

# GLOBAL SALES MISSIONS

## ATLANTA



# BRINGING THE BAHAMAS TO YOU!

On behalf of the Hon. I. Chester Cooper, Deputy Prime Minister (DPM) and Minister of Tourism, Investments & Aviation; Latia Duncombe, Director General (DG), the entire Global Executive Sales Team and staff, we are thrilled for your participation in our Global Sales Mission, "Bringing The Bahamas to You!"

An extensive overview of the Southeastern territory along with a detailed itinerary will follow to ensure that you, our valued partner, don't miss one minute of these exciting events!

## **Target Audience:**

Our invitee list, targets the territory's top performing Bahamas Specialists and other travel agents, local airline and tour operator partners, travel and lifestyle media and influencers, corporate partners, local government officials and Bahamas Consulate representatives.

## **Media Attendance:**

The Global Communications Team, jointly with contracted public relations and media buying firms, will be managing the attendance of both Bahamian and national media and will facilitate networking opportunities and media requests for one-on-one interviews.

Media releases from all participating partners will be compiled for distribution. Please forward your releases to Anita Johnson-Patty, Global Communications Director, at [ajohnson@bahamas.com](mailto:ajohnson@bahamas.com) no later than Friday, August 25, 2023, by the noon deadline.

## **What to expect:**

Get ready for an informative and culturally entertaining experience at each of our events. There will be a trade show, cocktail reception and destination presentation. This talk show style presentation, featuring Deputy Prime Minister, The Hon. I. Chester Cooper and Director General Latia Duncombe, will focus on destination updates, offerings, and the tourism outlook for The Bahamas. The events will close out with a showstopping cultural performance. The event will be held at the Intercontinental Buckhead Atlanta.

During the reception, a looping video showing your logos and select images of your resort will be aired. Please send both items to Rissie Demeritte at [RDemeritte@bahamas.com](mailto:RDemeritte@bahamas.com) no later than Friday, September 1, 2023 by the noon deadline.



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## **Prizes and Giveaways:**

We would appreciate any complimentary land stays or giveaway items you may wish to contribute. We will pair some of the land stays with airfare to create grand prizes and use others as supplemental prizes at the media and trade events. You may also wish to provide smaller giveaway items which can be included in our swag bags (200 items for each event).

We will recognize your contribution of a land stay by calling you to the podium to present your prize. We will provide your photo with the prize winner for posting on your social channels.

Please confirm your giveaways directly with Tiffany Lewis at [TLewis@bahamas.com](mailto:TLewis@bahamas.com) no later than Friday, September 1, 2023.

## **Brochures and Collateral:**

Each event will have a trade show component that we encourage you to participate in so that you can directly connect with our trade attendees.

We will furnish you with a skirted cocktail round, which you can dress with a tabletop banner, business cards, and small giveaway items. There is limited space for floor banners and paper brochures/collateral. (Digital collateral is recommended.)

If you wish to ship your items directly to the venue, please email a detailed list of the items to Tiffany Lewis at [tlewis@bahamas.com](mailto:tlewis@bahamas.com) for inventory purposes, and follow the shipping instructions below.



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## Shipping Instructions:

### **ATLANTA TRAVEL TRADE EVENT (14-SEP)**

The hotel will receive packages as of September 8th, 2023 addressed to:

ATTN: Bahamas Tourist Office/Tiffany Lewis  
c/o Lisa Wetherald  
Intercontinental Buckhead Atlanta  
3315 Peachtree Road NE  
Atlanta, GA 30326  
404-946-9000

[Name of Your Company/Hotel]  
Bahamas Event (14-Sep)

***\*Please send confirmation of shipped packages to [tlewis@bahamas.com](mailto:tlewis@bahamas.com)***





# RECOMMENDED HOTELS

## ATLANTA

**Intercontinental Buckhead Atlanta - \$245 (tax not included)**

**3315 Peachtree Road NE, Atlanta, GA 30326**

Phone: (404) 946-9000

\*Venue/Bahamas Team Hotel

\*\* Use special booking code\*\*

**Four Seasons Hotel Atlanta - \$597 (tax not included)**

**75 14th Street NE, Atlanta, GA 30309**

Phone: (404) 881-9898

**Atlanta Marriott Suites Midtown - \$234 (tax not included)**

**35 14th Street NE, Atlanta, GA 30309**

Phone: (404) 876-8888

\*\*Contact sales office for special rate\*\*





# RECOMMENDED HOTELS (cont'd)

## ATLANTA

**The Starling Atlanta Midtown, Curio Collection by Hilton- \$203 (tax not included)**

**188 14th Street NE, Atlanta, GA 30361**

Phone: (404) 892-6000

**Hampton Inn & Suites Atlanta Midtown- \$169 (breakfast included)**

**1231 West Peachtree Street NE, Atlanta, GA 30309**

Phone: 404 685-3690

**\*\*Contact sales office for special rate\*\***







# ITINERARY

*Arrivals: Partners should arrange flights to arrive in Atlanta on Tuesday, September 12th or no later than 1:00pm on Wednesday, 13th September.*

## Wednesday, 13th September 2023 – Media Event

**Event Time:** 6 p.m. – 9:30 p.m.

**Venue:** Details under separate cover; itinerary to follow.

### **Transportation: Departs 5:15 p.m.**

Complimentary coach bus transportation scheduled to depart host hotel (Intercontinental Buckhead Atlanta) for media venue at 5:30pm. Please remember to make your transportation selection when you RSVP (MOT-coach bus or providing own transportation).





# Thursday, 14th September 2023 – Trade Event

**Event Time:** 6 p.m. – 9:30 p.m.  
**Venue:** Intercontinental Buckhead Atlanta  
3315 Peachtree Road NE  
Atlanta, GA 30326  
Phone: +1 (404) 946-9000

## Event Itinerary

10 a.m.	BMOT starts set-up at the Intercontinental
4:30 p.m. – 5:30 p.m.	Booth setup (partners to bring pop-up banners, table covers, prizes etc.)
6 p.m. – 6:50 p.m.	Registration & Trade Show
6:50 p.m. – 7 p.m.	Guests are ushered into the interview/presentation ballroom
7:01 p.m.	Introduction of the DPM, Executives and special guests
7:05 p.m. – 7:30 p.m.	Interview & presentation by the Hon I. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation and Latia Duncombe, Director General
7:35 p.m.	Dinner Reception
7:45 p.m. – 8:45 p.m.	Door prizes
8:50 p.m. – 9:05 p.m.	Mini-Junkanoo rush out

# Friday, 15th September 2023

## ALL DAY DEPARTURES





# THE GLOBAL SALES EXECUTIVE TEAM



**Latia Duncombe**  
Director General  
LDUNCOMBE@BAHAMAS.COM



**Dr. Kenneth Romer**  
Deputy Director General  
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**Valery Brown-Alce**  
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**André Miller**  
Senior Director  
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# SOUTHEAST TERRITORY OVERVIEW

The Bahamas Tourist Office (BTO) Atlanta team is responsible for the business development and management of seven (7) States in the Southeastern USA. They include:

- Alabama
- Georgia
- Kentucky
- Mississippi
- North Carolina
- South Carolina
- Tennessee

Together, these states make up approximately 314,700 square miles and have a combined estimated population of 45.7 million according to the 2020 U.S Census. There were over 169,000 air arrivals from this region in 2019, with Atlanta as the number 1 designated market area in this region.

Delta Airlines offers non-stop airlift from Atlanta into Nassau (3 times daily), Eleuthera, Exuma, and Abaco.





# YOY ARRIVALS TO THE BAHAMAS FROM THE SOUTHEAST TERRITORY

STATE	2022	2021	2020	2019	TOTAL
GEORGIA	34,159	36,158	10,652	53,058	134,027
NORTH CAROLINA	24,046	24,622	8,380	40,770	97,818
SOUTH CAROLINA	18,202	17,945	5,324	26,601	68,072
TENNESSEE	12,387	11,764	4,361	20,326	48,838
ALABAMA	9,771	8,759	2,468	14,275	35,273
KENTUCKY	5,833	4,936	1,930	9,454	22,153
MISSISSIPPI	3,121	2,487	991	4,641	11,240
TOTAL	107,519	106,671	34,106	169,125	417,421





**Key Transportation Partners include:**

AIRLINE PARTNERS	DEPARTURE CITIES
DELTA AIRLINES	ATL-NAS ATL-GGT ATL-ELH ATL-MHH
AMERICAN AIRLINES	CLT-NAS CLT-GGT CLT-ELH CLT-MHH CLT-FPO
BAHAMASAIR	RDU-FPO

**Tour Operator Partners include:**

- American Airlines Vacations
- Apple Leisure Group Vacations
- Delta Vacations
- Vacation Express

**Get to know more about investments:**

The Bahamas Ministry of Tourism, Investments & Aviation is currently seeking partners, nationally, for sustainable and environmentally responsible investments. The Ministry is progressively working towards balancing economic and social development, while protecting the environment. Areas of focus include but are not limited to: Tourist Resorts/Villas, Second Home Development, Banking/Financial Services, Offshore Medical Centers, Technological Services, Alternative Energy, Agro-Industries and Light Manufacturing for export. To learn more about investment opportunities, please visit <http://www.bahamas.gov.bs/bia>.

