

# FREEPORT POSTS INCREASED TOURISM

Poised on the springboard of big-time tourism in the '60's, ready for a leap into the glittering world of holiday travel, Freeport/Lucaya has come of age; a steady growth has spanned over the past four years.

An 80 percent increase in visitor arrivals by sea for the first trimester of 1980 has been recorded. And, air arrivals for the year's first three months are up 9.6 percent over 1979, according to Ministry of Tourism figures.

Freeport/Lucaya's tourism gains is one of involvement, vitality and activity by many individuals and groups.

Making a strong contribution is the Grand Bahama Island Promotion Board, formerly Freeport/Lucaya Promotion Board.

Significant input to this island's record-breaking tourism figures have come from several major factors, says Reg Smith, administrative director of the Promotion Board. Included are: Increased marketing and advertising support from the Ministry of Tourism and the Promotion Board; expanded air service to the island, with American Airlines, Air Florida and Evergreen Airlines launching new service in the past year; and aggressive promotion of this destination for group and individual travel in North America.

The Ministry of Tourism organises off-shore promotions. The Grand Bahama Island Promotion Board's input is to co-ordinate these promotions. Board members from Grand Bahama Island travel

to selected locations to join other members from the travel trade in promoting this destination. They offer seminars and savoury samples of the attributes that make this island such a prime destination.

In conjunction with the Freeport/Lucaya Hotel Association and the Ministry of Tourism, the Board is involved with travel agency familiarisation trips. Selected agents are invited to come to Freeport/Lucaya to familiarise themselves with its facilities. "This," said Reg Smith, "is one of our most productive and effective sales tools."

"Another effective approach is to invite to Freeport/Lucaya executives and decision makers of large associations and corpora-



tions who are considering an off-shore location for a future convention," he said further.

Maintaining and disseminating large quantities of information and brochures for sales incentives, solicitations as well as group solicitations, the Board is financed by membership dues of local businesses and voluntary payment by hotels on a pro rata levy on rooms.

The Board is both financially and administratively involved in many other individual tourism related promotions and community projects.

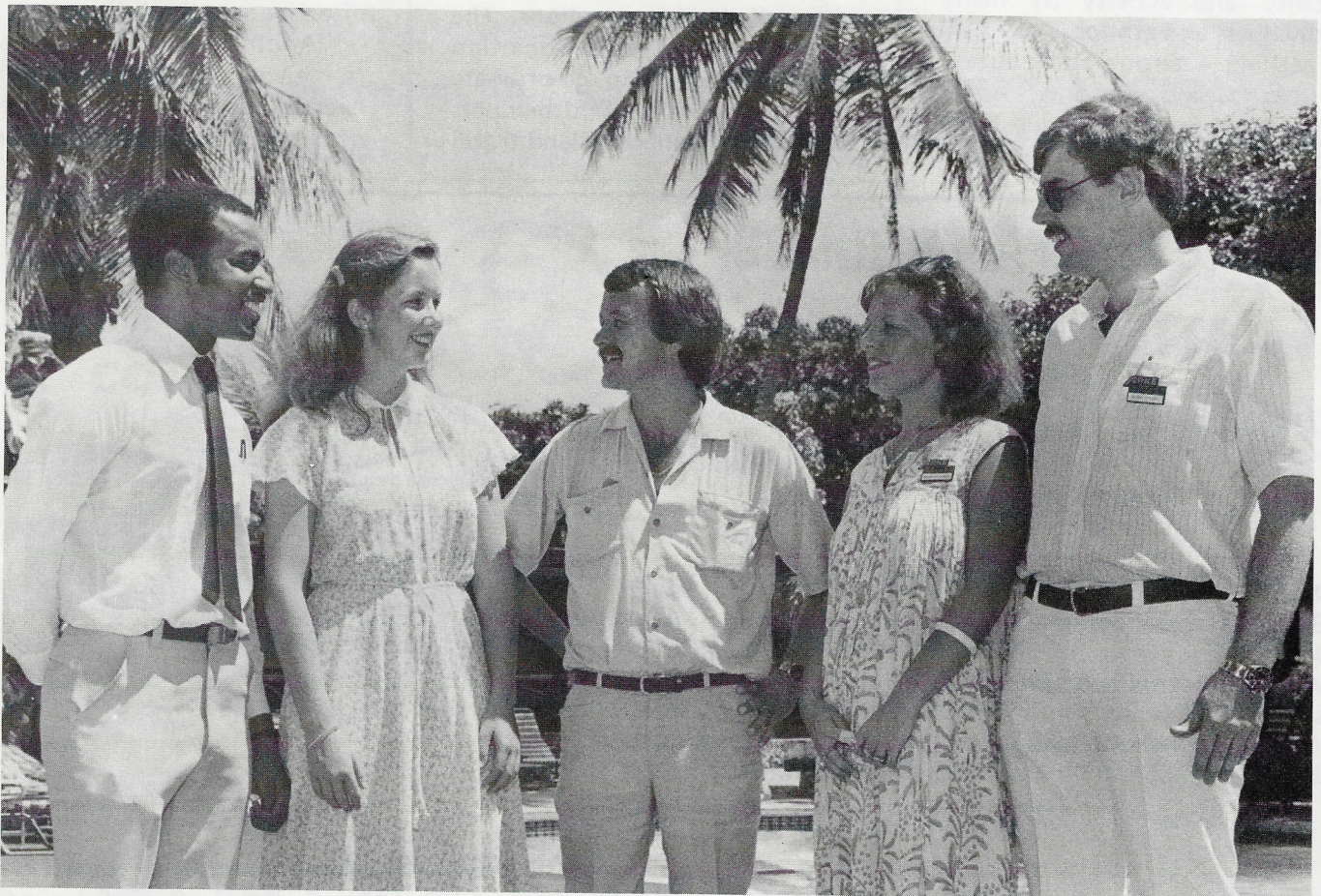
The island's future tourism picture is bright. "Outstanding growth is the kind of tourism we can look forward to in Freeport/Lucaya," said Smith. "We on the Promotion Board are approaching

the future with unbounded optimism and confidence."

Carrying out the policies of the Board is an executive committee. Members are: Albert J. Miller, chairman, and president of Grand Bahama Port Authority Company Limited; David Chamorro, president, Grand Bahama Development Company; Anton Gotsche, general manager, Princess Tower Hotel; Robert Metzendorf, general manager, Bahamas Princess Hotel; Ted Dobosz, general manager, Xanadu Beach Hotel; H. G. Goodwin, owner/-manager, Freeport Inn; and Jack Gold, general manager, Lucayan Bay Hotel.

The Promotion Board is headquartered in the International Shopping Bazaar with overseas headquarters at the Bahamas

Centre at 255 Alhambra Circle, Coral Gables, Florida.



**NASSAU AND PARADISE ISLAND** Promotion Board recently hosted a group of Arke Reisen representatives during their familiarization tour of Nassau and Paradise Island. Shown above at a luncheon at the Pilot House Hotel, from left to right are; Winston Williamson, Executive Assistant Manager at the Pilot House; Linda Smith, Miss Bahamas, of the Nassau/Paradise Island Promotion Board; Jimmy Vollenbroek, Sales Promotion-Public Relations, Arke Reisen, Deurningerstraat, Holland; Marjan Van Dtsenburo, Arke Reisen Representative in Nassau and Richard H. Tattersall, IATA Department, Arke Reisen, Deurningerstraat, Holland.