

# WEBER SHANDWICK

## Bahamas Ministry of Tourism

July and August 2009  
Public Relations Highlights



## Numbers, Facts & Figures

- The Islands of The Bahamas had a total of **146 media placements** in May and June
- Resulting in a **total circulation of 25,982,431** and reaching a **reader audience of 64,956,078**
- Achieving an **advertising equivalency of \$1,939,849**



## Press Releases

- The Islands Of The Bahamas Introduce the First All-Inclusive Destination; Resorts, Rental Cars, Multiple Activities and Dining Options with New Club Grand Bahama
- Commonwealth of The Bahamas To Salute Independence with Celebration in New York City's Bowling Green Park
- Fall Into The Islands Of The Bahamas: Save on Airfare and Accommodations Throughout The Bahamas
- Meet Me In The Bahamas: The Islands Of The Bahamas Are The Ideal Location For Meetings And Events Of All Sizes



## Visiting Journalist Trips

**Shane Mitchell**, *Travel + Leisure*; August 4-14: Out Islands

**Jeffrey Sobel**, *Caribbean Living*; August 28-30: Grand Bahama Island

**Keren Engelberg**, AAA Publications; June 20-July 2: Grand Bahama Island, -Story will appear in the following publications: Alabama Journey, Northern New England Journey and Texas Journey

The logo for Caribbean Living, featuring the text "caribbeanliving" in a lowercase, serif font. "caribbean" is in a light green color and "living" is in a white color, both set against a solid green rectangular background.The logo for Northern New England Journey. The text "Northern New England Journey" is written in a white, serif font. "Northern" is in a smaller font size above "New England". "Journey" is at the bottom. The background is a dark, textured grey.The logo for Alabama Journey. The text "Alabama Journey" is written in a blue, serif font. "Alabama" is in a smaller font size above "Journey".The logo for Travel + Leisure. The text "TRAVEL + LEISURE" is written in white, bold, sans-serif capital letters. The "+" sign is slightly larger than the other characters. The background is a solid blue rectangle.

## Press Trips

### “Authentic Nassau”: Nassau, August 27-30, 2009

As part of the “It’s Better In The Bahamas” press trip series, journalists seeking an authentic Bahamian experience participated on this three-night adventure on Nassau/Paradise Island with Graycliff serving as the host hotel. Activities included a High Seas Bahamas boat excursion, a People to People Experience and a visit to the Educulture Center.

#### Participating media included:

*Men’s Fitness*  
*Family Travel Forum*  
*Examiner.com*  
*Frommer’s*  
*Upscale Magazine*  
*Bridal Guide*

**Men’s Fitness**

**Frommer’s**

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still travel!

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Living the  
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**BRIDAL GUIDE**



WEBER SHANDWICK

## destination **weddings** & honeymoons

THE TRAVEL MAGAZINE FOR BRIDES AND GROOMS

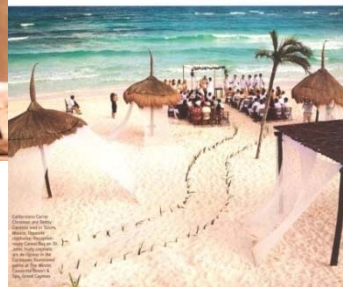
### easy caribbean weddings

The Caribbean has something for every bride. See what makes our picks special — and discover which island is right for you.

BY KATE WELVERN



The Caribbean endures as a top pick for destination weddings for dozens of reasons. For starters, you can find an island to suit every mood and pocketbook, your guests are guaranteed a great time, and the beaches are so perfect as you've imagined. With an ocean full of options — from sporty and economical to exclusive and luxurious — choosing the island that can deliver the event you crave can be daunting. To get you started, we've lumped 10 tropical locales ideal for weddings afloat. Some are known for nightlife; others are designed for more low-key pursuits — but each one has something special. Read on to find which destination will work best for you.



### our top picks for ...

- SEXY NIGHTLIFE:** Old San Juan
- BAREFOOT ELEGANCE:** Harbor Island, Bahamas
- LIVELY BAR SCENE:** Grand Cayman
- GOURMET CUISINE:** Riviera Maya, Mexico
- SECLUDED BEACHES:** St. John, USVI
- FLAT-OUT ROMANCE:** Nevis
- SPORTY TYPES:** Dominican Republic
- GORGEOUS VIEWS:** St. Lucia
- GETTING OFF THE GRID:** Port Antonio, Jamaica
- ISLAND HOPPING:** Bahamas
- ALL THE COMFORTS OF HOME:** USVI
- ISLAND CULTURE:** Jamaica
- EXPLORING BY CAR:** Aruba
- GOLF:** Dominican Republic
- BEACH BARS:** St. Kitts
- TOTALLY KICKING BACK:** Abacos, Bahamas



### Bahamas

...ations transport you off the grid, but not Parading with flashy resorts that offer an incredible — think casinos, water parks, spa treatments and more — in addition to perfectly groomed beaches, n deliver a big-city wedding in tropical splendor: bridge, along Cable Beach on New Providence action and amenities but with a lower price tag. off the coast of central Florida, Grand Bahama nage a big resort wedding. The wide-open spaces developed areas near Freeport and Lucaya mean you can mix it up: Marry on a pristine beach like Churchill or Barbary, then move to a resort or local restaurant for your reception. If you love the idea of a super-casual, down-to-earth wedding, the Out Islands — Bimini, the Abacos, the Exumas — may be more your style. Loaded with uninhabited cays, tiki bars and resorts ranging from beach shacks to eco-luxe, this flurry of islands has natural beauty to spare. A wedding here might incorporate saying your vows on a tiny isle, then taking a flotilla of boats to a barren islet for a feast of lobster grilled on a bonfire next to the sea. Eleuthera's most splurge-worthy destination is Harbor Island, a 3½-mile-long spit of pink sand, where visitors drive golf carts from polished resorts into Dunmore Town to shop at local designer boutiques. **DON'T MISS** The Cloister and Versailles Gardens on Paradise Island. William Randolph Hearst had this 12th-century monastery delivered from France and reassembled stone by stone in the 1920s. Although it sits on property now owned by One&Only resort, the



GET THIS

## ISLAND INVITES

Lively culture, turquoise seas, eco exploration — with the Bahamas' many attractions, this colorful archipelago hardly needs another selling point to draw brides. But that's just what it got with the launch of Wedding Paper Divas' line of Bahamas-inspired destination-wedding invitations. Created as a partnership between the online stationer and the Bahamas Ministry of Tourism, the collection comprises four vibrant styles: Grand Romance, featuring conch shells; Nassau Chic, sporting a bougainvillea design; Out Islands, embellished with coral (pictured); and Beautiful Bahamas, a play on the destination's colorful logo. Choose your favorite to announce your Bahamas bash or any tropical affair. *Invitations from \$1.44 each.* — Erika Hueneke

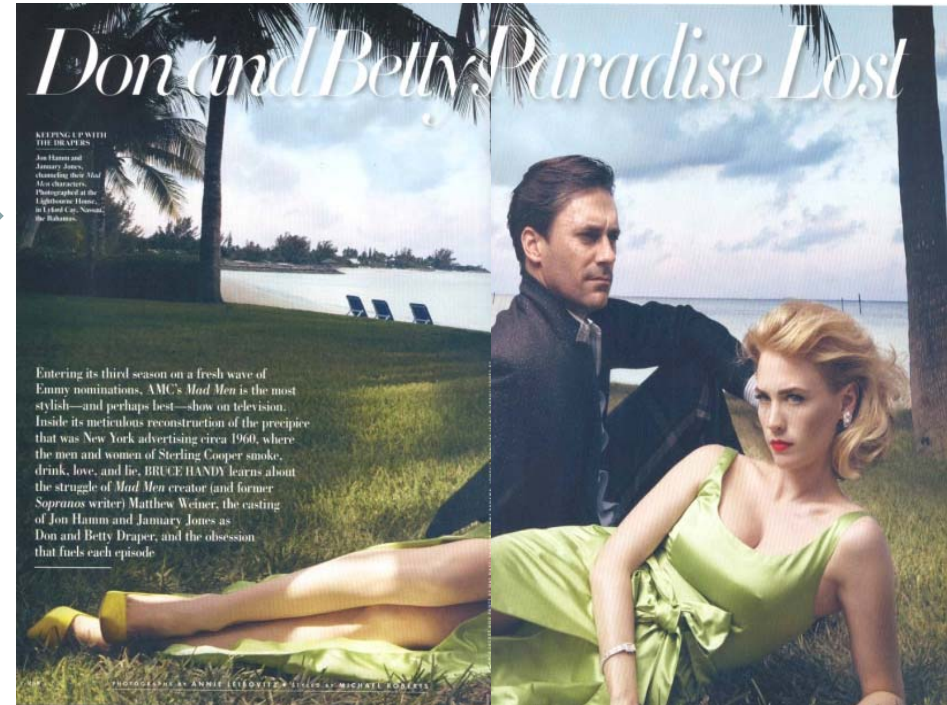


WEBER SHANDWICK

# VANITY FAIR

## KEEPING UP WITH THE DRAPERS

Jon Hamm and January Jones, channeling their *Mad Men* characters, Photographed at the Lightbourne House, in Lyford Cay, Nassau, The Bahamas.



## The New York Times

THE NEW YORK TIMES, SUNDAY, JULY 19, 2009

### COMINGS & GOINGS

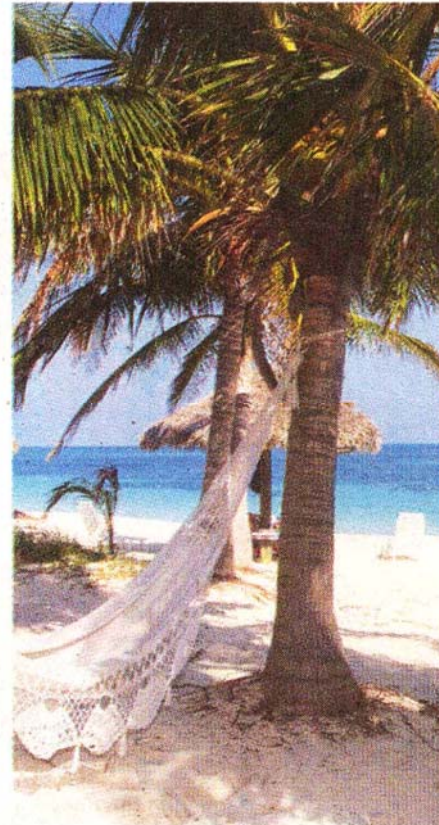
*Hilary Howard*

### Package of Choices On Grand Bahama

Those planning a trip to Grand Bahama Island — the fourth largest in the Bahamas — may now opt for a new flexible package of hotels, restaurants and activities.

This Club Grand Bahama package has three starting price points — platinum (\$198), gold (\$149) and silver (\$88) — and allows travelers to pick and choose from five resorts: Flamingo Bay Resort and Marina, Our Lucaya Reef Village, Pelican Bay at Lucaya Hotel, Radisson Our Lucaya Resort and the Port Lucaya Resort. It includes two daily meals at up to 21 restaurants and free shuttle service to destinations like national parks, golf courses and snorkeling sites.

Prices are per person per night, and based on double occupancy. For more information, visit [www.bahamas.com](http://www.bahamas.com).



BAHAMAS MINISTRY OF TOURISM





# Bahamas Ministry of Tourism

Online Placements: Grand Bahama Island

July/August 2009 PR Highlights

WEBER SHANDWICK



## Caribbean Insight

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### Grand Bahama introduces all-inclusive plans

By: Gay Nagle Myers  
July 02, 2009

The Bahamas Ministry of Tourism on Thursday launched Club Grand Bahama, a program offering all-inclusive vacations to Grand Bahama Island.

"An island-inclusive program is a great way to provide a variety of activities and accommodations for our visitors with one price that covers hotel, tours, two meals a day, transfers and shuttle services," said Terrance Roberts, the Ministry of Tourism's director of business development and communications for Grand Bahama Island.

Three pricing tiers are available, depending on the hotel selected.

Unlike typical all-inclusive packages, Club Grand Bahama does not limit guests to the offerings of one resort. Customers can select participating restaurants and activities regardless of where they are located.

July 14, 2009



### Grand Bahama Debuts All-Inclusive Club Grand Bahama Published on: July 7, 2009



The Bahamas Ministry of Tourism has teamed up with the Grand Bahama Island Tourism Board to unveil Club Grand Bahama --

a flexible, affordable travel experience that aims to redefine the "all-inclusive" vacation. Since July 2, travelers can book a getaway to Grand Bahama Island with a choice of deciding for themselves where stay, eat and play for one set price. Breaking the mold on the traditional, individual resort all-inclusive

Upon arrival, guests are greeted with roundtrip airport or harbor transfers to the hotel or resort of their choice. The package includes shuttle bus service connecting the guests to as many as 50 sports and recreational activities from golf and scuba diving to fishing and adventure experiences. The guests will choose from up to 21 dining venues for breakfast and dinner each day of their stay from seaside to elegant indoor dining, plus special beach parties, casino gaming and exclusive shopping discounts. Club Grand Bahama vacationers will have options in their all-inclusive experience that span the entire destination.

"We're thrilled to introduce this revolutionary all-inclusive island concept on Grand Bahama Island," said Bahamas Ministry of Tourism Director-General Vernice Walkline. "In an environment where value is paramount, Club Grand Bahama Island delivers on this promise and brings a new diversity of selection and experiences to the traditional all-inclusive concept."

vacation, Club Grand Bahama guests select accommodations at one of five resorts, including the Port Lucaya Resort & Yacht Club, the boutique Flamingo Bay Resort & Marina, oceanfront resorts Our Lucaya Reef Village and the Radisson at Our Lucaya Beach & Golf Resort, or the harbor-side Pelican Bay at Lucaya Hotel.

# recommend.com

### The New "Island-Inclusive" Vacation

Adria Valdes



When one thinks of the Caribbean, it's likely images of palm trees and piña colodas come to mind, along with the ever-popular all-inclusive resort. These resorts allow guests to eat, stay and play all in one place, all for one price. What could be better? The Bahamas Ministry of Tourism—along with the Grand Bahama Island Tourism Board—has taken the all-inclusive one step further with the launch of Club Grand Bahama—a flexible experience that they're calling the first "island-inclusive" vacation.

With Club Grand Bahama, agents are able to book their clients a getaway to Grand Bahama where they'll have the freedom to choose where to stay, where to eat and what to do for one set price. Once booked, your clients will receive a Club Grand Bahama Card that is activated upon check-in, and then swiped for meals and

activities throughout the vacation.

"The freedom of choice includes a wide range of destination activities such as airboat tours, dolphin encounters, golfing, kayaking, reef fishing, one-tank dives, sailing and Jeep safaris," says Terrance L. Roberts, business development/communications, Bahamas Ministry of Tourism. "The Club Grand Bahama Card enables them to simply swipe and enjoy. And Club Grand Bahama hosts are available seven days weekly or may be reached at (242) 373-CLUB."

Club Grand Bahama guests can select accommodations at one of five resorts, including Port Lucaya Resort & Yacht Club, the boutique Flamingo Bay Resort & Marina, Our Lucaya Reef Village and the Radisson at Our Lucaya Beach & Golf Resort, or Pelican Bay at Lucaya Hotel. Upon arrival, guests receive roundtrip airport or harbor transfers to the hotel or resort of their choice.

The package also includes shuttle bus service connecting the guests to as many as 50 sports and recreational activities—from golf and scuba diving to fishing and adventure experiences. Your clients are free to choose from up to 21 dining venues for breakfast and dinner each day of their stay. They can also enjoy special beach parties; casino gaming; and exclusive shopping discounts.



**About.com:** Caribbean Travel



## Robert's Caribbean Travel Blog

By [Robert Curley](#), About.com Guide to Caribbean Travel

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## Grand Bahama: The All-Inclusive Island

Monday July 13, 2009

We've all heard of all-inclusive resorts, but an all-inclusive island? Book a package under the new [Club Grand Bahama](#) program, and you'll pay one price for accommodations, tours, two meals daily, transfers and shuttle services, including activities and dining throughout the island regardless of where you stay.

Five hotels (Flamingo Bay, Pelican Bay, Port Lucaya Resort, Our Lucaya Reef Village and Radisson Our Lucaya) are taking part in the program created by the Bahamas Ministry of Tourism, along with three golf courses, 21 restaurants, and several activity providers.

[Discovery Cruise Lines](#) also is participating, offering two- to seven-night, cruise-inclusive stays. Three levels of accommodation (and pricing) are available: Silver starting at \$88 per person per night; Gold starting at \$149 per person per night; and Platinum starting at \$198 per person per night.

Check the [Club Grand Bahama](#) site for more details.

**CARIBBEAN**  
TRAVEL+LIFE

TUESDAY, JULY 7, 2009

### All-Inclusive for Commitment-Phobes



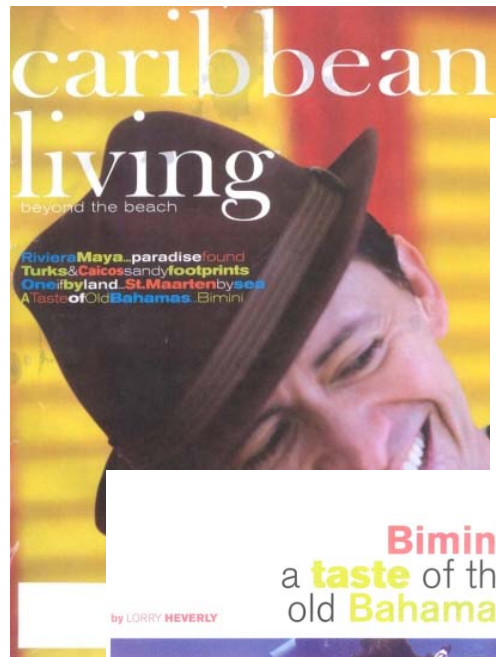
Say what you will about all-inclusive resorts, but it's hard to dispute that they're an affordable way to travel. With upfront pricing and all of your meals, drinks and gratuities included in your rate, it definitely takes the guesswork out of budgeting for a vacation. But what if you want to leave the resort and...oh, I don't know...explore the destination?

The Bahamas have an answer to that age-old question with their latest concept: the **Island-Inclusive Vacation**, which gives you a flexible way to enjoy the whole island of **Grand Bahama** with the convenience of all-inclusive pricing.

The new program - called **Club Grand Bahama** - just launched yesterday, and the idea is to give you your choice of five resorts around the island, from the oceanfront **Our Lucaya Reef Village** to the boutique **Flamingo Bay Resort**, as well as more than 21 dining options to sample throughout your stay...all at a predetermined rate. The "club" offers three pricing options to satisfy a range of budgets:

- **SILVER** - Starting at \$88 per person per night
- **GOLD** - Starting at \$149 per person per night
- **PLATINUM** - Starting at \$198 per person per night





**caribbean living**  
beyond the beach

Riviera Maya... paradise found  
Turks & Caicos... sandy footprints  
One island, St. Maarten by sea  
A taste of Old Bahamas... Bimini

**Bimini, a taste of the old Bahamas**

by LORRY HEVERLY

Nestled between the Gulf Stream and the Bahama Banks, Bimini is an undiscovered gem. Popular with fishermen, divers or for just plain relaxing, this 'island in the stream' has a quirky ambience all its own. While Bimini is less than 50 miles from the coast of Miami, it's a world apart.

The allure of Bimini is a fusion of the old-fashioned Bahamas of yesteryear with the eccentric uniqueness of places like Key West. You won't find mega resorts, tourist attractions and cruise ship crowds here. World-class fishing, pristine beaches, great reefs rule this quiet hideaway.

*World-class fishing, pristine beaches, great reefs rule this quiet hideaway.*



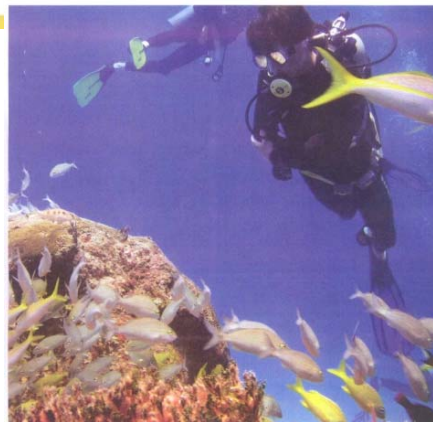
### ISLAND LEGENDS

Bimini carries its scandalous past like a badge of honor. During Prohibition, liquor barges moored in Bimini's waters suggested illegal bootleg to rum runners making clandestine trips to the States. Ernest Hemingway lived, fished and wrote here for a spell. When record Blue Marlin and giant sailfish appeared on the docks, the island became a premier fishing destination and is known today as the Big Game Fishing Capital of the World.

Inspired by the island's charm, Martin Luther King Jr. and Jimmy Buffet, went on to write famous speeches and songs. Others left in shame like Senator Gary Hart, a US Presidential hopeful, toppled by compromising photographs taken on his yacht, Monkey Business.

### AROUND TOWN

Locals live in Baily Town, close to Alice Town, a community of guest hotels, fishing piers and local restaurants. Bimini's Straw Market is a good place to shop for hand-woven baskets and local



To share tales from the past, they, an island historian and artist, on boats, a unique home crafted of sea. Corch shells, sea fans and other are embedded into the walls, floors and into dwellings.

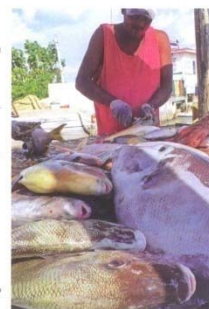
and catch the sunset at Radio Beach, right on the beach. Bahamian specialties like Bimini bread at small restaurants in the End of the World Bar is a fairly good plastered in undergarments and an orange items donated by tipsy patrons.

The ocean, in stunning shades of turquoise, will surprise you with an abundance of fish, colorful reefs and a couple of mysterious underwater worlds.

### THE UNEXPLAINED

The Sagona, a rusting shipwreck partly submerged in the shallow, can ground in a hurricane. Her most interesting claim to fame is in the legends of the Devil's Triangle.

In the 1940s a squadron of Avenger airplanes on a training mission used the Sagona for target practice. While en route over the Devil's Triangle, the entire squadron disappeared as did two search planes sent to find them. No traces of the planes have ever been found.



### LOST CONTINENT

Could Bimini hold powerful ties to the mysterious Lost Continent of Atlantis? In 1936, psychic Edgar Cayce, predicted that the first signs of Atlantis would be found in the Bahamas. Twenty years after his death, a pilot spotted an unusual formation of underwater rocks resembling an ancient road less than a mile off Bimini's shores.

A natural limestone formation or a man made wonder? Huge pillow-shaped rocks line up to form a road in 15-foot of water and massive schools of fish seem to linger in the mysterious place. The Stones of Atlantis or Bimini Road captures the imagination of divers and snorkelers alike.

### BIG GAME FISHING

The legend lies of Bimini is of course, the awesome fishing. Weather casting a line in the Gulf Stream or the Bahama Bank, the fish action here is legendary. Bimini sits in a wild subtropical Atlantic environment contributing to the abundant marine life. Mangroves and the shallow Bahama Banks provide a natural sanctuary where fish raise their young. The Gulf Stream supplies nutrients that support the fish.

Deep sea, bottom fishing or fly casting on the flats, the variety is nearly endless. Bonefish guides, some of the world's best, will take you to their favorite spots.

Reel and bottom fishing is easy to arrange at the dock. Best bets for catches include snapper, grouper and amberjack. World records have been set in the area for sailfin, mutton snapper, grouper and lane. Deep sea fishing offers challenge and excitement in the famous waters where modern sport fishing was born.

by Lorry Heverly

### IF YOU GO...

The Islands of the Bahamas: Tourism  
800-254-9581 | [www.bahamas.com](http://www.bahamas.com)  
Bimini Big Game Resort, Alice Town  
3200 950-9572; 800-348-4644  
[www.biminibiggame.com](http://www.biminibiggame.com)  
Keefe's Bimini Undersea - Boat trips to the Sagona and Stones of Atlantis [www.biminiundersea.com](http://www.biminiundersea.com)



**THE END OF BOTTOM FISHING?**  
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## Tropical Sportsman Roundup

By Larry E. Kinder

# Bahamas Outback

The author, Kinder, left, with a hard-won bonefish, caught along side famed guide Elton McKinney, right, on the Bight of Acklins.

Getting to the Bahamas is easy. Finding a place to bonefish that has received little pressure in recent days is becoming more and more difficult, however. Anglers have looked with increasing interest to the Out Islands, where several excellent lodges and bonefishing operations have been established on the islands of Andros, Abaco, Eleuthera and Long Island. And while the fishing remains quite good around these islands, you are probably not going to be alone. If you are willing to travel a little farther (another half hour by air from Nassau), you can reach The Bahamas' "outback." One tan-

talizing region is the Bight of Acklins. Nearly encircled by Crooked Island and Acklins Island, the Bight is a lagoon with more than 1,000 square miles of shallow water. There are numerous bays, creeks, channels, mangrove marls and an extensive system of pristine, easily wadeable flats.

The Bight of Acklins is about 250 miles southeast of Nassau. Crooked Island to the north has a population of about 350. Acklins Island, southeast of the Bight, has a population of about 425. Subsistence fishing is the primary vocation of these hardy islanders. They tend to be quite helpful and happy to have you visit. Neither island has

much in the way of activities, though, except for fishing, eating well and relaxing. Consequently, spouses and children who accompany you will need to be able to entertain themselves on a beach.

You can find guides who fish the Bight of Acklins on modern flats boats. They'll pole you while you fish from the front deck and they'll also guide you while wading surrounding flats. I have fished with guides from both islands and their ability to spot bonefish from long distances is uncanny. Trust their eyes when they attempt to direct your attention to fish you cannot see. Tides greatly influence when and where

bonefish will be feeding and in what direction they will be moving. The guides understand how bonefish react to the changing tides.

The best thing you can do to improve your chances for success is to practice casting before leaving home. In fly casting, work on your double haul to improve distance. Do so with the wind blowing in your face or the largest fan you can find oscillating in front of you. Practice casting while wearing your rain gear as someone turns a water hose on you. At least practice casting with the sprinkler system on. Seriously, practice your double haul under

### Getting to the Bahamas Outback

For a listing of air carriers providing transportation from Nassau to The Out Islands, go to [MyOutIslands.com](http://MyOutIslands.com) or call 800 Out Islands. A ferry is available to transport you between Crooked and Acklins Islands, and its details are discussed on the Web site. A Web search of bonefish lodges on each island reveals only a couple of lodges on Crooked Island and eight lodges currently operating on Acklins Island.

### Tropical Sportsman Roundup Continued

adverse conditions. Knowing the distance at which you can place accurate casts will be important to your eventual success, and of course, the farther you can cast the better.

Bonefish go off their feed and flee when they feel pressured. If you want to get away from other anglers as well, head to the "outback" waters of the Bight of Acklins. You can go for days without seeing another angler on the largest system of bonefish flats in The Bahamas. And fishing still is the way it used to be. **TS**

### hinging: amas

ng fish in The e a few single eep in mind and ing yourself fa member to leave home. Only the and Hawaiian is illegal in / freediving is ariag customs, tell the agents yo s, and they will give you the stamp

in is fair game, but New Provi-zing zone from shore out to one just action is in the southern regis-e Ocean. The dropoff at the west are loaded with grouper, hogfish, the Berry Islands and North can use Club Cay Marina as a base. it zone of the Tongue of the Ocean, it toward the Middle Exumas, you'll out, and just as many fish, if not indreds of prime spots for the best poon Cay Marina is most convenient (xantel Cay is another option. Most air place in depths from 20 to 45 d get the fish in the bag quick. In the uch larger sharks in these waters. for lionfish. We kill these fish in a wing for the lobster or grouper their spines. They inflict toxin (venous pain, fevers and allergic n). Feeding lionfish to barracudas

tends to keep the 'cudas off our catch. Look for an increase in larger snapper when the wind is about 10 to 15 knots off the frame. It stirs the bottom a bit and the fish linger longer within the school. Don't waste time on the patch reefs. Instead, go straight to the coral heads. They are both far grouper and lobster. The smallest bugs we catch out here weigh 3 pounds. And yes, it is legal to spear lobster here. Check legal size and bag limits for lobster before you dive. The annual closed season is April 1 to July 31. For demersal species, like snapper and grouper, the limit is 60 pounds of fish, or 20 scale fish, per vessel.

I don't recommend using graphite or aluminum pole spears on the reefs. They break when working a hold up fish, damage the reef, and don't provide the "feel" for the fish. They are better suited for open water work. The less expensive fiberglass pole spears provide better flex and feel. Any Hawaiian sling will do out here. When working around a coral head, use a short shafted pole spear or a short shafted spear on your sling.

Follow all good diving practices to maintain safety. —David A. Schwedt

### Haron Valdez Dead at 37

Local fishing community mourns the loss of renowned Guatemalan Captain Haron Valdez, 37, on Monday, May 25, due to a massive heart attack. Valdez started working for Ron Hamlin in 1996, when he was 19. He then moved on to become captain of the Magic when he was recruited for sailfish on the 22-mile-long. He later ran the Captain Hook when Hamlin was out of roved days off. On the Captain Hook he set a new 1-day record on bait of 83 sailfish, which is by Ron Hamlin. For the '07-'08 season, Haron ran Pacific, Fair's 33 Cable, Hooked Up, Haron rman, with a jovial and outgoing personality. He'll be missed deeply. —Paco Soto, El Salvador

# Bahamas Ministry of Tourism

Print Placements: The Out Islands

July/August 2009 PR Highlights

WEBER SHANDWICK

\$110 a Day FOR JAMAICA'S MO'BIAY  
READY TO RHUMBAY CUBA ON THE HORIZON  
LATE SUMMER DEALS LOWEST RATES OF 2009

## CARIBBEAN

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The Bahamas  
OUT ISLANDS INSIDER'S GUIDE  
Island Discovery  
DOMINICAN REPUBLIC'S HIDDEN GEMS



easing into the  
out islands

Far from the hustle and glitz of Nassau, the Bahamas' easygoing Out Islands offer the perfect blend of silky sands, dazzling waters and small-town charm.

BY BOB FRIEL



# Bahamas Ministry of Tourism

Print Placements: The Out Islands

July/August 2009 PR Highlights

## THE ABACOS

island-hopper's paradise. Here at the top of the Bahamas, the shallow shelf seas of their coasts are both a playground and a responsive highway. There's even regular bus service in the form of ferries for the bridge Great Abaco and a string of barrier islands leading to the Atlantic. Hop aboard one of these scenic island hoppers and you'll find a variety of services, from a private yacht to a charter boat. And your itinerary will include a variety of activities and experiences, from a private yacht to a charter boat. And your itinerary will include a variety of activities and experiences, from a private yacht to a charter boat.

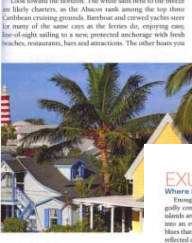


PHOTO: MICHAEL J. HARRIS

## EXUMAS

Where you'll find about the water. Enough cannot be said of the Exuma water colors. Some quality conditions of serene sailing through verdant islands, ornate white shores and world the archipelago southern sea are ever changing. It's a wide long, comprising water. More than 100 miles long, comprising water. More than 100 miles long, comprising water. More than 100 miles long, comprising water.

PHOTO: MICHAEL J. HARRIS

## ELEUTHERA HARBOUR IS

The beautiful island wakes up serene ease for travelers craving exploring the 110 beaches of Eleuthera. The island wakes up serene ease for travelers craving exploring the 110 beaches of Eleuthera. The island wakes up serene ease for travelers craving exploring the 110 beaches of Eleuthera.

PHOTO: MICHAEL J. HARRIS

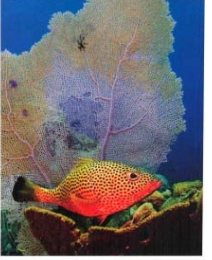


PHOTO: MICHAEL J. HARRIS

PHOTO: MICHAEL J. HARRIS

PHOTO: MICHAEL J. HARRIS

**\$110 a Day FOR JAMAICA'S MO' BAY** **READY TO RHUMBA? CUBA ON THE HORIZON** **LATE SUMMER DEALS LOWEST RATES OF 2009**

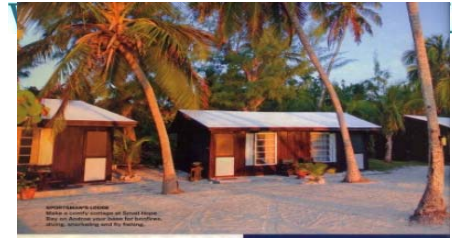
# CARIBBEAN

TRAVEL+LIFE

**WATER, WATER EVERYWHERE**  
Sampson Cay is one of several divine outposts in the Exumas, where it's tough to envision more perfect conditions for boating and snorkeling.



PHOTO: MICHAEL J. HARRIS



**ANDROS**  
A nature-lover's playground. The island's diverse greenery, with the lush Florida of 150 years ago. A flat expanse of sea breaks between the island's north and south ends, and is divided by shallow streams and mangrove-lined canals. In the morning, the sea is calm and serene, and the water is clear. In the afternoon, the sea is choppy and the water is murky. In the evening, the sea is calm and serene, and the water is clear.

**CAT ISLAND**  
Far above home Bahamian culture. Though less than 1,000 people reside on this backwater, Cat Island has a rich history of Bahamian culture. The island is a beautiful example of Bahamian architecture, with its white buildings and red roofs. The island is a beautiful example of Bahamian architecture, with its white buildings and red roofs.

**LONG ISLAND**  
Far south on Long Island, an idyllic cove of beach and turquoise water. The island is a beautiful example of Bahamian architecture, with its white buildings and red roofs. The island is a beautiful example of Bahamian architecture, with its white buildings and red roofs.



PHOTO: MICHAEL J. HARRIS

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PHOTO: MICHAEL J. HARRIS

# CARIBBEAN TRAVEL+LIFE

#### Top 5 Things to Do: Exumas, Bahamas

By Reagan Johnson  
Photos by Reagan Johnson



From the best beaches for taking a dip to the top beach bars for enjoying a sip, the Bahamas' Exuma Cays are packed with fun things to do...

Read our Editors' Blogs about the Bahamas...

#### 1. Explore the Cays by Boat

The 365 spectacular islands and cays of the Exumas are best appreciated from the water, but even if you can't cruise the expansive island chain on your own boat, you can still easily charter a skiff by the day.

Start in **Barraterra** and head northwest, stopping at any heavenly sandbar or uninhabited cay you like, but making sure to shore up at a few of the highlights: Drop anchor near **Big**

**Majors Cay** and take a dip with the infamous **swimming pigs**; Dock at **Stanley Cay Yacht Club** for some cracked conch at the grill; Snorkel through the hollowed-out sea cave at **Thunderball Grotto** - site of the famous 007 film, *Thunderball*; Then chill out with a cold beer at **Compass Cay**.

Check out our blog about the swimming pigs...

One-day rentals of 15-foot Boston Whalers from \$120 per day at MWS Boats; 20-foot power catamarans from \$260 per day. Guided tours with Captain Smith from \$300 (negotiable by time frame and number of persons).

Charters with Captain Smith: 242-464-1720  
[www.bahamas.com](http://www.bahamas.com)  
[www.mwsboats.com](http://www.mwsboats.com)

#### 2. Tropic of Cancer Beach

Just south of **Rolle Town on Great Exuma**, the one-lane, end-of-the-road bridge known as "**The Ferry**" will guide you to quiet **Little Exuma**, home to what is arguably the Exumas' loveliest beach accessible by car. There aren't many amenities nearby and you aren't likely to find any beachside vendors hawking drinks or souvenirs here, but if seclusion is your thing, plan to spread out a beach towel and stay a while. When you're ready for a snack, break out your picnic lunch or cruise up the road to **Santana's Grill** in **Williams Town** for a cocktail and some of the best conch fritters around.



[www.bahamas.com](http://www.bahamas.com)

#### 3. Stocking Island

Hop a quick ferry from **George Town** over to **Stocking Island**, a sandy five-mile stretch of land just a mile across **Elizabeth Harbour** from mainland Great Exuma. The island is home to the **Peace and Plenty Beach Club**, a private beach and grill available free of charge to guests of the laid-back **Peace and Plenty Resort**, and the property operates twice-daily ferries that run about \$10 for non-guests. Also on the island, the spirited **Chat 'n' Chill** beach bar and grill serves up specials like barbecue ribs, conch burgers and their knock-your-socks-off specialty cocktail, the **Goombay Smash**. Owner Kenneth Bowe - known among the locals as KB - serves up an amazing pig roast on Sundays if your schedule allows for it. Whatever day of the week, the area also boasts fantastic **snorkeling and diving spots** for the water-sports lover. The whole of Stocking Island is accessible only by boat, but the Chat 'n' Chill operates a ferry from **Government Dock** if you need a lift.



Featured Drink: **The Goombay Smash...**

Ferries complimentary for guests of the Peace and Plenty Resort; \$10 for non-guests.

[www.chatnchill.com](http://www.chatnchill.com)  
[www.peaceandplenty.com](http://www.peaceandplenty.com)

#### 4. Exuma Cays Land and Sea Park

Eco- and water-sports-lovers can't miss this **176-square-mile nature preserve** that encompasses more than 20 miles of cays between **Conch Cut** and **Wax Cay Cut**. Drop anchor at the park's headquarters on **Warderick Wells** and pick up a map, information guides and a couple souvenirs; then head out on a nature hike or throw on your fins for a snorkel around the protected waters offshore. Managed by the **Bahamas National Trust**, the region has been a **no-take zone** since 1985, so coral and marine life in the park is among the most spectacular in all of the Bahamas. Divers can explore **reefs made of stromatolites**, the oldest living creatures on the planet - estimated to be 2,000 years old.

[www.bnt.bs/parks\\_exuma.php](http://www.bnt.bs/parks_exuma.php)



#### 5. George Town Fish Fry

Serious foodies and casual diners alike can find an authentic Bahamian meal at **Fish Fry**, the tangle of tiny pavilions and shacks located along the shore a few miles outside of George Town. There are no official "hours of operation," but most of the vendors are open nightly for dinner, with business winding down along with the crowds of locals by around 11 pm. Grab a bite of **fresh fish, cracked conch or even pizza**, then kick back with a beer or join the locals for a **game of dominoes** at one of the outdoor picnic tables. Whatever your pleasure, you're likely to find more than just a tasty meal at the Fish Fry.

Prices vary by vendor; most are cash-only.

[www.bahamas.com](http://www.bahamas.com)





## Mega Millions Lottery Jackpot Results in Dreams of Being Super Rich

If You Win Friday Night's Mega Millions Lottery Drawing, How Would You Spend the Cash?

The Mega Millions lottery jackpot has now grown to \$333 million for Friday night's drawing. With thousands of tickets selling every second, millions of people across the country are now dreaming of striking it rich.

So we decided to help you out with those dreams. The lump sum cash payout for Mega Millions is estimated to be \$210.4 million. Even if there is more than one winner, that's still plenty of money to splurge on all sorts of luxuries.

Yes, we know that the first thing you probably will do is quit your job. Next, you will probably pay off some debt maybe send the kids or grandkids to college.

Vanessa Jorge, of Kearny N.J., said she would pay off student loans and give money to her family. Then she would build libraries in developing countries and promote literacy, start her own non-profit organization, travel to Africa and develop a radio station that plays songs that can day after day.



### Your Own Private Island

Forget lavish vacations or posh homes. To really signal your entrance into the world of the rich, consider buying a private island in the Bahamas. For as little as \$750,000 you can purchase and camp out on your own private slice of paradise in The Bahamas, just like actor Johnny Depp, who purchased his own island in Exuma.





## Miss Universe

The value of exposure from such a widely covered event as Miss Universe is always difficult to quantify. Just how do you place a value on the endorsement of the world's most beautiful women? Nonetheless, we can give an indication of the scope, reach and value of the Miss Universe "effect".

From the Miss Universe P.R. efforts, The Islands Of The Bahamas had a total number of 647 media broadcast hits, resulting in a total number of 115,936,797 audience impressions with a publicity value totaled at \$5,248,455. **\*\*Refer to separate report for full details\*\***

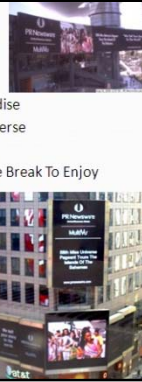
### Miss Universe Creative Delivery

To generate awareness as the host destination for the 2009 Miss Universe Pageant and to spur discussions on promotional partnerships, photo shoots and on-air mentions, Weber Shandwick oversaw the creation and delivery of Dayana Mendoza cut-outs to top television shows, including:



### Press Releases

Offers Beauty and the Beach in The Bahamas  
Contestants to Island Hop in Tropical Bahamas Paradise  
Bahamas Launch Search For Center Of The Universe  
Pageant Tours The Islands Of The Bahamas  
Miss Universe Pageant Begins, Contestants Take Break To Enjoy Bahamas  
Contestant Who Is 'Center Of The Universe'  
Dayana Fernandez Crowned Miss Universe 2009 in Bahamas, Awarded Six-Figure Prize Package  
Press Release distributed to trades  
Bahamas (trade release)



### Bahamas Media Center

Updated daily and serving as a resource for journalists, BahamasMediaCenter.com launched in August 2009 as a one-stop-shop for press releases, photos, videos and frequent updates on the Miss Universe Pageant and The Islands Of The Bahamas. The site generated nearly 2,500 page views in the days surrounding the event.

The screenshot shows the Bahamas Media Center website interface. It features a header with the site name and logo. Below the header, there are several news articles with headlines such as 'MISS VENEZUELA, STEFANIA FERNANDEZ CHORINED MISS UNIVERSE 2009' and 'Atlanta Resort (2/11): The Miss Universe contestants arrive at Atlanta Resort to enjoy the local celebrations.' There are also photo galleries, including one titled 'Images from The Islands Of The Bahamas' showing various scenic views and photos of the contestants.



### “Miss University” Model Search

Weber Shandwick created a three-day model search/boot camp event, Aug. 6-10, featuring pageant and modeling instruction from Miss USA 2005 and judging by celebrities and entertainment industry execs. The event generated participation from 21 aspiring pageant queens and included a photo op with Miss Bahamas.

Media relations support included: press releases; interviews with pageant organizers and Bahamian media; photo op with Miss Bahamas; postings on the Sheraton Nassau website and Bahamas.com; pitching to pageant blogs and websites; and e-mail blasts





## Condé Nast Traveler Insert

Weber Shandwick worked with Condé Nast Traveler to produce an insert titled “The Bahamas For Everyone” which appeared in the September/Power of Travel issue. This insert provided passion points and unique experiences that permeate The Islands Of The Bahamas, covered in a 16 page guide. The

“The Bahamas For Everyone” in print, reached a total circulation of 3,000,000+ and a reader audience of 7,500,000+. Many excerpts have also been featured at a day-by-day basis on Concierge.com (c. 5,797 visitors per day)



### daily traveler

Dispatches from the editors of Condé Nast Traveler

August 25, 2009

#### Surf, Sun, and Food in the Bahamas

Surf and sun make everyone happy. Whether you prefer a quick bite at a beachside bar or a five-course meal at a haute restaurant, **Condé Nast Traveler's** September issue Bahamas guide has something to fit your belly—and plenty of beach to go around. Here is a peek at a few of our favorite spots for soaking.

**THE BEACH BAR**  
Beachfront and swim tongs are perfectly acceptable at **Club 33 Club**, a beach-park restaurant on Exuma's Crooked Island. People float in by motorboat, kayak, and sailboat to settle into pastel-colored lounge chairs scattered across the sand. The grill turns out nicely charred chicken sandwiches and coach burgers, and on Sunday there's a ready-to-go roast complete with live music and dancing in the phone sandwiches. \$4-97

#### THE SWEET SPOT

Early birds get the pastries at **Arthur's Bakery**, a modest family-owned café on Harbour Island. If you miss breakfast, the baked sticky buns roll out by 9:30 a.m.; you can console yourself with the island's best coffee, hearty sandwiches on fresh-baked bread, and poultry Key lime pie (Dunmore St., 242-333-2285). In Gregory Town on Eleuthera, a lion-headed lettered sign points the way to a steep climb to the bright-green Thompson Bakery. Pineapple tarts are the specialty here; tender pastries filled with delicately spiced fruit (Sugar Hill St., 242-335-6203).

#### THE GRANDE DAME

White gloves are only the beginning at **Gracie's**, a mansion turned hotel in downtown Nassau. Old-school dishes prevail (lobster Thermidor, anyone?), and a replica in the parlor is de rigueur—or a glass from the 200,000-bottle wine cellar (242-322-2799; entrance, \$38-\$68).

For more restaurants in the Bahamas, check out the September issue of Condé Nast Traveler or read **"Taste Local, Cooked on concierge.com"**.



FIND YOUR PERFECT ISLE, NO MATTER WHAT YOUR PASSION

- Yachting** - PAGE B2
- The High Life** - PAGE B1
- Going Off the Grid** - PAGE B4
- Family Fun** - PAGE B10
- Food** - PAGE B15
- Water Sports** - PAGE B12
- Culture** - PAGE B13
- Real Estate** - PAGE B11
- Wellness** - PAGE B14
- The Scene** - PAGE B15

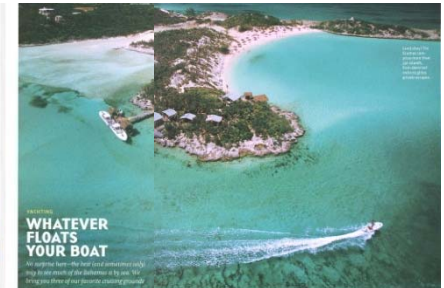
#### PLUS THE NAVIGATOR

How to island-hop to your heart's delight (without the headache) - PAGE B6

#### ONLINE BONUS

Get island fever? Head to **cntraveler.com** for our fully annotated interactive maps—and share your Bahamas faces with us. And Call into the tropical groove with our three-part video series on the islands.

IF THERE WERE AN ISLAND FOR EVERY PERSON in the world, the Bahamas would be a tiny speck of land in the vast ocean. Yet, the islands are so close together that you can see them from a plane. The islands are so close together that you can see them from a plane. The islands are so close together that you can see them from a plane.



#### WHATEVER FLOATS YOUR BOAT

Get out there and enjoy the water. The Bahamas is a water lover's paradise. Whether you're a scuba diver, a water skier, or a beach bum, there's something for everyone. The Bahamas is a water lover's paradise. Whether you're a scuba diver, a water skier, or a beach bum, there's something for everyone.

**ABACO ISLANDS**  
The Abaco Islands are a group of islands in the northern part of the Bahamas. They are known for their beautiful beaches and clear water. The islands are so close together that you can see them from a plane. The islands are so close together that you can see them from a plane.



#### A MILLION LITTLE PIECES

The Bahamas is a collection of over 700 islands. Each island has its own unique character and charm. The Bahamas is a collection of over 700 islands. Each island has its own unique character and charm.



### Mariah Carey Album Launch

Weber Shandwick is working with Mariah Carey's record label, Island Def Jam, on a partnership surrounding the release of her new CD, "Memoirs of an imperfect Angel," launching on Sept. 29. The Bahamas will be a featured advertiser in a special mini-magazine/insert to the CD and in the October issue of *Elle* magazine, directing consumers to Bahamas.com to enter to "Get Away the Mariah Way" for a trip for two to The Cove Eleuthera.



NYC's most read free daily newspaper

# metr

NEW YORK • TUESDAY, AUGUST 4, 2009

**The Word**  
Dorothy Robinson  
dorothy.robinson@metr.us

## Not even liner notes are safe!

... If you want to know every single word to the lyrics of Mariah Carey's new album "Memoirs of an imperfect Angel" you'll have to flip by some advertisements in the liner notes to be able to read that poetry.

Brandweek magazine reports that the CD booklet, which is being made in collaboration with *Elle* magazine, will include 34 pages of ads, from Elizabeth Arden, Angel Champagne and the Bahamas Board of Tourism.

Sheesh. Why not just title her new album "Have you ever been to the Bahamas?" It's fantastic!" and save us all the trouble.

Brandweek reports that the CD booklet, which is being made in collaboration with *Elle* magazine, will include 34 pages of ads, from Elizabeth Arden, Angel Champagne and the Bahamas Board of Tourism.



Mariah's next CD will do double duty



Carey: CD booklet includes ads.

similar deals with other artists from Island Def Jam Music Group.

Mariah Carey is putting more than just music in her next CD. Advertisements from Elizabeth Arden, Angel Champagne and the Bahamas Board of Tourism will be featured in Carey's *Memoirs of an Imperfect Angel* (out Sept. 15), reports *Brandweek*. If the 34-page CD notes booklet, a co-production with *Elle* magazine, is successful, expect to see

Win a trip to Eleuthera, Mariah's Favorite Island in The Bahamas

**Eleuthera** [e-lloo-ther-uh] A natural and unspoiled vacation paradise in The Islands Of The Bahamas, just hours for 45 miles of breathtaking pink- and white-sand beaches and crystal-clear turquoise waters.

Enter for your chance to enjoy the freedom of doing everything or nothing at all in one of Mariah Carey's favorite travel spots in the world.

You could win a relaxing five-night getaway for two to The Cove Eleuthera, an intimate resort with 26 charming bungalows, rooms and suites. Enjoy luxurious accommodations, daily breakfast, round-trip airfare and more in no time you'll see why they say "It's Better in The Bahamas."

Enter now at [www.Bahamas.com/Mariah](http://www.Bahamas.com/Mariah)

It's Better in The Bahamas

**JET-SETTER BLUE TRAVEL**

**TRAVEL NECESSITIES**

**Drum compass**  
Protective against the paparazzi after an overnight flight

**La Roche-Posay Anthelios 50**  
sunblock. A must whether MC's in the sun or shade.

**White antibiotic**  
When sleeping on an airplane, she pulls a sheet over her head.

**The Bible**  
Mariah never leaves home without her personal edition with underlined passages.

**Phil and Louisa's disk**  
Her favorite album - for playing music anywhere, anytime.

**IT'LL BE THERE**  
From Capri to the Caribbean, check out where Mariah's racked up the most frequent flyer miles

**Capri, Italy** "I've swam in the Blue Grotto, and Capri's air is the best in the world for my voice."

**Disney World, Florida** "I can't wait to sleep in Cinderella's castle, which just found out you can do."

**APRIL, ISLANDO** "Christmas in Aspen is my most festive holiday. I cook for my friends and family and go on sleep-inles pulled by reindeer."

**ELEUTHERA, BAHAMAS** "I just bought a house here; it's white and crystal blue to match the ocean and it's where Nick and I got married."





## 2<sup>nd</sup> Annual Bahamas/Orvis ProAm Bonefish Classic Press Trip, October 22-27, 2009

Planning continues for the 2<sup>nd</sup> Annual Bahamas/Orvis Pro-Am Classic on Grand Bahama Island October 21-24, 2009. The event will again feature 10 Orvis “pros” and 10 amateurs fishing with Bahamas guides, as well as special seminars.

Promotion of event includes online exposure with dedicated page on Orvis.com/travel; direct marketing to Orvis customer base; and public relations efforts

Vertical market and consumer media participating in concurrent fishing press trip include *The Miami Herald*, *Fly Fishing in Salt Water*, *Fly Fisherman Magazine* & *Field and Stream*.

Media will experience bonefishing, deep sea fishing and a jeep safari adventure on Grand Bahama Island followed by bonefishing and a tour of the local blue holes on South Andros.

Accommodations are secured at Pelican Bay Resort on Grand Bahamas and at Tiamo Resort on South Andros.

The Miami Herald



FIELD & STREAM  
THE WORLD'S LEADING OUTDOOR MAGAZINE



### Modern Bride

In conjunction with the MOT's sponsorship of the annual "Modern Bride of the Year" contest – a search *Modern Bride* magazine conducts to find one lucky bride to be photographed for the cover of the magazine – agency collaborated on an online consumer sweepstakes, whereby as incentive to vote for the Modern Bride of the Year, consumers were entered for the chance to win a romantic getaway/honeymoon for two to The Bahamas.

The sweepstakes ran on Brides.com from July 8-Aug. 17. Sheraton Nassau Beach Resort participated as the hotel partner, providing a luxurious five-night honeymoon, complete with welcome amenities, a romantic dinner for two, daily breakfast and more.

ENTER FOR A CHANCE TO  
**win the ultimate wedding gift!**  
Brides.com

prize package includes:

OUR HAND-PICKED ASSORTMENT OF macy's HOT REGISTRY ITEMS FOR THE modern bride

Victorinox Swiss Army Werks Traveler 3.0 Luggage Collection

A luxurious HONEYMOON TRIP TO THE SHERATON NASSAU BEACH RESORT, IN THE bahamas

- Roundtrip airfare for two to The Bahamas
- 5-Days/5-night ocean view accommodations overlooking Nassau's most spectacular white sand beach
- Daily breakfast for two at Bino's Market
- A dinner for two at the resort's signature Italian restaurant, Amis
- Champagne and chocolate-covered strawberries on evening of arrival

enter now! \*required fields

First Name\*  
Last Name\*  
E-Mail Address\*  
Phone\*  
Date of Birth\*

Address\*  
Address, continued  
City\*  
State\*  
Zip\*

Job\*  
Select your role  
Wedding Date\*  
Wedding Location\*  
Select Market  
Tell us what you think of this promotion

Yes, I would like to receive Brides.com's Weekly Email Newsletter to keep up on the latest ideas and trends to make my big day unforgettable. (Send on Wednesdays)

Yes, I would like to receive information & updates from Macy's.

Yes, I would like to receive information & updates from The Bahamas and the Sheraton Nassau Beach Resort.

Yes, I would like to receive information & updates from Art Carved.

submit

Sponsored by:

macys  
bahamas  
Sheraton Nassau  
ARTCARVED



## Bahamas Media Center

With interest constantly directed toward The Islands Of The Bahamas by members of the media, the Bahamas Media Center continues to serve as a valuable resource for official updates, facts and photos. Throughout the Miss Universe Pageant, the Bahamas Media Center was relied upon to provide pertinent information at a lightening speed.



### Video Section



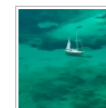
### Images from The Islands Of The Bahamas

To save these images, please right click on "HighRes" or "LowRes" and choose "save link as".

#### The Bahamas



Eleuthera - Aerial View  
HighRes LowRes



Abacos - Sailboat off Cherokee Sound  
HighRes LowRes



Abacos - Great Guana Cay - Nippers  
HighRes LowRes



Grand Bahama; Dolphin Experience  
HighRes LowRes



Grand Bahama; Kayaking  
HighRes LowRes



Cat Island - Mount Alvernia  
HighRes LowRes



Cat Island - Sammy T's  
HighRes LowRes

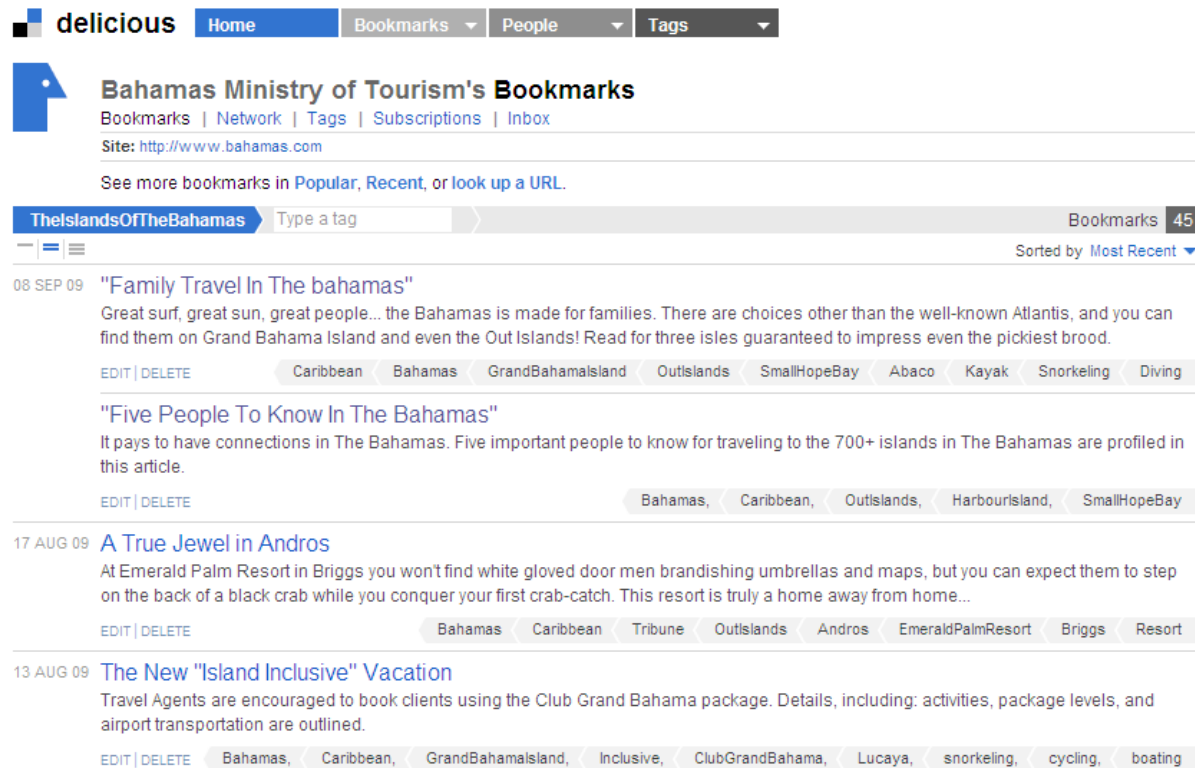


Cat Island - Sammy T's  
HighRes LowRes



## Del.icio.us

The Islands Of The Bahamas continue to make headlines, and we continue to upload them to the Bahamas' Del.icio.us page, linking anyone on the web to the "best of the best" Bahamas content.



The screenshot shows a Del.icio.us profile page for the Bahamas Ministry of Tourism. The page features a navigation bar with 'delicious', 'Home', 'Bookmarks', 'People', and 'Tags'. The profile name is 'Bahamas Ministry of Tourism's Bookmarks' with a site URL of 'http://www.bahamas.com'. A search bar contains 'TheIslandsOfTheBahamas' and shows 45 bookmarks. The list includes three items:

- 08 SEP 09 "Family Travel In The bahamas"**: Description: "Great surf, great sun, great people... the Bahamas is made for families. There are choices other than the well-known Atlantis, and you can find them on Grand Bahama Island and even the Out Islands! Read for three isles guaranteed to impress even the pickiest brood." Tags: Caribbean, Bahamas, GrandBahamasIsland, OutIslands, SmallHopeBay, Abaco, Kayak, Snorkeling, Diving.
- "Five People To Know In The Bahamas"**: Description: "It pays to have connections in The Bahamas. Five important people to know for traveling to the 700+ islands in The Bahamas are profiled in this article." Tags: Bahamas, Caribbean, OutIslands, HarbourIsland, SmallHopeBay.
- 17 AUG 09 A True Jewel in Andros**: Description: "At Emerald Palm Resort in Briggs you won't find white gloved door men brandishing umbrellas and maps, but you can expect them to step on the back of a black crab while you conquer your first crab-catch. This resort is truly a home away from home..." Tags: Bahamas, Caribbean, Tribune, OutIslands, Andros, EmeraldPalmResort, Briggs, Resort.
- 13 AUG 09 The New "Island Inclusive" Vacation**: Description: "Travel Agents are encouraged to book clients using the Club Grand Bahama package. Details, including: activities, package levels, and airport transportation are outlined." Tags: Bahamas, Caribbean, GrandBahamasIsland, Inclusive, ClubGrandBahama, Lucaya, snorkeling, cycling, boating.





## What the media are saying...

“Brimming with flashy resorts that offer an incredible range of diversions – think casinos, water parks, sybaritic spas and loads of dining options, in addition to perfectly groomed beaches, Paradise Island can deliver a big-city wedding in tropical splendor.” – *Destination Weddings & Honeymoons*

When one thinks of the Caribbean, it’s likely images of palm trees and piña coladas come to mind, along with the ever popular all-inclusive resort. These resorts allow guests to eat stay and play all in one place, all for one price. What could be better? The Bahamas Ministry of Tourism – along with the Grand Bahama Island Tourism Board – has taken the all-inclusive one step further with the launch of Club Grand Bahama – a flexible experience that they’re calling the first “island-inclusive” vacation.” – *Recommend.com*



## What the media are saying...

“Here at the top of the Bahamas, the shallow, sheltered Sea of Abaco exists as both a playground and as a turquoise high-way. There’s even regular bus service in the form of ferries that bridge Great Abaco and its string of barrier islands facing the Atlantic.” – *Caribbean Travel + Life*

Nearly encircled by Crooked Island and Acklins Island, the Bight is a lagoon with more than 1,000 square miles of shallow water. There are numerous bays, creeks, channels, mangrove marls and an extensive system of pristine, easily wadeable flats” – *Florida Sportsman*



## Ongoing PR Activities

- News Bureau media contact
- Editorial calendar pitches
- Development of new promotions
- Contact with television producers and script writers
- Digital PR efforts
- Trade Outreach
- Communication and support of BMOT, BTO offices and promotion boards
- Vertical market development
- Media monitoring and reporting
- Liaise with Caribbean Tourism Organization

