



*Slow Travel*  
*The Islands of The Bahamas*

FLORIDA

FREEPORT

THE ABACOS

BIMINI  
THE BERRY ISLANDS

ELEUTHERA &  
HARBOUR ISLAND

NASSAU &  
PARADISE ISLAND

CAT ISLAND

ANDROS

SAN SALVADOR

THE EXUMAS

RUM CAY

LONG ISLAND

RAGGED ISLAND

ACKLINS &  
CROOKED ISLAND

MAYAGUANA

INAGUA



## Impact of Slow Travel

- Multiple islands, supporting more balanced, sustainable tourism growth
- Higher local retention of tourism dollars
- Reduces pressure on Nassau/Paradise Island
- Longer stays increase total visitor spend



## Challenges

- High cost of operations and maintenance
- Skilled labor
- Housing
- Intra-connectivity



## Community Readiness and Engagement

- Destination Stewardship Councils
- Cluster Projects

## Visitor Engagement

- Authentic & Immersive Experiences

## Demand Generation

- Promotions and Incentives
- Planning and Dispersion



## COMMUNITY READINESS & ENGAGEMENT

### Destination Stewardship Councils

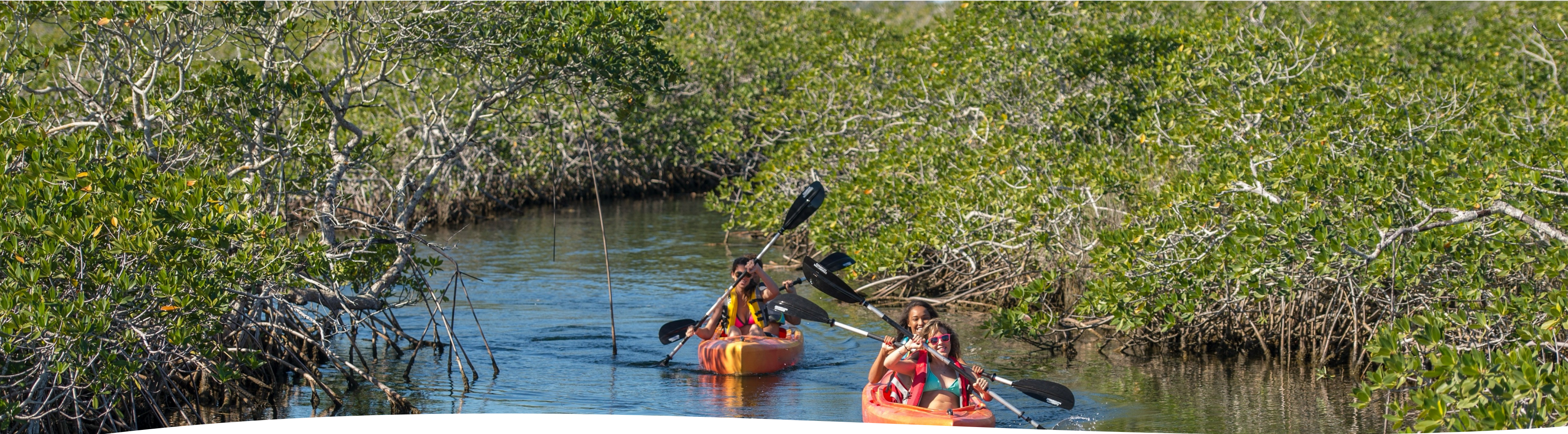
- Transitions tourism governance from public/private to **public/private/community-led destination management**
- Councils **collaborate** to create local awareness of sustainable best practices and climate impacts
- They form **strategic partnerships** to promote responsible tourism management, support ethical, sustainable product sourcing, and recommend respectful approaches to **integrate** heritage & cultural traditions into the visitor experience
- They encourage community environmental conservation & protection of natural resources & biodiversity



## COMMUNITY READINESS & ENGAGEMENT

Andros Cluster Project

- Small tourism enterprises united into a market-ready cluster
- Training in product development, digital marketing and capacity development
- Strengthened these SME's to support the Blue economy in their community



## VISITOR ENGAGEMENT

- People-to-People Program
- Nature-based tours/attractions
  - REEF Rescue Network
  - Mission for Mangroves
  - Blue Action Lab's Conservation Cove



## DEMAND GENERATION

- “Lifetime of Islands”
- Home Sweet Home
- Fly/Cruise Free Promotion



Thank you