York (May 28-30)**

- shared Q&A's for usage during Bahamas Business and Investment Forum in New York

## **Orlando and Miami Sales Missions (Media Events: June 10/June 11)**

- continued outreach to confirm traditional media for 1:1 interviews with DPM and DG at Orlando Four Seasons (June 10) and Jungle Island (Miami); FINN to expand outreach to Aviation, MICE and Cruise media

### **Orlando:**

- Brendan O' Conner, Bungalow/Orlando Magazine (Media)
- Seth Kubersky, Orlando Weekly (Media)
- Ashley Burns, Islands (Media)
- Jen Jean-Pierre, @jenjeanpierre (Influencer)

### **Miami:**

- Paige Kornblue, Boca Raton Magazine (Media – interested in 1 on 1)
- Ian Hamilton, South Florida Caribbean News (Media – interested in 1 on 1)
- Sarah Greaves-Gabbadon, Freelance, Conde Nast Traveler, Forbes, TravelPulse (Media)
- Stephanie Cosmopolitan, @stephaniecosmopolitan (Influencer)
- Kristina Makushenko @kristimakusha (Influencer)

## **Caribbean Week, New York (June 1-6)**

- drafted and delivered pre-CTO press release and talking points for DG





JUNE 2025

# JUNE PR ACTIVITY

## — executive summary

The following report covers ' Public Relations activities for June 2025. secured **over 518 million media impressions**, continuing to elevate the destination amongst top-tier media with relevant pitches, press trip coordination, press release distribution, and reactive media leads.

### Major PR activity included:

- Conducted outreach to secure attendees and coordinate multiple group press trips, including Goombay Press Trip (July 24-27), Darcel Duncan (Travel Noire) secured; British Colonial x Diamond PR Press Trip (Aug. 7-10); and People-to-People Press Trip (Sept. 22-27)
- Coordinated needs for individual press trip for Norma Meyer (Freelance, Syndicated Newspapers) (June 4-8)
- Conducted outreach to secure media RSVPs (13) and interviews (3) for Orlando and Miami sales media missions, with on-site support from FINN in Miami on June 11
- Distributed sustainability press release and conducted targeted follow-ups pitching to key contacts; secured interest from Skift's GreenShift podcast for DPM
- Drafted and distributed additional press releases, including Makers Air and BMOT x Yankees partnership
- Presented global awards, events, press trips and thought leadership opportunities for The Bahamas in the Global PR Presentation
- Finalized and shared the People-to-People 50th anniversary press release with BMOT for approval
- Prepared submission highlighting the People-to-People program for Condé Nast Traveler 2025-2026 Bright Ideas
- Drafted copy and conducted outreach for multiple proactive and reactive pitching efforts, including The Bahamas You Don't Know and The People Have Spoken



# JUNE PR ACTIVITY

## — results at a glance

- MSN - [5 Reasons Why You Should Visit the Caribbean in the Summer](#)
- AFAR - [Why You Should Go to the Caribbean in the Summer](#)
- The Manual - [Avoid hurricanes and high prices: The best time to visit the Bahamas revealed](#)
- Travel Weekly - [2025 has been better for the Bahamas](#)
- Airline Geeks - [Aztec Launching New Route to Bahamas](#)
- Caribbean Journal - [It's Getting Easier to Fly to This Under-the-Radar Island in The Bahamas Filled With Beaches, History and Blue Holes](#)
- Caribbean Journal - [The Bahamas' Beloved "Boating Flings" Are Back, From Bimini to Abaco to Grand Bahama](#)
- TravelPulse - [The Bahamas Partners with New York Yankees](#)
- Boca Raton Magazine - [Bahamas Or Bust: A Lifetime Of Islands Just 27 Air Minutes Away](#)
- South Florida Caribbean News - [Bahamas Ministry of Tourism Targets Florida Market](#)
- Recommend - [Aztec Airways Launches New Service from Fort Lauderdale to the Bahamas](#)

**518,030,945**  
Media  
Impressions

**536**  
Secured  
Pieces of  
Coverage

FINN Partners | BAHAMAS TOURISM



# COVERAGE HIGHLIGHTS



## 5 Reasons Why You Should Visit the Caribbean in the Summer



The first summer Alison Morris Robyn and Scott Robyn spent in the Caribbean, they were apprehensive. They were getting married at the Sockhouse Hotel & Spa in Negril, Jamaica, in July 2013. And their worried-wed it be too hot, too rainy!

Those doubts disappeared the moment they landed. The trade winds were blowing, the skies stayed clear, even though a heat wave pushed temperatures into the triple digits. Alison says that was part of the fun. "We canceled the night away and everyone ended up in the pool to cool off at the end of the night," she says. Now, the couple returns nearly every summer for their anniversary and Alison even wrote a children's book about their favorite getaway spot.

A lot of people think of the Caribbean as a place to escape winter, but savvy travelers know that the warm season is actually the sleepier hit, delivering serious advantages, like better value, fewer crowds, calmer waters and festive celebrations.

"Everything about traveling to the Caribbean in the summer is awesome," says Alison. "It's less hectic, it's breezy. And you never have to worry about your flights getting canceled because of a 'northeast low pressure.'" Although June, July, and August fall within the region's hurricane season, travelers can minimize risk if they play it smart.

Here's why you should plan your summer escape to the Caribbean.

### Culture comes alive in summer

While the high season may have the frisk, summer has the soul. Throughout the region, the warmer months bring plenty of cultural events. In Barbados, the Crop Over Festival (July to August) marks the end of the harvest season with a slew of parades and calypso beats.

In the Bahamas, Gombay Summer Festivals pop up throughout the islands, including Eleuthera and the Abaco, celebrating local culture with dance, food and music. Nassau's Junkanoo Summer Festival is a colorful carnival that takes place on the Saturdays between July 7 and August 4. There are also music festivals like Jamaica's legendary Reggae Sunfest (July 12 to 19).

MSN  
UMV: 122,324,472



## Why You Should Go to the Caribbean in the Summer

*The best kept secret in the Caribbean? Visiting in summer fixes what you need to know:*



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AFAR  
UMV: 768,444



## Avoid hurricanes and high prices: The best time to visit the Bahamas revealed

*The best time to visit the Bahamas for every type of traveler*



The Bahamas is one of my all-time favorite places. What I wouldn't give right now to be lounging at Atlantis Paradise Island, drink in hand, soaking up that turquoise view. Whether it's the powder-soft beaches of Nassau or the crystal-clear waters of the Exumas Islands, this tropical escape has something for everyone. But as magical as it is, not every month delivers the same postcard-perfect experience.

If you've ever tripped planning a trip to the Bahamas, you've likely run into the big three questions: Will it be packed? Will it rain the whole time? And why is everything so expensive? Like many dream destinations, timing is everything, and choosing the right season can make or break your vacation.

In this guide, we'll break down the best time to visit the Bahamas based on weather, local events, and your budget, so you can skip the storms and sticker shock and just enjoy the island bliss.

### High season vs. low season

The first thing you'll want to do when planning your trip is to consider high season vs. low season and the perks and drawbacks that come with each. While the best time to visit the Bahamas will depend on your personal travel style and budget, understanding how the seasons affect everything from crowds to costs is key.

The Manual  
UMV: 610,714



## 2025 has been better for the Bahamas



After welcoming an impressive 11.2 million international visitors in 2024, the Bahamas is wasting no time in keeping up the momentum in 2025. According to Laila Duncombe, director general for the Ministry of Tourism, Investments and Aviation, who addressed attendees at the Caribbean Hotel & Tourism Association conference in Antigua earlier this year, the destination recorded 3.2 million foreign air and sea arrivals in the first quarter alone, up 9% over the same period last year.

Duncombe points to more than \$10 billion in infrastructure investment, upgraded air and development that touches nearly every inhabited island.

### Reaching more islands than ever

With more than 20 international airports serving the Bahamas' 16 actively promoted islands, including Cat Island, Long Island and the forever-popular Nassau, accessibility is one of the strongest levers driving growth. That access continues to improve in 2025, thanks in large part to Makers Air, the Fort Lauderdale-based flyer that is doubling down on its investment in Out Island air.

Travel Weekly  
UMV: 464,751



# COVERAGE HIGHLIGHTS



## Aztec Launching New Route to Bahamas

The service will connect Fort Lauderdale, Florida, with the Abaco Islands.



Commuter airline Aztec Airways is adding a new destination in the Bahamas to its route map.

The carrier will fly between its private terminal at Fort Lauderdale-Hollywood International Airport and Leonard M. Thompson International Airport in Marsh Harbour in the Abaco Islands, which sit north of Nassau and east of Grand Bahama.

The Ministry of Tourism, which announced the new route, did not provide a start date but did say the service will operate daily.

Bahamas officials said the flight will provide an important link between South Florida and the "Out Islands," or islands beyond New Providence and Grand Bahama.

"This direct, consistent service will not only streamline travel for our guests but also serves as a powerful catalyst for our local economy, fostering more tourism and investment opportunities in Abaco," said Deputy Prime Minister Chester Cooper.

Airline Geeks  
UMV: 447,435



## It's Getting Easier to Fly to This Under-the-Radar Island in The Bahamas Filled With Beaches, History and Blue Holes



The blue holes. The beaches (some of the best on earth, in our view). The history. Long Island remains one of the great unexplored destinations in The Bahamas, and it's about to get even easier to visit.

Makers Air, which operates the only nonstop flights between the US and Long Island (out of Fort Lauderdale), is adding more flights to Long Island this fall.

Beginning Nov. 2, the airline will ramp up its service to three roundtrips per week. That will mean flights on Tuesdays, Thursdays and Sundays.

The news comes after Makers announced expanded service to another under-the-radar hotspot, Cat Island, which it also serves out of Fort Lauderdale Executive Airport. The latter is one of my favorite things about flying Makers — it's a semi-private flight, meaning you drive right up to its private check-in, enjoy yourself in a private lounge then walk right onto the plane. It's a pretty fantastic experience.

So where exactly is Long Island? It's about 165 miles southeast of Nassau, and east of the Exumas. It's proximity to Exuma means parts of the island, particularly in the center, have water that is that unique Exuma kind of blue. There's actually a periodic ferry service that runs between the Long Island Harbour

Caribbean Journal  
UMV: 145,310



## Bahamas Ministry of Tourism Targets Florida Market



MIAMI — The Bahamas Ministry of Tourism, headed by a highly decorated series of regional and marketing executives targeting one of its most lucrative and closely connected markets, Florida. A delegation led by the Honourable J. Chester Cooper, Deputy Prime Minister and Minister of Tourism Investments & Aviation, hosted events on June 19 and 20, along with Director General Laila Duvoncorand other senior officials.

At the Miami-Ft. Lauderdale DMA, Cooper highlighted the highest number of U.S. arrivals in January and February 2024, and year-over-year growth continuing from other states such as Miami, Fort Lauderdale, Orlando, Tampa and Boca Raton. Officials also demonstrated to Florida officials the momentum to secure long-term growth, deeper trade partnerships, and showcase the latest tourism innovation and development plans.

66

"Our mission to Florida is vital because it strengthens connections with a market that drives significant revenue into the Bahamian economy. By relieving these taxes and targeting key niche travelers we ensure that more bookings flow directly to Bahamian businesses and communities. This collaboration strengthens the bond between our two jurisdictions, unlocking new opportunities and driving multi-destination travel that amplifies tourism's positive impact throughout The Bahamas. We are forging a future where tourism fuels sustainable growth," said DPM Cooper. [Click here to read the full press release.](#)

Following the launch of its latest advertising campaign, it's not only about it, it's a matter of them. The Ministry and destination promoters also explore that the Bahamas offers more than a single getaway, inviting travelers to return frequently to discover the country's rich diversity.

The team engaged with a broad range of tourism industry professionals including wholesalers, travel specialists, promoters, potential investors, airlines, and corporate partners.

South Florida Caribbean News  
UMV: 7,221



## The Bahamas' Beloved "Boating Flings" Are Back, From Bimini to Abaco to Grand Bahama



Thrill-seekers nudge forward at sunrise, bowlines slip taut, and a convoy of South Florida boats eschews past the jetties into the open Atlantic. Within an hour the water fades from slate to noon blue, radars crackle with chatter from shippers, competing fuel burn, and first-timers realize why veteran captains call a Bahamas Boating Fling the easiest—and most social—way to make the crossing.

Every weekend this summer, flotillas of sport-fishers and center-consoles will push off from Fort Lauderdale's Baha Mar Marina, ride the Gulf Stream east and lie up in Bahaman harbors as the Ministry of Tourism's 2025 Summer Boating Flings return June 6-July 28.

The escorted crossings—six in all—range from quick hops to Grand Bahama and Bimini to a 10-day "Extended Fling" through the Abaco chain:

- June 5-6: Grand Bahama
- June 12-16: Bimini
- June 16-22: Bimini
- June 26-29: Bimini
- July 9-19: Extended Fling to Abaco
- July 24-27: Bimini — Carers x The Bahamas Boating Fling

Caribbean Journal  
UMV: 145,310



# COVERAGE HIGHLIGHTS



## Bahamas Or Bust: A Lifetime Of Islands Just 27 Air Minutes Away



**L**ife in South Florida is just in The Bahamas. Not many will say that's very drastic. But we here in South Florida most certainly can because just 52 miles off our Florida coast sits another slice of paradise.

Sixteen miles to be exact.

Sixteen of the approximately 700 Bahamian islands are available for international tourism: Abaco, Acklins & Crooked Island, Andros, The Berry Islands, Bimini, Cat Island, Exumas & Harbour Island, The Exumas, Grand Bahama Island, Inagua, Long Island, Nassau, Paradise Island, Ragged Island, Rum Cay and San Salvador.

It's been a year since I made the off-road, top-down and camp site to The Cove in Bimini for the most relaxing of weekend getaways—quite an escape from working from life back in Boca Raton. As I figure out my next post-Bahamasian escape just days after my Bahamian tourism trainers passed through South Florida to share news and insights, I realize I realize I realize the good news with you about what's new across the islands and why the destination option should be next on your travel list.

**But First:**

- **Best Time to Go:** They call it "roadtrip" Bahamian style. A local pilot pilots the way for a caravan of boaters across the Gulf Stream to The Bahamas as the fun starts in Florida and you aren't hitting the water's edge.
- **Check out the Incredible Bahamas People's Wildlife Program:** An on-again, off-again match with a Bahamian volunteer for a day or evening activity from home about the country, and the culture from the locals who know it best!
- **Bahamas' Ultimate Deep Sea, All-day deep-sea experience (July 18-22):** Insuring a four-night stay at Breeze

Boca Raton Magazine  
UMV: 21,032



## Aztec Airways Is Launching Daily Service Between Fort Lauderdale and Abaco



The Bahamas is getting even easier to reach. Aztec Airways has officially launched new nonstop air service between Fort Lauderdale and Marsh Harbour, Abaco, Caribbean Journal has learned.

The new route, which will operate daily, will connect travelers directly from Aztec Airways' private terminal at Fort Lauderdale-Hollywood International Airport (FLH) to Leonard M. Thompson International Airport (MHH) in Abaco—a significant boost to air traffic for one of The Bahamas' most beloved Out Islands.

"We are delighted by Aztec Airways' decision to expand their service, offering daily flights between Fort Lauderdale and Abaco," said the Hon. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation for The Bahamas. "This direct, consistent service will not only streamline travel for our guests but also serves as a powerful catalyst for our local economy, fostering more tourism and investment opportunities in Abaco. We warmly welcome this enhanced partnership, which truly elevates the traveler experience."

The new flights offer a major advantage for both leisure and business travelers: easy, efficient access to the Abacos—often called the Boating Capital of The Bahamas—with unmatched convenience. Passengers flying from Aztec's

Caribbean Journal  
UMV: 145,310



## The Bahamas Is Making a Big Sustainability Push



From coral farms to carbon credits, The Bahamas is 'reshaping its tourism future by placing environmental sustainability at the center of its national agenda.

With 700 islands and cays spanning more than 100,000 square miles of ocean, the archipelago has made sustainability not only a policy priority—but a defining principle of its long-term tourism strategy. That focus comes as the destination continues to grow: The Bahamas welcomed 1.12 million international visitors in 2024, a 16.2 percent increase over 2023 and a 54.7 percent jump over pre-pandemic 2019.

"Our country's leadership is rigorously focused on sustainability," said the Hon. L. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation. "As a forward-thinking and progressive government, it is our mandate to ensure the well-being of our entire ecosystem, for the Bahamian community and visitors, while exercising best practices to sensibly grow a world-class tourism product."

**Marine Restoration, Climate Action and Biodiversity**

The Bahamas has aligned its strategy with the United Nations Sustainable Development Goals, launching a portfolio of programs to protect biodiversity, restore ecosystems, and address the realities of climate change.

Caribbean Journal  
UMV: 145,310



## The Bahamas Partners with New York Yankees



The Bahamas Ministry of Tourism, Investments & Aviation (BIMOTIA) announced a partnership with the iconic New York Yankees for the 2025 baseball season.

The strategic collaboration will have The Bahamas engaging with Yankees fans throughout the season via in-stadium branding, digital activations, and hospitality events, said BIMOTIA officials. The initiative aligns with The Bahamas' broader tourism strategy to inspire travel and deepen emotional connections with visitors.

"The New York Yankees represent a global standard of excellence, and we are proud to partner with such an iconic organization," said Chester Cooper, The Bahamas' deputy prime minister and minister of tourism, investments & aviation.

"This partnership allows us to connect directly with Yankees fans and invite them to explore our beautiful islands, vibrant culture, and unmatched experience," Cooper said. "Whether you're looking for relaxation, adventure, or authentic Bahamian hospitality, there's a place for everyone in The Bahamas."

Fans can expect to see The Bahamas featured in Yankee Stadium with branding displayed on concession televisions, LED installations in the Dome Hall and on field-facing LED displays throughout the season. The Bahamas will also have over 500 activations providing bucket-list travel opportunities for fans, which will be promoted via Yankee social media.

"Partnering with the New York Yankees reinforces The Bahamas' position as a world-class destination with global appeal," said Leticia Durcombe, BIMOTIA's director general. "This collaboration provides direct access to one of our most important visitor markets and enables us to showcase the diverse, authentic experiences of our islands to millions of fans throughout the season."

TravelPulse  
UMV: 131,447



# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Newsletter: June 2025	drafted and distributed
Press Release: MTSU Partnership	distributed
Press Release: Boating Flings Schedule	distributed
Press Release: Florida Missions	drafted and distributed
Press Release: 2025 Fly-fishing Tournament Series	drafted and distributed
Press Release: Aztec Airways Daily Flight Announcement	drafted and distributed
Press Release: Makers Air Expansion	drafted in prior month; distributed
Press Release: BMOT x Yankees Partnership Announcement	drafted in prior month; distributed
Press Release: Sustainability in The Bahamas	amended to shorter 2-page copy; distributed
P2P 50th Anniversary Press Release <small>FINN Partners   BAHAMAS TOURISM</small>	drafted; awaiting BMOT approval



# NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Press Release: Sebastian and Gigi Proposal in The Bahamas	drafted in prior month; <i>no longer distributing, per BMOT feedback received in June</i>
Pre-CTO Week Press Release	drafted in prior month; <i>no longer distributing, per BMOT feedback received in June</i>
Talking Points: Florida Mission	developed destination talking points with emphasis on Orlando and Miami markets
Find the Bahamas You've Never Met	leveraged lesser-known hidden gems throughout the destination to reintroduce all that The Bahamas has to offer travelers
The Bahamas Is America's Favorite Caribbean Destination This Summer	crafted a newsjacking pitch on the Bahamas as the top destination for American travelers for summer 2025



FINN

# ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Jill Diver, Travelista Magazine	shared photos on destination happenings, including diving, resort openings, and hotel promotions
Laura Begley Bloom, AFAR	Shared photos spotlighting Junkanoo and Goombay Summer Festival celebrations for upcoming AFAR piece
Nora Walsh, AFAR	spotlighted Freeport and Coral Vita, leveraging ongoing sustainability efforts and 2026 milestone targets for editorial consideration in AFAR's best places to travel next year
Jessica Puckett, Condé Nast Traveler	Shared recent news on The Bahamas for a media meeting
Jamie Davis Smith, Fodor's Travel	Shared information on The Bahamas welcoming Americans
Darin Graham, Skift Greenshift Podcast	liaising with climate reporter and Greenshift podcast host, Darin Graham, for a potential interview opportunity with DPM to discuss The Bahamas' sustainability initiatives and ongoing projects to mitigate the effects of climate change



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Partners

## ACTIVE INFLUENCER/DIGITAL LEADS

CREATOR/ OUTLET	DETAILS
Rene Daniela, creator of @ownmyfemme	<p>presented the opportunity to work with Renee to bring awareness to the LA market.</p> <p>Dates: September 16-30 Status: Confirmed opportunity; Awaiting confirmed dates</p>
Munchies, VICE	<p>shared the opportunity to partner with VICE's Munchies bringing awareness to the culinary elements of the out islands to millions of social media users.</p> <p>Status: Still in discussion</p>
Enes Yilmazer, creator of @enesyilmazer	<p>met with Enes Yilmazer's team to chat through collaboration opportunity to work with the destination for the upcoming Monaco Yacht Show.</p> <p>Status: Bahamas passed due to budget</p>



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# HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Terry Ward, <i>Travel + Luxury</i>	<p>Dates: June 9-13</p> <p>Terry Ward traveled to The Bahamas on assignment with AU publication <i>Travel + Luxury</i> to experience The Potlatch Club, The Other Side, and Coral Sands for a feature. FINN purchased her airline ticket for her visit June 9 – 13, 2025; BMOT to provide reimbursement.</p>
Norma Meyer, <i>Southern California News Group</i>	<p>Dates: June 4-8</p> <p>Norma Meyer traveled to Eleuthera on confirmed assignment; FINN and BMOT facilitated obtaining a press pass to grant her access to the island's Pineapple Festival's VIP area to facilitate interviews with local spokespeople, as well as a day trip visit to Harbor Island.</p>
Global Goombay Press Trip	<p>Dates: July 24 - 27</p> <p>shared press trip accreditation form for Darcel Duncan at Travel Noire, to account for the global trip's US media attendee; awaiting BMOT final approval and confirmation of where journalists are flying into</p>
British Colonial Group Press Trip	<p>Dates: August 7 - 10</p> <p>Continued conversation with Jody Diamond and British Colonial resort regarding group press trip planning; JDPR to secure 3-4 media and 1-2 influencers for this upcoming trip to Nassau during Goombay Summer Festival</p>



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Network

# HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
People-to People Global FAM	Dates: September 22 - 27  began outreach to secure 2 U.S. media; awaiting BMOT to provide confirmed itinerary



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# JUNE EVENTS

## Caribbean Week, New York (June 1-6)

- Drafted and delivered pre-CTO press release and talking points for DG

## Orlando and Miami Sales Missions (Media Events: June 10/June 11)

- Secured media for 1:1 interviews with DPM and DG at Orlando Four Seasons (June 10) and Jungle Island (Miami)
- Delivered media brief and talking points for the DPM and DG
- FINN was on site to assist Miami event, facilitate media requests and assist run of show.

## Orlando media attendees included:

- Kerry Latham, *Smart Meetings* (Media meeting – conducted 1:1 with DG)
- Ashley Burns, *Islands* (Media)
- Sarah Fay, *Travels of Sarah Fay* (Media)
- Lauren Harb, Freelance, *Miami Herald*, *MSN* (Media)
- Jen Jean-Pierre, @jenjeanpierre (Influencer)
- Niurka Davis & Hyran Davis, @itsniurkadavis (Influencer)
- Josh Ojeda & Cortney Reardan, @orlandotravelfoodies (influencer)

## Miami media attendees included:

- Paige Kornblue, *Boca Raton Magazine* (Media – conducted 1:1 with DPM and DG, story published)
- Ian Hamilton, *South Florida Caribbean News* (Media – conducted 1:1 with DPM, story published)
- Laine Doss, *Broken Palate* (Media – conducted 1:1 with DG, story pending)
- Stephanie Cosmopolitan, @stephaniecosmopolitan (Influencer)
- Kristina Makushenko, @kristimakusha (Influencer)
- Oneika Raymon, @oneikaraymond (Influencer)
- Olivia Christina Perez, @ochristine (Influencer)

ONE ISLAND.  
A

festive

OF THEM.



# JUNE EVENT COVERAGE

Orlando Sales Mission Influencer Coverage

The three creators who attended the Orlando Sales Mission, listed out below, shared content to their Instagram Stories tagging the destination.

- Jen Jean-Pierre, @jenjeanpierre
- Niurka Davis & Hyran Davis, @itsniurkadavis
- Josh Ojeda & Cortney Reardan, @orlandotravelfoodies

The content collectively generated:

**429.3K+**

Estimated  
Social Media  
Impressions

**11**

Pieces of  
Published  
Content



about Bahamas without  
about the Junkanoo.

# JUNE EVENT COVERAGE

## Miami Sales Mission Influencer Coverage

Two out of the four creators who attended the Miami Sales Mission listed out below had shared content to their Instagram Stories tagging the destination.

- Stephanie Cosmopolitan, @stephaniecosmopolitan
- Kristina Makushenko, @kristimakusha

The content collectively generated:

**3.2M+**  
Estimated  
Social Media  
Impressions

**7**  
Pieces of  
Published  
Content



