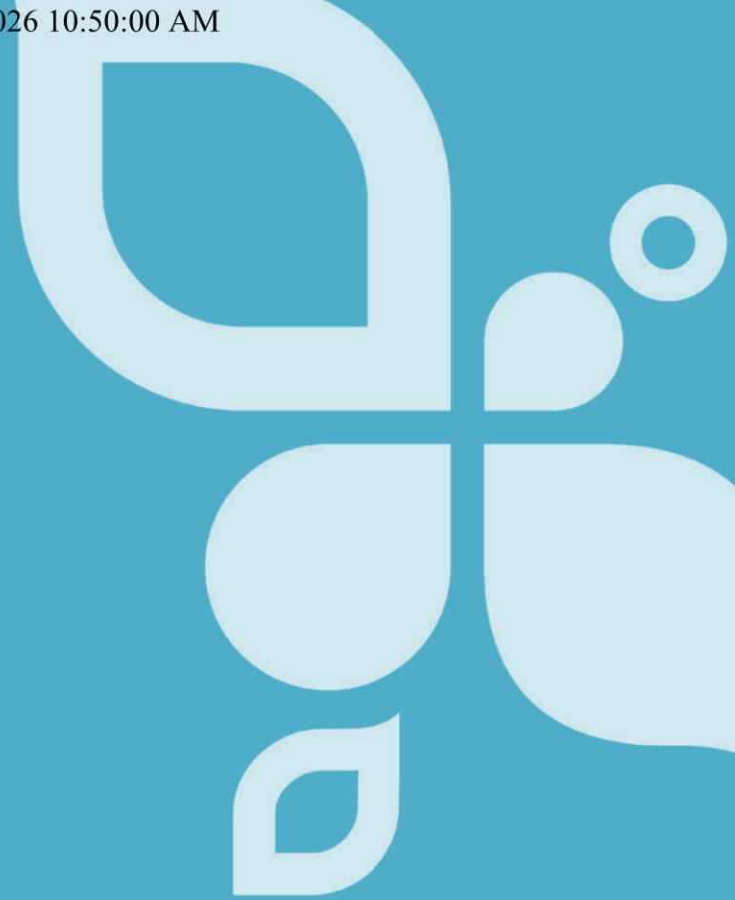


The Islands of the
BAHAMAS
FY25-26 Media Recommendations



FY 25-26 Media Recommendations



FY25-26 MEDIA RECOMMENDATION

Budget by Campaign Type



FY25-26 MEDIA RECOMMENDATION

Geographical Targeting

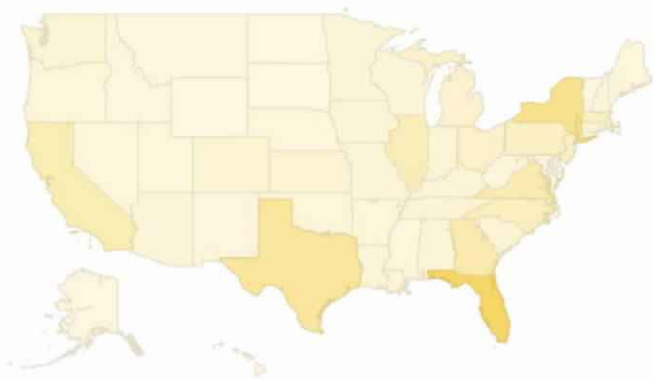
Prioritize direct airlift markets and key feeder regions for prospecting efforts, while targeting the entire country for remarketing and search tactics.

USA	CA	EU	LatAm
<p>Atlanta Charlotte Dallas New York Philadelphia South Florida (MIA-FLT-WPB)</p> <p>Boston Chicago Houston Orlando Tampa Raleigh Washington, DC</p>	<p>Montreal Toronto</p>	<p>France: Paris</p> <p>Germany: Frankfurt</p> <p>Italy: Milan, Rome</p> <p>UK: London</p>	<p>Brazil: Sao Paulo</p> <p>Colombia: Bogota</p> <p>Mexico: Mexico City, Puebla</p> <p>Argentina: Buenos Aires</p>



FY 25-26 MEDIA RECOMMENDATIONS
LEISURE: USA & CA

Visitor Profile (USA & CA)



Google Analytics Visitors By DMA July 24 - Mar 25³

Average Duration
4-5 Nights¹

Lead Time
90 days¹

Return Visitors
32%²

Household Income
\$73K+²

Insights

- Visitors aged 35 to 54 account for 30% of visitors, followed by children under 18 at 15%, indicating that families make up part of this group².
- 5% of travelers are private pilots, 5% are boaters, and the remaining travelers fly commercially, with top airlines including American Airlines and Delta².
- 73% of travellers arrived in Nassau; followed by Abaco (6%), Exuma (4%), and Freeport (5%)².
- 2024 Peak Travel was between February - July and December².

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FY 25-26 Strategy

Goal
INSPIRATION & ARRIVALS

Geos
USA & CA
(direct airlift + feeders)

Budget
\$7.1M

Percent of Total Budget
88%



travelspike

 **Azira**



Television

Cable TV (Broadcast/Linear)

- Adults 25-64 with an HHI \$100K+, with foreign travel in the last 3 years. Dayparting around live news
- **Estimated Impressions: 50M**
- Budget: \$3.45M

Connected TV (CTV/Streaming)

- Targeting: in-market international travelers searching for and who have an affinity for Caribbean travel, HHI \$100K+
- **Estimated Impressions: 16M**
- Budget \$616K

Insights:

- Nearly 70% of US Households have both linear cable & streaming services
- 51% of TV usage is attributed to broadcast, while 38% is attributed to streaming
- CTV captures a significant 56% of viewer attention, slightly surpassing linear TV's attention rate of 54%

AWARENESS

Flight Dates: Jan 25 – Apr 26

Budget: \$4.03M

KPI: Reach & Impressions



Moynihan Train Hall (NYC)

Flight Dates: Jan – Feb 2026 (6 wks)

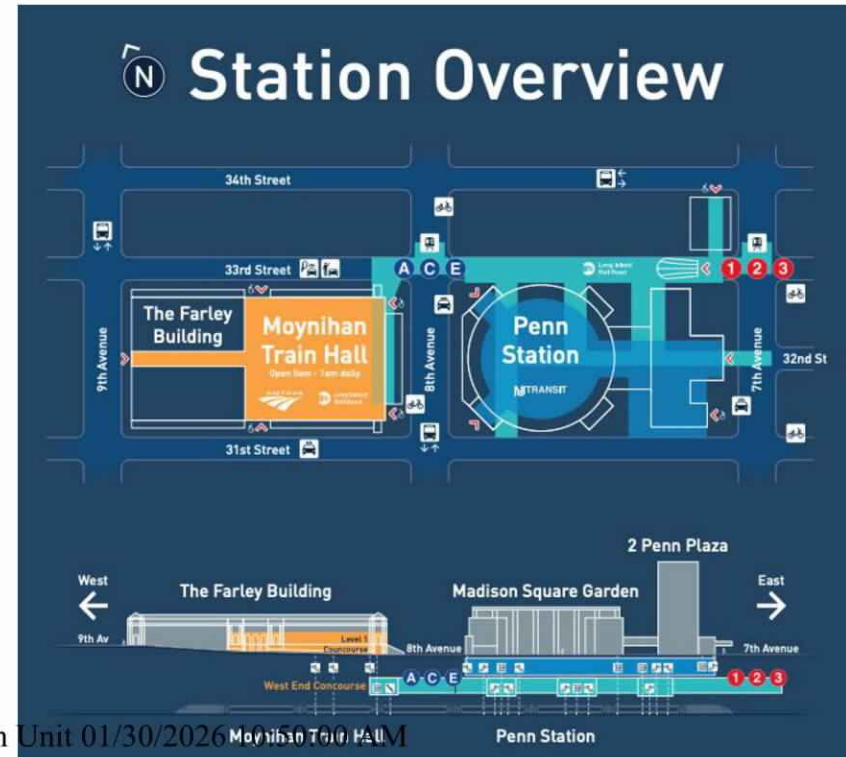
Budget: \$452K

Moynihan Train Hall

- 3.8 M+ Monthly Visitors
- 42 Digital Placements for Takeover
(no static placements)
- **Estimated Impressions: 33.9 Million**

Overview:

- Train hall for Long Island Rail & Amtrak at Penn Station making it an important connection point for commuters
- Located at 8th & 9th Avenue between 31st & 33rd across the street from Madison Square Garden



Moynihan Train Hall



Aventura Mall (MIA)

Flight Dates: Nov– Dec 2025 (4 wks)

Budget: \$120K

Aventura Mall

- 2 M+ Monthly Visitors
- 10 Digital Placements for Takeover
- **Estimated Impressions: 10 Million**

Overview:

- High-end mall with luxury and boutique brands in the Aventura area of Miami



USA MEDIA RECOMMENDATIONS

Miami OOH: Aventura Mall Sample Creative





Flight Dates: Feb 2026

Budget: \$87K

South Beach Wine & Food Festival

A visually stunning showcase for Bahamian chefs, music, rum tastings and mixology, and more.

Highlights include:

- 20x30' Site in the Grand Tasting Village
- A high-traffic location in the Grand Tasting Village, putting The Bahamas in front of **60,000+** food lovers.
- Set design inspired by Hope Town & Dunmore Town architecture.
- Budget: \$86,900 *site fee, not inclusive of production buildout, swag, etc.*

Contextual Targeting **NEW**

Utilize contextual targeting to place ads alongside relevant articles and content.

Placement

- Display and native ads placed alongside Caribbean Specific Content on various websites and in e-newsletters

Targeting

- HHI Income (\$150K+)
- International Travelers

Reach

- **Estimated Clicks: 29,500**

AWARENESS

Flight Dates: Oct 25 – Feb 26

Budget: \$28K

KPI: Traffic & Click Through Rate



Geo-Conquesting **NEW**



Ariza is a technology company that utilizes geo-location data on mobile device to identify travelers to competing destination. Similarly they are able to track travelers who view our ads and then visit The Bahamas.



Geo-Conquesting **NEW**

Leverage Azira's advanced location data to target travelers who have visited airports in competing island destinations within the past 3 years.

Placements

- Display, Native & Rich Media Units
- Includes footfall report showing total number of people who went to the Bahamas after seeing the ad

Targeting

- HHI (\$150K+)
- Frequent International Travelers who have visited competing island destinations, but have not visited the islands of the Bahamas in the last 3 years.
- High-Interest events relevant to Bahamas Audience (F1 in Miami, PGA Masters, World Cup events, etc.)

Reach

- **Estimated Impressions:** 8.6 Million



AWARENESS

Flight Dates: Sept 25 – June 26

Budget: \$80K

KPI: Traffic & Click Through Rate



Social Media Channels

SOCIAL MEDIA

Flight Dates: July 25 - June 26

Budget: \$1.13M



Video ads in social feeds, stories and reels. Targeting frequent international travelers with an interest in the caribbean.

Budget: \$600K | KPI: Engagements



Video ads on "For You Page." Targeting frequent international travelers with an interest in the caribbean.

Budget: \$142K | KPI: Engagements



Using new dynamic demand gen placement, showcase across various YouTube placements, including YouTube Shorts, pre-roll, and bumper ads.

Budget: \$388K | KPI: Cost/Video View



Digital Channels

DIGITAL**Flight Dates:** July 25 - June 26**Budget:** \$597K**KAYAK**

After much success with Kayak's 100% SOV email newsletter for the Instant Savings campaign, suggest having two (2) emails sent to key airlift markets to drive traffic to Bahamas.com when needed throughout the fiscal year.

\$63K | KPI: Cost/Conversion**Google**

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

\$534K | KPI: Cost/Conversion

Media Channels

Pre World Cup

MIAMI TRAVEL INTENT FANS

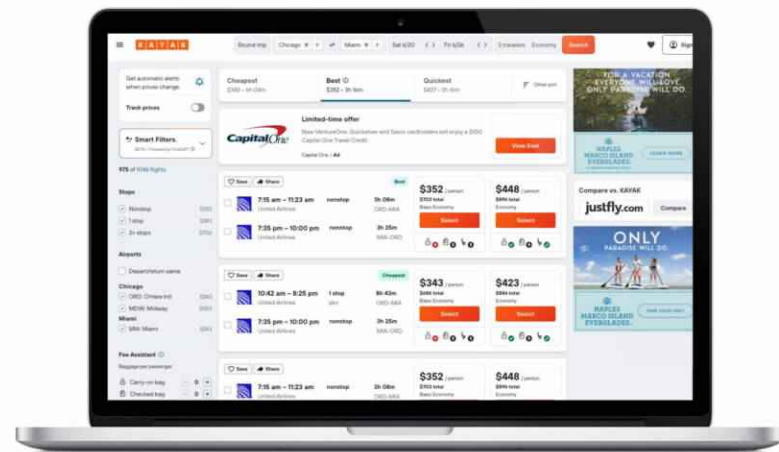
Targeting travelers actively planning a trip to Miami for World Cup matches with the intent to extend their stay and visit The Bahamas.

Miami will host 7 matches between June 15 - July 18

Media Run Dates: January – June

Geo-targeting: Top DMAs in North America, EU, & LatAm

Budget: \$207K



Media Partners:



Tactic	Run Dates	Total
Contingency	As Needed	\$514,286
NYC OOH: Moynihan Train	January to February	\$451,429
SOBEW&FF Grand Tasting (Booth space only)	February	\$86,900
Aventura Mall OOH	November to December	\$119,286
Google	Annual	\$480,857
YouTube	Annual	\$342,909
Kayak	January to June	\$128,429
Linear Cable	January to April	\$3,453,274
CTV	February to April	\$619,918
TravelSpike	October to February	\$28,571
Meta Social	Annual	\$510,513
TikTok	Annual	\$128,914
Azira	September to June	\$80,000
Skyscanner	January to June	\$57,000
TripAdvisor	January to June	\$75,000
Total		\$7,087,286

	Run Dates	Total
Meta Social	Annual	\$57,857
Google	Annual	\$53,429
YouTube	Annual	\$45,000
TikTok	Annual	\$13,714
Totals		\$170,000

DMAS: Toronto and Montreal

FY 25-26 MEDIA RECOMMENDATIONS

LEISURE: EUROPE

Visitor Profile



Google Analytics Visitors By Country July 24 - Mar 25³

Average Duration

7 Nights¹

Lead Time

90 Days¹

Return Visitors

26%²

Insights

- In 2024, Europe arrivals were up 18% year-over-year with the largest increase in arrivals coming from UK & Italy².
- 34% of European travellers are from the UK, followed by France (15%), Germany (9%), and Italy (11%)².
- 33% of European travellers flew direct using British Airways; the remainder mainly connected through the US. Majority of French, Italian, and German travelers connect through the US².
- 72% of European travellers arrive in Nassau followed by San Salvador (11%) and Freeport (7%)².
- 2024 Peak Travel was happened in December followed by January through April AND July through August².

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Performance Fiscal Year To Date



Website Visits
139K

↓**26%**



Hotel Leads
16.3K

↓**12%**



Reach
2M

↑**400%**

Insights

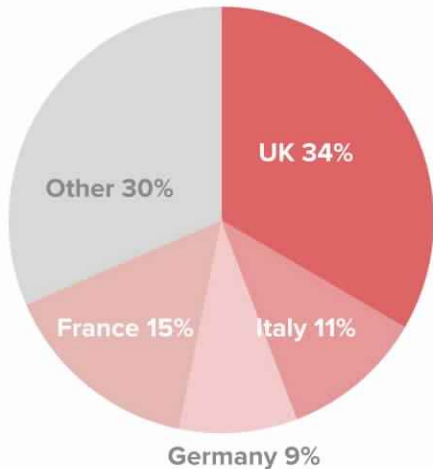
- Our FY24–25 media strategy shifted significantly from the previous year, moving away from traffic-driving tactics toward brand awareness efforts. This had a direct result on website visits & hotel leads, causing a decrease compared to the previous year. However, we were able to reach more travelers this year mainly due to Tiktok & Travelzoo as part of the \$300 Instant Saving activation.
- Year-over-year, our media budget increased by 7% due to the \$300 Instant Savings activation. Notably, 15% of the total FY24–25 budget was allocated to the \$300 Instant Savings Phase 2 campaign.
- Of all traffic to Bahamas.com, 5% visited the European pages, with Organic Search, Paid Social, and Paid Search driving the highest volume of users. However, lead hotels were primarily driven by our Google campaigns.
- Following successful tests of Performance Max during the \$300 Instant Savings campaign and on the French primary Google campaign, we recommend shifting all Google funds to Performance Max for FY25–26.

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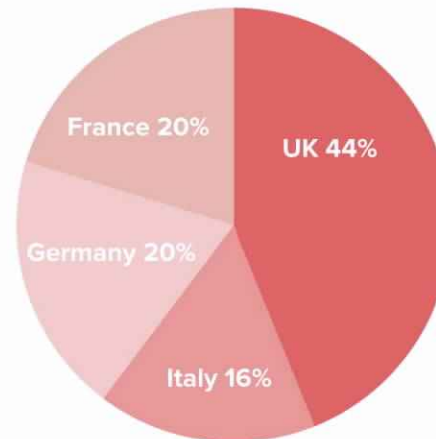


Budget Allocation by Country

2024 Arrivals by Country



FY 25-26 Budget Allocation By Country



Insights

Budget allocation is determined based on total percentage of arrivals and cost to run ads in each country.

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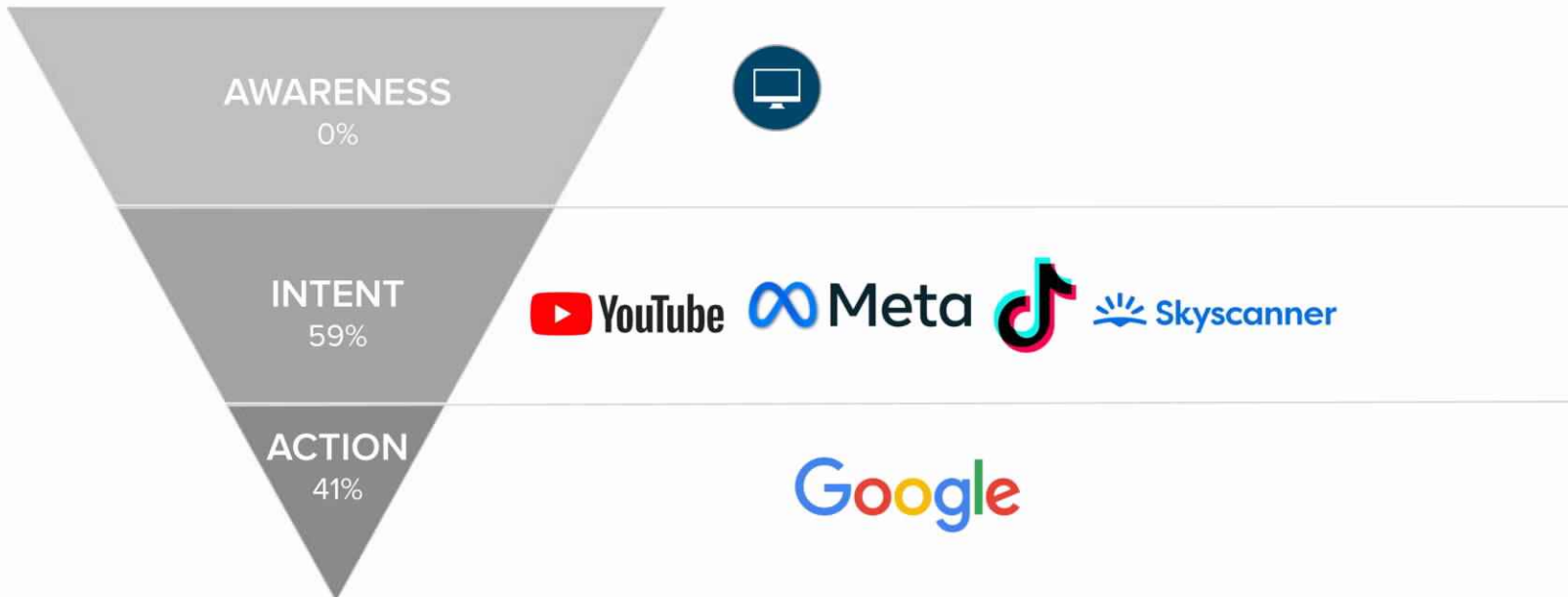
FY25-26 Strategy

Goal
INSPIRATION & ARRIVALS

Geos
UK, FRANCE, GERMANY & ITALY

Budget
\$510K

Percent of Total Budget
6%



FY25-26 Strategy

Television

Connected TV (CTV/Streaming)

- Targeting: High- income, frequent international travelers
- GEO: UK Only
- **Estimated Impressions: 3.5M**

Insights:

- As of 2024, **61%** of video viewers are streaming using Smart TVs
- UK is the European country with the highest viewing rates for Connected TV and Streaming content.

AWARENESS

Flight Dates: Feb 26 - Apr 26

Budget: \$161K

KPI: Reach & Impressions



Source: Comscore, Conviva, eMarketer.



EUROPE MEDIA PLAN

	Run Dates	Total
Connected TV <i>UK Only</i>	February through April	\$ 161,172
Skyscanner	Annual	\$ 82,286
TikTok	Annual	\$ 89,858
YouTube	Annual	\$ 30,970
Google	Annual	\$ 53,943
Meta Social	Annual	\$ 91,771
TOTAL		\$510,000

DMAS: London, Paris, Munich, Frankfurt, Milan, Rome.

FY 25-26 MEDIA RECOMMENDATIONS

LEISURE: LATAM

Visitor Profile



Google Analytics Visitors By Country July 24 - Mar 25³

Average Duration
6-13 Nights¹

Lead Time
15-60 Days¹

Return Visitors
25%²

Insights

- In 2024, LatAm arrivals were up 24% year-over-year with the largest increase in arrivals coming from Mexico².
- Colombia (11%), Brazil (23%), Argentina (11%), and Mexico (19%) represent two-thirds of total arrivals from LatAm².
- The most popular airline is American Airlines (38%), with the majority of travelers connecting through the US; this is followed by COPA (20%) with travellers connecting through Panama².
- 81% of travellers arrive in Nassau & Paradise Island¹.
- 2024 Peak Travel is January through August, and December².

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Performance Fiscal Year To Date



Website Visits
271K

↓**43%**



Leads
3K

↓**22%**



Reach
7.5M

↑**15%**

Insights

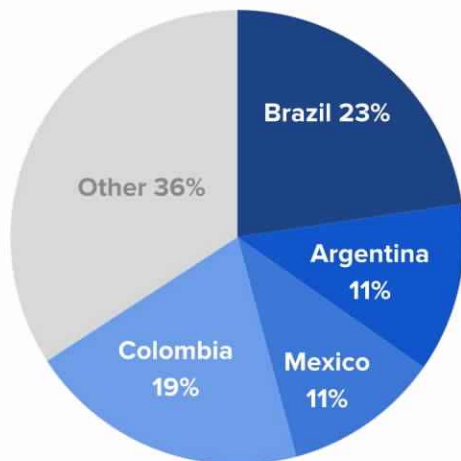
- Our FY24–25 media strategy shifted significantly from the previous year, moving away from traffic-driving tactics toward brand awareness efforts. This had a direct result on website visits & hotel leads, causing a decrease compared to the previous year. However, we were able to reach more travelers this year.
- Year-over-year, our media budget decreased by 39% despite the injections of funds from the to the \$300 Instant Savings activation. Notably, 17% of the total FY24–25 budget was allocated to the \$300 Instant Savings Phase 2 campaign.
- Of all traffic to Bahamas.com, 11% visited the LatAm pages, with Organic Search, Paid Social, and Paid Search driving the highest volume of users. However, lead hotels were primarily driven by our Google campaigns.
- On Google, we will consolidate the budgets of Spanish-speaking countries to maximize the effectiveness of the search campaigns. On Meta, however, we will run separate campaigns assigning a specific budget to each country.

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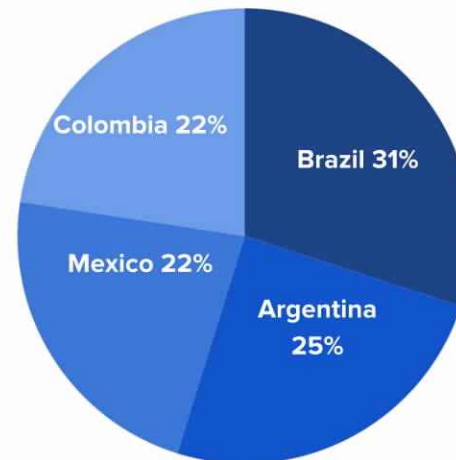


Budget Allocation by Country

2024 Arrivals by Country



FY 25-26 Budget Allocation By Country



Insights

Budget allocation is determined based on total percentage of arrivals and cost to run ads in each country.

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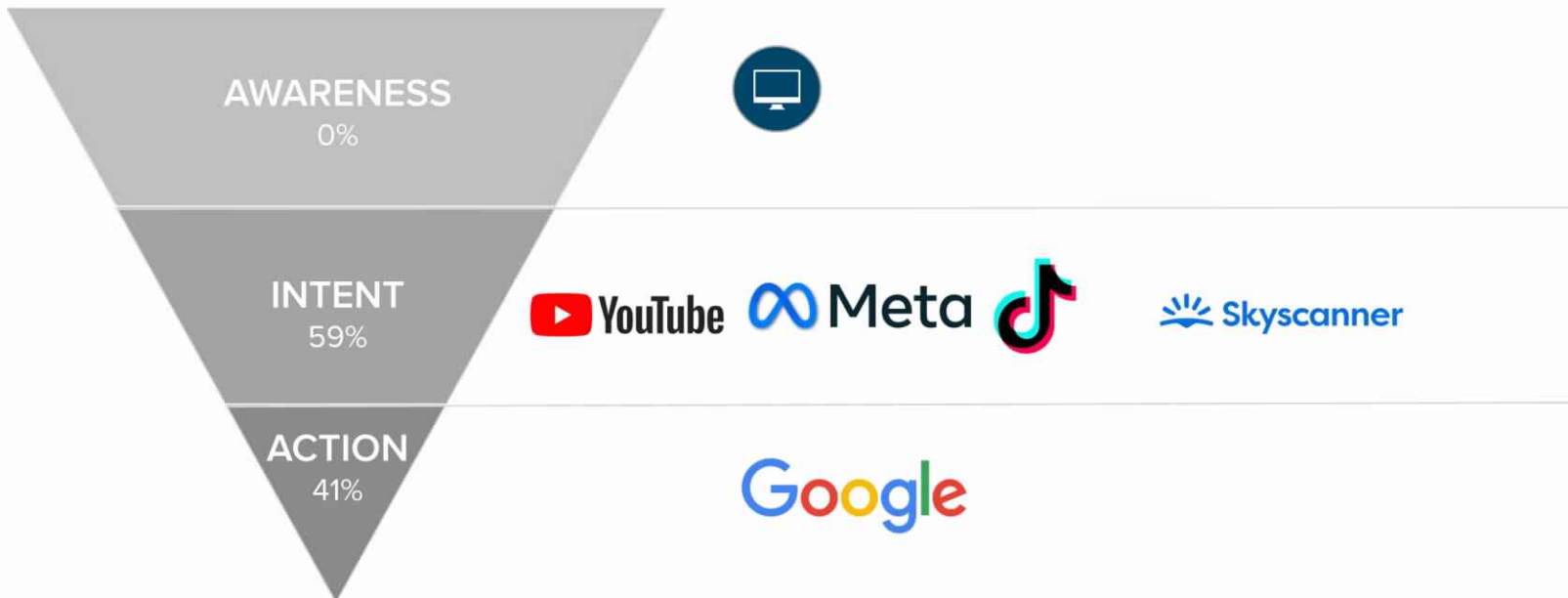
FY25-26 Strategy

Goal
INSPIRATION & ARRIVALS

Geos
BR, ARG, CO & MX

Budget
\$510K

Percent of Total Budget
6%



FY25-26 Strategy

Television

Connected TV (CTV/Streaming)

- Targeting: High- income, frequent international travelers
- Top DMAs: Bogotá, Mexico City, São Paulo, Buenos Aires
- **Estimated Impressions: 4.5M**

Insights:

- In 2023, **82.2%** of internet users in LatAm watched digital streaming content.
- This number is expected to grow to **86.1%**
- by 2026, showing increasing digital video adoption. This projected rate places LatAm among the top regions globally, second only to North America.

AWARENESS

Flight Dates: Feb 26 - Apr 26

Budget: \$195K

KPI: Reach & Impressions



Source: Comscore, Conviva, eMarketer.



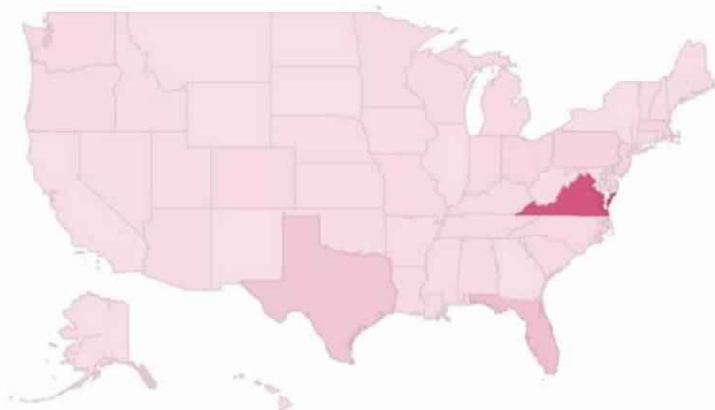
	Run Dates	Total
Connected TV	February through April	\$195,000
Skyscanner	Annual	\$30,000
TikTok	Annual	\$50,000
YouTube	Annual	\$50,000
Google	Annual	\$90,000
Meta Social	Annual	\$95,000
TOTAL		\$510,000

DMAS: Bogotá, Mexico City, São Paulo, Buenos Aires.

FY 25-26 MEDIA RECOMMENDATIONS

WEDDING: USA, CA, & UK

Visitor Profile

Google Analytics Visitors By DMA FY24-25³

Avg Destination Bride Age

33¹Avg Destination Wedding
Budget**\$39,000¹**

Average Duration

5 Nights²

Return Visitors

35%²

Insights

- 89% of Romance travellers are from the US, followed by CA (5%) & UK (1%)².
- Out of the more than 17,000 couples interviewed, 18% chose to have a destination wedding¹.
- 19% of Engagements happen in December¹
 - Top Engagement dates include Christmas Eve, Christmas Day, and New Year's Day





Website Visits
17K

↓ **66%**



RFP Submissions
910

↑ **238%**



Bahamas Audience
84K

↓ **75%**

Insights

- FY24-25 had a 79% budget decrease compared to the previous year; as a result we shifted all of our funds to our META Lead Gen campaign.
- The campaign allowed users to sign-up for an RFP directly from Facebook & Instagram. As a result there was a 238% increase in RFP submissions per year and our cost/conversion decreased to \$10 (compared to \$200+ the previous year).
- This budget decrease and strategy shift resulted in a large decrease in traffic to the website as well as 'Romance' Bahamas audience.
- Despite the huge YoY improvements from this shift, the META campaign is starting to underperform. For FY25-26, we will test new tactics.



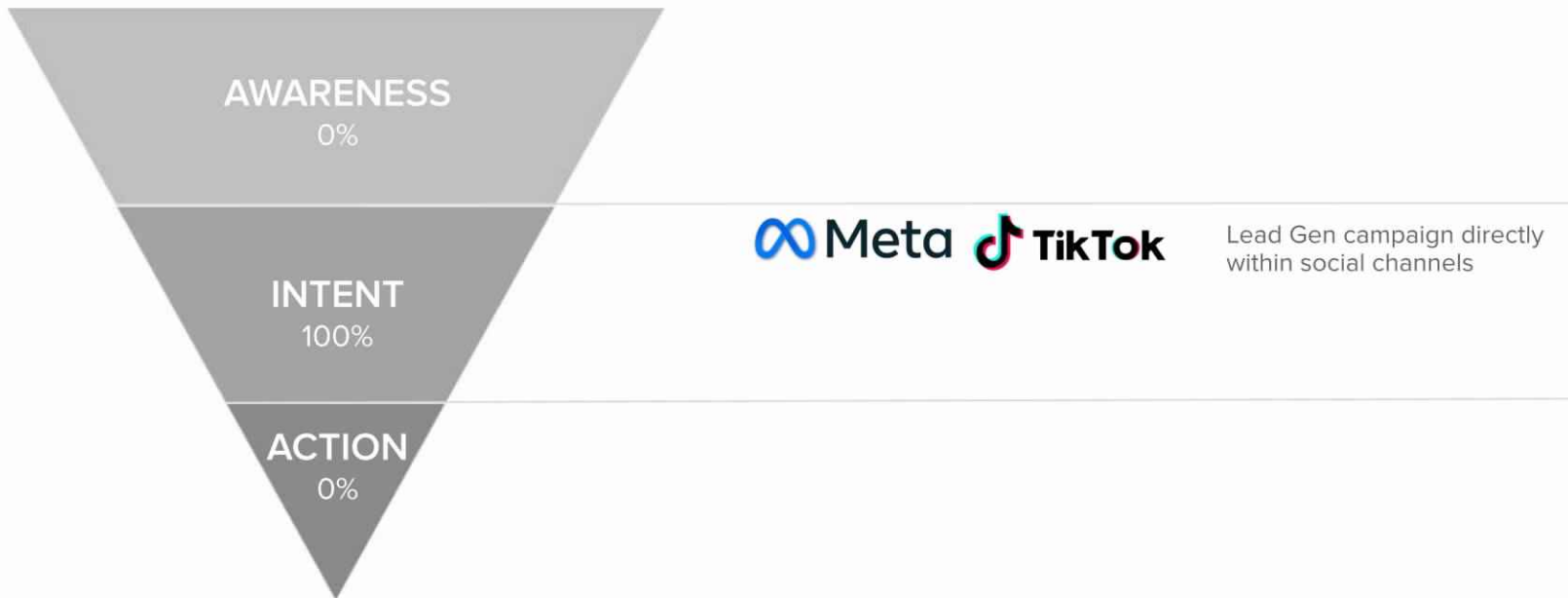
Strategy

Goal
RFP SUBMISSIONS

Geos
US, CA, & UK
(direct airlift + feeders)

Budget
\$14K

Percent of Total Budget
1%



Media Recommendations FY25-26



Leveraging TikTok's algorithm, we can effectively target those in the active wedding planning stage, and TikTok's lead generation ads allow us to directly capture contact information from users on the platform without them having to leave the app.

Placement

- TikTok on-platform LeadGen Form
- Submissions are sent directly to the Romance team

Targeting

- High Spending Power
- Users from Top DMAs in US, CA, & UK
- Wedding Interests

INTENT

Flight Dates: Jul 25 – Jun 26

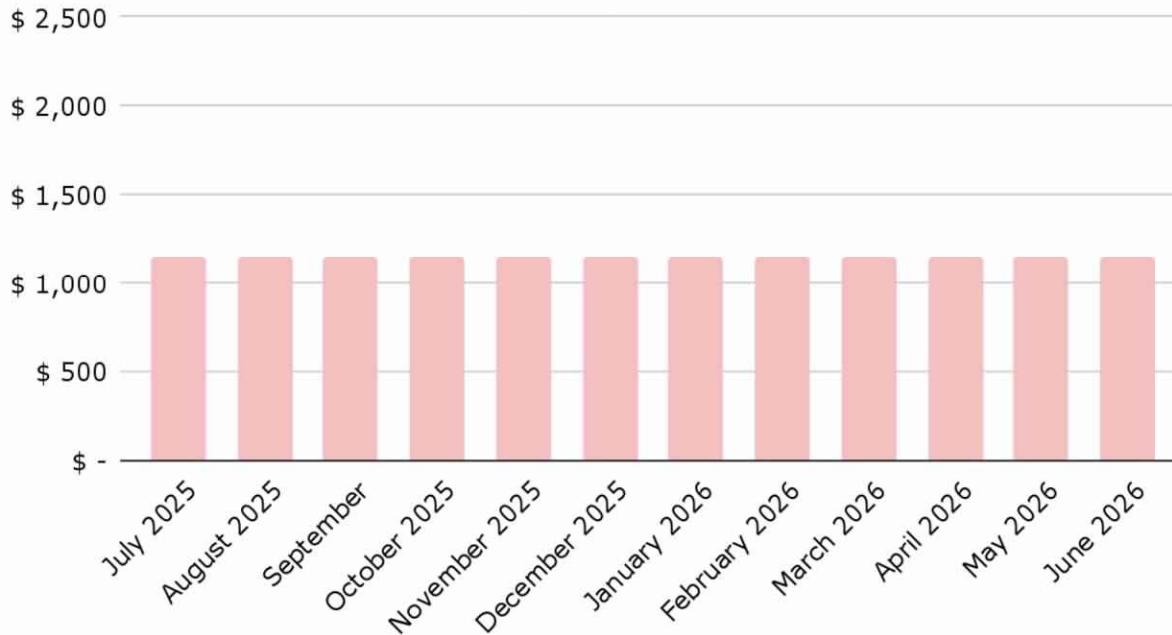
Budget: \$6.8K

KPI: RFP Submissions, Cost/RFP



Monthly Budget Allocation

FY25-26 Romance Media Recommendations By Month



FY 25-26 MEDIA RECOMMENDATIONS

TRADE: USA & CA

Performance Fiscal



Website Visits
34K

↓**6%**



Program Referrals
5K

↓**17%**



Reach
252K

↑**8%**

Insights

- Year-over-year, our media budget decreased by 82% despite the injections of funds from the to the \$300 Instant Savings activation. Notably, 70% of the total FY24–25 budget was allocated to the \$300 Instant Savings Phase 2 campaign.
- As a result, there was a 6% decrease in website traffic and 17% decrease in program referrals.
- As a note, funds from the Instant Savings \$300 Credit initiative were used to showcase the offer to travel agents via trade partners. Therefore our main KPI was focused on impressions for awareness and not driving agents to the program referral.

* Program referrals is the total amount of users Bahamas.com sent to the TravPro Page.



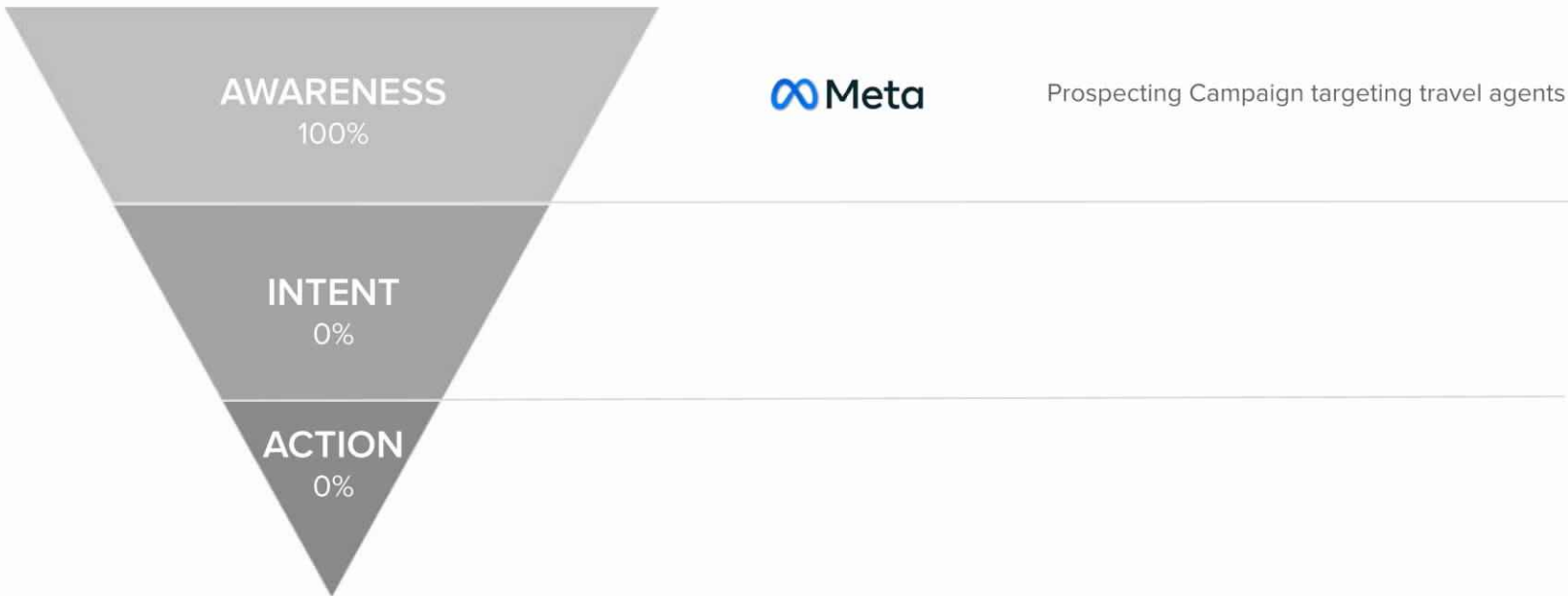
Strategy

Goal
PROGRAM REFERRALS

Geos
NORTH AMERICA
(direct airlift + feeders)

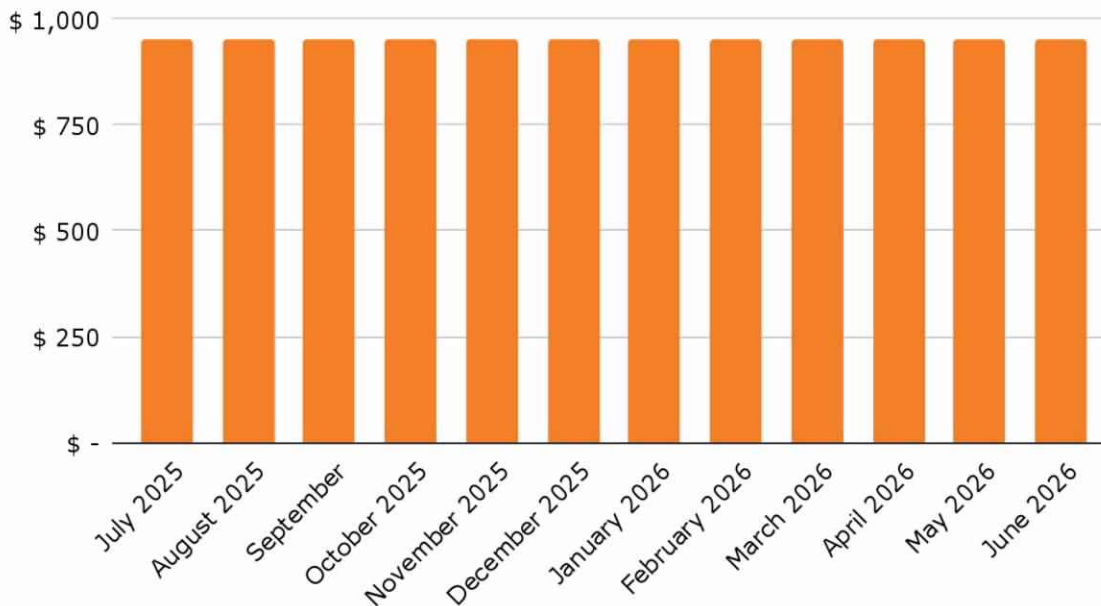
Budget
\$11K

Percent of Total Budget
<1%



Monthly Budget Allocation

FY25-26 Media Recommendations by Month



FY 25-26 MEDIA RECOMMENDATIONS

VERTICALS: USA

Performance Fiscal Year-To-Date



Website Visits
76K

↓**38%**



Bahamas Audience
217k

↓**74%**

Insights

- Our FY24–25 media strategy shifted significantly from the previous year, moving away from traffic-driving tactics toward brand awareness efforts. Additionally, year-over-year our media budget decreased by 75% despite the injections of funds from the to the \$300 Instant Savings activation.
- This had a direct result on website visits and our Bahamas Vertical audiences, causing a decrease compared to the previous year.



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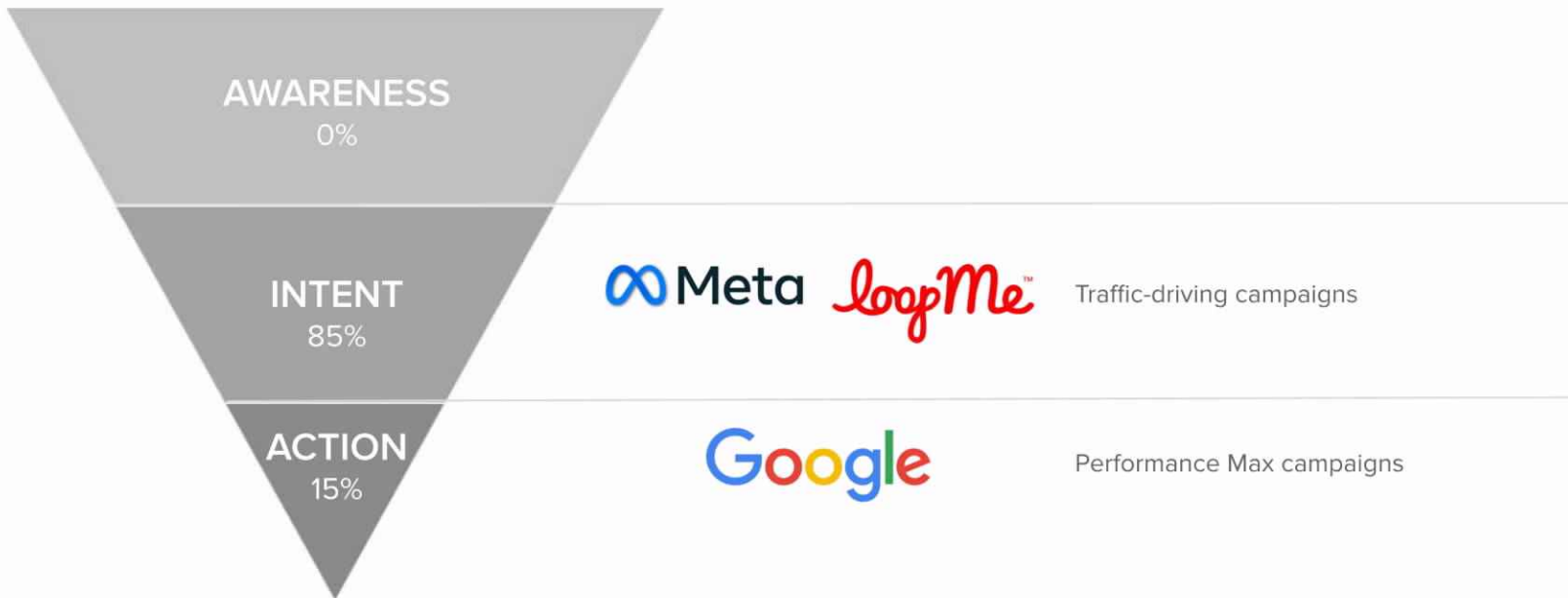
Strategy

Goal
NEW WEBSITE VISITORS

Geos
US

Budget
\$85K

Percent of Total Budget
1%



Custom Rich Media **NEW!**



LoopMe combines real-time consumer insights with AI to deliver smarter, more effective media campaigns. What makes LoopMe different is its unique audience qualification process, which is customized for every campaign to ensure better targeting and performance.

Survey

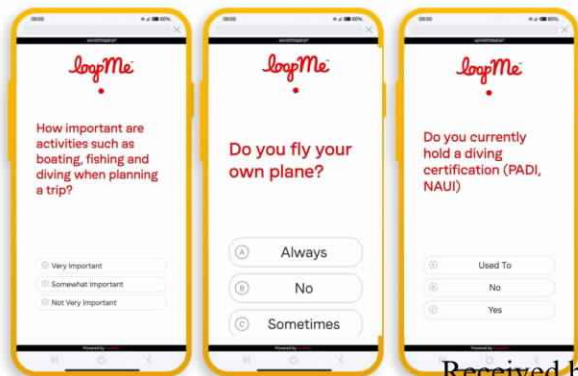
Starts with in-market surveys to capture real consumer interest—in this case, focused on travel to The Bahamas.

Audience Creation

Builds custom and lookalike audiences based on survey responses, using machine learning to predict intent.

Targeting

Serves standard display and rich media units on websites featuring content related to Caribbean destinations.



Custom Rich Media **NEW!**

Placement

- Surveys, standard display and custom rich media units (interactive, visually engaging experiences).

Targeting

- HHI \$150K+
- Top US DMAs
- Contextual/ Interest Targeting Based on Verticals

Reach

- **Estimated Impressions:** 7 Million



INTENT

Flight Dates: Sep 25 – Jun 26

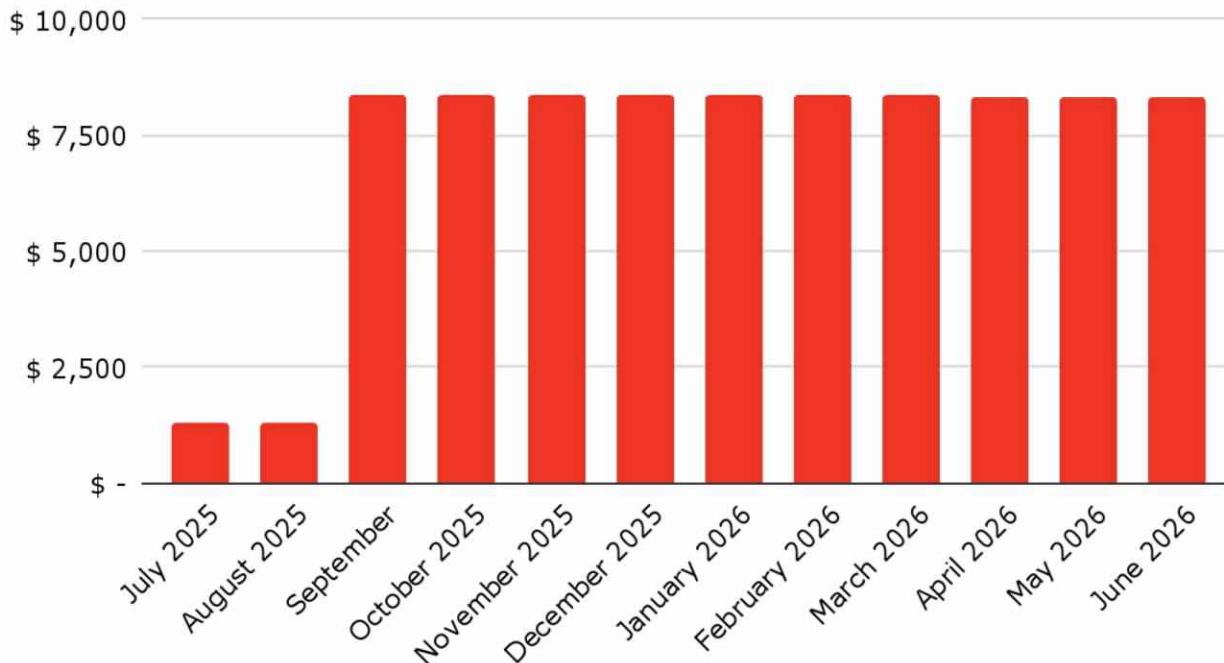
Budget: \$67K

KPI: Clicks & CTR



Monthly Budget Allocation

FY25-26 Media Recommendations by Month





THANK
YOU