

Andros Island – The Islands of The Bahamas

Integrated Marketing Campaign



Goals

Andros Island is just one of the 16 major island destinations that make up the 700 islands of the Bahamas. Historically, Andros Island has been neglected by the destinations marketing campaigns, a mere footnote in the overall marketing of the Bahamas. Yet it contains some of the islands most deeply valued treasures.

Our goal: to introduce Andros Island to consumers who have historically known the Bahamas as “Nassau” or “Freeport, to increase awareness of the island overall, as well as to increase website visits and ultimately visitation to Andros.

To do this, we flew a production crew to Nassau to capture high-end video and photography assets. From there we constructed deeply immersive digital experiences that we call “stories.” Each story highlights a unique, but extraordinary aspect of the island, while simultaneously introducing a way for travelers to experience that island.

These four stories:

Lessons in Deep Sea Discover

Take first-time divers into the waters just off Andros Island.

A Fly-Fishing Dream

Two fly-fishing guides born on the island take you to some of their coveted fly-fishing locales.

Androsia Hand Made Batik

The art of batik—an ancient Indonesian dying process—is alive and well on Andros Island

Captain Bill’s Blue Hole

There are over 150 magical, vertical voids called “blue holes” dotting the island of Andros. Each one a mystery to explorers and travelers alike.

In addition, we added a robust Andros Island page to Bahamas.com to better showcase the island's unique assets and and better retain inbound interest.

Results

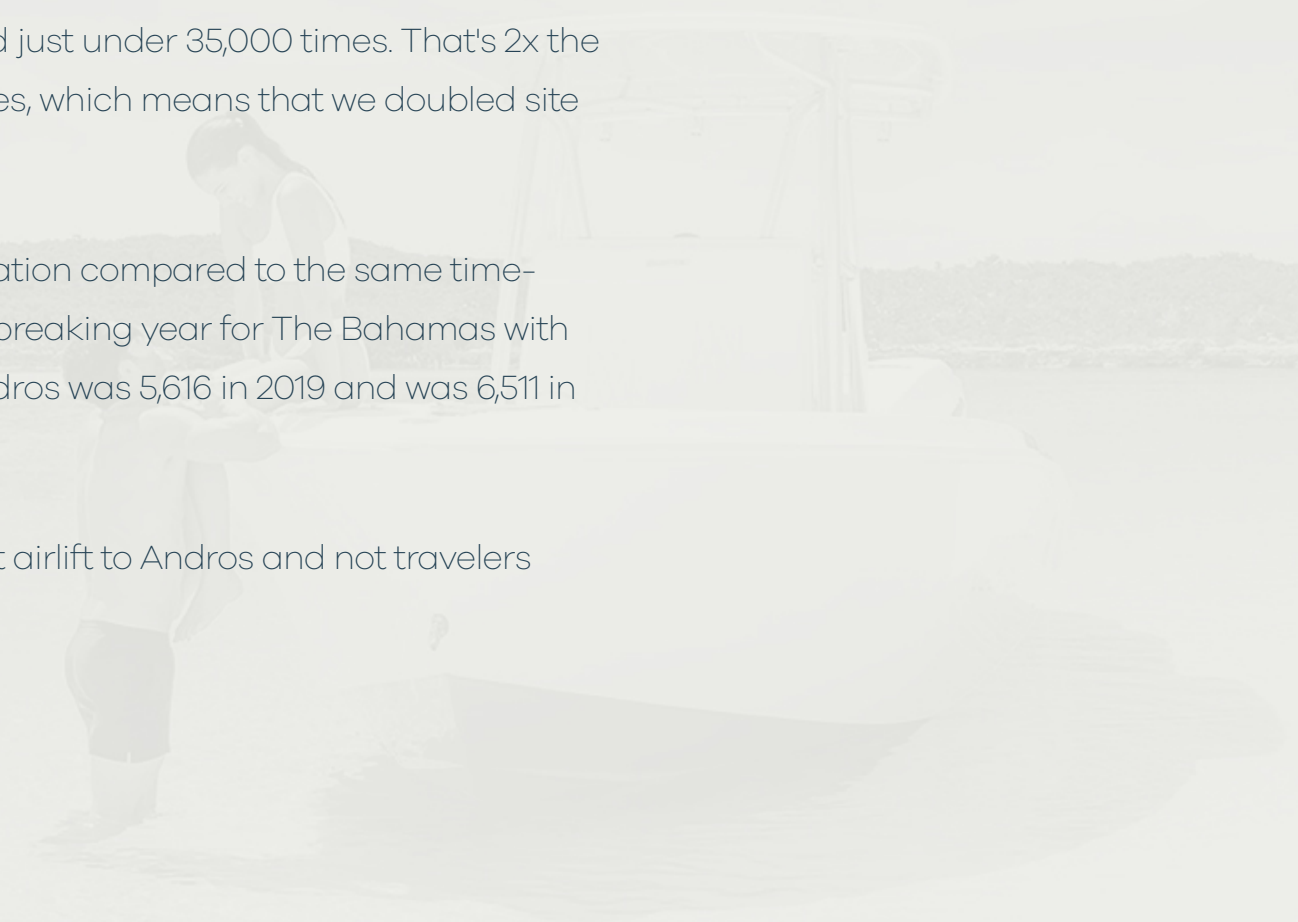
In the six months since its debut, the stories have earned over 3 million impressions. That's 800K unique users 3-4 times. That includes over 300,000 video views. Over 70 thousand traditional website visitors and hundreds of thousands social interactions on Facebook, Twitter, Pinterest and more. To put that into perspective. In 2019, The Andros Section of Bahamas.com was visited just under 35,000 times. That's 2x the amount of web traffic. Time on site remained steady at over 2 minutes, which means that we doubled site traffic while not reducing quality of traffic.

More importantly, however, Andros Island saw a 16% increase in visitation compared to the same time-period in 2019. It's critically important to note that 2019 was a record breaking year for The Bahamas with the highest number of visitation they have ever had. Visitation to Andros was 5,616 in 2019 and was 6,511 in 2021 (Mar - Aug)

Note: Visitation numbers are conservative as they include only direct airlift to Andros and not travelers who connect through Nassau.

Budget

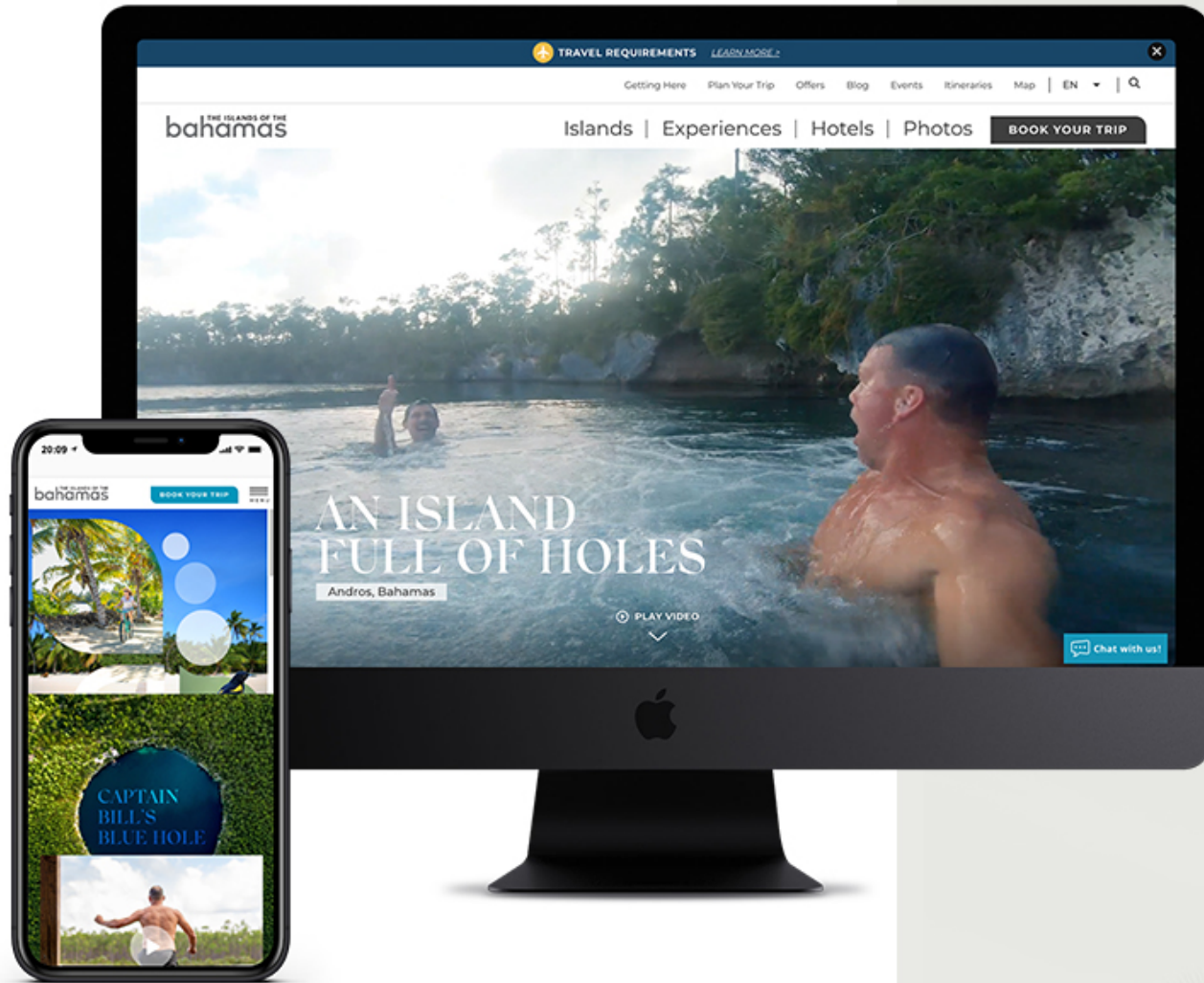
Unfortunately, the budget for this project is confidential.





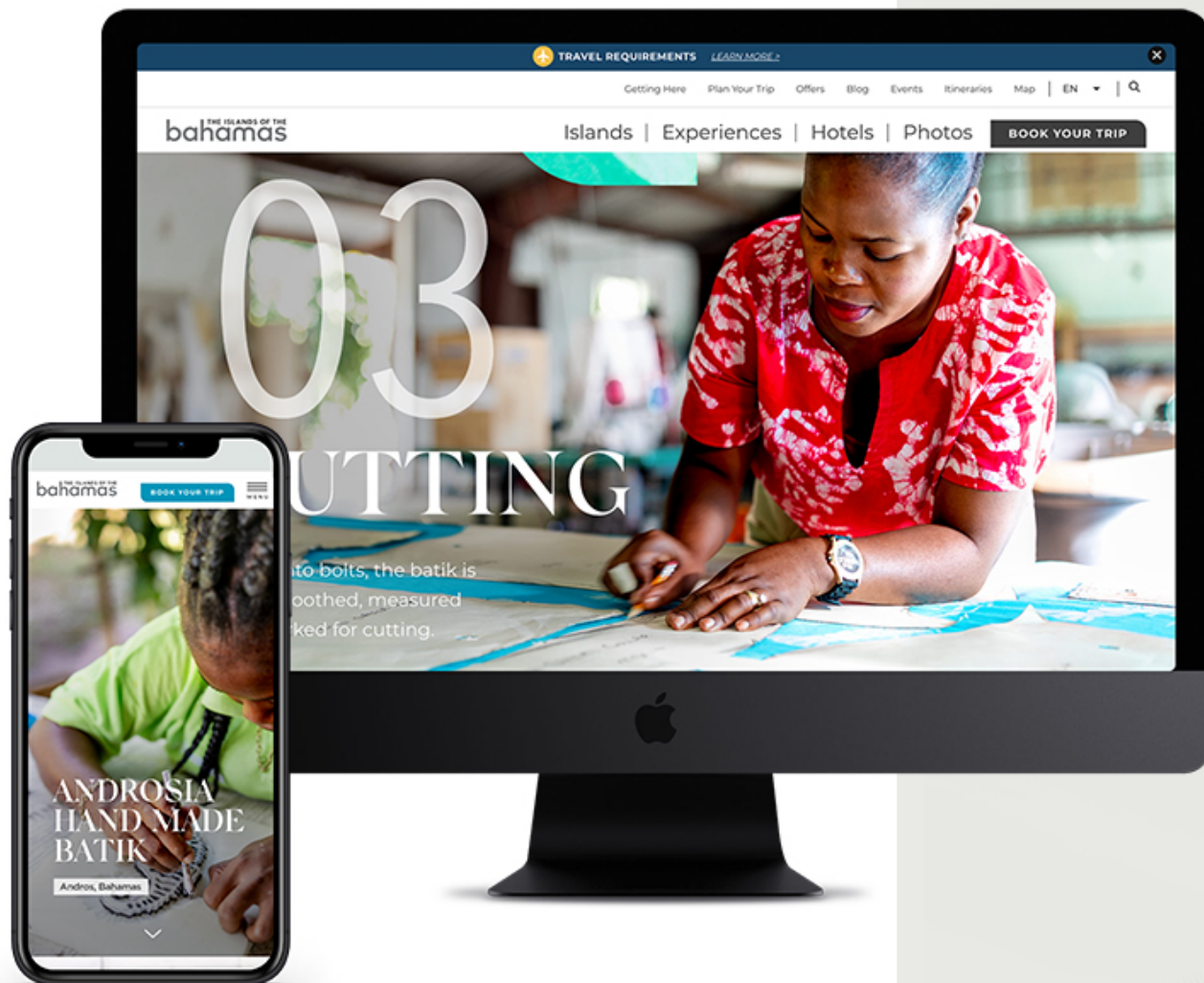
ANDROS ISLAND - BLUE HOLES

www.bahamas.com/experiences/captain-bills-blue-hole-andros



ANDROS ISLAND - HAND MADE BATIK

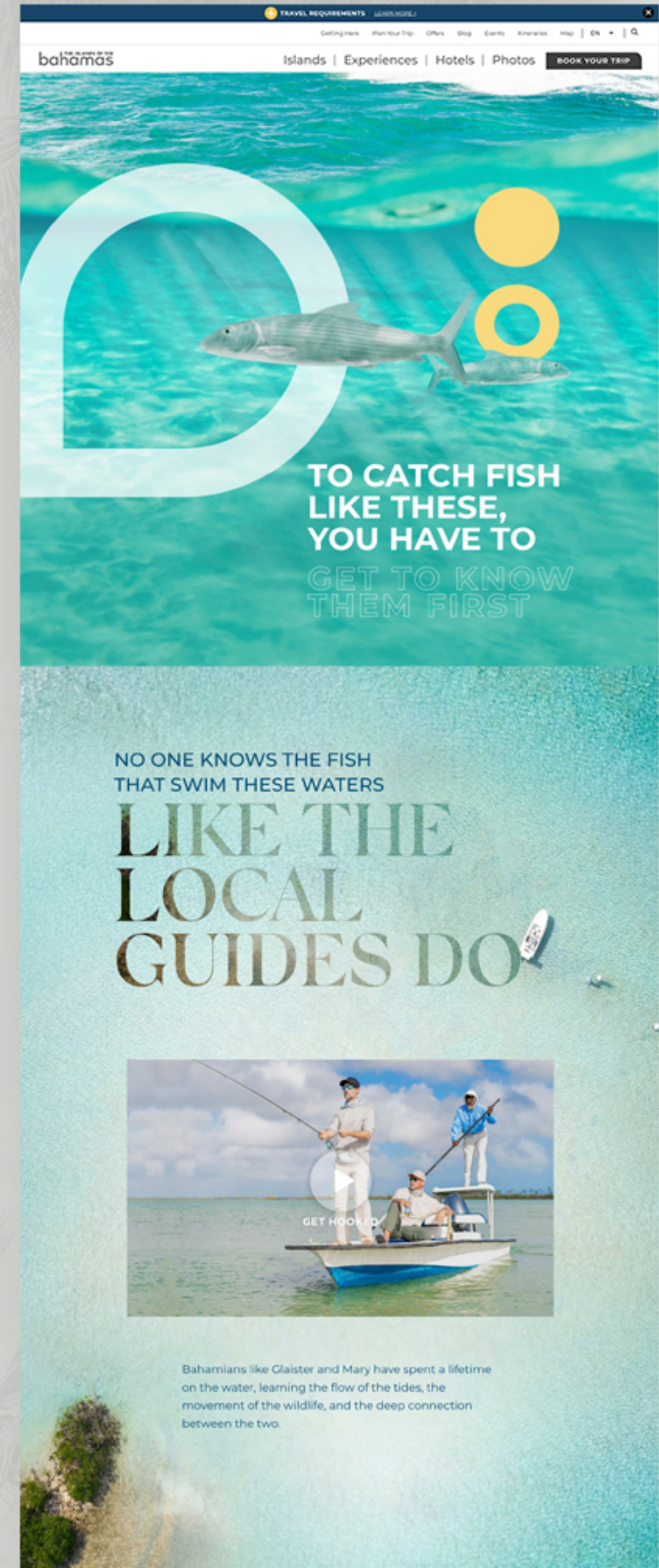
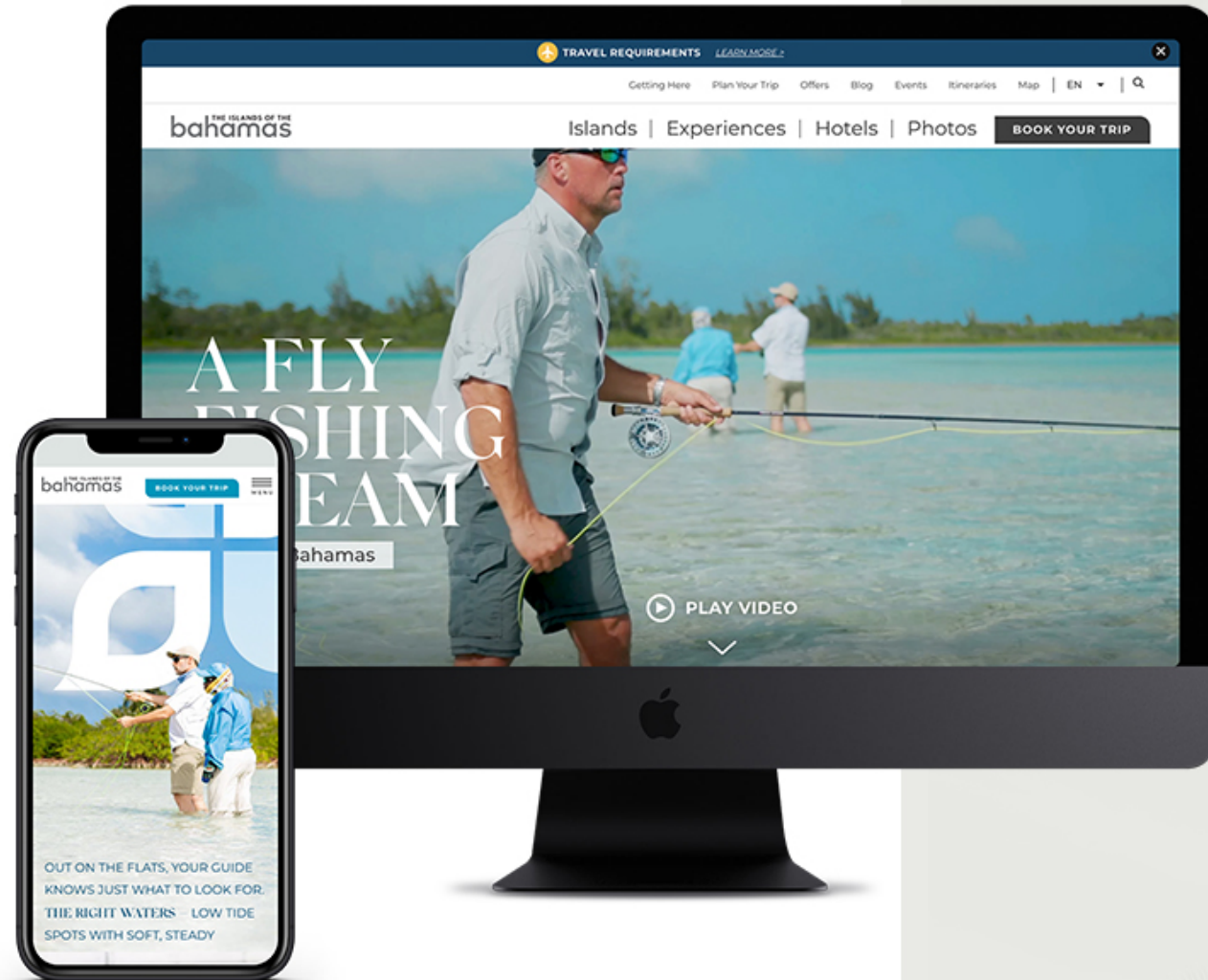
www.bahamas.com/experiences/androsia-hand-made-batik





ANDROS ISLAND - FLYFISHING

www.bahamas.com/experiences/fly-fishing-andros





ANDROS ISLAND - DEEP SEA DIVING

www.bahamas.com/experiences/learn-to-dive-andros

BREATHTAKING ABOVE

ASTONISHING BELOW

To dive beneath the ocean's surface is to discover an entirely new world. One full of colour, wonder and mystery. To be suspended and weightless, floating alongside a school of fish, a pod of dolphins, or a healthy, vibrant coral head — well, there's simply nothing like it. On Andros Island, venturing out on your first dive is easier than you might imagine.

LET GO, DON'T WORRY ABOUT YOU'LL BE SIDE BY SIDE WITH YOUR INSTRUCTOR EVERY STEP OF THE WAY

If your first dive is over, you'll be wanting more. Andros Island has the perfect location to dig into the deep.

INTRODUCING: THE RESORT COURSE