



FINN
PARTNERS

FINN PARTNERS USA X THE BAHAMAS
MINISTRY OF TOURISM, INVESTMENT & AVIATION
PR ACTIVITY REPORT

JANUARY 2026

JANUARY PR ACTIVITY

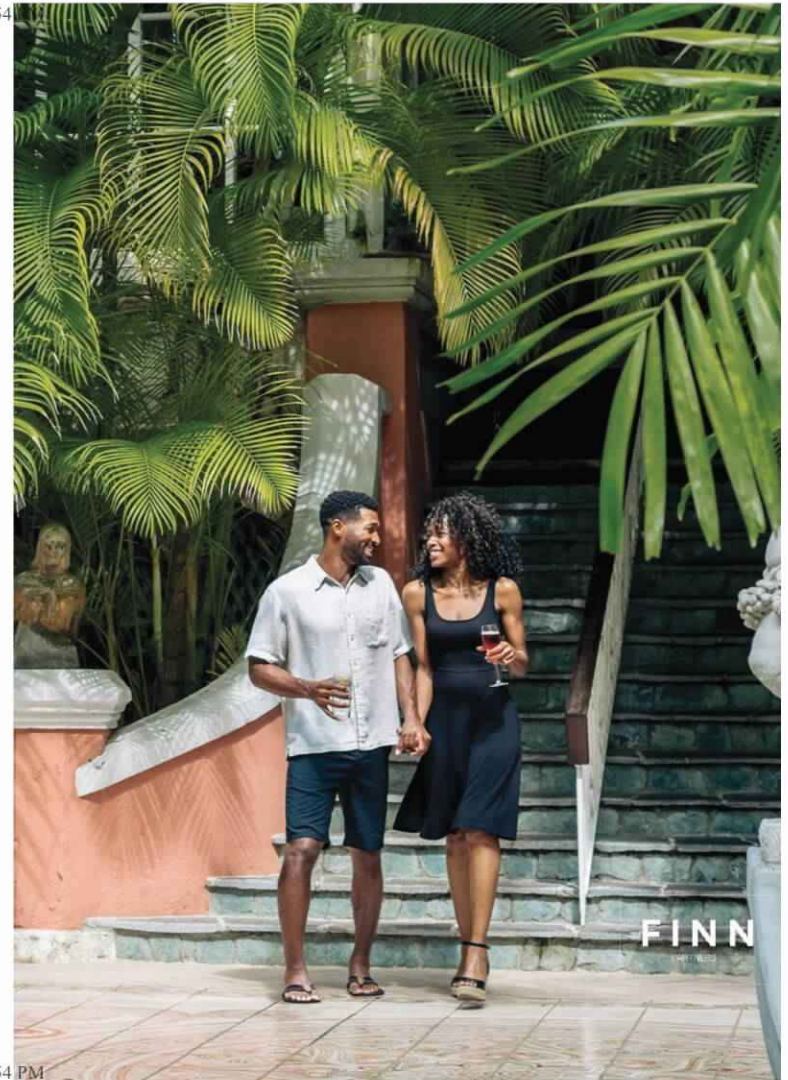
executive summary

January saw a powerful start to the year, with FINN generating 289M+ impressions for BMOT. We capitalized on IMM North America to secure face-time with 24 leading journalists, leveraging the destination's proximity, luxury openings and connectivity news to drive interest. Combined with the SOBEWFF activation and a successful Dream Yacht press trip, this month's activity established a strong foundation for BMOT's 2026 strategic goals.

Major PR activity included:

- Continued to coordinate next steps for 2026 integrated communications plans and had quarterly global PR meeting with the DG to share 2025 wins and 2026 plans.
- Shared slides highlighting PR efforts for the new Bimini flight route for the BMOT x AA deck.
- Distributed January happenings release and drafted February happenings release.
- Continued to explore SMT opportunities for The Bahamas, moving forward with Terry Ward.
- Drafted and distributed the UM CFB Season Wrap and Post Season releases, the BMOT Moynihan Hall OOH Advertising Activation release, and the 2025 Record Breaking Year release.
- Highlighted BMOT recent award wins by drafting the US News Best Beaches release and the Caribbean Journal awards release.
- Distributed the 2025 Travel Weekly Magellan Awards release.
- Drafted copy and conducted outreach for A Reason to Visit The Bahamas Every Month and the Bimini AA South Florida pitch, garnering interest from Travel Weekly and El Nuevo Herald, among others.
- Coordinated next steps for PR and influencer efforts for the South Beach Food & Wine Festival, including having planning calls with the SOBEWFF and BMOT teams.
- Attended IMM North America (Jan. 21-22) on behalf of BMOT; uploaded documents to press room, scheduled media meetings, and met with 24 top-tier media (National Geographic, T+L, CNT, BBC) to discuss The Bahamas and new happenings for 2026.
- Continued to align with Coral Vita team on sustainability group press trip for late May.
- Pulled together 2026/2027 press trip priorities and estimated budgets and shared with BMOT.
- Drafted copy and conducted outreach for multiple reactive pitching efforts, including a request for top cruise-friendly excursions from Meghann Foye for Parade, Out Island information for Diane Bair for Boston Globe, and Bahamian events and local happenings for consideration in a story on Where to Go in April for Shara Levine of NY Family.
- Updated destination fact sheets for 2026.
- Fielded and coordinated next steps for multiple individual media visit requests, including Todd Walker (Minneapolis/St. Paul Magazine) and Megan Margulies, Freelance (Travel + Leisure, National Geographic).
- Coordinated with Dream Yacht team on Jan. 24-31 press trip to Abacos and BMOT shared itinerary with on-the-ground support including F+B, golf cart tours, and more.

FINN Partners | BAHAMAS TOURISM



JANUARY PR ACTIVITY

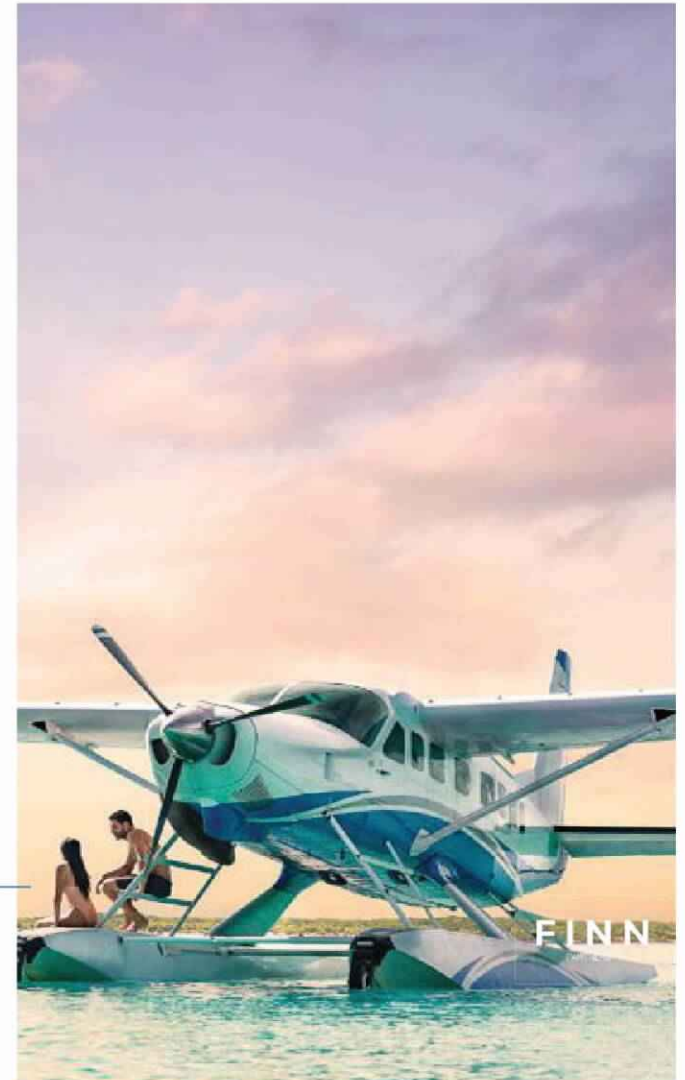
— results at a glance

- Tripadvisor - [6 trips that go all in on your kids' current obsession](#)
- Travel + Leisure - [This Budget Airline Is Launching New Nonstop Flights to the Bahamas— and Fares Start at \\$99](#)
- Travel + Leisure - [This Best-kept Secret in The Bahamas Has Luxury Boutique Resorts, Pink-sand Beaches, and Stunning Blue Holes](#)
- AFAR Unpacked podcast - [Where to Go in 2026: This Island in the Bahamas Promises Pink Sand, Historic Hideaways, and Perfect Solitude](#)
- Miami Herald - [Escape the cold at this chic, under-the-radar Bahamian island](#)
- Essence - [The Black Girl's Guide To Travel: I Went To The Bahamas For The Beaches—But Left With A New Family](#)
- AAA The Extra Mile - [Carnival Celebrations Around the World: Music, Masks, and Merriment](#)
- Travel Weekly - [Eleuthera: Bahamas Out Islands serenity at its best](#)
- USA Today 10Best - [Ready for a rush? 7 Caribbean destinations for adventure lovers](#)
- TravelAge West - [Voluntourism in the Caribbean: How to Have a Positive Impact on Vacation](#)

289,338,719
Media
Impressions

393
Secured
Pieces of
Coverage

FINN Partners | BAHAMAS TOURISM



COVERAGE HIGHLIGHTS



6 trips that go all in on your kids' current obsession

My daughter's favorite thing to do is to settle in and watch *The Sound of Music* for the umpteenth time. After one movie session, I casually dropped that the Von Trapp family eventually settled in New England, not Europe. Mom looked like a hero (like a second, knowing something my teen didn't). From that moment on, we knew our next East Coast road trip meant a visit to the von Trapp Family Lodge in Mount XX, where we got to meet from von Trapp and visit Maria von Trapp's grave. For me, I hope I was teaching my daughter that meeting an idol (or idol's grandson) might be within grasp by doing a little digging. For my daughter, it was an unforgettable trip we still talk about—and I can see her paying another visit to Vermont to relive that childhood vacation at some point.

We all have our micro-obsessions, whether they grow with us or not. Here are six trips around the world to support your kids' most recent interests—and chances are the adults will have a great time, too.

For kids obsessed with pirates and mermaids: Bahamas



Why here: Swashbucklers made the Bahamas a favorite hideout starting in the late 1500s—and some say mermaids have even been spotted in the waters. With pristine seas surrounding 700 islands, the Bahamas is the perfect place for kids to learn about pirate stories that have been passed down for centuries.

What to add to your itinerary: Dive into the Pirates of Nassau Museum, where kids can learn about the history of the sailors and the rough seas. On the Blackbeard's Revenge Pirate Ship Tour, kids can walk the plank and train to be pirates on a Spanish galleon. And for the mermaid fans, Atlantis Bahamas offers catacombs that range from possible lessons to day-long mermaid show-up sessions.

Tip: Big Major Cay in the Exumas is an uninhabited spot where you can swim with adorable pigs—some say sailors left them on an island by accident.

Tripadvisor
UMV: 58,030,949



This Budget Airline Is Launching New Nonstop Flights to the Bahamas—and Fares Start at \$99



Low-cost airline Breeze Airways is making it easier to reach the Bahamas this summer with new service from a popular Florida city.

The new service will connect Tampa International Airport (TPA) with Nassau's Lynden Pindling International Airport (NAS), according to the airline. The flights will operate twice per week on Thursdays and Sundays starting June 11 and mark the fourth international destination for Breeze.

To celebrate the new route, Breeze is offering discounted one-way fares starting at just \$99. To take advantage, travelers must book by 11:59 p.m. PT on Feb. 3.

The new route comes amid a rise in tourism for the Bahamas. The island saw a record 12.5 million visitors in 2025, according to data from the Bahamas Ministry of Tourism, Investments & Aviation shared with *Travel + Leisure*. That represented an 11.4 percent increase compared to 2024.

"Tourism continues to be a powerful engine of economic growth, delivering jobs, investment, and opportunity for Bahamians across our islands," Chester Cooper, the deputy prime minister and minister of tourism, investments and aviation, said in a statement shared with T+L. "While we are

Travel + Leisure
UMV: 11,824,095



This Best-kept Secret in The Bahamas Has Luxury Boutique Resorts, Pink-sand Beaches, and Stunning Blue Holes



With 16 major islands east across 100,000 square miles of sapphire sea, The Bahamas is a popular retreat for travelers. On the more remote island of Eleuthera, seclusion reigns supreme. A best-kept secret in the region, the island is home to luxury boutique resorts, welcoming family-owned restaurants, and stretches of bluish-colored sand surrounded by teal-colored waters with sparkling blue holes and coral reefs. Popular stretches of coastline include Preacher's Cove, where grassy paths dotted with sea grapes set the scene for a perfect picnic, and Lighthouse Beach, a beautiful pink-sand swath beneath a rocky outcropping that's worth the effort it takes to get there.

"The name Eleuthera is a Greek word that means freedom. Eleuthera is not for your average tourist. This is a place where you have to wander, explore, and adventure on your own. It's an island that invites you to find your own piece of paradise," said Kacie Knowles, content creator and Bahamian founder of lifestyle brand I Is a Bahamian. Eleuthera is also well-known for its pineapple farms (there's even an annual festival every June to celebrate its harvest) and its people, whose strong sense of community can be felt all around the island.

Travel + Leisure
UMV: 11,824,095



Escape the cold at this chic, under-the-radar Bahamian island



Pink sand, turquoise water—name a better combination. For a winter escape from the cold or a spring break getaway off the typical tourist trail, consider Harbour Island. Located northeast of Eleuthera, one of the Bahamas' Out Islands, Harbour Island is defined by fine, whisper-pink sand beaches that glimmer in the sunlight and turn an even dreamier shade of pink at sunset—and a laid-back pace that makes you forget what day it is.



Just over three miles long, the island is a place where roosters roam free, couch salad is sliced and diced right from the sea, and the best way to get around is by buggy (golf carts). Getting there means flying into North Eleuthera, and then taking a quick water taxi to Harbour Island.

WHO IT'S FOR: Couples, luxury travelers, those seeking quiet, unhurried moments

BEST TIME TO GO: November–April

STAY: Coral Sands Inn & Cottages

Miami Herald
UMV: 2,906,469
Syndicated x5



COVERAGE HIGHLIGHTS

ESSENCE

The Black Girl's Guide To Travel: I Went To The Bahamas For The Beaches—But Left With A New Family



NASSAU, BAHAMAS—Culture, community, connection. That's how Anthea Butler described *The Bahamas' People to People* program when I sat across from her at breakfast the morning after the program's 50th anniversary celebration. Surrounded by several program ambassadors in a palm-tree-lined backyard, these three women took on a deeper meaning. I listened to the group share stories and talk about traditions.

We had gathered posthaste at a program ambassador's home and enjoyed a delicious local breakfast of chicken, waffles, fish and grits, and fresh fruit. These volunteers didn't have to come, but they chose to—just as so many have since 1975, opening their homes and hearts to strangers who always leave changed.

Butler, a third-generation ambassador, learned the ins and outs early. She recalls being 8 years old when her grandmother would call her into the backyard to gather banana leaves and bouganvillea to decorate the dining table for visitors. "She would bring in backpacks of tourists and prepare a scrumptious Bahamian meal," Butler says.

Essence
UMV: 968,808

AAA

Carnival Celebrations Around the World: Music, Masks, and Merriment

Explore the history, costumes, and rhythms behind the world's best carnival celebrations



Call it Mardi Gras, Carnival, or Jambanoo. Celebrate in Toronto, Rio de Janeiro, or New Orleans. Wherever it unfolds, the annual carnival celebration crosses cultures, borrows elements from history, and often combines free-spirited license with a touch of the blasphemous. The common element—whether the party is in Galvesto or Trinidad—is a robust embracing of life, art, music, and excess—celebrated without restraint.



A brief history

Establishing how and when carnival began is like trying to put a genie back in the bottle. Most scholars agree that the tradition is rooted in pagan customs that were gradually absorbed into Christian tradition after Roman Emperor Constantine legalized Christianity in the 4th century. The name may come from the medieval Latin phrases *carriem leuare* and *convalescere* referring to obscuring from meat. This connection helps explain why, in many cultures, carnival is tied to the days leading up to Lent—the season of fasting and reflection that precedes Easter.

AAA The Extra Mile
UMV: 772,227

TRAVEL WEEKLY

Eleuthera: Bahamas Out Islands serenity at its best



Like most travelers, my introduction to the Bahamas came via Nassau and Paradise Island. The epicenter of tourism in the Bahamas offers tropical glitz, amenity-filled resorts and a virtually seamless vacation experience.

But for those who yearn for an escape that takes them off the well-trodden path, the Out Islands of the Bahamas beckon. These lesser-known islands offer an antidote to the polished vacations of Nassau and Paradise Island. And among the Out Islands, one island stands out in particular: Eleuthera.

A long, thin sliver of land, Eleuthera stretches over 100 miles yet is barely two miles wide at its broadest point. This unique geography means there's an abundance of coastline: mile after mile of pristine, often deserted beaches, each with its own character.

The appeal of Eleuthera, and indeed the entire Out Island chain, lies in its simple beauty. You won't find any casinos, high-rise hotels or DJ-fueled beach clubs. Instead, on my recent visit I experienced pink sand beaches, wild nature walks and the Glass Window Bridge, a natural wonder where the turbulent, deep-blue Atlantic Ocean crashes against one side and the serene, turquoise Caribbean Sea laps at the other.

Travel Weekly
UMV: 473,747

10 USA TODAY 10Best

Ready for a rush? 7 Caribbean destinations for adventure lovers

From free diving to swimming with whales, high-energy experiences await.

Though it's not a bad vacation plan, the Caribbean is more than hammocks and rum punch. I discovered this on a recent trip to Thatch Caye, a Mui Ono Resort in Belize, where guests hunt for lobster and conch, then whip up a fresh ceviche from their catch. It's just one of many Caribbean adventures for travelers craving more thrill than chill.

The desire for more high-energy outings is driving travelers to seek out experiences that push past the expected and, yes, come with a side of bragging rights. Here are seven spots in the Caribbean where you can find some of them.



Bahamas: Free diving, cliff jumping, and shark diving

For hard-core thrill seekers, few things beat plunging headfirst into a natural sinkhole with a depth of more than 600 feet. But this is what happens during freediving at Dean's Blue Hole. One of the world's deepest blue holes, the dramatic vertical drop lures free divers of all skill levels to test their nerve.

For even more adventure, you can go cliff jumping along the rim. Both are risky and should not be attempted without advanced training and a veteran local guide. Divers can seek out this training at [Vertical Blue Freediving School](#). Other locations for freediving can be booked through [Made in Water Excursions](#).

USA Today 10Best
UMV: 255,991

FINN PARTNERS

COVERAGE HIGHLIGHTS

TRAVELAGE WEST

Voluntourism in the Caribbean: How to Have a Positive Impact on Vacation



According to a [2025 Virtuoso survey](#), 68% of Virtuoso members say clients are aware that their travel choices can have a positive impact. And, as demand for more immersive and responsible experiences continues to grow, the Caribbean offers an ever-growing number of opportunities for voluntourism, or tourism that incorporates volunteer activities.

From supporting a donkey sanctuary to helping preserve natural resources, there are a variety of rewarding activities around the region for travel advisors to recommend for clients. Here are several noteworthy options.

Further north, the [Bahamas](#) continues to support its sustainability priorities through mangrove restoration. Programs such as [Mission for Mangroves](#) on Grand Bahama Island allow visitors to learn from local experts, participate in plantings and support long-term ecosystem recovery.

TravelAge West
UMV: 134,368

TRAVELPULSE

Now Is The Perfect Time to Visit The Bahamas



There's never been a better time to visit the Bahamas. The archipelago is a wonderland of pristine white-sand beaches and turquoise-blue waters blessed with an intriguing mix of culture and history.

Moreover, vacations in the destination have a number of iconic, feature-filled properties from which to select a deluxe experience.

Reaching the archipelago has seldom been easier as airline links to the capital city of Nassau have expanded in recent weeks. JetBlue's addition of a daily route from Boston to Nassau, and Delta's increase of flights to Nassau with new nonstop service from New York, Atlanta, Miami, Detroit and Minneapolis, have augmented American Airlines' three daily departures from Miami to Marsh Harbour and North Eleuthera.

Beginning on February 14, American will launch the only regularly scheduled nonstop service from the United States to Nassau. Operating three times weekly (Mondays, Wednesdays, and Saturdays), the service will offer travelers a convenient gateway from Miami to both North and South Eleuthera, "two" islands known for their beaches, marine life, fishing, snorkeling, and relaxed island culture.

Eleuthera is another relaxed island in the Bahamian chain. On January 31, the Eleuthera Food & Craft Festival will bring together the island's vibrant local culture for one memorable day. Visitors can explore handcrafted goods from talented local artisans, enjoy delicious native food and drinks, and experience live entertainment, including a Bahamian band and a lively Junkanoo performance.

Several deals are available for stays at Bahamas resorts. At Grand Isle Resort & Residences, "New Year, New You" packages include a \$120 spa credit at Sweetie Spa, luxurious accommodations with private balconies and stunning views, and daily wellness activities including water aerobics, fitness center access, and two poolside one infinity and one adult exclusive for guests who book a minimum four-night stay.

TravelPulse
UMV: 132,910

TRAVELPULSE

Bahamas Posts Record Arrivals in 2025



The Bahamas welcomed 12.5 million visitors in 2025, the highest total ever recorded for the country, according to the Ministry of Tourism, Investments & Aviation. The milestone achievement reflects "sustained global demand, decisive leadership, and a tourism strategy delivering tangible economic impact across the country," said Ministry officials.

Bahamian tourism's outstanding performance saw visitor arrivals grow 11.4% year-over-year, surpassing 2024's record and exceeding pre-pandemic 2019 levels by more than 70%. "Reaching 12.5 million visitors is a defining achievement for The Bahamas and a clear signal of confidence in our destination, our leadership, and our tourism strategy," said Hon. L. Chauncey Croquet, deputy prime minister and minister of Tourism, Investments & Aviation.

"Tourism continues to be a powerful engine of economic growth, delivering jobs, investment, and opportunity for Bahamians across our islands," said Croquet. "While we are proud of this performance, our focus remains on sustaining growth responsibly and ensuring that the benefits of tourism continue to strengthen communities throughout the country."

Cruise tourism remained the Bahamas' primary driver of growth, accounting for 86.5% of total arrivals. Sea arrivals represented 10.6 million visitors, representing a 14% increase year-over-year and nearly double 2019 levels. Major ports recorded record passenger totals, with continued gains across Nassau/Paradise Island and the Out Islands, supported by new cruise infrastructure and enhanced partnerships with leading cruise lines.

Several islands delivered standout performance, underscoring the breadth of tourism growth across the archipelago. Abaco recorded its highest-ever total visitor arrivals, welcoming just south of 520,000 visitors in 2025. The total reflects "sustained demand for the island's distinctive Out Island experience," reinforcing Abaco's long-term tourism potential.

TravelPulse
UMV: 132,910

AFAR

Where to Go in 2026: This Island in the Bahamas Promises Pink Sand, Historic Hideaways, and Perfect Solitude

On this episode of *Unpacked*, host Aiden Greene explores Eleuthera with travel writer Terry Ward and discovers a Bahamas island full of surprises — far from the crowds of Nassau.

This month on *Unpacked*, we're diving into Afar's just released *Where to Go in 2026* — but this year's picks are different. In 2025, we want to lessen the burden on overcrowded destinations and expand visitation to other parts of the world. Our editors carefully selected 24 emerging regions and overlooked locales that will inspire your next great adventure.

For the Bahamas, that means looking beyond Nassau's cruise port crowds to discover what this nation of 700 islands and cays really offers.

In this episode, host Aiden Greene talks with Terry Ward, a Florida-based writer who has spent years exploring the Bahamas. She traveled to Eleuthera — one of the Out Islands — where she found pink-sand beaches with barely a footprint, locally owned guesthouses where Bahamian culture takes center stage, and wild dolphins in crystal-clear waters.

Transcript

Aiden Greene: I'm Aiden Greene, and this is *Unpacked*, the podcast that impacts the world's most interesting destinations and the deeper stories behind travel.

This month, we're diving into Afar's annual *Where to Go* list, and this year's list is a little different because in 2026, we want to lessen the burden on overcrowded destinations and help expand visitation to other parts of the world. And that's why our editors carefully selected 24 emerging regions and overlooked cities that I promise will inspire you to start planning your next great adventure. They're certainly doing that for me.

On the list are places like Bucharest, Romania, aka The Little Paris of the East and Japan's quiet and lovely Sado Island. We released the full list on December 16th and on *Unpacked* over the next two

AFAR Unpacked
UMV: 44,000

FINN

NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Newsletter: January 2026	FINN drafted and distributed
Travel Weekly Magellan Awards Press Release	FINN drafted month prior; distributed
UM CFB Season Wrap Release	FINN drafted and distributed
BMOT Moynihan Hall OOH Advertising Activation	FINN drafted and distributed
UM CFB Post Season Press Release	FINN drafted and distributed
2025 Record Breaking Year Release	FINN drafted shell with quotes and distributed
US News Best Beaches Award Release	FINN drafted; pending BMOT review
Caribbean Journal Awards	FINN drafted; pending BMOT review

FINN Partners | BAHAMAS TOURISM



NEWS BUREAU

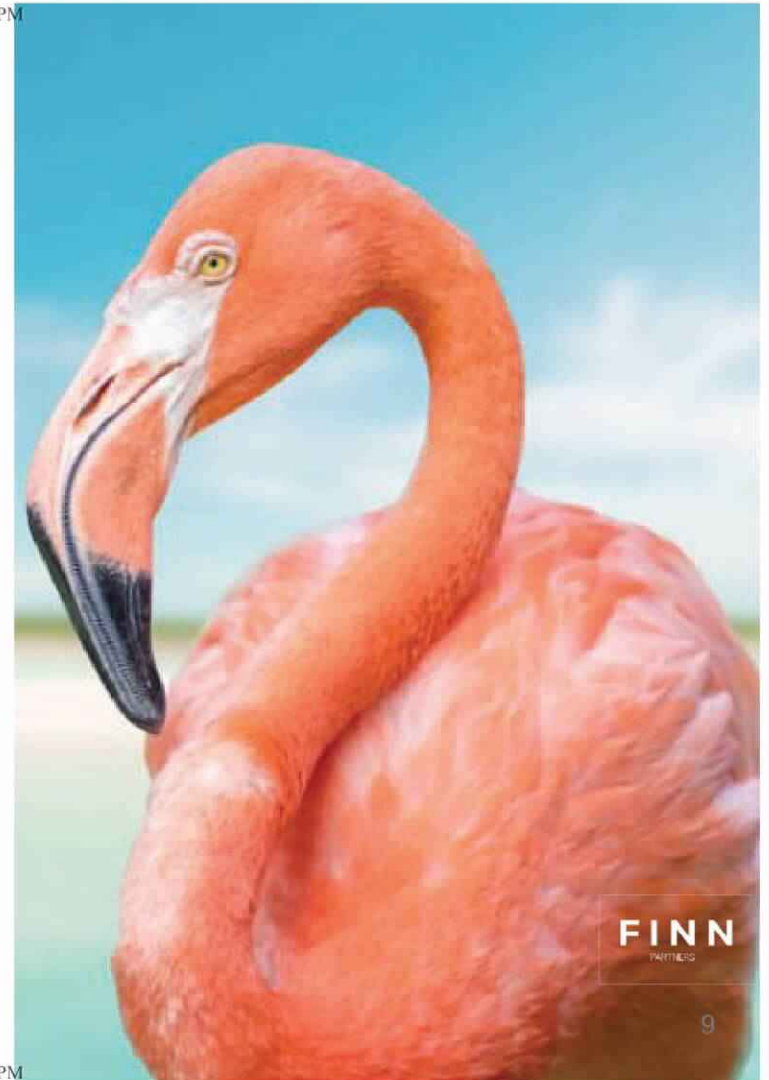
PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Tropic Ocean Airways Press Release	FINN reviewed and drafted quote from DPM; pending BMOT review
Venezuela Relations Talking Points	FINN drafted and shared with BMOT
Korn Ferry Broadcast Talking Points	FINN drafted and shared with BMOT
Island Fact Sheets	FINN developed updated 2026 fact sheets for Family Islands; pending BMOT review
A Reason to Visit The Bahamas For Every Month	FINN conducted outreach to top-tier travel media, showcasing festivals and timely activities throughout 2026 for editorial consideration
Bimini in 30 Minutes: The Escape South Florida Has Been Waiting For	FINN crafted a pitch for "Bimini in 30 Minutes: The Escape South Florida Has Been Waiting For" to showcase new flight



ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Wendy O'Dea, USA Today 10Best	Supplied information on Stuart's Cove to support an upcoming piece on Caribbean adventures, featuring The Bahamas for its remarkable marine life and shark diving opportunities, as well as Cay Witness Bahamas, Uncle Robs Great Adventures, Made in Water Excursions, and Savage Diving for cliff jumping and free diving
Meghann Foye, Parade	Shared information on top cruise-friendly excursions on Nassau for consideration in an upcoming story, along with noteworthy accessibility developments coming out of Out Islands of interest, Mayaguana and Bimini
Diane Bair, The Boston Globe	Shared information to support an upcoming editorial spotlight on the Out Islands
Mariette Williams, Beach.com	FINN provided fact check + high-resolution imagery for upcoming feature on "What Island to Visit in March"
Mike Cappetta, Travel + Leisure	Shared link to Breeze press release to support a destination-focused story, including spotlight on record-breaking year of tourism

FINN Partners | BAHAMAS TOURISM



ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Mae Hamilton, Travel + Leisure	Provided destination details for a media meeting
Helen Hwang, TripAdvisor	Shared Atlantis Paradise Island hotel PR Contact for consideration in a story on mermaid and pirate themed experiences for kids at hotels in The Bahamas
Shara Levine, NY Family	FINN spotlighted Bahamian events and local happenings for consideration in a story on Where to Go in April

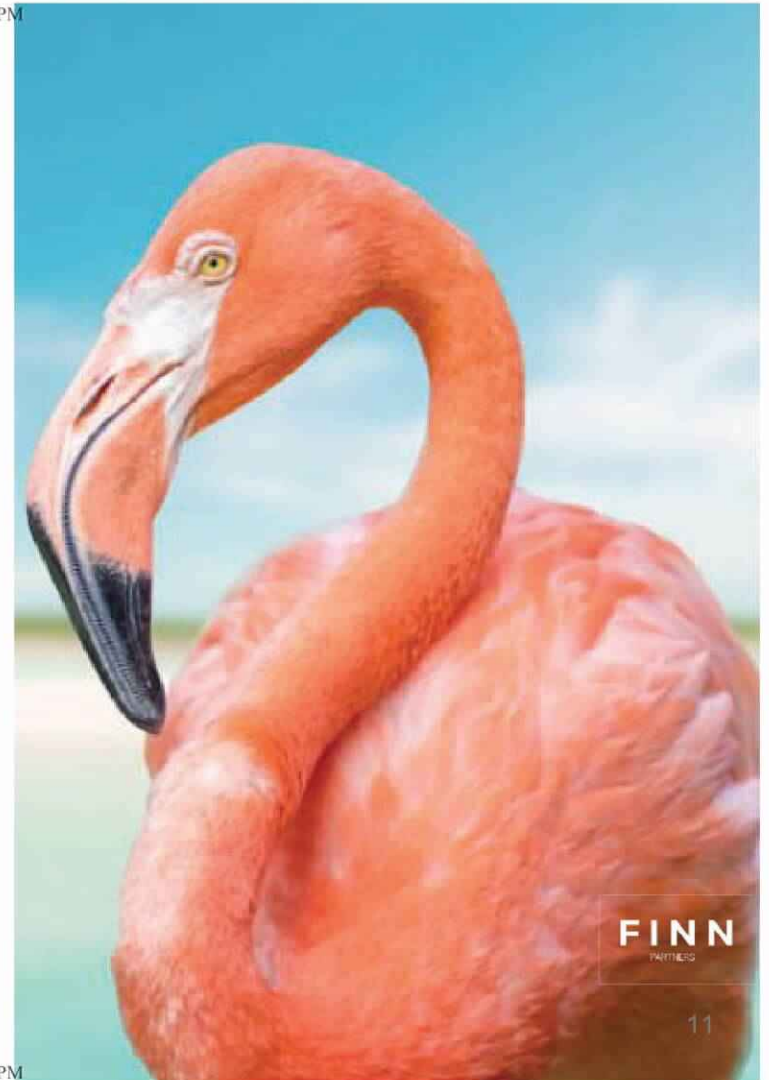
FINN Partners | BAHAMAS TOURISM



ACTIVE INFLUENCER/DIGITAL LEADS

CREATOR/ OUTLET	DETAILS
AA Inaugural Flight	FINN Partners presented a target list of eligible creator targets for the upcoming American Airlines Inaugural Flight to Bimini. The team further expanded the list for additional consideration. Status: Awaiting approval on expanded target list.
SOBEE Influencer Attendees	FINN Partners reviewed and presented feedback to upcoming SOBEE activation, recommending those to move forward with and those to pass on. Status: Awaiting event

FINN Partners | BAHAMAS TOURISM



HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Dream Yacht Abacos Press Trip	Dates: January 24-31, 2026 Itinerary: Abaco Dream Premium – 8 days, 7 nights exploring hidden beaches, colonial towns and pristine lagoons aboard a luxury catamaran. 5 confirmed writers + 2 guests traveled to The Bahamas with Dream Yachts: • Amy Brecount White + 1 (husband); Washington Post, Yahoo, AARP, Nat Geo Travel • Kimberly Lovato + 1 (husband); AARP, Saturday Evening Post, National Geographic Traveler, Virtuoso Life, Yahoo Life, Ciao Bambino! • Catherine Smith; USA TODAY 10 Best • Claire Zlobin; Travel Pulse, TravelAge West, TripAdvisor, etc. • Kristen Gill; BBC, Outside Magazine, The Guardian, AFAR, Wanderlust, Adventure Travel News, and The Seattle Times, among many others Status: BMOT provided on-the-ground support (e.g., golf carts, island tour, any other experiences you recommend) plus a few hosted meals at restaurants that spotlighted Abaco culture and culinary highlights. BMOT provided itinerary for on-island support
Todd Walker, Freelance (Mpls. St Paul Magazine)	Confirmed dates: February 26- March 1, 2026 • Three comp nights, F+B, airport transfers and hotel activities approved by Grand Hyatt Baha Mar • FINN shared flight costs + media accreditation form for approval



HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Megan Margulies, Freelance (Travel + Leisure, National Geographic)	Dates: April 1-4, 2026 FINN in touch with Megan who is planning a visit to Nassau this spring with her spouse and two children (party of four). Megan is requesting support for the following: • Roundtrip airfare for herself from Boston (currently around \$400-\$500 USD) • Hosted stay at Baha Mar for 4 or 5 nights • Passes to Ardastra Gardens and Primeval Forest Status: FINN awaiting BMOT approval to purchase flight and reach out to Baha Mar for hosted stay



EVENTS

IMM North America (January 22)

FINN Partners attended IMM North America on behalf of The Bahamas Ministry of Tourism (BMOT). Key highlights include:

- A total of 24 targeted meetings were conducted, during which destination updates were shared with key freelance journalists.
- Productive discussions took place with writers contributing to leading publications, including BBC, National Geographic, Travel + Leisure, Conde Nast Traveler, Food & Wine, and more.
- Core messaging themes – such as People-to-People (P2P) experiences, luxury developments, cultural festivals, improved connectivity, and the Out Islands, which all resonated strongly with attendees.
- The team is actively following up on promising storylines and potential FAM trip opportunities identified during the event.

FINN Partners | BAHAMAS TOURISM



EVENTS

South Beach Food and Wine Festival (February 19-22, 2026)

FINN Partners continues to support BMOT's sponsorship activation for the South Beach Food and Wine Festival, with a particular focus on the FoodieCon component. Recent progress includes:

- FINN shared a targeted media invitation list with SOBE team for review and coordination.
- FINN edited SOBE-drafted press release and began drafting BMOT-specific press release.
- BMOT is continuing to provide detailed information on offerings and experiences available at FoodieCon and across the festival.
- BMOT finalizing confirmation of key social media messaging points previously shared with SOBE team

Seatrade Cruise Global (April 13-16, 2026)

Preparations for Seatrade Cruise Global remain underway. Current status includes:

- FINN Partners representatives (Maite, Rachel and Francisco) on standby to provide on-site support.
- BMOT and FINN to discuss details on overall event strategy, messaging priorities, and staffing requirements.





THANK YOU!

FINN

PARTNERS



FINN
PARTNERS

FINN PARTNERS USA X THE BAHAMAS
MINISTRY OF TOURISM, INVESTMENT & AVIATION
PR ACTIVITY REPORT

FEBRUARY 2026

FEBRUARY PR ACTIVITY

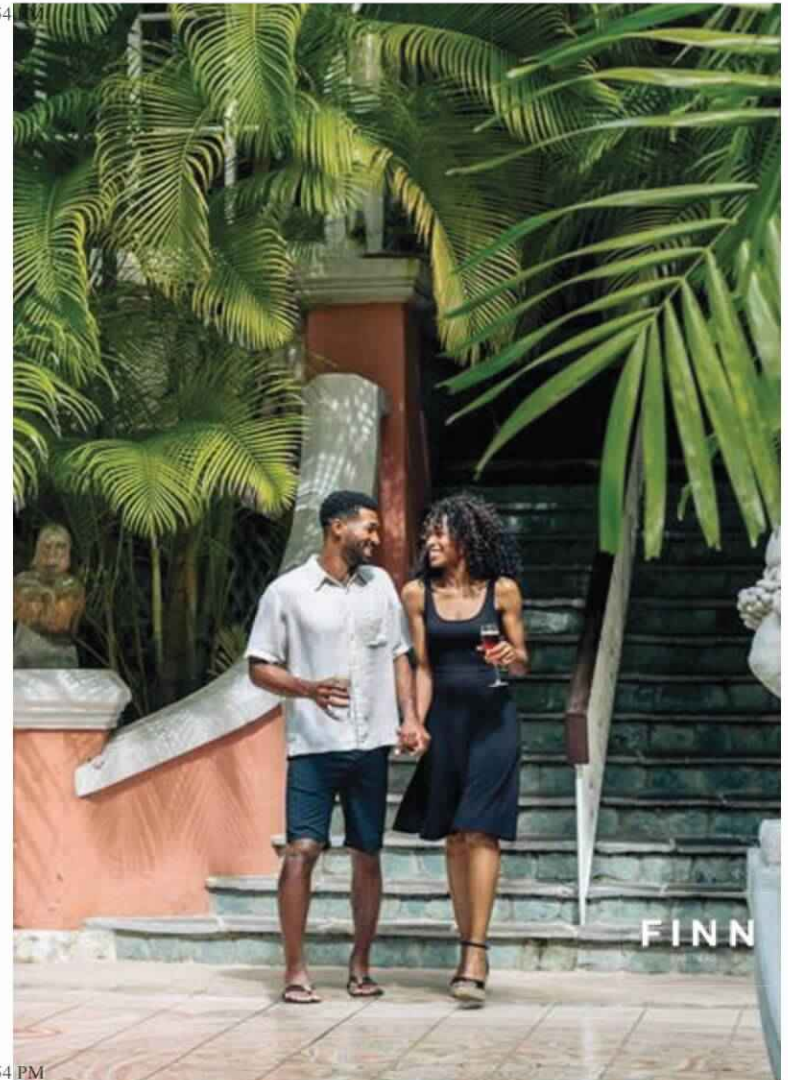
— executive summary

February was a particularly busy month, with FINN pulling out all the stops and keeping things moving for a number of big events for The Bahamas, including SOBEWFF, a Washington, D.C. mission, and Seatrade Cruise Global. Media efforts still stayed a priority, of course — FINN generated over 465 million impressions for BMOT while coordinating great thought leadership opportunities for the DG, promising leads from top-tier media, and next steps for multiple media visits.

Major PR activity included:

- SOBEWFF: Reviewed, provided suggested edits, and drafted quote from DPM for FoodieCon press release; drafted and distributed sponsorship press release; distributed final Tropic Ocean Airways press release; continued to liaise with SOBEWFF and partnership team; coordinated final details and needs for Bimini influencer day trip; conducted outreach to regional media to gauge attendance after SOBEWFF team refused to share confirmed attendees; Coordinated Jesse Scott (The Browardist, Lonely Planet, Forbes) and Regina Barbaran (Prevue Magazine) to visit The Bahamas booth at FoodieCon; and had FINN rep Francisco attend the Grand Tasting Village on Sunday, where he met with Jorge Arauz (Brickell Magazine) and Melissa Puppo (Flamingo Magazine).
- Washington, D.C. Mission: Conducted outreach and confirmed four creator attendees and four media attendees; secured interview opportunity for DG with Travel Noire; crafted interview media brief and Q+A document; prepared talking points document and fireside chat script; presented broadcast opportunity with Good Morning Washington.
- Seatrade Cruise Global: Shared needs and coordinated next steps, such as pulling together a media list.
- Coordinated Women Leading Travel Skift submission for the DG.
- Continued to coordinate next steps for 2026 integrated communications plans.
- Distributed February happenings release and drafted March happenings release.
- Took next steps for SMT opportunity for BMOT with Terry Ward.
- Drafted U.S. News Best Family Vacation Destination Award release.
- Drafted copy and conducted outreach for multiple pitching efforts, including a Where to Go request from Kristin Braswell and Cortney Fries for Nat Geo, a "Making Waves" spotlight for Southern Boating & Yachting, a spotlight on Andros for AFAR's summer water issue, and a Forbes International Women's Day story.
- Coordinated next steps for multiple individual media visit requests, including Todd Walker (Minneapolis/St. Paul Magazine) and Megan Margulies, Freelance (Travel + Leisure, National Geographic).
- Took next steps to get journalists additional information on The Bahamas following Dream Yacht Jan. 24-31 press trip to Abacos.
- Aligned with Coral Vita team on sustainability group press trip dates (end of May/start of June) and drafted itinerary and budget to share with BMOT.

FINN Partners | BAHAMAS TOURISM



FEBRUARY PR ACTIVITY

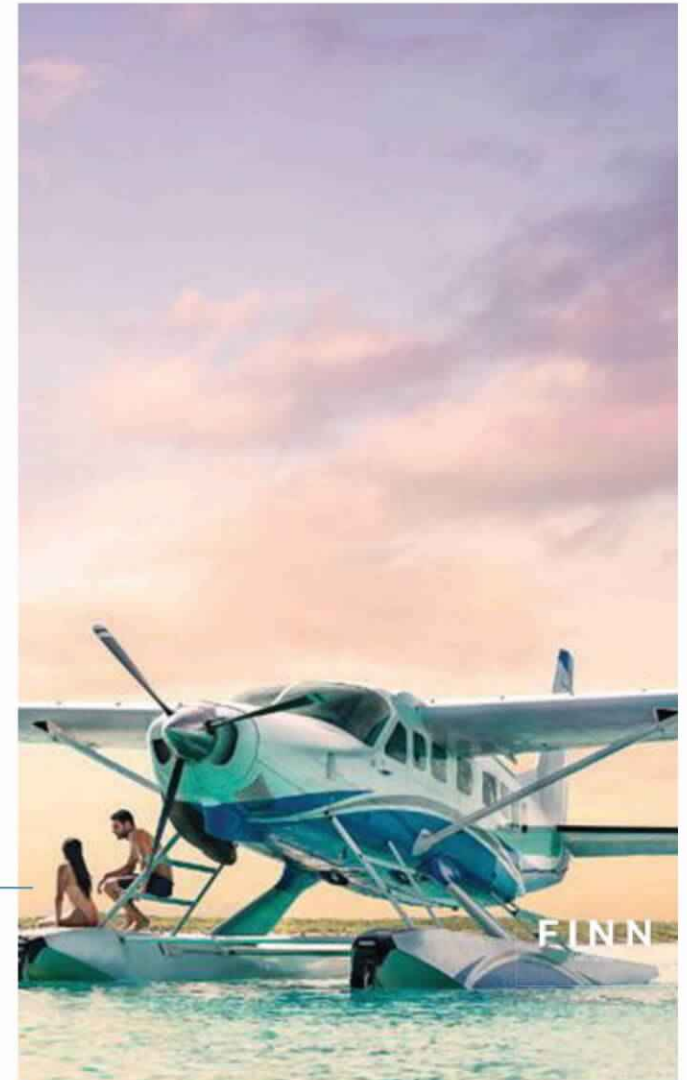
— results at a glance

- Food & Wine - [A Guide to Bahamian Food Culture, From Beachside Conch to Fine Dining](#)
- Islands Magazine - [The Best Day Trips From Fort Lauderdale, According To A Local](#)
- New York Post - ["Super fly: New routes out of NYC deliver you nonstop to no-snow zones "](#)
- New York Post - [From Fyre Fest failure to secret billionaire escape, can this sun-soaked island chain challenge the Maldives?](#)
- Travel and Tour World - [Escape to the Bahamas in Twenty Five Minutes: Tropic Ocean Airways Launches New Fast Routes from Florida](#)
- Essence - [The Black Girl's Guide To Travel: I Went To The Bahamas For The Beaches—But Left With A New Family](#)
- Travel + Leisure - [18 Most Beautiful Caribbean Islands to Visit](#)
- South Florida Business Journal - [South Florida aviation firm launches 25-minute Bahamas flights](#)
- The Travel - [American Airlines Launches New Flight To Romantic Snowbird Destination Just In Time For Valentine's Day](#)

465,428,470
Media
Impressions

138
Secured
Pieces of
Coverage

FINN Partners | BAHAMAS TOURISM



COVERAGE HIGHLIGHTS

Forbes

American Airlines Launches First-Ever Flights To Bimini, Opening Access To One Of The Bahamas' Most Beautiful Islands



The island of Bimini has always been close. Now, it's even closer.

Starting today, American Airlines is launching a new route connecting travelers from Miami to Bimini, the closest island in The Bahamas to South Florida, located just 50 miles east of Miami.

With three-times-weekly service between Miami International Airport (MIA) and South Bimini Airport (BIM), the route will have passengers on the beaches of Bimini in under an hour. Until now, the island was only accessible from the U.S. via private charter or scheduled charter service on small aircraft. The inaugural flight marks the first scheduled commercial service to link the U.S. mainland directly with the island.

Bimini's proximity has always made it a popular destination with visitors, especially those traveling from South Florida. However, the lack of direct flights from the United States has meant the island has primarily been a destination for boaters, who typically make the roughly two-hour journey by private boat or ferry. Direct flights now saving visitors a layover in capital city of The Bahamas, Nassau.

Forbes
UMV: 58,739,060

NEW YORK POST

From Fyre Fest failure to secret billionaire escape, can this sun-soaked island chain challenge the Maldives?



The last time the world heard about Exuma, it was because of Fyre Festival, 2017's infamous no-venue that turned this Bahamian island chain into a meme-a-palooza.

But what Fyre Festival got right was the real estate. This pristine archipelago, just a 45-minute flight from Miami, offers white sand beaches and shockingly clear waters on par with the Maldives or the Seychelles, minus the \$10-an-hour ding.

Made up of over 300 islands and cays, this district of the Bahamas remains one of the least developed parts of the island nation. And now, with a spate of ultra-high-end developments underway, it's poised to be the region's next capital of luxury.

"After the COVID period, we the government took a very aggressive approach and strategy to tell the world how we are open for business," said the Honorable Chester Cooper, the country's deputy prime minister and minister of tourism. That means streamlined approvals, fast-tracked permits and taking out what he calls a "red carpet one-stop shop," reminding investors that the Bahamas, already one of the strongest brands in global tourism, is "an attractive place to do business."

The message landed. Today, the islands are buzzing with billionaire developers and some of the world's exclusive hospitality brands.

The ultra-luxury Aman Resorts has partnered with Swiss entrepreneur and billionaire Doris Bertoni for its first Bahamian resort.



New York Post
UMV: 38,299,141

NEW YORK POST

Super fly: New routes out of NYC deliver you nonstop to no-snow zones

'You're over the snow, the slush and the whole blizzard thing — it's time to get out of town.'

Right now, the No. 1 destination for NYC-based escape artists is the Dominican Republic, said Tully Morahan of New Jersey-based Tropic Travel Discoverer. But along with the perennially popular DR, she's seeing a boost in interest in destinations like Anguilla and the Bahamas, thanks to a bevy of new, convenient and affordable flight routes.

And don't forget Florida. No circled Panhandle Coast — which includes Naples, Marco Island and Everglades City — is seeing a 13% year-over-year increase in demand from NYC travelers, per TropicTravel. No wonder. Last year, this coastal rack of Southwest Florida saw the opening of Naples Beach Club, a Four Seasons Resort — the first Four Seasons on Florida's West Coast. It will add a Tom Fazio-designed championship golf course this year.

The Bahamas



Since December, Delta has been shuttling flight city kids from LGA to Lynden Pindling International Airport (NAS) in Nassau, starting at \$351 for a round-trip ticket.

Operating daily through early spring, the new three-and-a-half-hour flight affords travelers access to a growing roster of hotels on Nassau and nearby Paradise Island.

Our top bet chosen? First, Magnolia Beach Resort Nassau (from \$499 per night), a family-friendly resort that serves as a mainstay along the redeveloped Nassau waterfront, complete with multiple pools and a marina.

Then there's the British Colonial (from \$244 per night), a historic hotel on the heels of its \$50 million renovation in 2024, with refreshed interiors, a private beach and a downtown location.

New York Post
UMV: 38,299,141

TTW TRAVEL AND TOUR WORLD

Escape to the Bahamas in Twenty Five Minutes: Tropic Ocean Airways Launches New Fast Routes from Florida



In 2026, Tropic Ocean Airways is changing the way travelers experience the Bahamas with its new 25-minute flight route from South Florida to Bimini. This game-changing service allows visitors to escape to the Bahamas for a day trip, eliminating the need for long international travel times typically associated with Caribbean destinations.

The Bimini route represents a huge leap in making quick international travel more accessible and affordable. The 25-minute flight, which offers direct service from Fort Lauderdale to Bimini, will redefine how travelers view tropical getaways, as they can now leave South Florida in the morning, enjoy a full day on the island, and return home by evening. This invaluable new service addresses the need for short, affordable international trips, allowing people to experience the beauty of the Bahamas without the long planning or expense.

The 25-Minute Flight to Bimini: A New Era of Quick International Getaways

One of the key benefits of this new flight service is its ability to meet demand for quick travel without compromising the quality of the experience. Bimini, known for its stunning beaches, clear waters, and vibrant culture, is a perfect destination for those seeking a day trip or weekend getaway without dedicating an entire week. Tropic Ocean Airways has made it easier than ever for visitors to experience the Bahamas, bringing more opportunities for relaxation and adventure, all while keeping the travel time extremely short.

Travel experts predict that the 25-minute flights will encourage more South Florida residents to visit the Bahamas regularly, particularly for weekend escapes. Tropic Ocean Airways is positioning itself as a leader in premium short-haul air travel by offering not only convenient flights but also a high-quality travel experience. Whether you're visiting for luxury beach resorts, snorkeling, or simply to enjoy the warm Caribbean hospitality, Tropic Ocean offers it all in a fraction of the time traditionally required for long-haul flights.

Travel and Tour World
UMV: 13,057,219

FINN PARTNERS

COVERAGE HIGHLIGHTS

TRAVEL+ LEISURE

18 Most Beautiful Caribbean Islands to Visit

The most beautiful Caribbean islands also have distinctive natural features—like St. Lucia's haunting coastal twin peaks, Dominica's untouched rain forests, and Harbour Island's Pink Sand Beach in The Bahamas. You can find nonstop flights to many of these destinations, but some of the more remote islands, such as Carouan in St. Vincent and the Grenadines, require an inter-island flight, ferry, or private charter to reach. That said, we think you'll find the secluded beaches and pristine landscapes are well worth the effort.

Here are 18 of the most beautiful Caribbean islands to inspire your travels.

The Bahamas



Despite the country's physical location in the Atlantic Ocean (vs. the Caribbean Sea), it's still considered part of the wider Caribbean community. There are roughly 700 islands in The Bahamas, though only 30 of them are inhabited, and each one has its own style and personality. New Providence Island, home to Nassau and Paradise Island, is known for its many modern resorts, casinos, and vibrant nightlife scene. Eleuthera is more secluded, with pink-sand beaches and historic architecture. The Exumas are home to swimming pigs and a marine reserve that protects the beautiful undersea life. The Abaco islands, meanwhile, are known for their charming towns and many fishing, sailing, and boating opportunities.

Travel + Leisure
UMV: 12,932,448

FOOD&WINE

A Guide to Bahamian Food Culture, From Beachside Conch to Fine Dining



A popular spot for cruisers and sun-seekers, the shallow waters and powder-soft sands of the Bahamas were once visited by some of the world's most infamous pirates, from Blackbeard to Calico Jack Rackham. Legends of hidden treasure and the spicy lore of a plundering past have left their marks on the islands, but today, it's the rich culture and cuisine that bring in visitors to the archipelago, hungry to dig in and explore more.

The Bahamas are made up of more than 700 islands and cays, where a blend of African, British, European, and American inhabitants have shaped the destination's distinct Caribbean identity. Annual Junkanoo celebrations (which take place on Boxing Day, the morning of Jan. 1, and throughout the summer) are a great place to start, where goateen drums and colorful costumes paint a rhythmic history of the islands. There are blue holes for underwater exploration and secluded cays to be discovered above the shoreline – and even the chance to paddle along with the swimming pigs of Exuma – and the best way to experience the Bahamas is to take it in, one bite at a time.

Bahamian cuisine tells the island's mixed history in every soulful spoonful, where Caribbean flavors are often peppered with influences from Africa and Europe. Even the island's signature cocktail, the Bahama Mama, carries a backstory so modified that the only known truth behind it is that it is quintessentially Bahamian. Try an authentic version – i.e., made with

Food & Wine
UMV: 10,093,996

SOUTH FLORIDA BUSINESS JOURNAL

South Florida aviation firm launches 25-minute Bahamas flights



A new seaplane service from Tropic Ocean Airways aims to make day trips to The Bahamas easier, offering 25-minute flights between South Florida and Bimini with same-day returns.

The company announced Feb. 18 that Saturday service will begin Feb. 21 from its Fort Lauderdale seaplane terminal.

Fares listed on the company's website range from roughly \$296 to about \$430 one way, depending on the travel date.

"You don't need a week off or a complex travel plan to go to The Bahamas," CEO Jason Schmidt said in a statement. "You can wake up in South Florida, have lunch in The Bahamas, and be back home for dinner. This is about taking something people think requires pre-planning and is expensive and making it incredibly easy."

Passengers are scheduled to leave at 8:30 a.m., arrive in Bimini at 9 a.m., clear customs and spend roughly five to six hours on the island before departing at 5 p.m. The return arrival time in Fort Lauderdale is 5:30 p.m.

The package includes round-trip flights, customs processing in Fort Lauderdale and Bimini, ground transfers on arrival, valet parking at the departure terminal and access to a private lobby with Wi-Fi and refreshments.

South Florida Business Journal
UMV: 6,184,349

THE TRAVEL

American Airlines Launches New Flight To Romantic Snowbird Destination Just In Time For Valentine's Day



With Valentine's Day just around the corner, plenty of people around the world are now realizing they still haven't thought of a good present for their partners. American Airlines is now offering a solution for those hoping to solve the problem with a last-minute trip to a romantic destination popular among snowbirds: the Bahamas.

This U.S. airline is about to launch a new direct flight to a popular Caribbean island just in time for Valentine's Day. Here is a closer look at this new route, including departure and arrival airports, its weekly frequency, and other key details.

American Airlines Launches New Direct Flight To The Bahamas

On September 8, 2025, American Airlines published a press release announcing a new flight to the Bahamas. The route will debut on Valentine's Day, February 14, and connect South Bimini Airport (BIM) to Miami International Airport (MIA).

The Travel
UMV: 3,730,457

FINN

COVERAGE HIGHLIGHTS

Islands

The Best Day Trips From Fort Lauderdale, According To A Local

I grew up in Fort Lauderdale for most of my life, and living where you vacation gives you the itch to explore more. Luckily, Southwest Florida is the perfect location from which to add day trips to your itinerary — or, if you're a resident, to your weekends. After all, Fort Lauderdale-Hollywood International (FLL) airport served 36.2 million people in 2025 — sometimes you just need your space, even if just for 24 hours.

From the crystal-clear waters of the Bahamas Islands to the ritzy streets of West Palm Beach, these day trips have range, and the adventure begins at the start of the journey. There are unique transport systems, like trains, seaplanes, and cruises, providing you with a thrilling experience before you even get to your destination. As a local, I've done a couple of these day trips myself, and I feel as though I'm in a whole different world. The best part: I'm back in my bed by the evening for tourists — your hotel room. So instead of just exploring the most walkable street in Fort Lauderdale filled with art galleries by the beach, step outside of the box and check out these epic day trips.

Bahamas Islands by ferry: Grand Bahama or Bimini



Grab your passport and get your floppy hat ready, because the Bahamas, specifically Bimini or Freeport Grand Bahama, are just a day cruise away! *Islands* Cruises sails from Fort Lauderdale to Bimini in two hours and from Fort Lauderdale to the Grand Bahama Island in three hours. Round-trip tickets are around \$200, embarking out of Fort Lauderdale, which is just across from FLL airport. You get seven hours of exploration in Bimini and six in Grand Bahama Island, and you'll be back to Fort Lauderdale between 8 and 9:30 in the evening. The ferry also offers hotel bundles you can choose from if you'd like to extend your trip beyond a day.

Islands
UMV: 2,927,053

Mpls St Paul

Winter Escapes: San Juan and Nassau

Winter in Minnesota can linger like a house guest that won't leave. San Juan and Nassau share the Caribbean, but deliver very different experiences.

Looking to beat the cold? All winter long, our travel correspondent Todd Walker is plotting the best winter escapes from Minnesota.

In the Bold North, winter can linger on like a house guest that just won't leave, shifting our focus from enduring the season to seeking liberation in search of places where life is visible again. *San Juan* and *Nassau* are places where the rhythms of daily life visibly unfold on streets, along the water, and in plain sight wherever you turn.

San Juan and Nassau are easy points of entry for Minnesotans headed to the Caribbean, with nonstop flights from Minneapolis-St. Paul (occasionally to Nassau). San Juan greets you as a living city where history, culture, and beach life intersect. Nassau settles into an island shaped by tourism, markets, and resort life, where the days unfold at a more relaxed pace.

Nassau is the capital of The Bahamas and the hub for more than 700 surrounding islands and cays. English is spoken, and U.S. currency is widely accepted. Beach resorts, marinas, street markets, and pastel-colored buildings sit side by side along the harbor. Citizens of the U.S. are required to have a valid U.S. passport.



Nassau

Nassau reveals itself at street level. Near the harbor, vendors call out from the *Wicker Market* under shaded stalls while boats ease in and out of the marina a few blocks away. The pace is unhurried. You can feel the crossover between beach and town without trying. The island doesn't separate daily life from visitor life.

Mpls.St.Paul Magazine
UMV: 280,399

TRAVELPULSE

Quick Bimini Trips Offered by Bahamas In A Day



Tropic Ocean Airways is partnering with the Bahamas Ministry of Tourism to launch Bahamas In A Day trips, available every Saturday beginning February 23.

Guests arrive at Tropic Ocean Airways' private lobby in Fort Lauderdale 30 minutes prior to departure, take off in the morning, and land on the water at North Bimini Seaplane Base by 9 a.m. After spending eight hours on the island, they return home to South Florida by early evening.

The goal of the new 25-minute day-trip flight program is simple: to show people just how close—and how easy to reach—the Bahamas really are.

To celebrate the launch, Bahamas In A Day will be offered at a special promotional rate of \$500 per person, representing a \$100 savings off the standard launch price of \$600. This discounted fare is available on any bookings made prior to March 1.

"You don't need a full week off or a complicated travel plan to experience the Bahamas," said Jason Schmidt, CEO at Tropic Ocean Airways. "You can wake up in South Florida, be on a beach in Bimini 25 minutes later, explore the island, and still be home for dinner. We're taking something people assume requires a lot of time, planning, and money—and making it easy, spontaneous, and accessible."

"This partnership with Tropic Ocean Airways represents more than just a new flight path; it's a total reimagining of how accessible our islands can be," said Chester Cooper, the Bahamas' deputy prime minister and minister of Tourism.

TravelPulse
UMV: 217,362

traveler

Tropic Ocean Airways Unveils 25-Minute Florida-Bahamas Hop

New seaplane day trips from Fort Lauderdale to Bimini let travelers trade South Florida traffic for Bahamian beaches in just 25 minutes each way.

Travelers in South Florida can now swap morning commutes for Bahamian beach days in less time than it takes to cross Miami at rush hour, with Tropic Ocean Airways launching a new 25-minute seaplane route from Fort Lauderdale to Bimini that is designed as a same-day international escape.



A New Kind of Same-Day Island Escape

Branded as a "Bahamas in a Day" experience, the new route pairs Tropic Ocean Airways with The Bahamas Ministry of Tourism to reframe Bimini as an easy, spur-of-the-moment getaway rather than a weeklong commitment. The program offers scheduled seaplane flights from Tropic Ocean's private terminal at Fort Lauderdale-Hollywood International Airport directly to North Bimini Seaplane Base, landing travelers in the islands in about 25 minutes.

Operating initially on Saturdays, the service is structured around a fixed timetable that maximizes island time while keeping the logistics simple. Passengers are asked to arrive just 30 minutes before departure, depart Fort

The Traveler
UMV: 24,972

FINN

NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Bahamas x SOBEWFF Sponsorship Press Release	FINN drafted and distributed
Bahamas x SOBEWFF FoodieCon Press Release	FINN reviewed, provided suggested edits, and drafted quote from DPM; shared final with SOBEWFF team for their distribution
Tropic Ocean Airways Press Release	FINN reviewed and drafted quote from DPM month prior; distributed
US News Best Family Vacation Destination Award Release	FINN drafted; pending BMOT review
Island Fact Sheets	FINN developed updated 2026 fact sheets for Family Islands in month prior; pending BMOT review
Newsletter: February 2026	FINN drafted and distributed
US News Best Beaches Award Release	FINN drafted month prior; received final from BMOT for records (not distributing)
Caribbean Journal Awards	FINN drafted month prior; received final from BMOT for records (not distributing)

FINN Partners | BAHAMAS TOURISM



NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Washington, DC Media Mission Talking Points	FINN drafted and shared with BMOT
Washington, DC Media Mission Interview Q+A Document	FINN drafted and shared with BMOT
Washington, DC Media Mission Interview Fireside Chat Script	FINN drafted and shared with BMOT

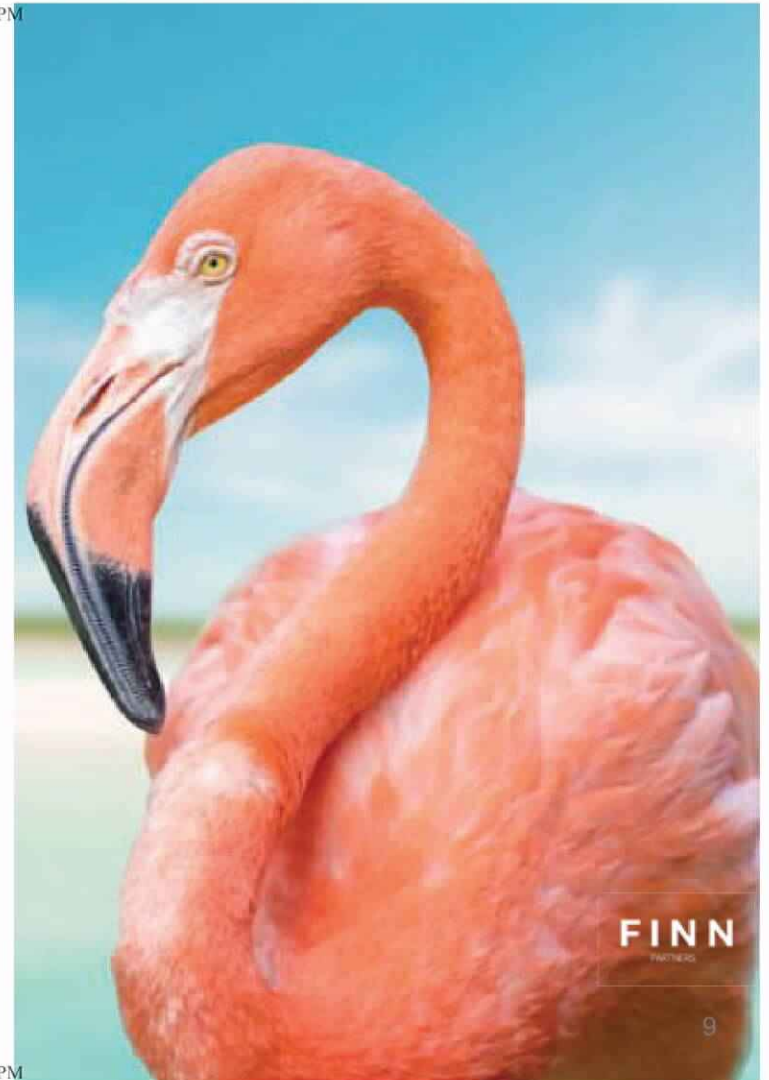
FINN Partners | BAHAMAS TOURISM



ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Angela Caraway Carlton, Freelance	Shared imagery on Exumas and provided images from Grand Isle Resort and Residences
Ysolt Usigan, Vice	FINN put forth The Bahamas for consideration as Vice is working on a small slate of travel roundups and first-person reviews as part of the relaunch of their travel section, including Digital Detox Travel: Where to Go to Fully Unplug and Best Beach Destinations for People Who Hate Beach Resorts
Perri O. Blumberg, NY Post	Spotlighted the Delta route that launched in December 2025 from New York to The Bahamas for consideration in a story on new airport routes from the NYC area servicing warm weather destinations
Mariette Williams, Travel Weekly	FINN fact checked copy for a story on American Airlines' debut of direct flights to Bimini
Jamie Smith, Wherever Family	Put forth The Bahamas for consideration in a story on family- friendly travel, spotlighting the destination's all-inclusive offerings, increased connectivity, and upcoming deals
Yelena Moroz Alpert, Freelance (Architectural Digest)	FINN shared general Nassau info for consideration in upcoming stories (visiting island during cruise stop on Feb 14th; did not request any activities or aid)

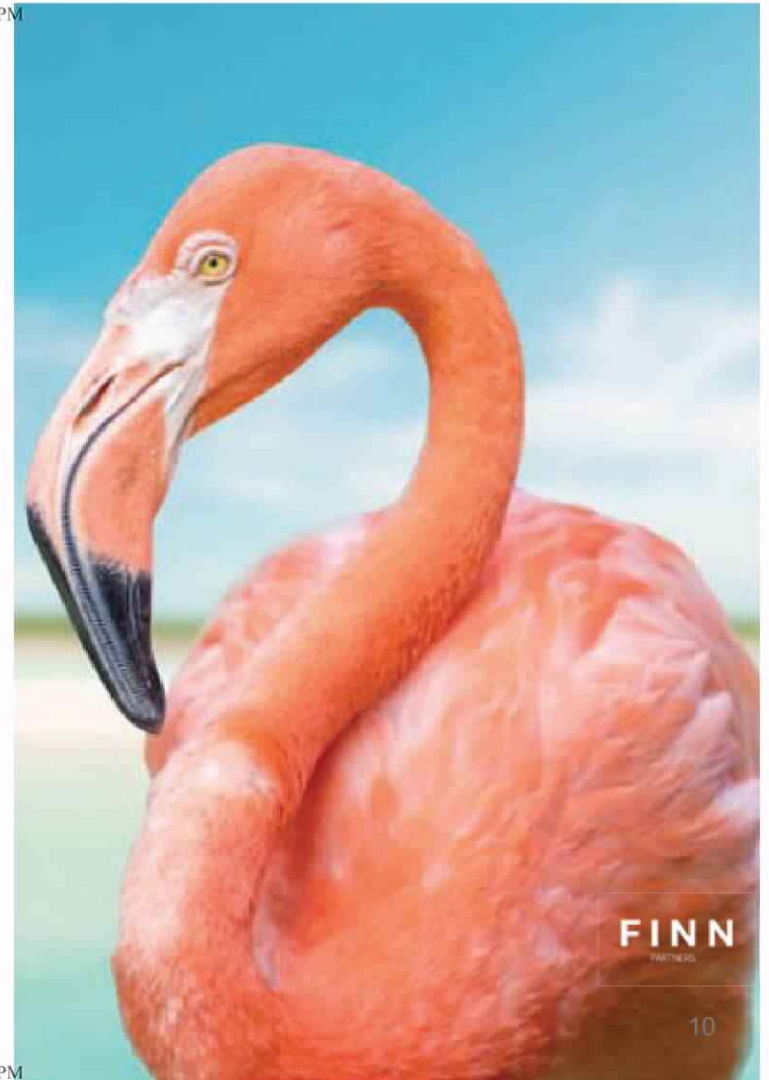
FINN Partners | BAHAMAS TOURISM



ACTIVE MEDIA LEADS

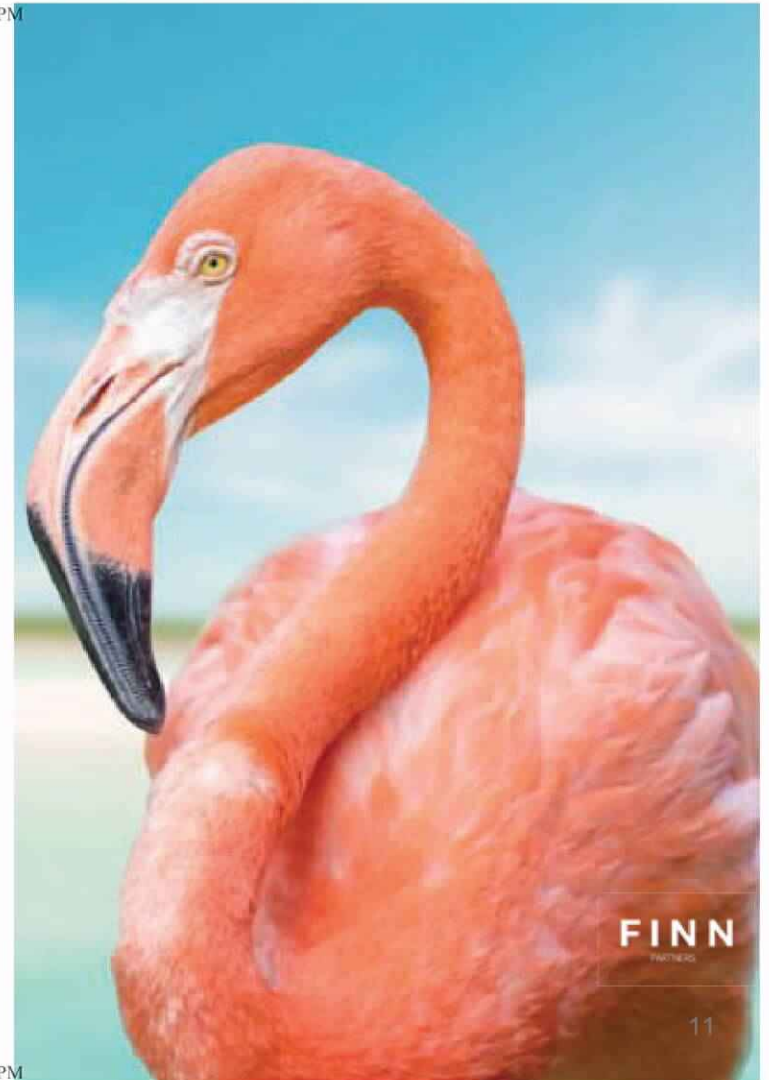
PUBLICATION/ WRITER	DETAILS
Terry Ward, Tampa Magazine	Shared images of Abaco and Great Guana Cay for consideration to support a piece on micro adventures
Hannah Walhout, AFAR	FINN put forth Kamalame Cay and Andros for consideration in the publication's summer issue's spotlight on water
Kristin Braswell, National Geographic	Put forth The Bahamas - specifically, the Out Islands - for editorial consideration regarding Where to Go in 2027
Jesse Scott, The Browardist	Shared destination imagery to support a story on the new Bahamas in a Day Tropic Airways offering
Abigail Duffy, Palm Beach Media Group	Shared destination imagery to support a story on the new Bahamas in a Day Tropic Airways offering
Cortney Fries, National Geographic	FINN put forth The Bahamas - specifically, the Out Islands - for editorial consideration regarding Where to Go in 2027
Women Leading Travel, Skift	Coordinated submission for DG
Stacey Leasca, Travel + Leisure	FINN put forth the Out Islands for consideration in pieces on places that travelers can still visit without crowds and best destinations in the Caribbean

FINN Partners | BAHAMAS TOURISM



ACTIVE INFLUENCER/DIGITAL LEADS

CREATOR/ OUTLET	DETAILS
SOBEE Influencer Attendees	FINN Partners reviewed and presented feedback to upcoming SOBEE activation, recommending those to move forward with and those to pass on. Status: Compiling results
Alex Cottrell of @LATryGuy	FINN Partners presented the opportunity to work with YouTube creator, Alex of @LATryGuy, for a People-to-People campaign. Status: Awaiting BMOT feedback
DC Media Missions	FINN Partners conducted outreach to DC creators to secure attendees for the media mission. The team secured four attendees including: • Emily Moore of @emilygoesplaces • Sam Schlageter of @yourdcbestie • Chaitra and Sunkist of @madoverexploring • Anastasiia Markova of @anastasiia.dc



HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Todd Walker, Freelance (Mpls. St Paul Magazine)	Confirmed dates: February 26- March 1, 2026 - Three comp nights, F+B, airport transfers and hotel activities approved by Grand Hyatt Baha Mar - FINN booked flights as approved by BMOT Thus far Todd has produced three pieces of coverage and is working on another feature on "wellness in The Bahamas"
Megan Margulies, Freelance (Travel + Leisure, National Geographic)	Dates: April 1-4, 2026 FINN in touch with Megan who is planning a visit to Nassau this spring with her husband and two children (party of four). Megan is requesting support for the following: - Roundtrip airfare for herself from Boston (currently around \$400-\$500 USD) - Hosted stay for 4 or 5 nights - Passes to Ardastra Gardens and Primeval Forest Status: Baha Mar unable to accommodate hosted visit due to spring break timing; FINN to suggest Island House and confirm writer interest. BMOT approved flight purchase; FINN to share final cost the day of purchase / once hotel stay is confirmed



HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Veronika Bondarenko, The Street	Timeframe: June/July FINN is in touch with Veronika, who is planning to write a story on Nassau and other Bahamian islands during the off-season. She noted she can mention specific hotels, restaurants, and flights in her story. Status: Awaiting media accreditation form from writer



EVENTS

Washington, DC Media Mission (February 19)

FINN secured DC-based media and content creators on behalf of BMOT for strategic activation to showcase Bahamas tourism and destination highlights in DC:

- Katie Solove/Brian Van De Graaff, Good Morning Washington
- Kaeli Conforti, Freelance (T+L)
- Simone Cheri Harvin, Travel Noire
- Emily Moore, @emilygoesplaces
- Sam Schlageter, @yourdcbestie
- Chaitra Yangandul & Sunkist Mehta, @madoverexploring
- Anastasiia Markova, @anastasiia.dc

Additional FINN support included:

- DC Fireside Chat Script drafted by FINN and shared with BMOT prior to mission
- DC Mission Talking Points developed by FINN and shared with BMOT prior to mission
- Good Day Washington opportunity put forward for DPM + DG appearance; BMOT did not move forward
- Interview opportunity secured for DG with Travel Noire; crafted interview media brief and Q+A document

South Beach Food and Wine Festival (February 19-22, 2026)

Coordinated the following media to visit The Bahamas booth during SOBEWFF:

- Jesse Scott, The Browardist
- Regina Barbaran, Prevue Magazine
- Jorge Arauz, Brickell Magazine
- Melissa Puppo, Flamingo Magazine/Dish Miami
- FINN working on full recap report covering both social and PR metrics and results

FINN Partners | BAHAMAS TOURISM



EVENTS

Charlotte and Atlanta Media Missions (March 24 & March 26)

- Continuing regional media outreach strategy for both markets; FINN to update BMOT on RSVP's as received

Seatrade Cruise Global (April 13-16, 2026)

Preparations for Seatrade Cruise Global remain underway. Current status includes:

- RSVPs to date: 18 (4 TBDs)
- FINN Partners representatives (Maite, Rachel and Francisco) on standby to provide on-site support.
- Press Conference scheduled for Wednesday, April 15 at Loews Miami Beach Hotel
- FINN sourcing quote for charter bus transfer to Miami Beach Convention Center
- FINN drafting pre and post release, talking points, and script for press conference

FINN Partners | BAHAMAS TOURISM





FINN
PARTNERS

FINN PARTNERS USA X THE BAHAMAS
MINISTRY OF TOURISM, INVESTMENT & AVIATION
PR ACTIVITY REPORT

MARCH 2026



MARCH PR ACTIVITY

— executive summary

FINN operated in full steam ahead mode on a number of importance initiatives in March, including Seatrade Cruise Global (where 28 media and counting were secured for the upcoming press conference), the sustainability group press trip in May, and a number of individual media visits. In addition, FINN secured two major thought leadership features for the DG for Women's History Month, including TravelPulse's 2026 Women in Travel and a Forbes roundup of visionary hospitality leaders for International Women's Day. Over the course of the month, FINN generated over 782 million impressions for BMOT.

Major PR activity included:

- Seatrade Cruise Global: Drafted materials for conference, including Seatrade pre-event press release, talking points, and media brief; sourced charter bus quote and booked; and conducted outreach to secure 28 press conference attendees and counting.
- Drafted and distributed save the dates for the Atlanta Media Mission (March 26) and the Charlotte Media Mission (March 24) and followed up with postponement announcement.
- Crafted and shared SOBEWFF recap report.
- Worked on and provided counsel for a number of talking points and holding statements, including TravelPulse and Travel Weekly interviews for the DPM, influencer panel talking points for the DPM, jet ski incident, Cody Castillo, and a shark attack.
- Sustainability Group Press Trip (May 28-31): Shared an updated 2-island press trip itinerary and additional costs for budget consideration, continued to coordinate with Coral Vita team, began outreach for hotel partner support, and drafted media list for invites.
- Coordinated next steps for multiple individual media visit requests, including Megan Margulies (T+L, National Geographic), Allison Ramirez (Eater Atlanta, Eater Miami), Angela Caraway-Carlton (Miami Herald), and Veronika Bondarenko (The Street); saw through needs following Todd Walker's visit.
- Continued to coordinate next steps for 2026 integrated communications plans, including facilitating initial conversations with potential partners.
- Distributed March happenings release and drafted April happenings release.
- Took next steps arranging SMT opportunity for BMOT with Terry Ward.
- Conducted outreach for multiple proactive pitching efforts, including an Inagua spotlight pitch and regional connectivity pitch.
- Drafted copy and conducted outreach for multiple pitching efforts, including for TravelPulse 2026 "Most Influential Women in Travel," a Bahamian resorts with water parks request from Candyce Stappen (Creators Syndicate), and a spring break travel story from Jeanne Muchnick (USA Today).

FINN Partners | BAHAMAS TOURISM



MARCH PR ACTIVITY

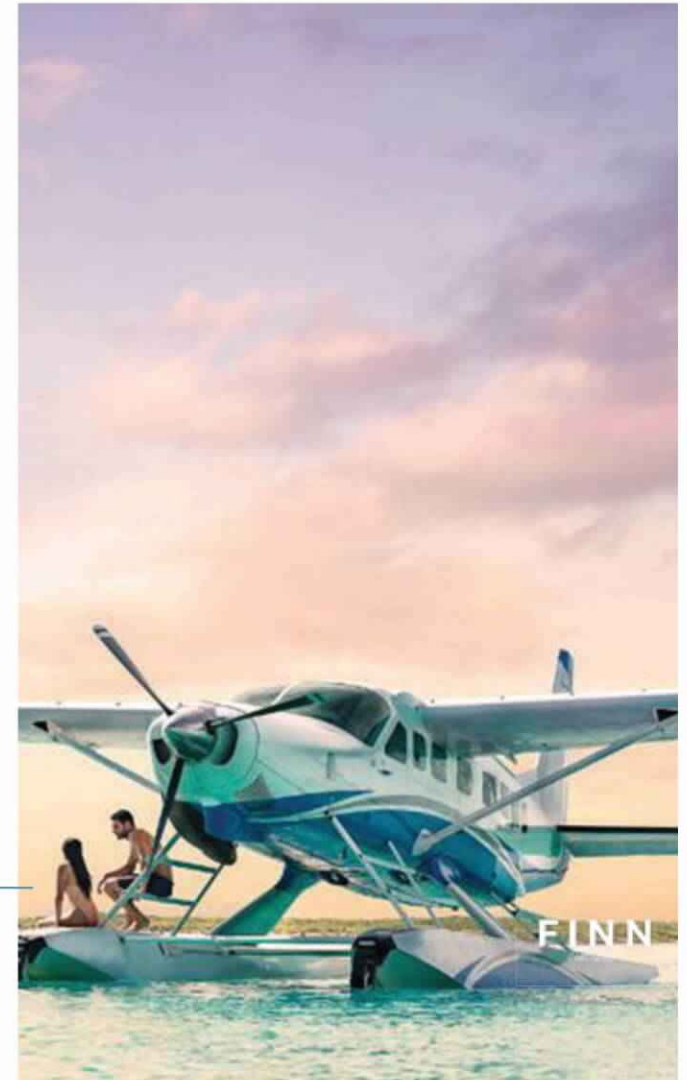
— results at a glance

- Forbes - [10 Visionary Hospitality Leaders Proudly Promote International Women's Day](#)
- Travel + Leisure - [This Collection of 365 Islands in The Bahamas Has Swimming Pigs, Private Island Resorts, and Pristine Beaches](#) (syndicated to [Yahoo! Travel](#), [AOL](#))
- Yahoo! Creators - [Yes, you can swim with wild pigs in the Bahamas—here's what it's actually like](#)
- AFAR - [15 Family Vacation Ideas, Including Falconry, Survival Lessons, and a Cave Castle](#) (syndicated to [MSN](#))
- Travel Weekly - [In the Bahamas, some big cruise projects are in the works](#)
- TravelPulse - [What's New in the Bahamas](#)
- TravelPulse - [2026's Influential Women in Travel](#) (syndicated to [MSN](#))
- TravelPulse - ["How The Bahamas is Managing Robust Tourism Growth"](#)
- Creators Syndicate - [Take the Plunge: Great Water Parks With More Adventures](#)
- Tampa Magazine - [Micro-Adventures Pack Big Fun into a Few Quick Days Away](#)
- YOLO Journal - [The Bahamas List](#)

782,630,019
Media
Impressions

266
Secured
Pieces of
Coverage

FINN Partners | BAHAMAS TOURISM



COVERAGE HIGHLIGHTS

Forbes

10 Visionary Hospitality Leaders Proudly Promote International Women's Day

Celebrated annually on March 8, International Women's Day is a global day recognizing the social, economic, cultural and political achievements of women while calling for accelerated action toward gender equality. It serves as a day to raise awareness about discrimination, advocate for women's rights and often highlights themes like empowerment. The following very successful women leaders from throughout the hospitality industry offer what this special day of recognition means to each of them personally.



Latia Duncombe

Deputy General, Ministry of Tourism of [The Bahamas](#), Investments & Aviation

"International Women's Day is a reminder that women are central to the success of tourism economies. In addition to leading at the highest levels of strategy and policy, women are building businesses, strengthening communities and expanding opportunity across our destinations. In hospitality, leadership must translate into economic participation and decision-making authority. For me, this day affirms that progress is measured not by visibility alone, but by the systems we strengthen and the pathways we create for those who follow."

Forbes
UMV: 58,739,060

TRAVEL+LEISURE

This Collection of 365 Islands in The Bahamas Has Swimming Pigs, Private Island Resorts, and Pristine Beaches



A slender stretch of 365 sandy white islands cutting through the crystal-clear blues of [The Bahamas](#), the Exumas remained sparsely populated and largely undeveloped until the 1700s. Flash forward to today, and it's still one of the Caribbean's under-the-radar destinations. Although now, as the wealthy look for privacy in paradise, and the world's most sought-after resort groups like [Aman](#) and [Rosewood](#) prepare to plant their own flags there in the coming years, everyone seems to have their sights on the Exumas.

[Travel + Leisure](#) readers named the Exumas as one of the top four [best islands in the Caribbean](#) in the most recent World's Best Awards, and the lucky few who have visited them won't be surprised by their growing popularity. "Easily accessible from major U.S. cities, the Exumas remain refreshingly uncrowded, making them one of the Caribbean's true hidden gems, at least for now," says Tommy Turnquest, chief executive officer of [Jack's Bay](#) on neighboring [Eleuthera](#).

While some travelers may wait until the ultra-luxury resorts open, for those who know that the greatest luxury is the tranquility of barely-touched

Travel + Leisure
UMV: 10,710,003

yahoo!/creators

Yes, you can swim with wild pigs in the Bahamas—here's what it's actually like

Wild, weird, and worth every second—Pig Beach in Exuma is the bucket list experience your Instagram feed can't fully capture.



There is a real island in the Bahamas where wild pigs swim up to your boat. It's not Photoshopped. It's not a Fyre Festival promo stunt. It's [Pig Beach](#)—and it's weirder, smeller, and more magnificent than your feed has led you to believe.

Here's everything you need to know before you go...

How to get to Pig Beach in the Exumas

Pig Beach (officially Big Major Cay) isn't accessible by road—it's a boat trip from Exuma. The easiest way in is to fly into Exuma, check into [Grand Isle Resort](#) and [Slix](#), and book through their concierge. The resort works with local adventure company [Tribe A Adventures](#) to run half- and full-day boat trips out to Pig Beach, where you'll also get up close with nurse sharks and wild iguanas.

The water lives up to the hype

Here's the thing about Pig Beach that no one needs to exaggerate: the water. It's among the clearest, most impossibly blue water in the Caribbean—the kind where putting a filter on your photo would actually make it worse. Add a wild pig paddling toward your boat and you get a scene so surreal it short-circuits your

Yahoo! Creators
UMV: 2,741,635

AFAR

15 Family Vacation Ideas, Including Falconry, Survival Lessons, and a Cave Castle

Expand your idea of what a family getaway can be with these inspired, around-the-world options.

Planning a family vacation like many aspects of parenting, is a fine art. With so many people to please, the stakes are high when plotting the perfect break. How to ensure your holiday fits the high-mess? Start by choosing the destination carefully and then look for hotels that not only welcome but also encourage and caterate younger travelers. You don't need to sacrifice comfort and style for family-friendly programming, either.

Whether you're embarking on the first adventure with a toddler addition or you're in search of a new, these family vacation spots across the globe should provide inspiration to get your whole family going.

The Bahamas



From sea sand and surf to the most picturesque of the resorts to take the breeze to the Bahamas, the island chains you find with resorts and amenities to keep kids entertained once the beach board has been laid (as equal [Juniata](#) hold on Boxing Day, New Year's Eve, and several summer Saturdays) is a colorful mix of paradise and cosmopolitan, while the [Prince of Wales](#) museum is an interactive celebration of high sea plunder for a quieter retreat, no less [Cox Island](#), where Little can beach explore mega reefs and a [People's People](#) cultural program offers the chance to take part in a range of activities with locals. Kids will enjoy meeting the [Bamagans](#) and [iguanas](#).

Where to stay

Ruba Mar encompasses three hotels: the [Rosewood](#), [SLS](#), and a [Grand Hyatt](#). The [Expenses Club](#) keeps kids

AFAR
UMV: 619,025

FINN

COVERAGE HIGHLIGHTS

TRAVEL WEEKLY

In the Bahamas, some big cruise projects are in the works



When the cruise industry soared after the pandemic, the Bahamas did, too, setting cruise visitor records three consecutive years beginning in 2023.

The country's deputy prime minister, Chester Cooper, said there's more growth to come.

He describes the coming years as ones that will build on momentum to welcome more visitors and bigger ships, all while highlighting the Bahamas' heritage and culture and diversifying its vacation experiences.

Among the major developments is a cruise pier complex on Grand Bahama Island in Freeport Harbor, a project spearheaded by MSC Cruises. Cooper expects it will make the island one of the fastest-growing cruise destinations in the region.

The Bahamas announced the redevelopment of Freeport Harbor in late January. It is an estimated \$450 million project that will enable the port to support the world's largest cruise ships and grow its arrivals to "a level never seen before," Cooper said. MSC plans to construct a pier complex, refurbish the existing retail village and open a beach club. An opening date has not been announced.

Cooper also said that Celebrity Cruises will develop a "beach experience" in Freeport. When asked about it, a spokesperson for Celebrity's parent company, Royal Caribbean Group, said, "We are always assessing our portfolio and continue to

Travel Weekly
UMV: 581,048

TRAVELPULSE

What's New in The Bahamas

Summer is here, U.S. re-entry restrictions are in our rearview and American travelers are beyond ready to embark on long-awaited vacations. And, the Bahamas is bound to be one of this year's hottest destinations, thanks to newly eased entry protocols and a wave of new flights that make accessing the islands easy.

Spanning 100,000 square miles of some of the clearest ocean waters on the planet, the archipelago is a perennial favorite among those in search of blissful weather, tropical terrain, award-winning beaches, colorful coral reefs and pristine wildlife encounters, combined with the islands' warm and vibrant Caribbean culture.

Here's what's new in The Bahamas for July:

The Bahamas Paves Down Entry Protocols - From June 18, international travelers entering The Bahamas no longer need to apply for The Bahamas' Travel Health Visa, regardless of their vaccination status. "We acknowledge that the Travel Health Visa was a burden for travelers, and we are pleased to be able to eliminate it," Honorable L. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation, said in his June announcement.

All unvaccinated visitors aged two years and older still need to submit proof of a negative PCR or antigen test taken within three days (72 hours) of departure for The Bahamas; but vaccinated arrivals are no longer subject to testing requirements.

BahamasAir Relaunches Orlando-Grand Bahama Route - From June 30 through September 10, 2023, national airline BahamasAir is making it easier and more affordable to reach Grand Bahama Island, with twice-weekly nonstop flights between Orlando and Freeport. And, inaugural roundtrip airfares start as low as \$399.

Boating Events Are in Full Swing - This summer, The Bahamas Tourist Office will host a series of exhilarating *Boating Events*, leading caravans of boats across the Gulf Stream and into brilliant blue Bahamian waters. Event participants will get to partake in various activities, delight in delicious Bahamian cuisine and engage in authentic cultural experiences across the islands.

TravelPulse
UMV: 217,362

TRAVELPULSE

2026's Influential Women in Travel

Whether it's expanding sustainable business models and travel options to protect our planet for the future or finding ways to support local communities and people, or harnessing the latest developments in technology, growing business or meeting the sophisticated demands of modern travelers, women are shaping the solutions, they're shaping answers, and they're shaping the future as we all will experience it.

The 2026 honorees represent a diverse and powerful group of women who are having an immeasurable impact on the trillion-dollar global travel industry.

At TravelPulse's request, each of the 26 women being honored for 2026 shared thoughts about what it means to be an influential woman in travel. Read on to find out what our winners had to say and learn more about their individual accomplishments.



Laticia Duncombe, Director General of the Bahamas Ministry of Tourism, Investments & Aviation

Laticia Duncombe is one of the most influential leaders in Caribbean tourism, someone who is credited with not only shaping the future of tourism regionally but also defining the resurgence of the Bahamas as a top travel destination globally.

As Director General of the Bahamas Ministry of Tourism, Investments & Aviation, Duncombe serves as the technical head of one of the world's most recognized tourism boards, overseeing all strategic functions spanning global sales and marketing, airline and cruise partnerships, digital innovation, communications, and destination development. Under her leadership, The Bahamas has achieved record-breaking tourism performance, welcoming 13.2 million international visitors in 2024—the highest in the nation's history.

What sets Duncombe apart is her rare ability to bridge private-sector rigor with public-sector impact. With over 30 years of executive experience across finance, energy, and consumer industries, she brings a data-driven, results-oriented approach to tourism leadership. This perspective has enabled her to modernize the Ministry's operations,

TravelPulse
UMV: 217,362

TRAVELPULSE

How The Bahamas is Managing Robust Tourism Growth



To say The Bahamas is doing well tourism-wise would be a profound understatement. The destination's tourism segment is flourishing, having set a record for the third year in a row in 2025, welcoming 12.5 million visitors by air and sea for 11.4 percent year-over-year growth that surpassed pre-pandemic travel by 72%.

This comes on the heels of The Bahamas turning Covid's devastating impact on tourism into a multiyear plan to partner with tourism operators to bring in investment, create world-class experiences and turn tourism revenue into upgrades in local healthcare, education and infrastructure.

The track record of success has continued this year, as Disney Cruise Line has expanded its Bahamas fleet with new sailings to Nassau and their private destination, Lookout Cay. Meanwhile, Carnival's Celebration Key created 2,500 permanent jobs and delivered a \$3.2 billion economic impact; and MSC Cruises is investing \$450 million in Grand Bahama's port infrastructure with retail and food spaces and entertainment, while spending an additional \$50 million to build a beach club and refurbish the existing retail area.

Overseeing these developments is Chester Cooper, The Bahamas'

TravelPulse
UMV: 217,362

FINN PARTNERS

COVERAGE HIGHLIGHTS



Take the Plunge: Great Water Parks With More Adventures

Getting sprayed, splashed and soaked at a water park is an exciting rite of spring and summer for families. These mega fantasies of all ways to get wet provide multiple opportunities to scream happily with — not at — your children. Think of racing down slippery slides, getting doused by bucket dumps and splashing in wave pools. Plus, the photos make for lively Facebook and Instagram posts.

While kids can play in the water until their fingers wrinkle and the sun sets, most parents and grandparents can't. Like many adults, we prefer water parks at resorts that also offer out-of-the-pool adventures. At these four popular U.S., Bahamas and Caribbean destinations, add ziplines, obstacle courses, mountain cozzlers and other exciting ways to create a chorus of joyful shouts with the whole family.

My family loves the beach, especially if it's in the Caribbean or the Bahamas and is palm-tree-lined with sugar-salt sands. Two megaresorts, Beaches Turks and Caicos and Atlantis Paradise Island Bahamas, feature engaging water parks. At all-inclusive Beaches, a noted family resort, the 45,000-acre Fins' Island draws families with water cannons, dancing water jets and a lazy river. A complimentary kids' camp caters to tots through teens. You don't pay extra for kayaking, snorkeling, windsurfing and sailing. Beaches recently debuted its sixth village, Treasure Beach, which offers oceanfront, multibedroom rooms and villas, is geared for large families and multigenerational vacations.

Creators Syndicate
UMV: 83,339



Micro-Adventures Pack Big Fun into a Few Quick Days Away



In a world where vacation constantly comes calling, a trip of a lifetime to the other side of the planet to do something extraordinary has its appeal and place. But you don't have to travel far from Tampa Bay to find yourself escapee completely transporting to its own right.

According to *U.S. News & World Report's* 2023 Vacation Cost Index, "micro-adventures" closer to home — vacations for four nights or fewer — are trending as travelers look to strike an equilibrium between time spent away, cost and the overall value of what you actually get out of a trip.

Did you know you can do some whale-watching as snorkeling as anything in the South Pacific for closer to home in the Caribbean? Or that a private island adventure — complete with a cottage and your own dock surrounded by pristine Florida water — awaits just a few hours south of Tampa, off the coast of Fort Myers?

Read on for inspiring micro-adventures to consider when the point is to get away with family and friends, spend quality time together — and make more it counts.

Abaco Islands, Bahamas

For a real adventure in the most tropical islands of the Bahamas, venture beyond the cruise ship capital of Nassau to focus of downtime on one of the quietest Out Islands instead. The Abaco chain is a good place to start if you're looking to snorkel and dive along colorful coral reefs and shipwrecks, take in some of the Bahamas' best birdwatching, and kick back with family or friends in a corner of paradise that might feel like it's all for you.

Consider staying at one of the waterfront cottages at *Endeavour Seaside Villas & Suites*, a beautiful locale on the serene, mile-long island's southern tip.

Tampa Magazine
UMV: 24,320



The Bahamas List

For many, The Bahamas conjures images of endless sunbathers and turquoise-blue waters on easy downland for a country that, in reality, is far more varied and complex. Spread across more than 130 islands and cays, each place has its own landscape, pace of life and personality.

I was lucky to live on Eleuthera, one of the "Family Islands" (outside of New Providence, where the capital Nassau is located), a few years ago and it gave me a sense of just how different the country's roughly 30 inhabited islands are from one another—in terms of scenery, history, culture, and infrastructure. Beyond the familiar tropics of sun, sand and sea, there's an incredibly rich world to explore: art and artisan working across the islands, deeply rooted culinary traditions, local festivals and communities with long, complicated histories.

With input from a few friends who know certain islands especially well, we've pulled together a list to help you navigate this beautiful country that tends to reward travelers who stray a bit from the tourist track.

NASSAU/NEW PROVIDENCE

New Providence is home to the nation's capital, Nassau, and 1% of the country's population, though it's geographically quite small compared to some of the other islands. But if you have a connecting flight within the country, it will likely be through Nassau's Linden Flying Airport. I've never had a seamless experience flying into or out of The Bahamas for regional routes—bad weather, lost luggage, an unscheduled stop at a nearby airport—so I'd recommend booking a long layover or even staying overnight in Nassau if you're making a connection. Here are some ideas for how to spend your layover—all of these spots are a pretty short taxi ride from the airport.



YOLO Journal
UMV: 20,115



Enjoy Eight Hours in The Bahamas

The Bahamas Ministry of Tourism and Tropic Ocean Airways launched "Bahamas in a Day," 25-minute flights to and from Fort Lauderdale International Airport.



A Bahamian gateway is now more accessible than ever, thanks to a new partnership between the Bahamas Ministry of Tourism and Tropic Ocean Airways. This February, the duo launched "Bahamas in a Day," 25-minute flights to and from Fort Lauderdale International Airport, with eight blissful hours in Bimini in between.

Guests arrive at Tropic Ocean Airways' private lobby in Fort Lauderdale 30 minutes before departure, take off in the morning, land on the water at North Bimini Seaplane Base by 9 a.m., spend eight hours on the island, and return home to South Florida in the evening.

The Bahamas in a Day Itinerary

- 8:30 a.m. Depart Fort Lauderdale
- 9 a.m. Land in Bimini
- 9 a.m. to 4 p.m. Island time
- 4:30 p.m. Return to the Tropic Ocean Flight Center
- 5 p.m. Depart Bimini
- 5:30 p.m. Arrive back in Fort Lauderdale

What's Included

- Round-trip seaplane flight (25 minutes each way)
- Free valet parking at Tropic Ocean Airways



Bimini and the water provide an excellent backdrop for an unforgettable experience such as a private beach dinner. Photo courtesy of The Bahamas Ministry of Tourism, Investments & Aviation.

Palm Beach Illustrated
UMV: 12,007

NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Newsletter: March 2026	FINN drafted and distributed
US News Best Family Vacation Destination Award Release	FINN drafted in month prior; pending BMOT review
Island Fact Sheets	FINN developed updated 2026 fact sheets for Family Islands in month prior; pending BMOT review
Seatrade Cruise Global Pre-Event Press Release	FINN drafted; pending BMOT review
Seatrade Cruise Global Talking Points	FINN developed
Influencer Panel Talking Points	FINN shared talking points for DPM
Jet Ski Incident	Crafted holding statement on behalf of BMOT; FINN monitoring for any coverage
Cody Castillo Holding Statement	Crafted holding statement on behalf of BMOT; FINN monitoring for any coverage

FINN Partners | BAHAMAS TOURISM



NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Shark Attack Holding Statement	FINN reviewed and provided suggested edits
TravelPulse and Travel Weekly DPM Interviews	FINN shared talking points; interview has been postponed

FINN Partners | BAHAMAS TOURISM



ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Regional Connectivity Pitch	FINN conducted regional connectivity outreach to recently shared target cities, including Boston
Inagua Spotlight Pitch	Spotlighted Inagua in a dedicated pitch to align with peak flamingo viewing season
TravelPulse 2026 'Most Influential Women in Travel'	As a result of FINN's submission efforts, DG was selected to be included in TravelPulse's annual feature article highlighting 'The Most Influential Women in Travel;' shared response and photos
Lori Capullo, Southern Boating & Yachting	FINN submitted responses on behalf of DG for consideration in a "Making Waves" spotlight for the publication's April issue
Roger Sands, Forbes	Crafted quote on behalf of DG to support a spotlight on women in hospitality for International Women's Day
Beth Luberecki, Family Vacationist	FINN shared updated flight information for story on the Caribbean islands with the most direct flights from the U.S.
Maya Kachroo-Levine, Travel + Leisure	Provided destination details and Inagua information ahead of in-person meeting

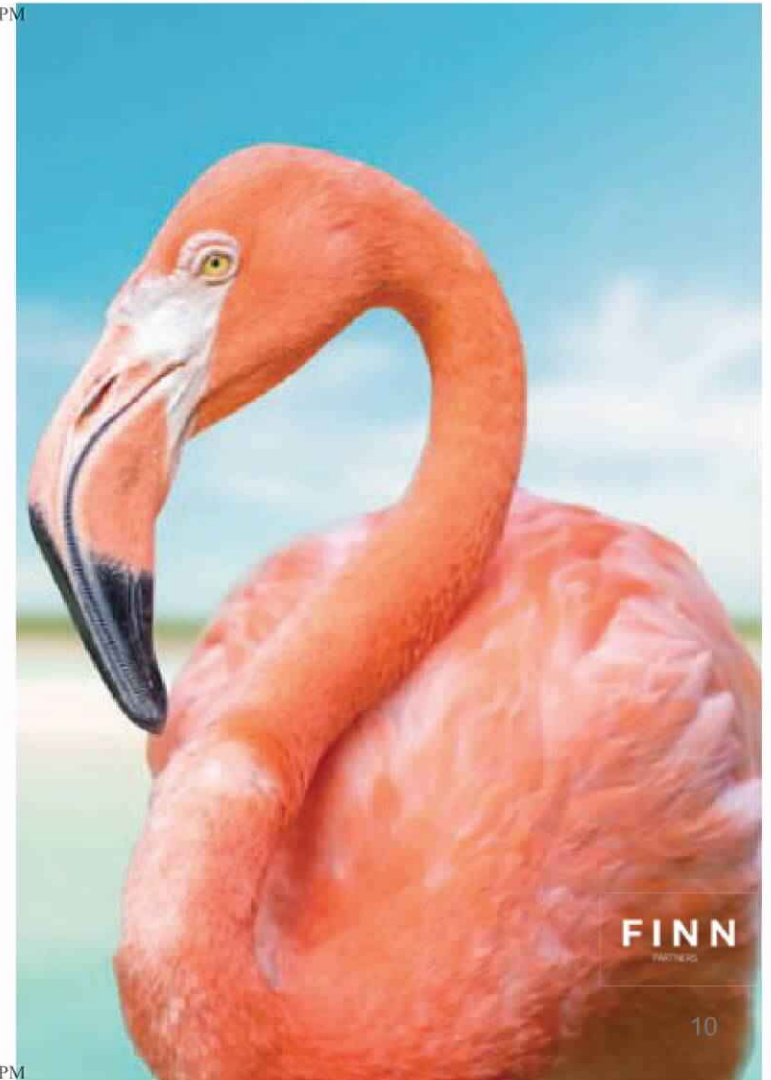
FINN Partners | BAHAMAS TOURISM



ACTIVE MEDIA LEADS

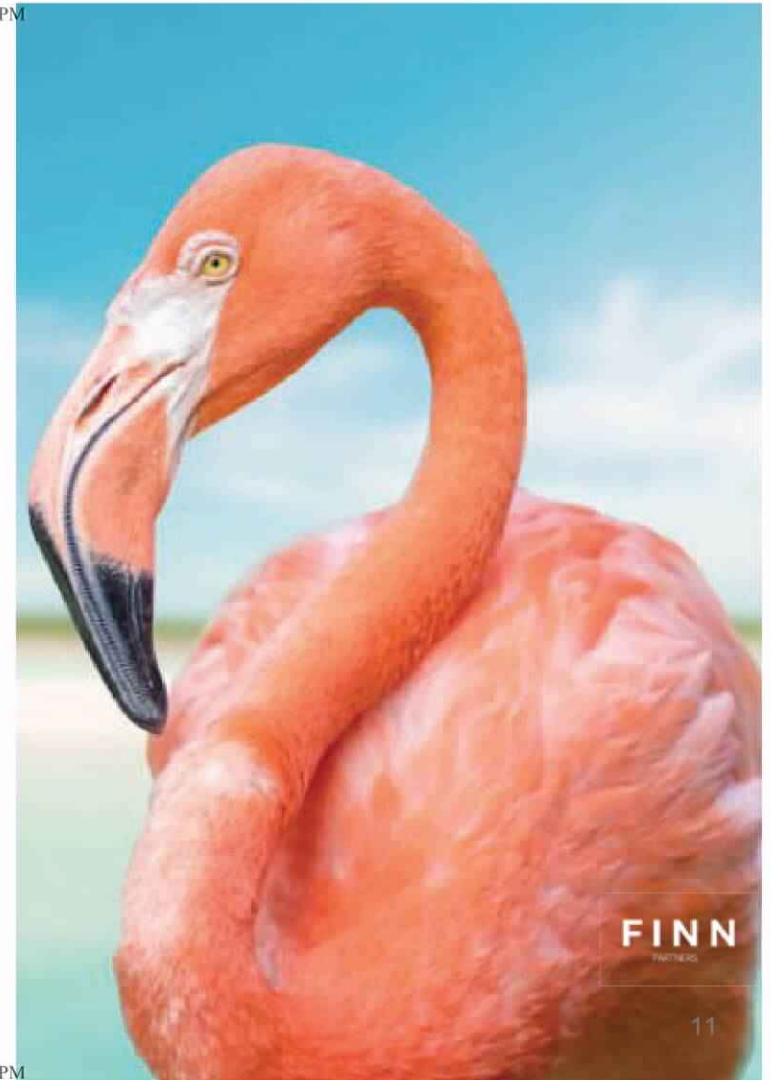
PUBLICATION/ WRITER	DETAILS
Jeanne Muchnick, USA Today Network	FINN drafted and shared destination information for spring break travel story
Candyce Stapen, Creators Syndicate	Sourced answers from Atlantis Paradise Island Resort for questions to support a story about "US and Caribbean/Bahamian resorts with water parks and other adventures"
Lauren Dana Ellman, SmartLuxury	FINN shared Pink Sands photos and reached out to Pink Sands Resort contact for resort photos for consideration
Nancy Schretter, Family Travel Network (Multi-Gen, 50+ Travel)	Shared details on Out Islands for editorial consideration; will be attending Seatrade and can speak with FINN team onsite
Natasha Rivera, NY Post	FINN vetted opportunity and recommended passing
Hayden Turner, Business Focus Magazine	FINN vetted opportunity and recommended passing

FINN Partners | BAHAMAS TOURISM



ACTIVE INFLUENCER/DIGITAL LEADS

CREATOR/ OUTLET	DETAILS
SOBEE Influencer Results	FINN Partners compiled results and provided a recap of the event and the content published around the day trip.
People-to-People Targets	FINN Partners created a list of individual targets for the BMOT's consideration for upcoming individual campaigns. Status: Awaiting BMOT feedback
Influencer Summit	FINN Partners hosted introduction call to gather insight into BMOT's interest and vision behind an influencer summit hosted in destination. FINN Partners is now conducting outreach to different entities to gather insight into options for the BMOT's consideration.



HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Allison Ramirez, Freelance (Eater Miami, Eater Atlanta); April 23-26 or 24- 27	Baha Mar team shared freelance writer Allison Ramirez will potentially be visiting the property during end of April and is seeking flight assistance to Nassau. Angles discussed include (outlets not determined yet): - Updating several direct flight pieces on getaways from the South - A broader feature on Caribbean cocktail culture FINN shared media form with specific outlets for BMOT to review. Deadline for final decision on airlift and/or on the ground support by EOW 4/3
Angela Caraway-Carlton, Freelance (Florida Weekly, Miami Herald, Southern Boating & Yachting); April 24-25 or May 1-2	Tropic Ocean Airways approved April 24-25 OR May 1-2 trip options; Angela awaiting approved hotel date confirmation to select travel dates BMOT to provide any on-ground support in Bimini outside of Bimini Beach Club / Resorts World Bimini.
Karen Cicero, Good Housekeeping Travel Awards (Submissions due May 1, 2026)	FINN met with Karen to discuss the upcoming GH Travel Awards. - Submission cost is \$695 USD and would require a hosted stay for 3-4 nights in the destination during the upcoming summer or fall months. - GH covers flight costs for writer to visit destination. FINN drafting submission to share for final review ahead of 5/1 deadline; awaiting tester to be assigned.
Veronika Bondarenko, The Street (July 2026)	Veronika is planning to write a story for The Street on Nassau and other Bahamian islands during the off-season and expressed interest in visiting; noted she can mention specific hotels, restaurants, and flights in her story. FINN shared media accreditation form with BMOT; pending feedback

FINN Partners | BAHAMAS TOURISM



EVENTS

South Beach Wine and Food Festival (February 19-22)

- Delivered influencer and media recap report

Charlotte and Atlanta Media Missions (March 24 & March 26)

- Media missions on pause until further notice from BMOT

Seatrade Cruise Global (April 13-16, 2026)

Preparations for Seatrade Cruise Global remain underway. Current status includes:

- RSVPs to date: 27 (3 TBDs)
- FINN Partners representatives (Maite, Rachel and Francisco) on standby to provide on-site support.
- Press Conference scheduled for Wednesday, April 15 at Loews Miami Beach Hotel
- FINN booked 55-person charter bus from Miami Tour Company at \$665 (5-10% suggested gratuity is not included in this rate); used OOP budget
- FINN shared pre-event press release, talking points, and is preparing briefing doc for press conference attendees





FINN
PARTNERS

FINN PARTNERS USA X THE BAHAMAS
MINISTRY OF TOURISM, INVESTMENT & AVIATION
PR ACTIVITY REPORT

APRIL 2026



APRIL PR ACTIVITY

— executive summary

FINN had a busy month in April. Seatrade Cruise Global was a major focus, with the team conducting outreach to secure attendees ahead of the event and providing on-the-ground assistance on April 15 to connect with media and showcase The Bahamas as a premier cruise destination. Additional PR efforts throughout the month contributed to FINN securing stories with over 193 million impressions for BMOT.

Major PR activity included:

- Seatrade Cruise Global (April 13-16, 2026): FINN was onsite to assist with opening night at CLIA, the press conference, and on the trade show floor throughout the event; FINN followed up with all media, both those that attended the press conference (15) and those that were unable to, to explore coverage opportunities. A number of feature stories resulted including a Travel Weekly podcast opportunity
- Distributed the Global Sustainable Tourism Council Conference 2027 press release.
- Distributed April happenings release and drafted May happenings release.
- Reviewed Unified Digital Landing Card (UDLC) press release and WTA nominations 2026 press release.
- Continued to solidify details for Sustainability Group Press Trip (May 28-31) and conduct outreach to secure attendees.
- Coordinated next steps for multiple individual media visit requests, including Megan Margulies (T+L, National Geographic), Allison Ramirez (Eater Atlanta, Eater Miami), Angela Caraway-Carlton (Miami Herald), and Veronika Bondarenko (The Street).
- Gathered details for multiple paid media opportunities, including Miami Living Magazine, which BMOT is pursuing, and Baltimore Banner.
- Continued exploring SMT opportunity for BMOT with Terry Ward; FINN had call with Beverly and the A-1 Broadcast team to discuss further.
- Drafted messaging and conducted outreach for multiple proactive pitching efforts, including a Bahama Mama: the ultimate babymoon and destination shower pitch and a sustainability-focused pitch around Earth Day.
- Supplied materials and drafted copy for a number of media requests resulting from established relationships and proactive and reactive pitches, including for a Forbes story on the Eleuthera Pineapple Festival, a TravelAge West story on tourism entry requirements for Caribbean destinations, and a Travel Weekly story including sustainable hotels.

FINN Partners | BAHAMAS TOURISM



APRIL PR ACTIVITY

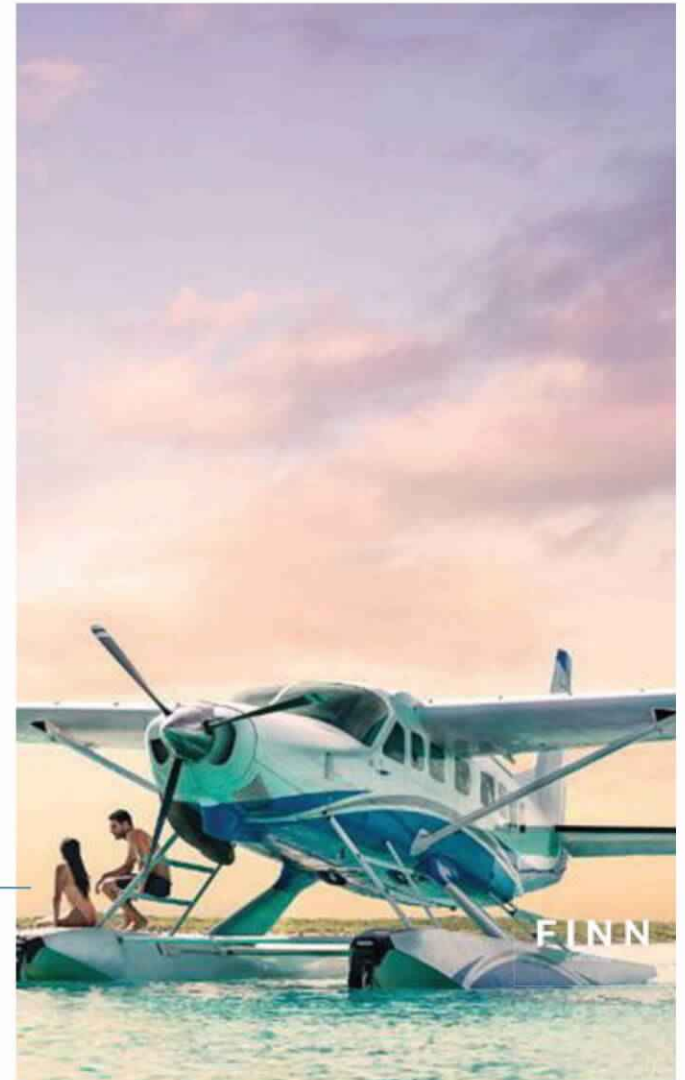
— results at a glance

- USA Today - [These Caribbean islands have the most direct flights from the US](#) (syndicated to [MSN](#), [AOL](#), [Flipboard](#))
- Caribbean Journal - [The Bahamas Will Be Hosting the Global Sustainable Tourism Council Conference in 2027](#)
- TravelPulse - [Bahamas to Host 2027 Global Sustainable Tourism Council Conference](#)
- eTurboNews- [GSTC 2027 Heads to The Bahamas in Caribbean First](#)
- Travel Daily News - [The Bahamas to host GSTC 2027 conference](#)
- Recommend - [The Bahamas Sees Record Tourism Growth](#)
- Global Traveler - [Your April Guide to The Bahamas](#)
- Luxe Beat Magazine - [A Week in the Abaco Islands: What A Birthday at Sea Taught Me](#)
- Noticias de Cruceros - [Conferencia de prensa del Ministerio de Turismo de Bahamas](#)
- Trazee Travel - [Find Flamingos and Marine Life on This Lesser-Known Bahamian Island](#)
- Extended Getaways - [Sailing, Celebrating and Learning on my Caribbean Birthday Cruise](#)
- North Palm Beach Life - [Bahamas Shares Latest Projects at Seatrade](#)

193,213,032
Media
Impressions

17
Secured
Pieces of
Coverage

FINN Partners | BAHAMAS TOURISM



COVERAGE HIGHLIGHTS



These Caribbean islands have the most direct flights from the US

Travelers can reach islands like Dominican Republic and The Bahamas via dozens of nonstop flights from the U.S.

For a tropical vacation in the Caribbean, you really can't go wrong no matter which island you choose. But if you're looking for an escape that's easy to get to, you'll want to consider a Caribbean destination with a lot of direct flights from the U.S. If you live on the East Coast or in the middle of the country, direct flights are offered year-round or frequently throughout the year. (If you live on the West Coast, you'll have to connect somewhere. But hey, you're a lot closer to Hawaii!) Here are the Caribbean islands with the most direct flights from the United States.

The Bahamas



There are currently 73 direct flights to The Bahamas from the U.S., with the most landing at Lynden Pindling International Airport (NAS) in Nassau. Commercial flights from American, Delta, JetBlue, and United arrive regularly there from cities like Atlanta, Charlotte, Dallas, Miami, Denver, New York-JFK, Fort Lauderdale, Newark, Orlando, Houston, and Washington-National. Beginning on June 11, 2026, Breeze Airways will begin offering nonstop service from Tampa to Nassau on Thursdays and Sundays.

USA Today
UMV: 66,003,204
Syndicated 4x



The Bahamas Will Be Hosting the Global Sustainable Tourism Council Conference in 2027



The Bahamas has been selected to host the **Global Sustainable Tourism Council (GSTC) 2027 Conference**, marking the first time the event will take place in the Caribbean.

The conference is scheduled for **May 18-21, 2027**, with events set across two Nassau properties: **British Colonial Nassau** and **Margitaville Beach Resort Nassau**.

A First for the Caribbean

The selection positions The Bahamas as the first destination in the region to host the GSTC's flagship global gathering, which brings together leaders in tourism policy, sustainability, and investment.

The event is expected to draw approximately **400 delegates**, including policymakers, tourism operators, investors, and sustainability experts.

A Platform to Showcase National Initiatives

The Bahamas plans to use the conference to highlight its ongoing work in areas including **ecosystem restoration, nature-based tourism, and destination resilience**.

Caribbean Journal
UMV: 317,800



Bahamas to Host 2027 Global Sustainable Tourism Council Conference



The Bahamas has been selected to host the **Global Sustainable Tourism Council (GSTC) 2027 conference**, a historic selection that establishes the destination as a regional pioneer in sustainable tourism, environmental stewardship, and long-term economic resilience.

Scheduled to take place from **May 18 to 21, 2027** at the **British Colonial Nassau hotel** and the **Margitaville Beach Resort Nassau**, **The Bahamas** will share the practical initiatives in ecosystem restoration, nature-based tourism and destination resilience that have earned it a reputation as an emerging leader in sustainable tourism.

As the first **Caribbean** destination to host the event, the Bahamas looks forward to welcoming the global community in 2027 and leveraging the opportunity to showcase a destination where sustainability is not only a commitment, but an active and evolving practice.

TravelPulse
UMV: 188,083



GSTC 2027 Heads to The Bahamas in Caribbean First

The Bahamas will host the Global Sustainable Tourism Council (GSTC) 2027 Conference, becoming the first Caribbean destination to do so. The milestone event highlights the nation's leadership in sustainable tourism, showcasing initiatives in ecosystem restoration, community-based tourism, and long-term destination resilience.

The Bahamas has been selected to host the **Global Sustainable Tourism Council 2027 Conference**, a landmark decision that positions the island nation as a regional leader in sustainable tourism, environmental stewardship, and long-term economic resilience.

Set for **May 18-21, 2027**, the conference will take place at **British Colonial Nassau** and **Margitaville Beach Resort Nassau**. The event will provide a global platform for The Bahamas to showcase its practical initiatives in ecosystem restoration, nature-based tourism, and destination resilience—efforts that have elevated its reputation as an emerging sustainability leader.

Notably, this marks the first time a Caribbean destination will host the GSTC Conference. The Bahamas aims to leverage the opportunity to welcome international stakeholders while demonstrating how sustainability is actively practiced and continuously evolving across its islands.

"We are pleased to welcome GSTC 2027 to The Bahamas and to contribute to the global dialogue on sustainable tourism," said **J. Chester Cooper**, Deputy Prime Minister and Minister of Tourism, Investments and Aviation. "As a Small Island Developing State, The Bahamas brings a unique and important perspective, and we look forward to showcasing the practical work taking place across our islands."

eTurboNews
UMV: 67,563

FINN PARTNERS

COVERAGE HIGHLIGHTS



The Bahamas to host GSTC 2027 conference



NASSAU, BAHAMAS – The Bahamas has been selected to host the Global Sustainable Tourism Council (GSTC) 2027 Conference, becoming the first destination in the Caribbean to stage the international event.

The conference will take place from May 18 to 21, 2027, at the British Colonial Nassau and Margheritaville Beach Resort Nassau. It is expected to bring together approximately 400 delegates, including policymakers, tourism operators, investors, and sustainability experts.

The selection positions The Bahamas as a regional destination advancing sustainable tourism practices, including ecosystem restoration, nature-based tourism development, and destination resilience.

"We are pleased to welcome GSTC 2027 to The Bahamas and to contribute to the global dialogue on sustainable tourism," said the Honourable I. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments and Aviation. "As a Small Island Developing State, The Bahamas brings a unique and

Travel Daily News
UMV: 23,593



The Bahamas Sees Record Tourism Growth

The Bahamas, says Lara Duncombe, the Director General of Tourism for The Bahamas Ministry of Tourism, Investments & Aviation, "is not just one island, it's 700 islands and 2,000 cays, with multiple cruise ports across multiple islands. Thirty of The Bahamas islands are inhabited and 18 are in the fourteen space, with [your clients] able to cruise to seven of them." Adding, "This destination is layered...there's always something new. In The Bahamas, the experiences aren't defined to a single destination."

In 2025, The Bahamas welcomed 12.5 million visitors, the highest total ever recorded. That's a growth of 11.4 percent over one year and exceeding pre-pandemic 2019 levels by more than 70 percent. Of those 12.5 million, 10.6 million arrived via a cruise ship, representing a 14 percent increase year-over-year and nearly double 2019 levels.



Duncombe, who was speaking at a press conference during the recent *Seaside Cruise Global*, noted that The Bahamas offers something for everyone—beyond "just holes to rent, culinary to culture, heritage to storytelling. There's so much to do, and each island reveals its own rhythm. In The Bahamas, the moment is not singular; it unfolds across every island."

She emphasized that what sets "us apart is our ability to connect with our people, and there are people-to-people programs that are available for cruise passengers." She adds, too, that at its core, The Bahamas is a "premium luxury destination that naturally lends itself to cruising."

Recommend
UMV: 18,712
Syndicated to Newsbreak



Your April Guide to The Bahamas

April is shaping up to be quite the month in The Bahamas. The islands host several events and boast special offers available throughout the month.

Held April 21-25, *National Family Island Regatta* takes place in The Exumas at Elizabeth Harbour. In addition to the boat competition, this event features food, drinks and live music. Sea Spray Resort & Marina hosts the 3rd *Annual Sea Spray Billfish Tournament* April 22-25. Anglers compete in the tournament, targeting blue marlin, white marlin, spearfish and sailfish. The event also features awards parties with plenty of food, drinks and revelry. The annual *Moo-O-War Marina Village Offshore Fishing Tournament* takes place April 29-May 2. Local and visiting anglers compete for an array of prizes. The event celebrates the overall fishing community.

Take advantage of special hotel discounts and offers available this month. *Grand Hyatt Baha Mar* offers up to 30 percent off stays, plus a \$100 food and beverage credit. *The Ocean Club, A Four Seasons Resort, Bahamas* invites travelers to stay an extra night for free. Enjoy a complimentary fourth night when booking three consecutive nights. The deal also includes private, round-trip airport transfers. *Bay View Suites Paradise Island, Bahamas* offers up to 25 percent off one-bedroom suite bookings.

Global Traveler
UMV: 15,586



A WEEK IN THE ABACO ISLANDS: WHAT A BIRTHDAY AT SEA TAUGHT ME



I didn't go to the *Abaco Islands* just for a birthday, although that's how the timing worked out. What I really stepped into was a seven-day reset on a 62-foot catamaran moving slowly through the Bahamas, where the water is shallow, and the days don't feel rushed. [40 Beaches & Islands](#)

(This cruise was hosted by [Drew & Kristin](#) / I am sharing with you what I experienced.)

Where are the Abaco Islands?

The Abaco Islands are in the Bahamas, close to Florida, and the flight from Miami is under 40 minutes. Still, once you land, it feels much farther away. On some of the islands, I walked from one side to the other, looked out at the Atlantic Ocean, and learned that the next land I would see, if my eyesight could carry that far, would be *Florida*.

The Abaco Islands are an independent country. Thus, your trusty passport will be necessary for you to visit.

Marsh Harbor is where most visitors stay. My arrival process was refreshing and easy. Greeting me was a sign, "Welcome, Kelly Condon. Then I was whisked away in a limo car and immediately handed a glass of champagne.

Luxe Beat Magazine
UMV: 6,379

FINN

COVERAGE HIGHLIGHTS



Conferencia de prensa del Ministerio de Turismo de Bahamas



Seatrade 2026: Conferencia de Prensa del Ministerio de Turismo de Bahamas

En el marco de *Seatrade*, pero fuera del *Mainland Convention Center* se desarrolló esta conferencia de prensa. El lugar elegido fue el *James M. Smith Beach Club*, ubicado a escasos minutos de *Seatrade*.

Conferencia de Prensa del Ministerio de Turismo de Bahamas

Una nunca puede abarcar en las Bahamas que cuenta con 700 islas y cayos, 30 de ellas totalmente deshabitadas.

Ya sea que quieras bucear, aprender de su herencia y sabores, recorrer una galería de arte y aprender acerca de su herencia o hacer deportes acuáticos, todo es posible en un solo destino.

Cada isla ofrece algo nuevo y la posibilidad de conectarse con experiencias locales.

Los pasajeros de cruceros pueden aprovechar la cultura, gastronomía y por supuesto relajarse.

En <https://www.bahamas.com/> pueden conocer mucho más acerca de este maravilloso destino. Convierte experiencias, fotos y mucho más.

Para los amantes del sol y la arena, las Bahamas albergan playas de arena rosa, cuevas submarinas, translocidos, un rico patrimonio real e islas privadas exclusivas.

Noticias de Cruceros
UMV: 5,000



FIND FLAMINGOS AND MARINE LIFE ON THIS LESSER-KNOWN BAHAMIAN ISLAND

When travelers think of *The Bahamas*, Nassau or Exuma probably come to mind. But have you heard of *Inagua*? For those looking for a hidden paradise in The Bahamas, Inagua has it all. The southernmost Bahamian island consists of Great Inagua and Little Inagua, both made up of mostly protected national parks and unique ecological destinations.

Inagua was responsible for helping the endangered species of West Indian Flamingos grow into a rehabilitated and full population. Now, flamingos are the national bird of The Bahamas and hold a place of honor on the country's coat of arms.

Right now, The Bahamas is experiencing peak flamingo season, making it the perfect time to visit the destination. Bird watching is one of the most popular activities on the island because of the more than 80,000 flamingos and 140 species of native and migratory birds that call it home. The wetland sites provide the perfect nesting ground for West Indian Flamingos.

Traze Travel
UMV: 3,504

Going Global

Sailing, Celebrating, and Learning on my Caribbean Birthday Cruise



Story and Photos by Kathy Condon
Freelance Travel Writer

Setting sail on a 12-foot catamaran through the sparkling waters of the Bahamas is a way to celebrate any milestone. Experiencing a one-day cruise rearing in the Abaco Islands on my birthday was unforgettable.

Where are the Abaco Islands?
The islands are in the northwest Bahamas in the Caribbean. On some of the islands we visited, we could literally walk across and see the Atlantic Ocean. Thus, the next landmass would be Africa.

The Abaco Islands are a sovereign country, so travel to the area requires a passport.

Green back Worldwide covered the cruise, but the observations are my own.

© Green back Worldwide - April 2026

Extended Weekend Getaways
UMV: 3,337

NORTH PALM BEACH LIFE

Bahamas Shares Latest Projects at Seatrade



(Bahamas News) - At the just-concluded Seatrade Cruise Global conference in Miami Beach, Bahamas Tourism Director General Latta Duncanson shared updates on a sweeping portfolio of investments, developments and destination upgrades that collectively represent the most ambitious period of cruise infrastructure growth in Bahamas history, with a focus on infrastructure expansion and growth of sustainable tourism initiatives. The Bahamas is generally considered the biggest cruise destination in the Caribbean, ranking as the second-most port destinations with major high-traffic south of Nassau and its surrounding islands, showcasing the varied island within the archipelago.

These announcements build on a historic 2025 performance in which The Bahamas welcomed 188 million cruise arrivals representing a 14 percent increase year-over-year and nearly double 2019 levels. This impressive trajectory has been driven by strategic investments, public-private partnership and a committed regional distribution.

Among the most significant announcements delivered at the press conference were:

- MSC Cruises to Develop \$430-Million Cruise Terminal in Freeport Harbor:** The Bahamas revealed MSC's plans for a landmark new cruise terminal to be constructed on an existing, non-viable island in Freeport Harbor, Grand Bahamas. The facility will feature multiple cruise ship berths, retail and entertainment areas, and a transportation logistics center designed to support shore excursions and independent island exploration.
- MSC Ocean Cay Marine Reserve to Receive Major Upgrades by Late 2027:** MSC Cruises' beloved private island destination in The Bahamas is set for a significant expansion. Four new dining venues will be added across the island, and the popular "Swamp Over Family Beach" area will be comprehensively upgraded with new features including a children's playground, splash pad with fountains, a rope course with slides, towers, and water cannons. A play extension is already under construction and is scheduled for completion in 2027, amidst multiple events to celebrate the milestone.
- Nassau Caribbean Royal Beach Club Paradise Island Now Open:** Nassau Caribbean's Royal Beach Club Paradise Island officially opened on December 23, 2025, in Nassau, delivering an exclusive 17-acre, all-inclusive beach experience to Royal Caribbean guests and local residents alike. The destination features three pools, two beaches, seven bars, and locally sourced dining options.

North Palm Beach Life
UMV: 1,508

NEWS BUREAU

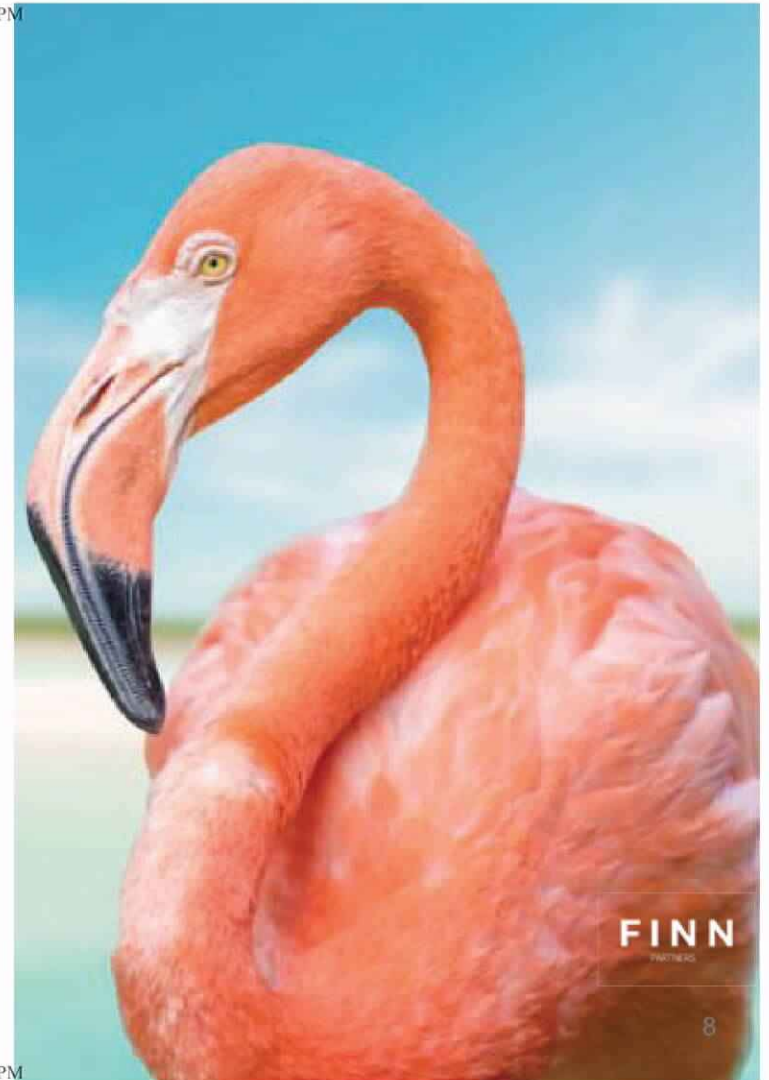
PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Newsletter: April 2026	FINN drafted and distributed
Global Sustainable Tourism Council Conference 2027 Press Release	FINN distributed
Seatrade Cruise Global Pre-Event Press Release	FINN drafted in month prior; did not distribute
US News Best Family Vacation Destination Award Release	FINN drafted in month prior; did not distribute
Island Fact Sheets	FINN developed updated 2026 fact sheets for Family Islands in month prior; received approvals for future use
Unified Digital Landing Card (UDLC) Press Release	FINN provided suggested edits; pending confirmation of distribution
WTA Nominations 2026 Press Release	FINN reviewed drafted copy; pending confirmation of distribution



ACTIVE MEDIA LEADS

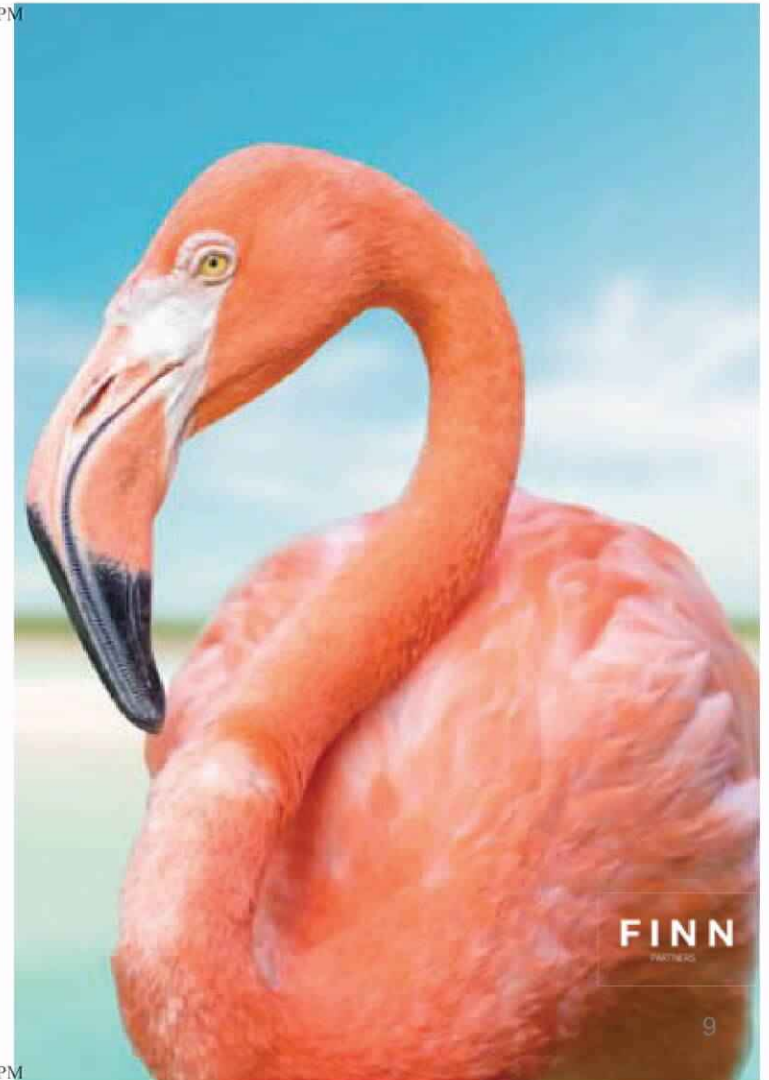
PUBLICATION/ WRITER	DETAILS
Bimini AA Route National Pitch	FINN crafted a nationally targeted pitch to amplify the American Airlines Miami-Bimini route and the island destination more broadly
Bahama Mama Pitch	Crafted "Bahama Mama: The ultimate babymoon and destination baby shower" pitch, targeting romance and parenting media
Beyond Earth Day: Sustainability Year-Round	FINN spotlighted sustainability efforts in destination to leverage World Earth Day
Mark Chesnut, TravelAge West	Shared drafted responses for feature on tourism entry requirements and procedures for destinations around the Caribbean
Tony Bowles, Medium	FINN put forth The Bahamas as an ideal Memorial Day travel destination
Christopher Cameron, Daily Mail US	Writer sought interview with Bahamian spokesperson about regions in the Americas that are well-positioned to attract executives and investors who previously had a presence in the Middle East – focusing on favorable tax environments, new development and luxury amenities; <i>note that deadline and opportunity were missed</i>

FINN Partners | BAHAMAS TOURISM



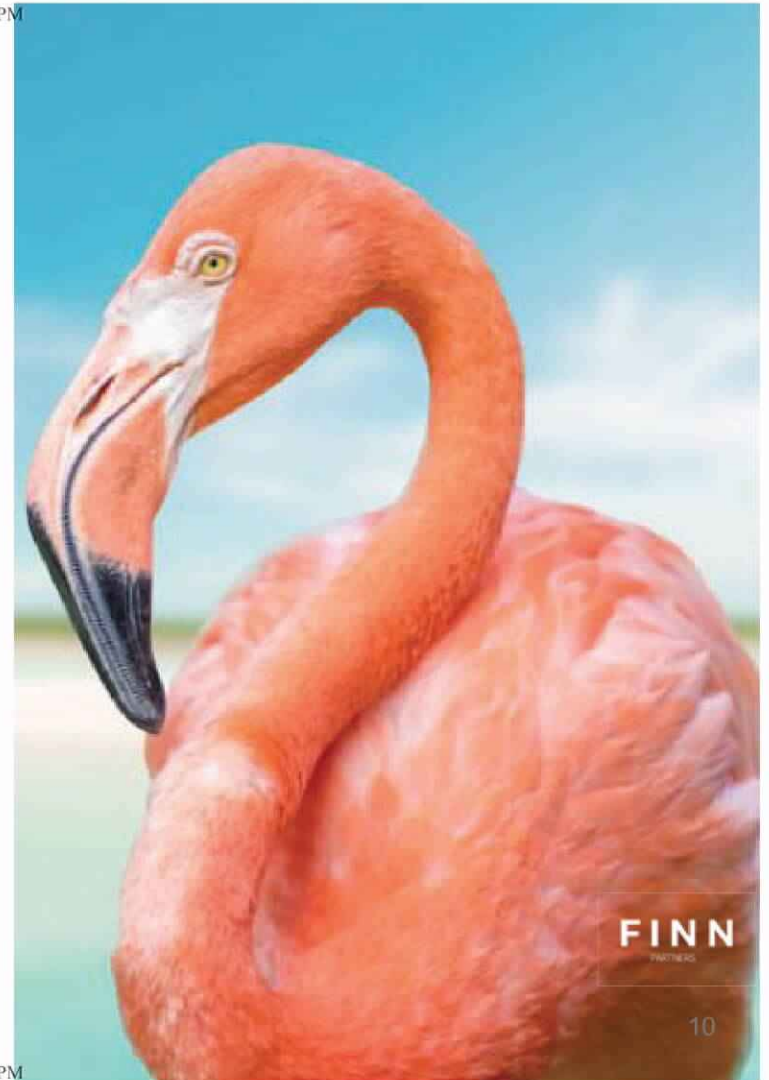
ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Taryn White, Freelance (Forbes, Travel + Leisure)	FINN shared additional info on the Eleuthera Pineapple Festival as a result of A Reason to Visit Every Month pitch; pending further confirmation of responses from BMOT
Terry Ward, Paradise Island Living Magazine	Journalist is seeking information on the best shore and boat-access dive sites around Paradise Island, Rose Island, and Nassau for editorial consideration; pending further insights from Stuart's Cove contact as relayed by BMOT
Paid Media Opportunity, Miami Living Magazine	FINN shared details on paid opportunity (\$680 investment) with Miami Living Magazine to spotlight Bimini across magazine, website, and socials; pending confirmation of final materials for publication
Teri West, Travel Weekly (The Folo Podcast)	Journalist reached out as she is seeking to record a cruise-themed episode for Travel Weekly's official podcast (with host Rebecca Tobin), The Folo, to discuss new developments in The Bahamas' tourism sector, particularly as it relates to the cruise industry; pending BMOT confirmation of interest and availability for zoom interview to take place in May



ACTIVE INFLUENCER/DIGITAL LEADS

CREATOR/ OUTLET	DETAILS
People-to-People Targets	FINN Partners created a list of individual targets for the BMOT's consideration for upcoming individual campaigns. Status: Awaiting BMOT feedback
Influencer Summit	FINN Partners conducted additional outreach and research to different entities to gather insight into partner options for the BMOT's consideration.



HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Allison Ramirez, Freelance (Eater Miami, Eater Atlanta); April 25-27	Baha Mar team hosted freelance writer Allison Ramirez during end of April dates. Angles discussed include: - Updating several direct flight pieces on getaways from the South - A broader feature on Caribbean cocktail culture BMOT approved flight supported and booked roundtrip airfare for Allison and received itinerary from property team for records. Activities included Bon Vivants, Skybar, Flamingos encounter, Horse to Water. Meals at Katsuya and Carna. FINN followed up on interest to speaking with Marv and awaiting availability to schedule.
Angela Caraway-Carlton, Freelance (Florida Weekly, Miami Herald, Southern Boating & Yachting); April 24-25	Tropic Ocean Airways approved April 24-25 trip option for Angela and her husband; Resorts World Bimini served as host hotel. BMOT provided on-ground support in Bimini including a land and sea tour. FINN shared high-resolution destination photos to support her story.
Veronika Bondarenko, The Street (July 16 or 23, 2026)	Veronika is planning to write a story for The Street on Nassau and other Bahamian islands during the off-season and expressed interest in visiting; noted she can mention specific hotels, restaurants, and flights in her story. BMOT confirmed supported day trip to an Out Island in addition to Nassau. Writer shared preference for trip beginning on July 16 or July 23; BMOT to confirm date preference.



HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Sustainability Group Press Trip (May-June 2026)	FINN shared an updated 2-island (Nassau/Grand Bahama) press trip itinerary; currently conducting outreach.
Kayla Brock, Freelance (Conde Nast Traveler, Business Insider, Essence)	Kayla followed up on a previous pitch to let us know she is in the early stages of planning a trip to the Bahamas this November; FINN connected with her on opportunities to work together for upcoming stories and potential on-the-ground activities.



EVENTS

Seatrade Cruise Global (April 13-16, 2026)

FINN provided comprehensive onsite support at Seatrade Cruise Global 2026, managing key touchpoints from the CLIA's Business on The Bay opening night to the press conference and trade show floor. Our presence at the Miami Beach Convention Center drove media engagement, successfully reinforcing The Bahamas' position as a premier global leader in the cruise sector.

Key Highlights:

- **Press Conference:** Held Wednesday, April 15, 7:30-9 a.m. in Preston's Dining Room AB at Loews Miami Beach Hotel. Director General Latia Duncombe and Director of Investments Phylicia Hanna represented BMOTIA and engaged directly with attendees.

Media Attendance & Engagement: 15 media attended the press conference.

- Notable 1:1 interviews with DG included:
- Paloma Villaverde Di Rico, Recommend Magazine – *coverage issued*
- Teri West, TravelWeekly – *podcast opportunity received*
- Noticias de Cruceros editorial staff – *coverage issued*
- Colleen Schoch, AFAR/Bridal Guides

Transportation: FINN booked 55-person charter bus from Miami Tour Company at \$665 (OOP budget used)

Materials and Support:

- FINN drafted and shared pre-event press release, cruise talking points and activities for cruise passengers.
- Comprehensive press kit distributed to attendees and RSVPs, including fact sheets, bios, Aril happenings newsletter and additional new development highlights announced at the press conference.
- Post-event follow-ups conducted with all RSVPs





FINN
PARTNERS

FINN PARTNERS USA X THE BAHAMAS
MINISTRY OF TOURISM, INVESTMENT & AVIATION
PR ACTIVITY REPORT

MAY 2026



MAY PR ACTIVITY

— executive summary

FINN maintained strong momentum in May, advancing a wide range of media relations, thought leadership, and event-driven initiatives for The Bahamas. Key efforts included securing high-profile podcast opportunities, facilitating strategic media meetings during Caribbean Week, and coordinating multiple press trips. PR efforts throughout the month contributed to FINN securing 14 stories with over 402 million impressions for BMOT.

Major PR activity included:

- Pursued and coordinated multiple podcast opportunities, including Travel Weekly's The Folo Podcast (Robert Sands interview for cruise-themed episode took place on 5/29) and the DMOU Podcast with Bill Geist.
- Secured meetings for the DG with Alisha Prakash (Travel + Leisure) and Billie Cohen (AFAR) during Caribbean Week and provided talking points for the event.
- Held Global Q1 recap call with the DG on May 8 to discuss Q1 wins and priorities.
- Took next steps to sort out opportunities at Women Leading Travel (DG and FINN attending), Virtuoso, and ILTM.
- Distributed May happenings release and drafted June happenings release.
- Reviewed and provided suggested edits for Glenys Hanna Martin appointment as new minister of tourism.
- Drafted and distributed summer deals release to showcase new summer campaign from The Bahamas.
- Had call with Bonefishing team to gather more details on press trip opportunity around the tournament and started soft sounding media, securing initial interest from David Coggins (The Contender, The Print Edition).
- Started soft sounding Tampa media for Breeze Airways Tampa to Nassau Press Trip in July, securing interest from Alisha Dos Santos (TravelHost / Come Cruise with Me).
- Shifted Sustainability Group Press Trip dates to September 22-26; continued to coordinate with partners and secured interest from Jennifer Billock (Smithsonian, Good Housekeeping), Amy Wald (Greenluxe / The Conscious Check In), and more.
- Coordinated next steps for multiple individual media visit requests, including Veronika Bondarenko (The Street) and Kayla Brock (Business Insider, AFAR, Essence).
- Advanced planning for SMT opportunity for BMOT with Terry Ward; FINN moved forward with planning around June 22-27 date, relayed needs, and had additional call with the A-1 Broadcast team to finalize details.
- Coordinated next steps for Miami Living Magazine paid media opportunity, which went live in May.
- Drafted messaging and conducted outreach for multiple proactive pitching efforts, including A Trip Idea for Every Kind of Dad for Father's Day Where to Go See Your First Sea Turtle, and Hotels for a Cerulean Summer.
- Supplied materials and drafted copy for a number of media requests resulting from established relationships and proactive and reactive pitches, including a Beaches.com story from Mariette Williams on top beaches across the archipelago, a Forbes story on the Eleuthera Pineapple Festival, and first-person narratives related to cultural practices in The Bahamas for Travel+Leisure print.

FINN Partners | BAHAMAS TOURISM



MAY PR ACTIVITY

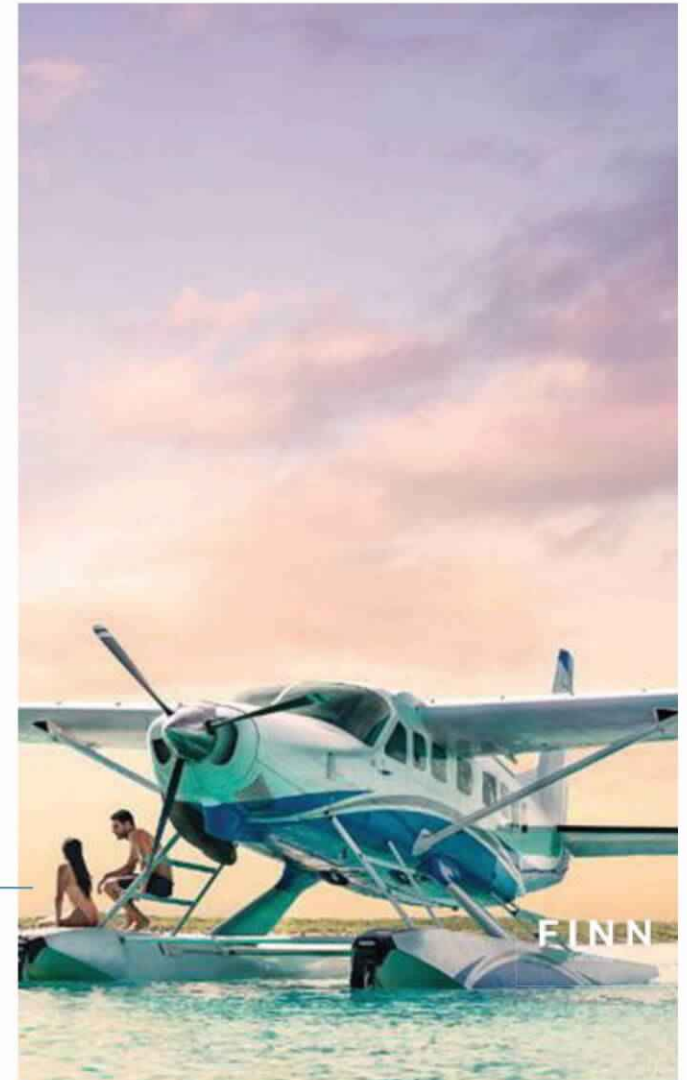
— results at a glance

- TravelAge West - [How to Prepare Clients for a Hassle-Free Entry and Exit Experience in the Caribbean](#)
- Travel + Leisure - [I've Gone on 134 Dives and This Turquoise Grotto Is My Favorite Snorkeling Spot in the Caribbean](#) (syndicated to [AOL](#), [Yahoo! News Malaysia](#), and [Apple News](#))
- The Travel Critic - [Eleuthera, In the Bahamas' Out Islands, Is A Relaxing Refuge-At Least for Now](#)
- Travel Weekly - [Caribbean resorts lean into sustainability amid rising tourism](#)
- Forbes - [The Bahamas' Sweetest Culinary Festival Is Back This June](#) (syndicated to [Yahoo! Travel](#))
- TravelPulse - [The Bahamas Launches 2026 Summer Campaign](#)
- Wherever Family - [3 Destinations for Sea Turtle Release Experiences](#)
- South Florida Caribbean News - [Stay in Paradise with Exclusive Bahamas Offers](#)
- Insider Travel Report - [What's the Bahamas Planning for Its 2026 Summer Travel Campaign?](#)
- Trazee Travel - [The Bahamas: A Year-Round Leader in Sustainable Tourism](#)

402,125,177
Media
Impressions

14
Secured
Pieces of
Coverage

FINN Partners | BAHAMAS TOURISM



COVERAGE HIGHLIGHTS

Forbes

The Bahamas' Sweetest Culinary Festival Is Back This June



Every June, **Eleuthera** comes alive during the annual Eleuthera Pineapple Festival. Held in the vibrant settlement of Gregory Town, the festival celebrates the island's reputation as the pineapple capital of The Bahamas. This year's festival returns on June 3 and 6, marking its 9th year with a weekend of cultural traditions, local cuisine and lively entertainment.

The origins of the festival are closely tied to Eleuthera's agricultural history. For generations, pineapples have been one of the island's most important crops, with locals often saying this soil produces some of the sweetest pineapples in the Caribbean. Farming is still integral to daily life, and the festival honors this tropical fruit and like longtime growers like Lady Di, who has been cultivating pineapples since 1974. Her story reflects the deep knowledge and dedication behind the island's traditions, and if you want one of her pineapples, you must call her well before the harvest season, and she'll put your name in a book.



Forbes
UMV: 53,405,753
Syndicated 1x

TRAVEL+LEISURE

I've Gone on 134 Dives and This Turquoise Grotto Is My Favorite Snorkeling Spot in the Caribbean



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 Connery, and it has made a few Hollywood cameos since.)

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 Compass Cay, notably home to many nurse sharks.

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

Travel + Leisure
UMV: 11,189,213
Syndicated 3x

TRAVEL WEEKLY

Caribbean resorts lean into sustainability amid rising tourism



As tourism momentum builds, it's also a pivotal time for hospitality leaders to confront the dual challenges of climate resilience and rising energy costs. This shift has prompted more regional resorts to adopt ecofriendly practices that protect the natural environment while simultaneously elevating the guest experience.

The Bahamas: The rise of the off-grid escape

Several properties in the Bahamas have shifted toward total energy independence. Kamasawa Cay on Andros Island is currently transitioning to a fully solar-powered grid. The private island resort already utilizes solar-thermal systems for hot water and pool heating, while its backup generators run exclusively on biofuel processed from recycled vegetable oil.

On Eleuthera, the Little Island Hotels collection has introduced The Farm, an off-grid sanctuary that doubles as an agricultural laboratory. Using aquaponics and agrihortics (the practice of growing crops beneath solar panels), The Farm supplies organic produce to surrounding sister properties. Current developments include a future farm-to-table restaurant designed to offer a vegetarian-forward menu that celebrates the property's budding orchards and arboriculture.

This focus on sustainability aligns with the broader vision for the nation's survival.

Travel Weekly
UMV: 744,852

TRAVELPULSE

The Bahamas Launches 2026 Summer Campaign



The Bahamas Ministry of Tourism, Investments & Aviation (BMOTIA) has announced the launch of its 2026 summer campaign.

Made up of over 700 islands and cays, the **island nation** has long captivated travelers with its pink sand beaches and turquoise waters, now made even more accessible with a collection of numerous offers from premier resort and excursion partners.

Supported by multi-channel advertising, the campaign will run from May through August 2026 in six languages featuring tiered savings and unique perks across the archipelago. With the integration of AI-powered tool Mindtrip, the **campaign** offers personalized travel inspiration.

Endless Ways to Save: Featured Summer Deals include:

Luxury & Wellness Retreats

- **The Cove Eleuthera (Eleuthera):** \$1,000 resort credit on stays of seven nights or more. Solo travelers can also enjoy Solo Serenity, a complimentary daily spa treatment.

TravelPulse
UMV: 188,083

FINN PARTNERS

COVERAGE HIGHLIGHTS

TRAVELAGE WEST

How to Prepare Clients for a Hassle-Free Entry and Exit Experience in the Caribbean



Beautiful scenery and warm weather may be consistent selling points across the Caribbean, but entry requirements for visitors are anything but uniform. As governments, airports and tourism authorities continue to change processes, it has become even more important for travel advisors to keep their Caribbean-bound clients up to date to help ensure a hassle-free experience.

Security, Pre-Clearance and Other Upgrades

Multiple Caribbean destinations are aiming to streamline the airport experience. In Antigua, Queen Beatrix International Airport introduced updated screening procedures in March that allow departing passengers to keep their shoes on during security checks. The airport also offers Automated Passport Control kiosks to help expedite the U.S. pre-clearance process for eligible travelers.

The Bahamas offers similarly convenient pre-clearance for U.S.-bound travelers, and the Bahamas Ministry of Tourism has signaled that more enhancements are in the works.

TravelAge West
UMV: 109,825

INSIDER TRAVEL REPORT

What's the Bahamas Planning for Its 2026 Summer Travel Campaign?



The Bahamas Ministry of Tourism, Investments & Aviation launched its 2026 summer campaign, featuring offers from resort, transportation, excursion and photography partners across the island nation, which has more than 700 islands and cays and 16 island destinations. The campaign includes content from Bahamian creators and integrates Ministry, an AI-powered planning tool that offers personalized travel inspiration and recommendations.

Luxury and wellness offers include a \$1,000 resort credit at The Cove Eleuthera for stays of seven nights or more, as well as Sole Sanctuary, which includes a daily spa treatment for solo travelers. Rosewood Baha Mar is offering up to 25 percent off select suites, dedicated Butler service and a \$300 credit for a private poolside cabana or daybed, or a fourth night free with a daily \$100 resort credit. Clevela Mar Club has a Fosters & Bakers package with mindful movement sessions and Swedish massages, a December South Andros package with guided mangrove boating and a redneck beach picnic, and a longer Linger offer with a fourth night free.

Warwick Paradise Island is offering up to 25 percent off and flexible cancellation policies. Sandals Royal Bahamian has a Treasure Under the Sea Proposal Package with a private two-hour scuba dive or \$6000 excursion, a "With You Merry Me" sign and a professional photographer for \$999. Privilege Private Boutique Condo Hotel is offering 25 percent off stays of two nights or more.

Family and multi-generational offers include 30 percent off three-bedroom villas and complimentary meals for children at Grand Isle Resort & Residences, as well as an Extended Stay Program. SLS Baha Mar is offering a fourth night free and a \$250 food and beverage credit. Comfort Suites Paradise Island is offering free slots, play and meals for children 11 and younger, including access to amenities at Atlantic. The Royal at Atlantic is offering two Dates rates. Margaritaville Beach Resort is offering 20 percent off plus a \$25 food and beverage credit, or a Stay More, Save More offer with a fourth night free. Viva Wyndham Fortuna Beach is offering more than \$200 in savings on an all-inclusive stay on Grand Bahama Island.

Insider Travel Report
UMV: 21,406

SOUTH FLORIDA CARIBBEAN NEWS

Stay in Paradise with Exclusive Bahamas Offers

The Bahamas Launches Global Summer Campaign: A Season of Boundless Adventure, Cultural Vibrancy, and Exclusive Value



NAASAU, Bahamas – The Bahamas Ministry of Tourism, Investments & Aviation (BMOTIA) is inviting visitors to immerse themselves in a season of savings with the launch of its 2026 summer campaign. The island nation is made up of over 700 islands and cays. It has long captivated travelers with its pink sand beaches and turquoise waters. Now the destination is even more accessible with a curated collection of numerous exclusive offers from premier resort and recreation partners.

This year's campaign features tiered savings and unique perks across the archipelago. Additionally, content from local Bahamian creators provides a window into the heart of the destination. To further enhance the planning experience, the BMOTIA has integrated Ministry. This AI-powered tool offers personalized It's Local inspiration, from planning the perfect beach day itinerary to sourcing recommendations for the best beach cab.

Endless Ways to Save: Featured Summer Deals

Whether you seek barefoot luxury, a thrilling adventure, or a family retreat, The Bahamas offers savings for every escape. The summer savings include:

Luxury & Wellness Retreats

- The Cove Eleuthera (Eleuthera): Guests can surrender to island time with a \$1,000 resort credit on stays of seven nights or more, providing the perfect excuse to indulge in soothing

South Florida Caribbean News
UMV: 7,475

The Travel Critic

Eleuthera, in the Bahamas' Out Islands, Is A Relaxing Refuge-At Least for Now

This seems, out of the way island is on the verge of some major development



The first time I went to Eleuthera, one of the Bahamas' significantly less developed Out Islands, I was in college, taken along on a college friend's family vacation. I remember it as a scenic, tranquil place but my most vivid memory was getting the notice that Flamingo Airlines was leaving an hour earlier than scheduled for the flight to Nassau to connect for the flight home so I had to grab my bag and my clothes and pack in the taxi en route to the airport. Not the best first impression but it obviously wasn't the island's fault—it's one of the realities of an out of the way island. Fortunately, it's easier to get there now: you can skip the domestic flights from Nassau and fly major U.S. carriers directly to the island from Miami, Ft. Lauderdale, Charlotte and Atlanta.

Even with this more direct access, though, the island has managed to keep development at a manageable level so that what you come for—uncrowded pink sand beaches, blue holes, caves, turquoise water bordering the long, thin island on both sides—is still what you find. Hotels and resorts have a local feel and aren't overwhelming in size including two high quality additions that opened in the last two years. Others, however, seem to be on the way.

The Travel Critic
UMV: 5,000

FINN PARTNERS

COVERAGE HIGHLIGHTS



Sea turtle nesting season takes place between May and October, making summer the perfect time to plan family travel to one of these destinations with turtle release experiences.



Atlantis Paradise Island, Bahamas
Atlantis Paradise Island hosts a juvenile Sea Turtle Release program. The interactive 2.5-hour excursion starts at the Fish Hospital where guests learn about sea turtle rescue and rehabilitation. Next, guests have the opportunity to "adopt" and release endangered green sea turtles back into the wild. The family-friendly program is available on select days for guests ages 6 and older.

Wherever Family
UMV: 3,913



Just because Earth Day has passed doesn't mean we can't highlight destinations taking the extra steps to be sustainable. Amidst growing numbers of tourists, [The Bahamas](#) has prioritized protecting its environment through a series of sustainability initiatives year-round.

The Bahamas protects more than one million acres of marine habitat through a \$500 million [Sustainable Investment Program](#), in effect since 2023 and focused on coastal conservation, clean energy and blue carbon initiatives.

Multiple projects have been put in place to protect marine life, including coral farming and [marine conservation](#) initiatives. For example, [Coral Vita](#) works to restore the reefs using land-based techniques to grow coral in months instead of decades. This helps boost resilience against the warm oceans threatening its survival. [Bonefish & Tarpon Trust](#) created dedicated conservation zones to protect critical fish habitats of native bonefish, which in turn has created five new national parks and expanded an already existing one.

Traze Travel
UMV: 3,504

FINN

NEWS BUREAU

PITCHES, RELEASES, COMMUNICATION ASSETS	DETAILS
Newsletter: May 2026	FINN drafted and distributed
Summer Deals Press Release	FINN drafted and distributed 5/26
Hanna-Martin Appointment	FINN provided suggested edits; pending confirmation of distribution
Unified Digital Landing Card (UDLC) Press Release	FINN provided suggested edits in month prior; pending confirmation of distribution
WTA Nominations 2026 Press Release	FINN reviewed drafted copy in month prior; did not distribute
Caribbean Week Talking Points	FINN crafted
Caribbean Week DG Interviews Briefing Document	FINN crafted
Travel Weekly, The Folo Podcast Interview Briefing Document	FINN crafted

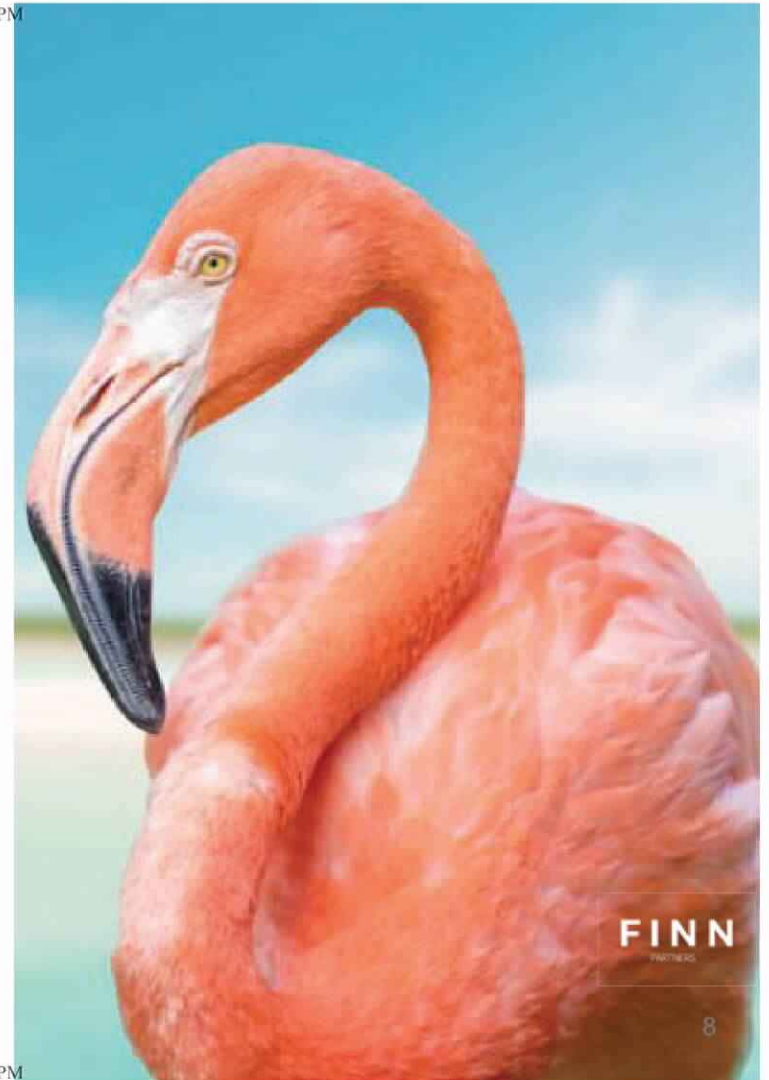
FINN Partners | BAHAMAS TOURISM



ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
A Trip Idea for Every Kind of Dad: A Better Father's Day in the Bahamas, Where Dad Isn't on the Grill	Ahead of Father's Day, FINN spotlighted itineraries across The Bahamas that cater to every dad – from the fishing lovers and outdoorsmen to culture buffs and golf pros – for editorial consideration
Hotels for a Cerulean Summer - Agency Pitch	Leveraging the buzz surrounding the debut of Devil Wears Prada 2, FINN spotlighted Kamalame Cay as a hotel offering travelers access to a "Cerulean Summer" (a color made popular again by the movie)
Where to Go See Your First Turtle - Agency Pitch	Put forth Atlantis Paradise Island's Juvenile Sea Turtle Excursion for editorial consideration
Terry Ward, Paradise Island Living Magazine	FINN shared information on the best shore and boat-access dive sites around Paradise Island, Rose Island, and Nassau for editorial consideration, along with imagery
Mariette Williams, Beaches.com	Spotlighted top beaches across the archipelago for consideration in a roundup for Beaches.com
Kathryn Romeyn, The Points Guy	FINN submitted Eleuthera and French Leave Resort for consideration in a story looking for the best beaches

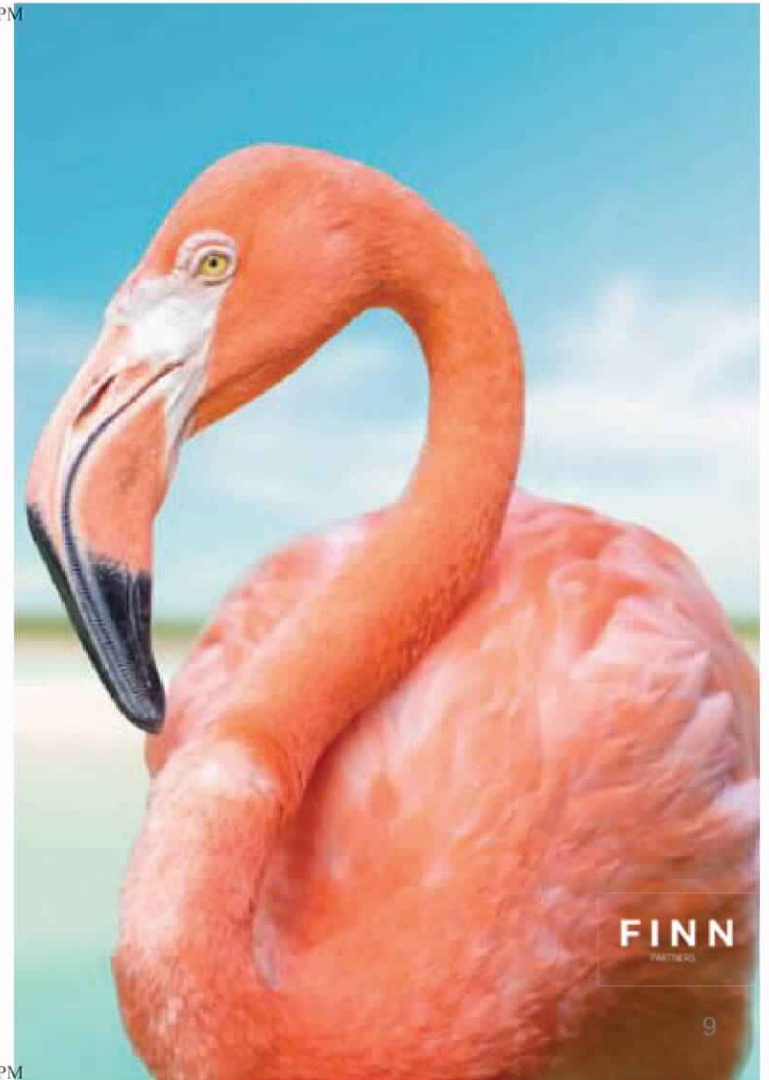
FINN Partners | BAHAMAS TOURISM



ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Taryn White, Freelance (Forbes, Travel + Leisure)	FINN shared additional info on the Eleuthera Pineapple Festival as a result of A Reason to Visit Every Month pitch
Heidi Mitchell, Town & Country	Spotlighted Atlantis, Viva Fortuna Beach, and Out Island excursions for consideration in Town & Country's "Snob's Guide to Family Summer Travel," identifying The Bahamas as as the best destination for international beaches in under 30 minutes
Tobey Grumet, Travel + Leisure (Print)	FINN shared ideas spotlighting first person narrative opportunities and culturally significant rituals in The Bahamas
Summer Season in The Bahamas	FINN distributed a pitch complementing the Summer Deals press release
Paul Rubio Freelance (Palm Beach Illustrated Magazine, AFAR, CNT)	Conducted media meeting to discuss happenings in The Bahamas
Paid Media Opportunity, Miami Living Magazine	FINN finalized materials and relayed BMOT approval of drafts for a Bimini spotlight appearing both digitally and in the publication's online magazine, alongside additional social content for amplification in June

FINN Partners | BAHAMAS TOURISM



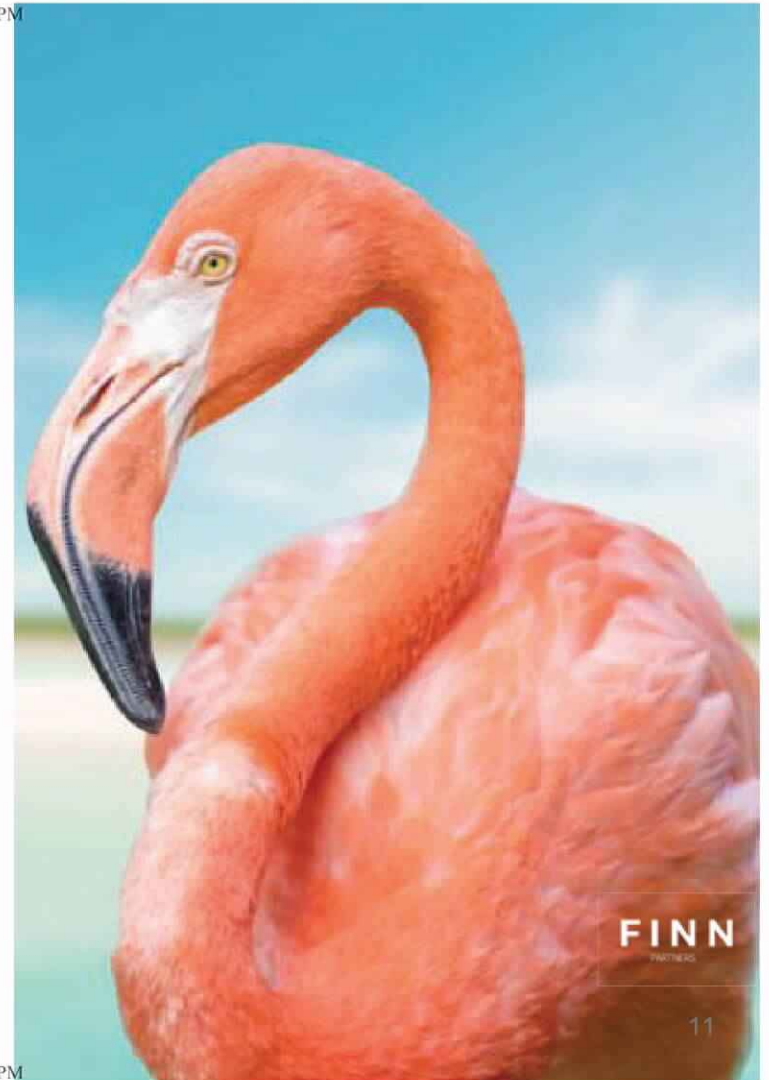
ACTIVE MEDIA LEADS

PUBLICATION/ WRITER	DETAILS
Teri West, Travel Weekly (The Folo Podcast)	FINN secured Robert Sands as interviewee and a prepared a media brief with anticipated questions from the Travel Weekly team
Interview: DMOU Podcast with Bill Geist	FINN held a meeting to discuss podcast topics and is further aligning on questions prior to locking in interview dates



ACTIVE INFLUENCER/DIGITAL LEADS

CREATOR/ OUTLET	DETAILS
People-to-People Targets	FINN Partners created a list of individual targets for the BMOT's consideration for upcoming individual campaigns. Status: Awaiting BMOT feedback
Influencer Summit	FINN Partners conducted additional outreach and research to different entities to gather insight into partner options for the BMOT's consideration.



HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Breeze Airways Tampa to Nassau Press Trip (July 13-16, 2026)	BMOT is interested in sourcing 2-3 media/influencers from the Tampa area to experience and highlight the new Breeze service. FINN requested itinerary details, host hotel, and length of stay. Team soft sounding Tampa media for interest and travel availability using information we have thus far. Media Interest to Date: Alisha Dos Santos, TravelHost / Come Cruise with Me (UMV: 13,076,772) - media form received; confirmed piece with outlet on why Nassau and The Bahamas are worth an extended stay beyond a cruise stop, weaving in the new flight route news. Would like to bring her husband as a plus one.
Veronika Bondarenko, The Street (July 23-26, 2026)	Veronika is planning to write a story for The Street on Nassau and other Bahamian islands during the off-season; noted she can mention specific hotels, restaurants, and flights in her story. BMOT confirmed supported day trip to an Out Island in addition to Nassau; FINN proposed routing Veronika to Eleuthera for her first night, followed by a ferry to Nassau, where she would stay for the remainder of her trip. FINN to book flights once hotel details are finalized.



HOSTED MEDIA AND PENDING VISITS

PUBLICATION/ WRITER	DETAILS
Sustainability Group Trip (September 22-26, 2026)	FINN confirmed interest to participate from Coral Vita team. BMOT reached out to both hotel partners to advise on date shift. Media interest to date includes: • Jennifer Billock, Freelance (Smithsonian Magazine, Good Housekeeping, Saveur, and more) • Amy Wald, GreenLuxe/Host on The Conscious Check-in Podcast • Catherine Parker, Freelance (US News + World Report, Carful of Kids, Booking.com)
Bonefishing Tournament Press Trip (Fall 2026)	FINN and BMOT connected with bonefishing team to discuss hosting opportunities. BMOT to share materials from Earnestine, the island's drafted itinerary, and the final press release. Team currently soft sounding media for interest and travel availability for the bonefishing tournament with the info we have available. Secured interest to attend from David Coggins (The Contender Substack, The Print Edition).
Kayla Brock, Freelance (Conde Nast Traveler, Business Insider, Essence); November 2026	Kayla followed up on a previous pitch to let us know she is in the early stages of planning a trip to the Bahamas this November; FINN connected with her on opportunities to work together for upcoming stories and potential on-the-ground activities.



EVENTS

Caribbean Week (June 1-5, 2026)

FINN coordinated media one-on-ones and shared talking points and an interview briefing document for Director General Latia Duncombe at the FINN New York offices on June 4 with the following media:

- Alisha Prakash, Travel + Leisure
- Billie Cohen, AFAR

Women Leading Travel, Skift (June 8-10, 2026)

Director General Latia Duncombe confirmed to attend Skift's Women Leading Travel Forum. FINN booked three rooms at The Ritz-Carlton New Orleans (host hotel) and is coordinating media appointments and a video operator for onsite content capture.

Virtuoso Travel Week (August 8-14, 2026)

Confirmed attendance for Director General Latia Duncombe; FINN initiating conversations with the Virtuoso team to set up media appointments

Newsweek New Destinations Global Summit (September 15-16, 2026)

Director General Latia Duncombe invited to attend two-day summit covering senior leaders from tourism, hospitality, aviation, destination development, technology and entertainment. FINN exploring speaker opportunities.

ILTM North America (September 28-October 1, 2026)

FINN exploring speaker opportunities for BMOT. Additionally the team secured ability to offer attending media pre and post conference destination visits.

FINN Partners | BAHAMAS TOURISM

