



Encourage Public  
Private Partnerships  
for non-hotel  
infrastructure

## GLOBAL LINKAGES

- Create linkages with Wall Street and other global firms that specialize in hospitality finance to increase the amount of Bahamian and foreign direct investment in the tourism industry in Bahamas.
- Appoint Agents in key global markets to promote The Bahamas as a viable vacation destination to decrease reliance on US markets.

## FAMILY ISLANDS

- Focus on linking Family Island Hotels to international travel sites and agencies.
- Link Family Island airports to international airports.
- Improve Family Island airport and PPP for airport development.
- Promote Islands to Cities connections such as Cat Island and Chicago, Abaco

to Atlanta and London to Long Island.

- Promote Bahamian heritage festivals in Family Islands to attract foreign and domestic tourists.
- Promote Bahamas as a premier fishing tournaments and sports fishing destination.
- Facilitate alliances between Family Island hotels and international hotel brands.
- Promote investment in marinas to attract yachting tourism.

## CRUISE TOURISM

- Promote benefits of Nassau and Freeport as home ports for European cruise lines, smaller US cruise lines and Latin/South American cruise lines.
- Create a cruise tourist to stop-over conversion incentive program.

- Create a Bahamas Cruise Route to include Family Islands Ports including Abaco, Cat Island, Exuma and Eleuthera.
- Incentivize Bahamian Investors to invest in entertainment and cultural experiences businesses throughout The Bahamas.
- Encourage the launch of an all-Bahamas cruise experience for passengers to visit many distinct Bahamian islands as cruise ports.

## INCREASE INVESTMENT IN NON-HOTEL TOURISM INFRASTRUCTURE

Encourage Public/Private Partnerships for non-hotel infrastructure such as:

- National Heroes Park
- Construct, through public/private partnership, National Performance Arts Theatre and cultural and performance spaces throughout The Bahamas