

# GLOBAL SALES MISSIONS

CHARLOTTE & RALEIGH, NORTH CAROLINA





# 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!"

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

## **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, October 14, 2022, 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, Hon. I. Chester Cooper and Acting 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 Charlotte Marriott South Park Hotel and the Raleigh Marriott City Center Hotel.

During the reception, a looping video showing your company logos will be aired. Please send logos to Deanya Knowles at [dlknowles@bahamas.com](mailto:dlknowles@bahamas.com) no later than Monday, October 17, 2022, by the noon deadline.

## **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, and Bahamas Consulate representatives.

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## Land Stays and Giveaway Items:

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 that can be included in our swag bags (100 items for each event). We will recognize your contribution to 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 Vandia Sands at [vsands@bahamas.com](mailto:vsands@bahamas.com) no later than Friday, October 14, 2022.

## 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.)

## Shipping Instructions:

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

### CHARLOTTE, N.C EVENT (19-OCT)

Shipments should be scheduled to arrive no more than 3 days prior to the event; between October 14-18, 2022.

Name of Your Company  
Bahamas Event (19-Oct)  
ATTN: Caroline Ness  
Charlotte Marriott SouthPark Hotel  
2200 Rexford Road  
Charlotte, NC 28211

### RALEIGH, N.C EVENT (20-OCT)

Shipments should be scheduled to arrive no more than 3 days prior to the event: between October 17-19, 2022.

Name of Your Company  
Bahamas Event (20-Oct)  
ATTN: Erin Taylor  
Raleigh Marriott City Center Hotel  
500 Fayetteville Street  
Raleigh, NC 27601





# RECOMMENDED HOTELS

## CHARLOTTE

### **Charlotte Marriott SouthPark Hotel**

2200 Rexford Road

Charlotte, NC 28211

Phone: (704) 364-8220

\*Complimentary Private Coach transfer has been arranged from Charlotte Marriott SouthPark to Raleigh Marriott City Center (2 hrs. 45 mins). If you wish to take advantage of this mode of transportation, please remember to select this option when you RSVP.

## RALEIGH

### **Raleigh Marriott City Center Hotel**

2200 Rexford Road

Raleigh, NC 271

Phone: (704) 364-8220







# ITINERARY

*Partners should arrange flights to arrive in Charlotte no later than 1:00 pm on Wednesday, 19th October. The event setup time is scheduled for 4 p.m.*



**WEDNESDAY, October 19th, 2022 – Charlotte**

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

Venue: Charlotte Marriott SouthPark Hotel

2200 Rexford Road

Charlotte, NC 28211

Tel: (704) 364-8220

## Event Itinerary

**4:00 pm – 5:30 pm**

Booth setup (partners to bring pop-up banners, table covers, giveaways, etc.)

**6:30 pm – 7:30 pm**

Cocktail Reception & Trade Show

**7:35 pm – 8:00 pm**

Introduction of the DPM, Executives, and special guests

Interview & presentation by Deputy Prime Minister and Minister

of Tourism, Investments & Aviation, The Hon I. Chester Cooper and Acting Director General, Latia Duncombe

**8:15 pm – 9:30 pm**

Reception to follow/Mini-Junkanoo Rushout







## THURSDAY, October 20th, 2022 – Raleigh

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

Raleigh Marriott City Center

500 Fayetteville Street

Raleigh, NC 27601

**Tel: (919) 833-1120**

### Event Itinerary

**8:30 am**

Partners meet in the lobby at Charlotte Marriott SouthPark for the bus transfer to Raleigh Marriott City Center (optional)

**9:00 am – 12:00 am**

Bus transfer from Charlotte to Raleigh

**4:00 pm – 5:30 pm**

Booth setup (partners to bring pop-up banners, table covers, giveaways, etc.)

**6:30 pm – 7:30 pm**

Cocktail Reception & Trade Show

**7:35 pm – 8:00 pm**

Introduction of the DPM, Executives, and special guests

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**8:15 pm – 9:30 pm**

Reception to follow/Mini-Junkanoo Rushout

## FRIDAY, October 21st, 2022 – ALL DAY DEPARTURES



# THE GLOBAL SALES EXECUTIVE TEAM



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



**Dr. Kenneth Romer**  
Deputy Director General  
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**Paul Strachan**  
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**Erica Ingraham**  
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**Valery Brown-Alce**  
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**André Miller**  
Senior Director  
Global Communications  
AMILLER@BAHAMAS.COM



# SOUTHEAST 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 Charlotte and Raleigh positioned as the number 2 and number 3 designated market areas in this region respectively.

American Airlines offers a non-stop airlift from Charlotte into Nassau, Eleuthera, Exuma, Abaco, and will be resuming service into Freeport. Bahamasair will be launching non-stop airlift from Raleigh into Freeport, commencing on November 17th.

## YOY ARRIVALS TO THE BAHAMAS FROM THE SOUTHEAST REGION

DMA	2021	2020	2019	TOTAL
GEORGIA	36,158	10,652	53,058	<b>99,868</b>
NORTH CAROLINA	24,622	8,380	40,770	<b>73,772</b>
SOUTH CAROLINA	17,945	5,324	26,601	<b>49,870</b>
TENNESSEE	11,764	4,361	20,326	<b>36,451</b>
ALABAMA	8,759	2,468	14,275	<b>25,502</b>
KENTUCKY	4,936	1,930	9,454	<b>16,320</b>
MISSISSIPPI	2,487	991	4,641	<b>8,119</b>
Total	106,671	34,106	169,125	<b>309,902</b>



**Key Transportation Partners include:**

AIRLINE PARTNERS	DEPARTURE CITIES
AMERICAN AIRLINES	CLT/NAS CLT/GGT CLT/ELH CLT/MHH CLT/FPO
BAHAMASAIR	RDU/FPO (starting Nov. 14th)

**Tour Operator Partners include:**

- American Airlines Vacations
- Delta Vacations
- Apple Leisure Group Vacations
- Flight Center Group of Companies

**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>.

