

GLOBAL SALES MISSIONS

CALIFORNIA



BRINGING THE BAHAMAS TO YOU!

On behalf of the Hon. I. Chester Cooper, Deputy Prime Minister (DPM) and Minister of Tourism, Investments & Aviation; Mrs. 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 West Coast territory along with a detailed itinerary will follow to ensure that you, our valued partner, do not miss one minute of these exciting events!

Target Audience:

Our invitee list, while extensive, targets the territory's top performing Bahamas specialists and other travel advisors, 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 Wednesday, 31st May 2023, by end of business (5pm EST).

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 cocktail reception, a destination presentation, and dinner. This talk show style presentation, featuring DPM Cooper and DG Duncombe, will focus on destination updates and the tourism outlook for The Bahamas. The events will close out with show-stopping cultural performances. The events will be held at Westin South Coast Plaza, Costa Mesa, (14th June) and the Four Seasons Hotel Los Angeles at Beverly Hills (15th June).

During the dinner, a looping video showing your logos will be aired. Please send these items to Rissie Demeritte at rdemeritte@bahamas.com no later than Wednesday, 31st May 2023, by end of business (5pm EST).



BRINGING THE BAHAMAS TO YOU!

Prizes and Giveaways:

We welcome and would appreciate any complimentary land stays, airline, cruise tickets 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 recognise your contribution 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 Dupree Smith at dpsmith@bahamas.com no later than Wednesday, 31st May 2023, by end of business (5pm EST).

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 provide a cocktail round/highboy table, dressed with a tablecloth which you can furnish with a tabletop banner, business cards, and a limited amount of collateral, giveaways or decor. (Digital collateral is preferred.) Please do not ship any items directly to the venues.

Shipping Instructions:

Brochures and display items should be shipped directly to the BTO-Houston Office no later than Tuesday, May 16th, 2023.

Bahamas Tourist Office – Houston
5065 Westheimer Road
Suite 815E
Houston, TX 77056
(346) 396-5588

Event: California Mission
[Name of Your Company/Hotel]



RECOMMENDED HOTELS

COSTA MESA

Westin South Coast Plaza – \$269+ (taxes & fees not included)

686 Anton Blvd Costa Mesa, CA 92626

Phone: (714) 540-2500

*Venue/Bahamas Team Hotel

Hyatt Regency John Wayne Airport Newport Beach – \$230+ (taxes & fees not included)

4545 MacArthur Blvd Newport Beach, CA 92660

Phone: (949) 975-1234





ITINERARY

Arrivals: Partners should arrange flights to arrive in Costa Mesa no later than 5p.m. on Tuesday, 13th June 2023. The event setup time is scheduled for 4:30 p.m. on Wednesday, 14th June 2023.

Suggested airport: John Wayne Airport

Orange County, 18601 Airport Way Santa Ana, CA 92707

Event Time: 6 p.m. – 9:30 p.m.

Venue: Westin South Coast Plaza

686 Anton Blvd

Costa Mesa, CA 92626

Phone: (714) 540-2500

Wednesday, 14th June 2023 – Costa Mesa Event

Event Itinerary

4:30 p.m. – 5:30 p.m.	Booth setup (partners to bring pop-up banners, table covers, etc.)
6 p.m. – 7 p.m.	Cocktail Reception & Trade Show
7 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
7:30 p.m.	Dinner is served
7:30 p.m. – 9 p.m.	Ambient Bahamian Music Plays, Prizes are awarded
9 p.m. – 9:15 p.m.	Junkanoo rush out
9:15 p.m. – 10 p.m.	Break-down the event displays, décor, etc. & load into team bus



RECOMMENDED HOTELS

LOS ANGELES

The Four Seasons Hotel Los Angeles at Beverly Hills

300 S. Doheny Dr. Los Angeles, CA 90048

Phone: +1 (310) 273-2222

*Venue/Bahamas Team Hotel 1

Intercontinental Los Angeles Downtown – \$290+ (taxes & fees not included)

900 Wilshire Blvd Los Angeles, CA 90017

Phone: (213) 688-7777

*Venue/Bahamas Team Hotel 2

Westin Bonaventure – \$196+ breakfast included (taxes & fees not included)

404 S. Figueroa St, Los Angeles, CA 90071

Phone: (213) 624-1000



Thursday, 15th June 2023 – Los Angeles Event

Event Time: 6 p.m. – 9:30 p.m.

Venue: The Four Seasons Hotel Los Angeles at Beverly Hills

300 S. Doheny Dr.
Los Angeles, CA 90048
Phone: +1 (310) 273-2222

Event Itinerary

- 3:30 p.m. Partners to depart from the Intercontinental Los Angeles Downtown for the bus transfer to the Four Seasons Los Angeles at Beverly Hills
- 4:30 p.m. Bus arrives at the Venue
- 4:30 p.m. – 5:30 p.m. Booth setup (partners to bring pop-up banners, table covers, etc.)
- 6 p.m. – 7 p.m. Cocktail Reception & Trade Show
- 7 p.m. – 7:20 p.m. Interview & presentation by the Hon I. Chester Cooper, Deputy Prime Minister and Minister of Tourism, Investments & Aviation and Latia Duncombe, Director General
- 7:20 p.m. Dinner is served
- 7:30 p.m. – 9 p.m. Ambient Bahamian Music Plays, Prizes are awarded
- 9 p.m. – 9:15 p.m. Junkanoo rush out
- 9:15 p.m. – 10 p.m. Break-down the event displays, décor, etc. & load into team bus
- 10 p.m. (optional) Bus transfer to Intercontinental Downtown Los Angeles

Friday, 16th June 2023 – ALL DAY DEPARTURES

Suggested airport: Los Angeles International Airport (LAX)

1 World Way, Los Angeles, CA 90045

Two bus transfers are provided - morning and afternoon.



THE GLOBAL SALES EXECUTIVE TEAM



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WEST COAST OVERVIEW

The BTO-TX team is responsible for the business development and management of the Southwest, Midwest and West Coast/Northwest, United States. There are five (5) key states in the Western region, which include:

- California (CA)
- Nevada (NV)
- Oregon (OR)
- Arizona (AZ)
- Washington (WA)

California is the most populous state in the U.S., with an estimated population of over 39 million people as of 2021. According to the U.S. Census Bureau, the state is also one of the most diverse, with a population that is 39% Hispanic, 37% White, 15% Asian and 6% Black. In terms of passport ownership, as of 2019, approximately 45% of Californians held a valid U.S. passport. This means that nearly half of the state's population is able to travel internationally, whether for leisure or business purposes.

Nevada, on the other hand, is a much smaller state, with an estimated population of around 3 million people. The state has a high percentage of White residents, with nearly 48% of its population identifying as such, followed by Hispanics at 29%, and African Americans at 10%. As of 2019, around 32% of Nevada's residents held a valid U.S. passport. This percentage is lower compared to California, which may be due to the smaller size of the state and fewer opportunities for international travel.



WEST COAST OVERVIEW

Oregon is home to over 4 million people, with a population that is 78% White, 13% Hispanic, 5% Asian and 2% Black. As of 2019, around 46% of Oregon's residents held a valid U.S. passport. This percentage is higher than that of Nevada, but lower than California's. The state's natural beauty, including Crater Lake National Park and the Oregon Coast, may be a draw for travellers looking for domestic vacations.

Arizona, with an estimated population of over 7 million people, is also a diverse state, with 32% of its population identifying as Hispanic, 55% as White and 5% as Black. As of 2019, around 36% of Arizona's residents held a valid U.S. passport. This percentage is lower compared to California, but higher than Nevada's. Arizona's tourism industry, which includes attractions such as the Grand Canyon and Sedona, may be a factor in passport ownership.

Washington State, with an estimated population of over 7 million people, has a population that is 70% White, 13% Hispanic, 9% Asian and 4% Black. As of 2019, around 43% of Washington State's residents held a valid U.S. passport. This percentage is higher than Arizona's but lower than California's. Washington's tourism industry, which includes Seattle's Pike Place Market and Mount Rainier National Park, may be a factor in passport ownership.

YOY ARRIVALS TO THE BAHAMAS FROM THE WEST COAST

STATE	2022	2021	2020	TOTAL
CALIFORNIA	52,799	39,020	11,535	103,354
WASHINGTON	11,986	7,699	3,149	22,834
ARIZONA	10,118	6,534	2,247	18,899
NEVADA	4,969	3,591	1,096	9,656
OREGON	4,113	2,723	1,332	8,168
TOTAL	83,985	59,567	19,359	162,911

Key Transportation Partners include:

AIRLINE PARTNERS
AMERICAN AIRLINES
UNITED AIRLINES
SILVER AIRWAYS
DELTA AIRLINES
JETBLUE

Tour Operator Partners include:

- American Airlines Vacations

Classic Vacations

Costco Travel

Delta Vacations

Pleasant Holidays

Vacation Express
- Apple Leisure Group Vacations:

-Apple Vacations

-Cheap Caribbean

-Funjet Vacations

-Southwest Vacations

-Travel Impressions

-United 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>.

