



*GRAND BAHAMA ISLAND  
PROMOTION BOARD*

# QUARTERLY REPORT

*JUL/AUG/SEPT*



*PREPARED BY*  
Carmel Churchill

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# TABLE OF CONTENTS



03	SUMMARY OVERVIEW
4 - 5	STOPOVER VISITORS - TOP 10
6 - 11	EMAIL MARKETING CAMPAIGNS
2 - 19	SOCIAL MEDIA UPDATES
20	WEBSITE UPDATES
21 - 27	PUBLIC RELATIONS UPDATE
28 - 29	TRADE & CONSUMER SHOWS



# SUMMARY OVERVIEW

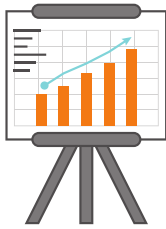
Through a collaborative working partnership with the Bahamas Ministry of Tourism (BMOT), we have compiled the following information as a guide to meet the marketing needs for Freeport, Grand Bahama Island (GBI).

We have leveraged the following social media platforms to extend the GBI brand experience and engage directly with potential consumers. Our social media efforts are supported by strategic email marketing campaigns, which help to build strong customer relationships, generate sales leads, promote and market seasonal programs and events.

Our Public Relations initiatives are intended to work in tandem with the overall BMOT efforts and to fill the gap when necessary to keep the destination top-of-mind, maintain consistent coverage, maintain media relations & outreach, and to build content amplification for the destination.

The joint projects are ongoing, and will encapsulate trade and consumer shows, promotions, and on-island events.





*Our Statistics*

# STOPOVER VISITORS

## TOP 10 COUNTRIES & DMA'S

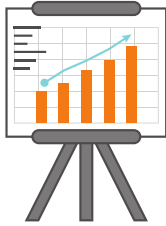
### STOPOVER VISITORS BY ALL COUNTRIES

	2018	2017	2016
USA	125,467	111,101	165,719
CANADA	12,563	14,742	28,094
ITALY	4,321	4,146	4,424
UK	2,670	2,819	3,359
POLAND	1,895	2,078	1,654
FRANCE	1,682	1,734	1,786
GERMANY	1,656	1,785	2,070
ROMANIA	1,230	881	712
PHILIPPINES	1,144	891	247
ARGENTINA	1,010	1,278	1,082

### STOPOVER VISITORS BY US DMA'S

	2018	2017	2016
WEST PALM BEACH-FT. PIERCE	14,080	12,851	15,896
MIAMI-FT. LAUDERDALE	12,974	13,942	16,582
NEW YORK	12,654	10,147	16,760
ORLANDO-DAYTONA BCH-MELBRN	4,653	4,297	5,206
WASHINGTON, DC (HAGRSTWN)	4,002	3,040	6,099
TAMPA-ST. PETE (SARASOTA)	3,829	3,526	4,934
ATLANTA	3,499	3,264	4,781
BOSTON (MANCHESTER)	3,215	2,928	4,369
PHILADELPHIA	2,901	2,486	5,728
LOS ANGELES	2,625	2,377	3,338





*Our Statistics*

# STOPOVER VISITORS BY AGE & GENDER

## STOPOVER VISITORS BY AGE

	2018	2017	2016
< 12	30,120	30,257	15,676
12 - 17	7,323	6,117	10,936
18 - 24	11,542	10,291	20,823
25 - 34	22,054	18,673	38,915
35 - 44	22,500	19,075	35,353
45 - 54	26,364	25,944	41,149
55 - 64	25,346	24,624	34,151
> 64	20,531	19,088	24,302
<b>Grand Total</b>	<b>165,780</b>	<b>154,069</b>	<b>221,305</b>

## STOPOVER VISITORS BY GENDER

	2018	2017	2016
Male	81,906	78,083	104,985
Female	70,884	66,006	103,832
Non respons	12,990	9,980	12,488
<b>Grand Total</b>	<b>165,780</b>	<b>154,069</b>	<b>221,305</b>



*Our Statistics*

## EMAIL MARKETING

# DEFINITIONS

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### **Open Rate:**

The open rate for an email sent to multiple recipients is calculated as the total number of "opened" emails, expressed as a percentage of the total number of emails sent or—more usually—delivered.

### **Click Thru Rate:**

Click-through rate is the ratio of users who click on a specific link to the number of total users who view an email message.

### **Industry Standards**

Average Open Rate - 17.92%.

Average Click Thru Rate - 2.5%

## Email Marketing Campaign Deployment Metrics

**TOTAL SENT:** 145,733

**MOBILE RATE:** 36.96%

**OPEN RATE:** 19.40%

**CLICK THRU RATE:** 6.98%

**DESKTOP RATE:** 63.04%

**UNSUBSCRIBE RATE:** >.01%



*Email*

# MARKETING CAMPAIGNS



👏 Exciting News for Medical Tourism 👏



The Government of The Bahamas and Western Atlantic University of Medicine Ltd. have joined forces to make big changes on Grand Bahama Island. The Western Atlantic University of Medicine has honored the island by agreeing to establish and operate a University School of Medicine in Freeport. The University will offer both graduate and undergraduate courses and degrees in allopathic medicine, dentistry, pharmacy, veterinary medicine, osteopathy and nursing.

To learn more information about this exciting venture, click [here](#) .





*Email*

# MARKETING CAMPAIGNS

Open & Ready for Your Visit

We are happy to announce that the following Grand Bahama Island businesses have re-opened post Hurricane Dorian.

Ports of Entry	Hotels & Resorts	Attractions/ Dive & Watersports	Bahamian Restaurants	Weekly Activities
<b>Freeport Harbour</b>	Lighthouse Pointe/Grand Lucayan		Better to Serve You	Smith's Point Wednesday Fish Fry
Bahamas Paradise Cruise Line	Pelican Bay Hotel	Port Lucaya Marketplace	Out Da Sea Bar & Grill	(Outrigger's, Gullywash, Terry's & Da Bus Stop)
Balearia Caribbean	Castaways Resort & Suites	UNEXSO	Dive-In Bar & Restaurant	
<b>Grand Bahama Airport (FPO)</b>	Ocean Reef Resort	Grand Bahama Nature Tours	Greek Express	
Domestic & Commercial Flights Daily (Bahamasair & Western Air)	Taino Beach Resort	Pirate's Cove Zipline & Waterpark	Flying Fish Gastro Bar & Restaurant	
	Dundee Bay Villas	Bahamas Adventures	Geneva's Place	
<b>COMING SOON</b>	Paradise Cove	Crystal Beach/Celebrity Eco-Adventures	Mary Ann's Restaurant	
USA International Flights resuming mid-November	The Village Bahamia	Fragrance of the Bahamas	Merport Bistro	
	Royal Islander	Caribbean Divers	Ocean's Grill (Ocean Reef Resort)	
	Bell Channel Inn	Calabash Eco Adventures	Pepper Pot Restaurant	
	Sunrise Resort & Suites	Exotic Adventure	Eat Sushi/Pier 1 Restaurant & Sushi Bar	
<b>COMING SOON</b>				
	Old Bahama Bay Resort & Yacht Club	Grand Bahama Scuba	Sabor Restaurant	
	(Opening November 1)	Lucaya Watersports	Sire's Restaurant (Harbour)	
	Island Seas Resort	Paradise Watersports	The Stoned Crab	
	(Opening November 15)	Tony Macaroni's Conch Experience		
	Viva Wyndham Fortuna Beach Resort	Renu Day Spa		
	(Opening December 10)			

NEW OPENINGS EVERY DAY

Keep an eye on our social media pages for daily island updates. See links below.

## PRODUCT UPDATE Campaign



*Email*

# MARKETING CAMPAIGNS

INFORMATIVE campaign  
**KEEPING  
IN TOUCH**

✈️ Soar into Grand Bahama in Style ✈️



**WE ARE OPEN FOR BUSINESS!** We are beyond excited to share that The Grand Bahama International Airport will re-open to international flights on **November 15th, 2019**. Beginning next Friday, the airport will be accepting direct international flights in addition to the existing domestic flights from other Bahamian islands. As of September 30, more than 100 employees are back to work and working rotating shifts to ensure safe and reliable operations. The leadership wishes to thank everyone for their dedication and efforts to bring this vital service back on line as quickly as possible. More exciting updates in the full press release, which you can read [here](#) !

🚢 Carnival Cruise Line is Setting Sail 🚢



We would like to thank **Carnival Cruise Line** once more for its investment in Grand Bahama Island and its commitment to help us rebuild our home. In late September, the Bahamian government signed two separate agreements with Carnival for a \$100 million dollar development of a cruise port in Sharp Rock, Freeport, and an \$80 million dollar expansion of Half Moon Cay. The cruise line's new 329 acre port in Sharp Rock will make it the largest Carnival Cruise port in the world and will create a significant amount of job opportunities for Bahamians. The new port is also expected to bring



*Email*

# MARKETING CAMPAIGNS

♥ Back & Open for Business ♥



## OLD BAHAMA BAY

This gorgeous resort and marina situated on Grand Bahama Island's West End has officially re-opened for business! Make sure to follow them on [Instagram](#) to catch a glimpse of the property's gorgeous beaches, pristine amenities and more!



## VIVA FORTUNA

Viva Fortuna will officially re-opened on **December 10th**! Save up to 40% on your stay in honor of the resort's **Grand Re-Opening celebrations**. You cannot beat the resort's all-inclusive package, private beach and luxurious poolside!

## BACK IN BUSINESS Campaign

### 🚢 GBI Takes the Fort Lauderdale Boat Show 🚢

The Tourism Board of Grand Bahama Island had the pleasure of attending the Fort Lauderdale Boat Show this past weekend. It was an honor to be a part of the impressive Bahamas booth at the event and an amazing opportunity to spread the word about the Bahamas being open for business and tourism! Thank you to everyone who stopped by and supported us ♥



🇧🇸 NEW OPENINGS EVERY DAY 🇧🇸

Keep an eye on our social media pages for daily island updates.  
See links below.





*Email*

# MARKETING CAMPAIGNS



## Taking Flight Toward Recovery

We are happy to announce that the Grand Bahama International Airport (GBIA) is aiming to be re-opened mid-November! The resumption of direct flights to and from Fort Lauderdale, Florida, will resume immediately, subject to approval by the U.S. Transportation Security Administration (TSA) and the completion of significant repairs that are presently underway.

International flights from countries other than the U.S. can be accommodated with advance notice. Arrivals will be processed onsite and outbound clearance would be handled offsite prior to departure.

## Port Lucaya Marketplace is Underway



Port Lucaya Marketplace has officially begun necessary repairs to re-open! We anticipate the marketplace to be fully operational in the next few days.

## Lighthouse Pointe is Back

We are so excited to share that Lighthouse Pointe will be open starting October 15th! The hotel has been fully repaired and is ready to welcome guests back. All restaurants on the property are also scheduled to be open for business on October 15th.

For more updates please follow the link below.

[More Information](#)

[If you wish to donate, click here!](#)

PRODUCT UPDATE  
Campaign





# SOCIAL MEDIA HIGHLIGHTS & DEFINITIONS

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## **Hashtags:**

A hashtag is simply a keyword phrase, spelled out without spaces, with a pound sign (#) in front of it. It helps users to easily find messages

## **Facebook Fans:**

A Facebook fan is a user who likes a particular Facebook page. Users who Like a page are able to receive updates from that page's administrator through status updates, posted content and event invitations.

## **Followers:**

Followers are people who have opted to receive updates from a person or page.



SOCIAL MEDIA

HIGHLIGHTS

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# SOCIAL MEDIA

EFFECTIVE BLOG OPTIMIZATION  
CAMPAIGN RSS AFFIC DEO MULTIMEDIA ACCESSIBLE  
NETWORK CONTENT PROJECTS



FACEBOOK FANS

84,811



INSTAGRAM FOLLOWERS

2,268



TWITTER FOLLOWERS

2,920

Social Media continues to provide a great platform to engage with potential customers, promote and drive online interest for the destination

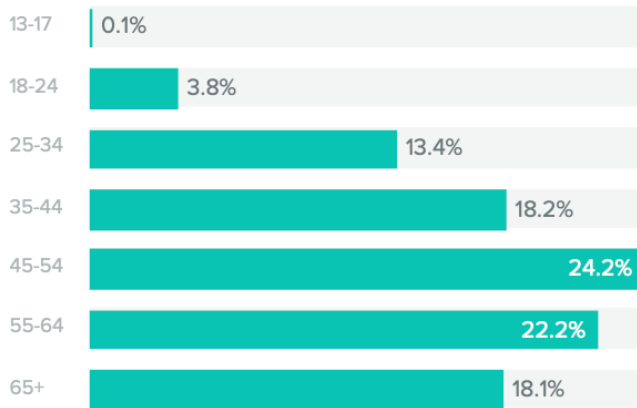
The numbers for all three platforms continue to post an increase month-over-month



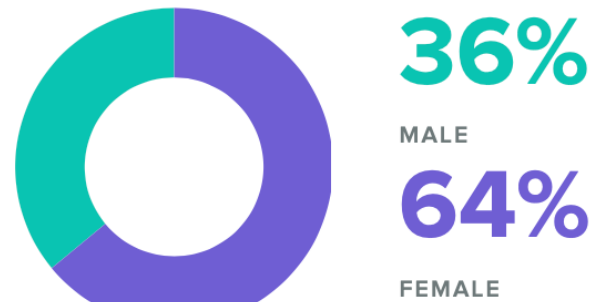


# SOCIAL MEDIA HIGHLIGHTS

## AUDIENCE BY AGE








## AUDIENCE BY GENDER



**Women** between the ages of **45-54** are most likely to engage with your content.

### Top Countries

### Daily Average

	United States	126.69
	The Bahamas	59.93
	Canada	8.3
	Argentina	4.03
	United Kingdom	3.07

### Top Cities

### Daily Average

Miami, FL	129.4
Orlando, FL	17.2
Atlanta, GA	11.2
Nassau, The Bahamas	10.8
Freeport, The Bahamas	9.6





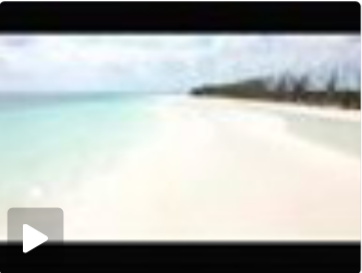



# SOCIAL MEDIA HIGHLIGHTS

## Facebook Top Messages

Review your top messages published during the selected time period, based on the message's lifetime performance.

### By Lifetime Engagements

 <b>Visit Grand Bahama...</b> Sat 4/6/2019 9:26 am PDT	 <b>Visit Grand Bahama...</b> Mon 4/22/2019 2:40 pm PDT	 <b>Visit Grand Bahama...</b> Fri 3/29/2019 3:33 pm PDT
Smith's Point is BACK and better than ever! 🌟👍 Meet Terry, of Terry's Conch Stand, and be	We celebrate <b>#EarthDay</b> here on Grand Bahama EVERY day as we give thanks to all the natura	That feeling when you've finally made it to the weekend! 😎🌴🌊 <b>#TGIF #GrandBahama</b> pho
		
<b>Total Engagements</b> 2,336	<b>Total Engagements</b> 2,165	<b>Total Engagements</b> 1,603
Reactions 388	Reactions 624	Reactions 864
Comments 71	Comments 62	Comments 24
Shares 60	Shares 130	Shares 16
Message Clicks 1,817	Message Clicks 1,349	Message Clicks 699

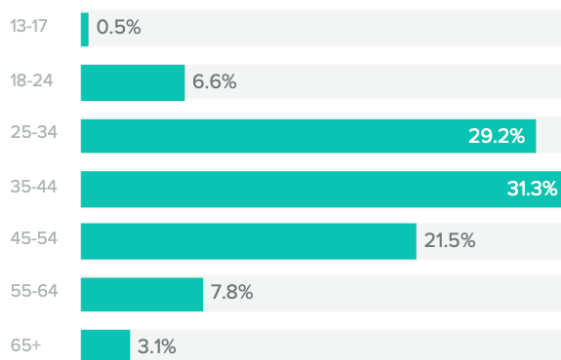


# SOCIAL MEDIA HIGHLIGHTS

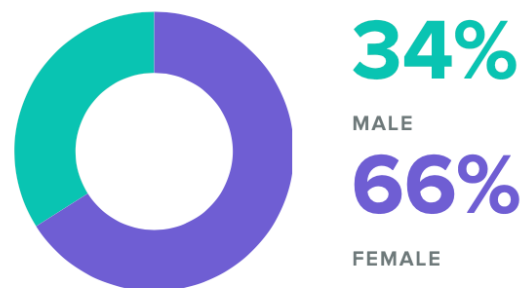
## Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

### AUDIENCE BY AGE








### AUDIENCE BY GENDER



**Women** between the ages of **35-44** appear to be the leading force among your fans.

### Audience Top Countries

 <b>United States</b>	<b>789</b>
 The Bahamas	442
 Canada	94
 United Kingdom	34
 Italy	19

### Audience Top Cities

<b>Freeport, Freeport</b>	<b>252</b>
Nassau, New Providence	161
Miami, Florida	63
Atlanta, Georgia	27
New York, New York	25





# SOCIAL MEDIA HIGHLIGHTS

## Instagram Top Messages

Review your top messages published during the selected time period, based on the message's lifetime performance.

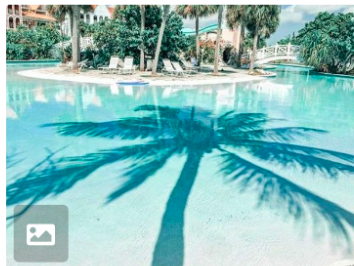
### By Lifetime Engagements



visitgbi

Fri 5/10/2019 9:07 am PDT

Life is better under the shade of a palm tree 🌴 Grand Bahama's beachfront @tainobeachres



Total Engagements	95
Likes	89
Comments	5
Saves	1



visitgbi

Wed 3/27/2019 9:47 am PDT

Get crusin' from West Palm Beach to #GrandBahama with a splash of street art on the



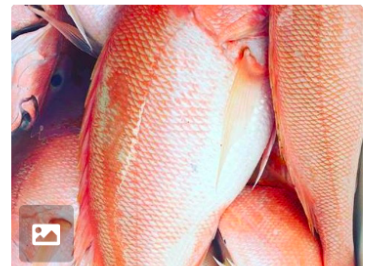
Total Engagements	94
Likes	85
Comments	7
Saves	2



visitgbi

Wed 5/22/2019 9:49 am PDT

Whats for dinner? Snapper! Join us every Wednesday night beginning at 6:30 pm for ou



Total Engagements	91
Likes	85
Comments	5
Saves	1



# SOCIAL MEDIA HIGHLIGHTS

## Instagram Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.

### Most Used Hashtags

#Freeport	68
#bahamas	53
#GrandBahamalsland	49
#GrandBahama	39
#ExperienceGrandBahama	38
#itsbetterinthebahamas	35
#vacation	28
#ItsBetterInTheBahamas	24
#gbi	24
#freeport	23

### Top Hashtags by Lifetime Engagements

#Freeport	3,540
#bahamas	3,142
#GrandBahamalsland	2,448
#GrandBahama	2,046
#itsbetterinthebahamas	1,964
#vacation	1,695
#ExperienceGrandBahama	1,517
#gbi	1,404
#beach	1,335
#tropical	1,236

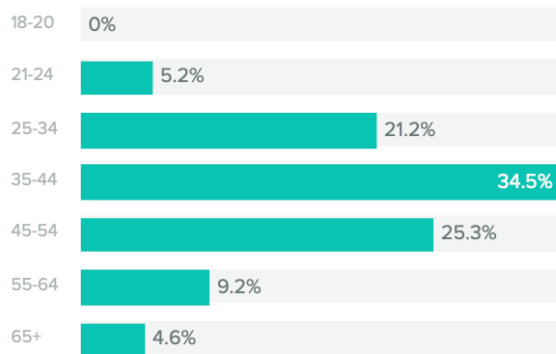


# SOCIAL MEDIA HIGHLIGHTS

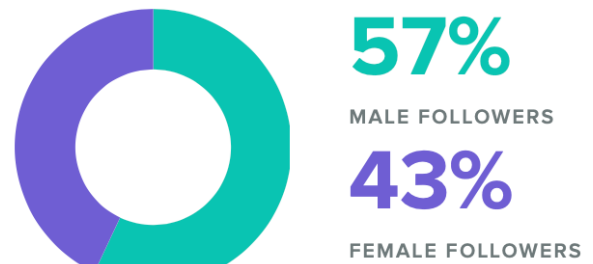
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## Twitter Audience Demographics

### FOLLOWERS BY AGE



### FOLLOWERS BY GENDER



**Men** and people between the ages of **35-44** appear to be the leading force among your followers.

# WEBISTE UPDATES

On a monthly basis content (photos, videos & news updates) are gathered from members and stakeholders to ensure the website is consistently updated.

84.62°F | News | Photos | Videos



Newsletter | Our Guide

[BOOK ONLINE](#) »

[DEALS](#)

[THE ISLAND](#)

[WHERE TO STAY](#)

[THINGS TO DO](#)

[GETTING HERE](#)

[SOCIAL](#)





COVERAGE HIGHLIGHTS



# PUBLIC RELATIONS

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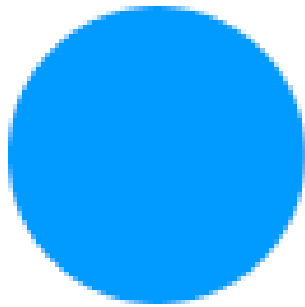


COVERAGE HIGHLIGHTS



# PUBLIC RELATIONS

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**USA  
TODAY**

# TRAVEL WEEKLY

THE TRAVEL INDUSTRY'S TRUSTED VOICE

TRAVEL MARKETS   
**INSIDER**

COVERAGE HIGHLIGHTS



# PUBLIC RELATIONS

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HOTEL MANAGEMENT

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*MESSAGE + OUTREACH*



# PUBLIC RELATIONS



GRAND BAHAMA ISLAND TOURISM BOARD  
APPOINTS THE PM GROUP AS USA REPRESENTATIVE

GRAND BAHAMA ISLAND BEGINS THE JOURNEY TO  
RECOVERY FOLLOWING THE PASSAGE OF HURRICANE DORIAN

RECOVERY AND RECONSTRUCTION EFFORTS ON  
GRAND BAHAMA ISLAND SHIFT INTO HIGH GEAR

CARNIVAL CRUISE LINES RETURNS TO GRAND  
BAHAMA ISLAND

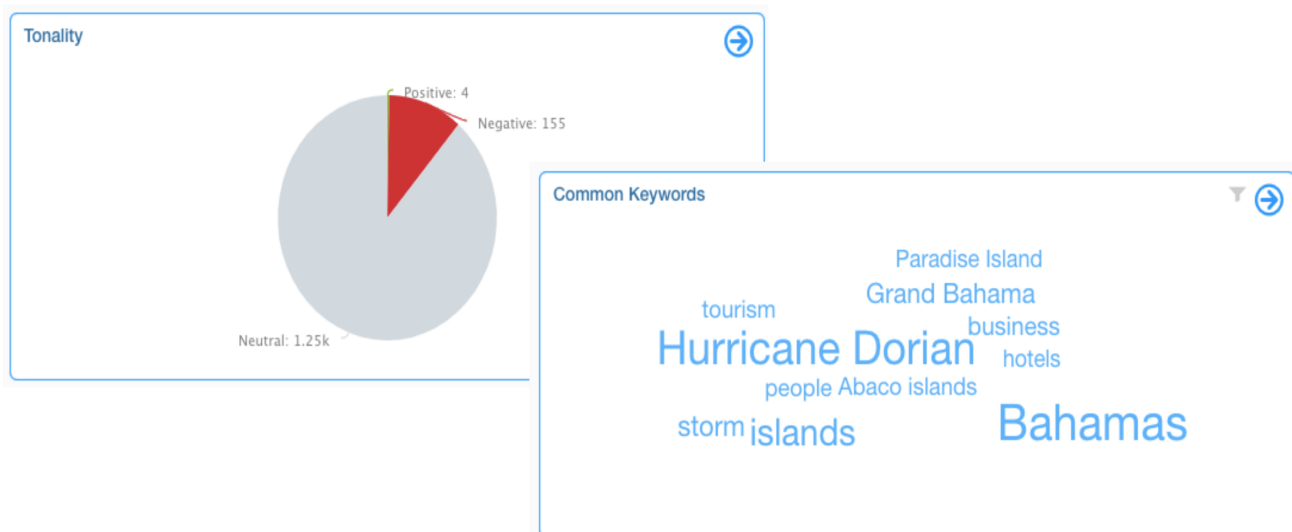
*MEDIA MEASUREMENT*



# PUBLIC RELATIONS



The following measurements are compiled from over 1K stories. They determine the tone of each story (neutral, positive, or negative) by keyword optimization.







*MMESSAGING + OUTREACH*

# PUBLIC RELATIONS



GRAND BAHAMA ISLAND

SEPTEMBER 2019

Developed and submitted proposal for implementing Volunteerism program on Grand Bahama Island

Drafted and submitted pros and cons for a proposal under consideration to stage a Miami Dolphins Watch Party on Grand Bahama Island at one of the sports bars or restaurants that has reopened, couple with relief assistance efforts by players, cheerleaders.

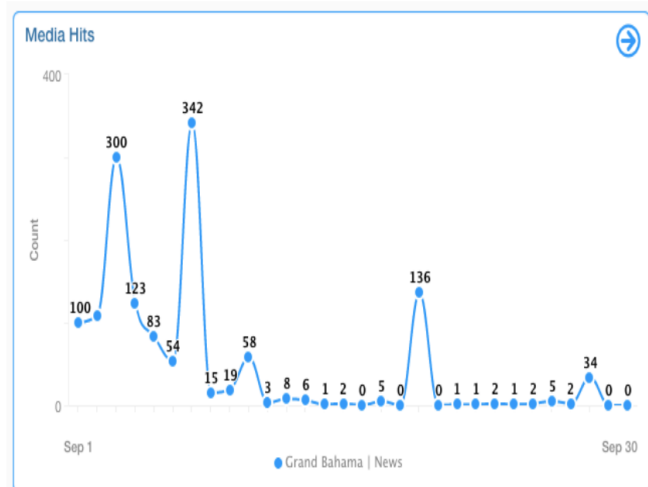
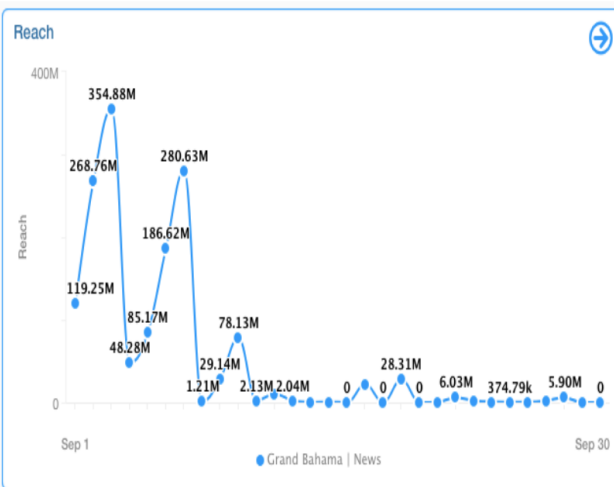
## MEDIA MEASUREMENT



# PUBLIC RELATIONS



The following measurements are compiled from over 1K stories. They determine the tone of each story (neutral, positive, or negative) by keyword optimization.





# TRADE & CONSUMER SHOWS



**JULY 11 - 14, 2019**

Destination Fam Trip - Atlanta Village  
Market

**JULY 20, 2019 AUGUST 8, 2019**

BTO Atlanta & Consulate BHTA  
Meeting

**AUGUST 15 - 25, 2019**

Latin America Tour, BMOT

**SEPTEMBER 22 - 23, 2019**

Delta University

**SEPTEMBER 25, 2019**

BTO Canada Meeting/Destinations  
Updates



*UPCOMING*

# TRADE & CONSUMER SHOWS



**NOVEMBER 17 - 22, 2019**

Canada Mission

**DECEMBER 2019**

Influencer Visit

**JANUARY 10 - 12, 2020**

Stuart Florida Boat Show

**JANUARY 24 - 26, 2020**

CHTA Marketplace - Baha Mar Resort

**JANUARY 24 - 26, 2020**

New York Times Travel Show

**JANUARY 25, 2020**

Mann Travel - North Carolina

**FEBRUARY 13 - 17, 2020**

Miami International Boat Show

**MARCH 26 - 29, 2020**

Palm Beach Florida International Boat  
Show





CONTACT US WITH QUESTIONS

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