

GLOBAL SALES MISSIONS

NEW JERSEY & NEW YORK



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, Acting Director General (ADG); 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 Northeast 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, while extensive, targets the territory's best Bahamas Specialists and other travel agents, local airline and tour operator partners, travel and lifestyle media and influencers, corporate partners 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, no later than 26 September 2022.

What to expect:

Get ready for an informative and culturally entertaining experience at each of our events. There will be a registration period for all attendees, followed by a trade show and a destination presentation, and dinner. This talk show-style presentation, featuring DPM Cooper and ADG Duncombe, will focus on destination updates, offerings, and the tourism outlook for The Bahamas. The events will close out with a show-stopping cultural performance at The Manor Restaurant (New Jersey) and The Plaza Hotel (New York).

During the dinner, a looping video showing your logos and select images of your resort will be aired. Please send both items to Deanya Knowles at dknowles@bahamas.com no later than Tuesday, 27th September 2022 by the noon deadline.



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Land Stays and Giveaway Items:

We welcome and 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 in larger quantities which can be included in our swag bags or distributed at your individual tables at the trade events.

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 Rissie Demeritte at rdemeritte@bahamas.com.

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 show attendees.

Participation can include a tabletop popup and collateral pieces. If you intend to send collateral items, please notify us with an email to Chrystal Bethell at cbethell@bahamas.com with details of the items shipped for inventory purposes.


Shipping Instructions:

Brochures and display items should be shipped directly to the various venues following the shipping instructions/processes detailed below:

New Jersey event (SHIPPING IS SCHEDULED TO BEGIN ON MONDAY, 19 SEPTEMBER)

Name of Your Company
Bahamas Tourism Event
ATTN: Larry Goldfarb
The Manor
111 Prospect Avenue
West Orange, NJ 07052

NEW YORK EVENT (ITEMS CAN BE SHIPPED UP TO 3 DAYS IN ADVANCE OF THE EVENT.)

Company: _____	
Address: _____	
City/ State/ Zip: _____	
Phone: _____	
SHIP TO:	
	CPS Events at the Plaza
	c/o The Plaza Hotel
	Catering Office 3rd/4th floor
	One West 58th Street
	Loading Dock Entrance on 58th Street
	Between 5th and 6th Avenues
	New York, NY 10019
	Dock Hours: Mon- Sat 5:30 am to 8:30 pm
	Sunday 7:00 am- 1:00 pm

ATTENTION: CPS Events at the Plaza	
Catering Department	
HOLD FOR:	
Event Name:	_____
Contact Name:	_____
Phone:	_____
# of Boxes:	_____ of _____
Date of Event:	_____
Sales Manager:	_____
Booth #	_____
<small>Shipments via UPS, FedEx or other Mail Services are only accepted between 7:30 am to 5:00 pm, MONDAY thru FRIDAY</small>	
<small>Packages will not be accepted more than 48 hours prior to event unless otherwise approved by Sales Manager</small>	

RECOMMENDED HOTELS

NEW YORK

Renaissance New York Times Square Hotel

Two Times Square, 714 Seventh Avenue at W. 48th Street, New York, NY 10036

Phone: (212) 765-7676

Warwick Hotel New York

65 West 54th Street, New York, NY 10010

Phone: (212) 247-2700

Hampton Inn Manhattan- Times Square North (breakfast included)

851 Eighth Avenue, New York, NY 10019

Phone: (212) 581-4100





ITINERARY

Partners should arrange flights to arrive in New York (NY) no later than 1:00 pm, Wednesday 28th September 2022.

WEDNESDAY, September 28th, 2022 – West Orange, NJ

Event Time: 6:30pm - 9:30pm

Venue: The Manor Restaurant

111 Prospect Avenue

West Orange, NJ 07052

Tel: (973)731-2360

Event Itinerary

- | | |
|-----------------------|---|
| 1:30 p.m. | Partners to arrive at Renaissance Hotel for the bus transfer |
| 2:00 p.m. | Bus Transfer to The Manor Restaurant, New Jersey |
| 3:30 p.m. – 5:00 p.m. | Booth setup (partners to bring pop-up banners, table covers, etc.) |
| 6:30 p.m. – 7:15 p.m. | Cocktail Reception & Trade Show |
| 7:30 p.m. – 8:00 p.m. | Interview & presentation by the Deputy Prime Minister and Minister of Tourism, Aviation & Investments, and Acting Director General of Tourism |
| 8:00 p.m. | Dinner is served |
| 8:15 p.m. – 9 p.m. | Band Plays |
| 10 p.m. | Bus Transfer to Renaissance Times Square Hotel, New York |



THURSDAY September 28th, 2022 – NEW YORK, NY

Event Time: 6:30pm - 9:00pm

Venue: The Plaza Hotel
Terrace Room
Fifth Avenue at Central Park South
New York, NY 10019
Phone: (212) 759-3000

Event Itinerary

- 1:30 p.m. Partners to arrive at Renaissance Hotel for the bus transfer
- 2:30 p.m. Bus Transfer to The Plaza Hotel, NY
- 3:00 p.m. – 4:00 p.m. Booth setup (partners to bring pop-up banners, table covers, etc.)
- 6:30 p.m. – 7:30 p.m. Cocktail Reception & Trade Show
- 7:30 p.m. – 8:00 p.m. Interview & presentation by the Deputy Prime Minister and Minister of Tourism, Aviation & Investments, and Acting Director General of Tourism
- 8:00 p.m. Dinner is served
- 8:15 p.m. – 9:00 p.m. Band Plays
- 10:00 p.m. Bus Transfer to Renaissance Times Square, NY (optional).



FRIDAY, September 29th, 2022 – ALL DAY DEPARTURES



THE GLOBAL SALES EXECUTIVE TEAM



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NORTHEAST OVERVIEW

The BTO NY team is responsible for the business development and management of 14 territories in the Northeastern United States. These territories include Connecticut, Delaware, the District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New York, New Jersey, Pennsylvania, Rhode Island, Vermont, Virginia, and West Virginia.

Together, these states encompass over 181,324 square miles and have a combined estimated population of 55,943,073 according to the 2021 U.S. Census and a 2022 population forecast of 56,574,489. There are approximately 345.5 million people per square mile in the Northeast, making this the most densely populated region in the U.S. The Northeast is one of the most urban areas in the United States. It also leads the nation as the most economically developed and culturally diverse region.

Additionally, the Northeast leads the charge with the largest land area (54,555 sq mi) and population (over 19.45 million people), accounting for the mass YOY arrivals from New York to The Bahamas.

YOY ARRIVALS TO THE BAHAMAS FROM THE NORTHEAST REGION

STATE	2022	2021	2020	TOTAL
NEW YORK	116,436	84,657	48,736	249,829
NEW JERSEY	37,776	42,919	19,960	100,655
MASSACHUSETTS	24,833	21,960	16,084	62,877
PENNSYLVANIA	24,680	24,739	11,418	60,837
VIRGINIA	21,649	21,159	8,419	51,227
CONNECTICUT	16,988	16,870	7,304	41,162
MARYLAND	17,037	17,108	6,667	40,812
WASHINGTON	3,281	3,510	1,452	8,243
NEW HAMPSHIRE	2,902	2,296	1,908	7,106
RHODE ISLAND	2,444	2,278	1,184	5,906
MAINE	1,284	1,090	1,025	3,399
DELAWARE	1,418	1,261	556	3,235
WEST VIRGINIA	1,310	1,355	466	3,131
VERMONT	1,025	784	604	2,413
TOTAL	273,063	214,986	125,783	640,832

Key Transportation Partners include:

AIRLINE PARTNERS	DEPARTURE CITIES
AMERICAN AIRLINES	LGA/NAS PHL/NAS DCA/NAS
DELTA AIRLINES	JFK/NAS
JETBLUE AIRLINES	BOS/NAS JFK/NAS EWR/NAS
UNITED AIRLINES	EWR/NAS IAD/NAS

Tour Operator Partners include:

American Airlines Vacations

JetBlue Vacations

Apple Leisure Group Vacations

Pleasant Holidays

Flight Center Group of Companies

Classic Vacations

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>.

