

GLOBAL SALES MISSIONS

CANADA





BRINGING THE BAHAMAS TO YOU!

On behalf of Deputy Prime Minister (DPM) and Minister of Tourism, Investments & Aviation, the Honorable. I. Chester Cooper, Acting Director General (ADG), Mrs. Latia Duncombe, 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 overview of the Canadian market along with a detailed itinerary will follow to ensure that you, our valued partner, don't miss one minute of these exciting events!

Media Attendance:

The Global Communications Team, jointly with our contracted public relations and media buying firms will be managing the attendance of both Bahamian and international 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 Thursday, 27th October 2022.

What to expect:

Get ready for an educational and culturally entertaining experience at each of our events. There will be a registration period for all attendees, followed by a trade show, destination presentation and meal. This talk show-style presentation, featuring DPM Cooper and ADG Duncombe, will focus on destination updates, offerings, and the tourism outlook for The Bahamas. Each event will include a show-stopping cultural performance.

During the reception, a looping video showing your company logos will be aired. Please send logos to Deanya Knowles at dknowles@bahamas.com no later than Tuesday, October 24th, 2022, by the noon deadline.

Target Audience:

Our guest list includes Canada'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.

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 Vinincia Strachan at vstrachan@bahamas.com.

BRINGING THE BAHAMAS TO YOU!

Brochures and Collateral:

Each travel trade event will have a trade show component which we encourage you to participate in so that you can directly connect with our travel advisors. Participation can include a tabletop popup and collateral pieces. If you intend to send collateral items, please notify us with an email to Quinn Brown at qbrown@bahamas.com with details of the items shipped for inventory purposes.

Shipping Instructions:

Brochures and display items should be shipped directly to the venues using the shipping instructions below:

CALGARY EVENT

Expected number of travel advisors and media: 75-80

(PLEASE SCHEDULE ITEMS TO ARRIVE ON THURSDAY 27TH OCTOBER 2022)

Name of Your Company
Bahamas Tourism Event
ATTN: Sarah Barthel
Fairmont Palliser
133-9TH Avenue SW
Calgary, AB T2P 2M3
T: 403-262-1234 F: 403-260-1260

TORONTO EVENT

Expected number of travel advisors: 150-175

(Specifically for trade event held at Universal Event Space on Nov 2nd)

(PLEASE SCHEDULE ITEMS TO ARRIVE NO LATER THAN MONDAY, 24TH OCTOBER, 2022)

For any packages arriving after this date, we are unable to ensure its delivery to the event venue.

Confirm that your package has arrived with Quinn Brown at qbrown@bahamas.com.

Name of Your Company
Bahamas Tourism Event
ATTN: Quinn Brown
Bahamas Tourist Office - Canada
2150 Islington Avenue, Suite 212
Toronto, Ontario M9P 3V4
T: 1-416-241-6183

MONTREAL EVENT

Expected number of travel advisors and media: 100

(PLEASE SCHEDULE ITEMS TO ARRIVE ON MONDAY 31st OCTOBER, 2022)

Name of Your Company
Bahamas Tourism Event
ATTN: Azucena Paucar
Four Seasons Hôtel Montréal
1440 rue de la Montagne
Montreal, QC, H3G 1Z5
T: 905-479-2542



RECOMMENDED HOTELS

CALGARY

Fairmont Palliser

133 – 9th Avenue SW
Calgary, AB, T2P 2M3

Reservations Procedure:

Individuals will make room reservations through the booking link indicated below:

<https://book.passkey.com/go/BahamasTourism2022>.

To qualify for the group rate, please make reservations by October 21, 2022. Reservations will be confirmed on a space and rate available basis only.

TORONTO

The Yorkville Royal Sonesta Hotel Toronto

220 Bloor Street West
Toronto, ON, M5S 1T8

Reservations Procedure: To qualify for the group rate, please make reservations by October 21, 2022. Individuals will make room reservations through the booking link indicated below:

<https://www.sonesta.com/royal-sonesta/on/toronto/yorkville-royal-sonesta-hotel-toronto?isGroupCode=true&groupCode=G103122BAH&checkin=2022-10-31&checkout=2022-11-03>



RECOMMENDED HOTELS

MONTREAL

Four Seasons Montreal

1440, Rue de la Montagne
Montreal, QC, H3G 1Z5

Reservations Procedure:

Individuals could make room reservations by calling the hotel directly and requesting the Reservations Department. Individuals must indicate their group affiliation when making reservations or the applicable courtesy rate may not be extended. Direct reservations must be made prior to October 21, 2022. The hotel will continue to accept reservations after this date on a space available basis at current available rates.

Group Affiliation to Quote for Reservation:

Bahamas Partners Open Block

* Group Code: 221103BAP

Call Hotel direct: (514) 843-2500





ITINERARY

Partners should arrange flights to arrive in Calgary, Alberta no later than 10:00 pm, Sunday 30th October 2022.

MONDAY OCTOBER 31ST 2022 – CALGARY, AB

Trade Luncheon Presentation & Trade Show

Event Time: 11:30am – 2:00pm
Alberta Room, Fairmont Palliser
133 – 9th Avenue SW
Calgary, Alberta, T2P 2M3

Event Itinerary

10:30 am	Partners to arrive at Alberta Room
10:30 am - 10:45 am	Briefing
10:45 am – 11:30 am	Booth setup (partners to bring display materials)
11:30 am - 12:30 pm	Registration & Trade Show
12:30 pm - 1:00 pm	Presentation by Deputy Prime Minister and Acting Director General
1:00 pm	Lunch is served
2:00 pm	Closing Depart for Toronto



TUESDAY

NOVEMBER 1ST 2022 – TORONTO, ON

Media Dinner Presentation

Event Time: 5:30pm – 9:00pm

Ballroom Park Hyatt Toronto

4 Avenue Road

Toronto, ON M5R 2E8

Tel: (647) 948-3171



Event Itinerary

5:30 pm- 6:00 pm

Registration & Cocktails

6:15 pm- 6:30 pm

Welcome remarks

6:30 pm – 7:30 pm

Presentation by Deputy Prime Minister and Acting Director General

7:30 pm – 8:30 pm

Dinner is served

9:00 pm

Entertainment / Closing





WEDNESDAY

NOVEMBER 2ND 2022 – Toronto, ON

Trade Dinner Presentation & Trade Show

Event Time: 5:30pm – 9:00pm

Studio 1 & 2 Universal Eventspace

6250 Hwy 7

Vaughan, ON L4H 4G3

Tel: (905) 326 2000 x2244

Event Itinerary

2:00 pm

Partners to arrive at Park Hyatt Toronto for bus transfer to event

2:30 pm

Bus Transfer to Universal Eventspace

3:30 pm - 4:30 pm

Booth setup (partners to bring display materials)

5:30 pm - 6:30 pm

Registration

6:30 pm - 7:30 pm

Cocktail Reception & Trade Show

7:30 pm - 8:00 pm

Presentation by Deputy Prime Minister and Acting Director General

8:00 pm

Dinner is served

9:00 pm

Entertainment / Closing

9:45 pm

Bus Transfer to Park Hyatt Hotel (optional)





THURSDAY
NOVEMBER 3RD 2022 – MONTREAL, QC

Trade Dinner Presentation & Trade Show

Event Time: 5:30pm – 9:00pm
Palais des Possibles Ballroom
Four Seasons Hotel Montreal
1440 rue de la Montagne
Montreal, QC H3G 1Z5
Tel: (514) 843 2500

Event Itinerary

4:00 pm – 5:00 pm
5:30 pm – 6:30 pm
6:30 pm – 7:30 pm

Booth setup (partners responsible for display materials)
Registration
Cocktail Reception & Trade Show

7:30 pm – 8:00 pm
8:00 pm
9:00 pm

Presentation by Deputy Prime Minister and Acting Director General
Dinner is served
Entertainment / Closing

FRIDAY
NOVEMBER 4TH, 2022 – ALL DAY DEPARTURES



THE GLOBAL SALES EXECUTIVE TEAM



Latia Duncombe
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LDUNCOMBE@BAHAMAS.COM



Dr. Kenneth Romer
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CANADA OVERVIEW

- Canada is the second largest country in the world and the second largest source market for visitor arrivals to The Bahamas.
- With travel restrictions easing in the fourth quarter of 2021, almost a million (978,400) Canadian residents returned from trips overseas, almost five times more than in the same months of 2020 (Government of Canada, 2022).
- In 2021, Canadian residents spent \$7.4 billion during trips abroad—\$2.8 billion in the United States and \$4.6 billion overseas (Government of Canada, 2022).
- In the fourth quarter of 2021, Canadian residents made 541,400 overseas trips for holiday, leisure or recreation, and 316,200 to visit friends or relatives (Government of Canada, 2022).
- In July 2022, 720,800 Canadian residents returned from visiting overseas, a sharp increase from July 2021 (141,300). Reaching over four-fifths (82.9%) of the pre-pandemic level of such trips and representing the highest level of overseas travel recovery to date (Government of Canada, 2022).
- There are 20,000 plus travel agents in Canada post-pandemic (ACTA, 2022).
- Competitive destinations with the largest volume of Canadian visitors in 2022 are Mexico, Cuba, the Dominican Republic and Jamaica.

YOY ARRIVALS TO THE BAHAMAS FROM CANADA

PROVINCE	2022	2021	2020	2019
ONTARIO	9,216	6,944	21,774	87,050
QUEBEC	2,332	1,613	6,762	19,510
ALBERTA	1,254	955	2,366	7,823
BRITISH COLUMBIA	1,030	811	2,083	7,466
UNKNOWN	1,491	586	8,140	6,637
MANITOBA	389	277	601	1,649
NOVIA SCOTIA	207	103	497	1,823
SASKATCHEWAN	159	120	441	1,212
NEW BRUNSWICK	115	59	373	1,073
PRINCE EDWARD ISLAND	27	28	59	230
Total	16,220	11,496	43,096	134,473

Key Airline Partners include:

AIRLINE PARTNERS	DEPARTURE CITIES
AIR CANADA	YYZ/NAS YUL/NAS YYZ/GGT
WESTJET	YYZ/NAS YYC/NAS
SUNWING	YYZ/FPO YUL/FPO

Tour Operator Partners include:

- Air Canada Vacations - Nassau Paradise Island & Exuma
- WestJet Vacations – Nassau Paradise Island
- Sunwing Vacations - Grand Bahama Island
- TravelBrands – Nassau Paradise Island

