



The Family Islands Hoteliers Are A Great Success at the European Trade Shows

The following hoteliers travelled to Europe on a 3-week travel trade promotion that has already increased

the number of properties included in the European Tour Operation Packages and the hotel bookings of individual European travelers.

Charlie Pflueger (Peace & Plenty Hotel, Brett King (Coral Sands Hotel), Dick Birch (Small Hope Bay Lodge), Elizabeth Vance (Stella Maris), Jeff Roberts (Green Turtle Yacht Club) and Maura Brassil (representing all hotels in the Family Islands Promotion Board) travelled first to Milan for the Annual BIT Show and met with 20 tour operators from Italy who were excited about including the Family Islands in their programs.

This show lasted for 5 days and from there heading north, the hoteliers participated in the following 3 seminars: Zurich (Switzerland), Stuttgart (Germany) and Frankfurt (Germany). More tour operators and travel agents were met with at these shows. Again the interest was very high. The final week involved participating in the annual ITB show in Berlin.

This show is the largest in Europe and countries from all over the world participate. needless to say again, the interest in the Family Islands (which many still refer to as the Out Islands) was extremely high and there was renewed interest in these islands which they were calling the Other Bahamas—no high rises, beautiful beaches which stretch for miles and incredible fishing, diving, snorkeling and shelling.

The European traveller enjoys the Family Islands because of their natural beauty and the beaches. The Family Islands is looking forward to a strong increase in market share from Europe beginning this summer and carrying through the winter season.

● Donald F. Walsh — GOOMBAY's New Boating Editor

Starting with the July-August Special Independence issue—"The Hospitality Industry in The Bahamas," GOOMBAY Magazine will have a Boating Section dedicated to the Joys of Boating and Sailing in Bahamian Waters. Every future issue will have a distinct article on boating in different areas of the Bahamian archipelago.

Donald F. Walsh, a boating consultant of international recognition, will be GOOMBAY's Boating Editor. Mr. Walsh is a private consultant on special projects for the Marine Industry. He was the Chief Executive Officer for The Bahamas Yachting Services from 1987 to 1990. In this capacity he had full responsibility for five corporations engaged in the leisure and travel industry in The United States, The Bahamas and The Netherlands Antilles.

Mr. Walsh's boating articles will enhance GOOMBAY Magazine's role as the outstanding international hospitality magazine for The Bahamas.

Family Islands Promotion Board New Magazine

The Family Islands Promotion Board is pleased to announce it's new magazine! The magazine is titled "Getaway" and is published by C.P.S. Communications on our behalf. "Getaway" magazine features various interesting articles on the Family Islands (including Abaco, Andros, The Berry Islands, Bimini, Cat Island, Crooked Island, Eleuthera, Exuma, Harbour Island, Long Island and Spanish Wells). The Promotion Board member hotels on these islands (totalling over 50) are featured with all pertinent information on each including rates, facilities, location, etc.

"Getaway" will be published bi-annually with the next issue forthcoming in May, 1992. To obtain your copy please contact:

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Selling The Bahamas Family Islands

The Bahamas Family Islands Promotion Board is established for the sole purpose of promoting hotels in the Family Islands that are its members and works very closely with the Ministry of Tourism. The Board is overseen by Maura Brassil, Executive Director and its President is Brett King, owner of the Coral Sands