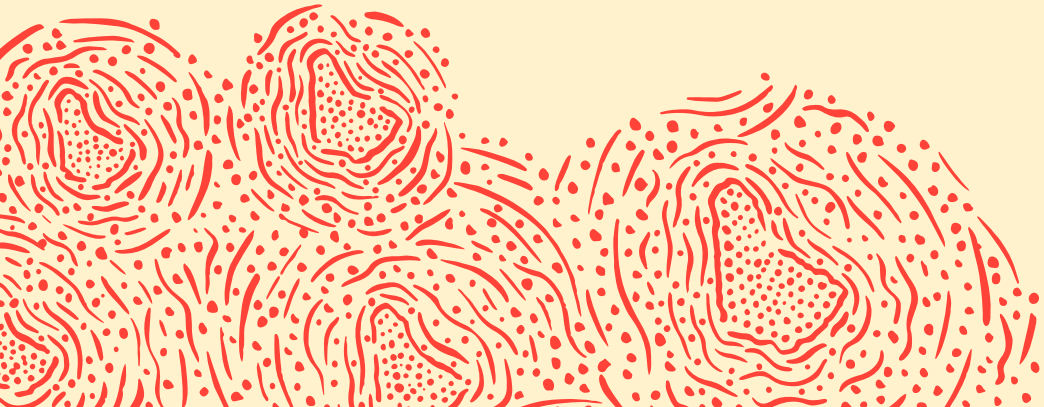


Visit Barbados & JetBlue FoodTruck Overview



BTMI X JETBLUE | CHEFETTE FOOD TRUCK

Total Meals Served
NYC – 1,600
Boston – 1,400



BTMI X JETBLUE | ACTIVATION RESULTS

Visit Barbados Social Media Results

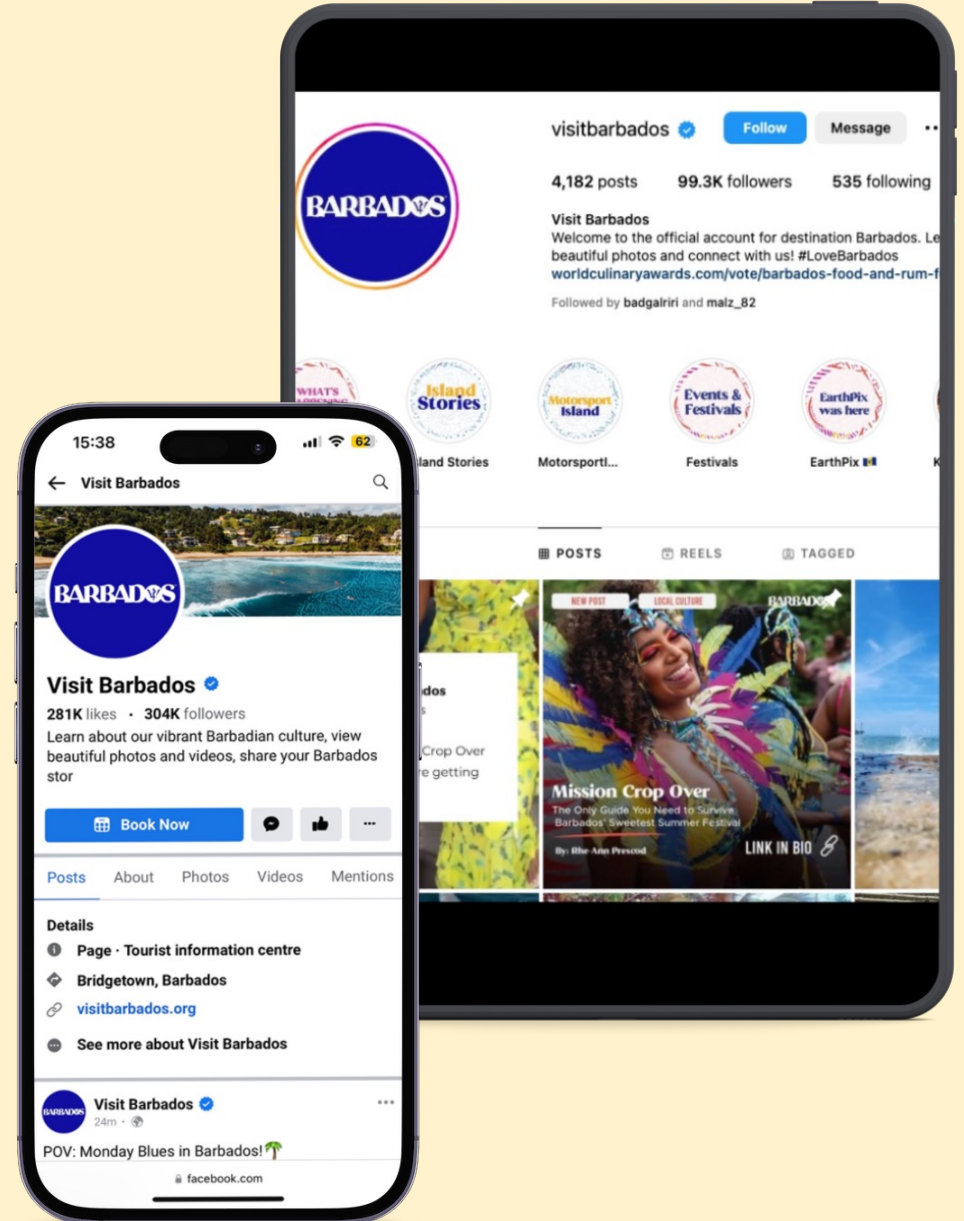
Audience Growth across Facebook & Instagram compared to previous period: **+26.2%**

Impressions Growth across Facebook & Instagram compared to previous period: **+22.5%**

Engagements:
68,773

Impressions:
2,022,374

Post links click:
3,785

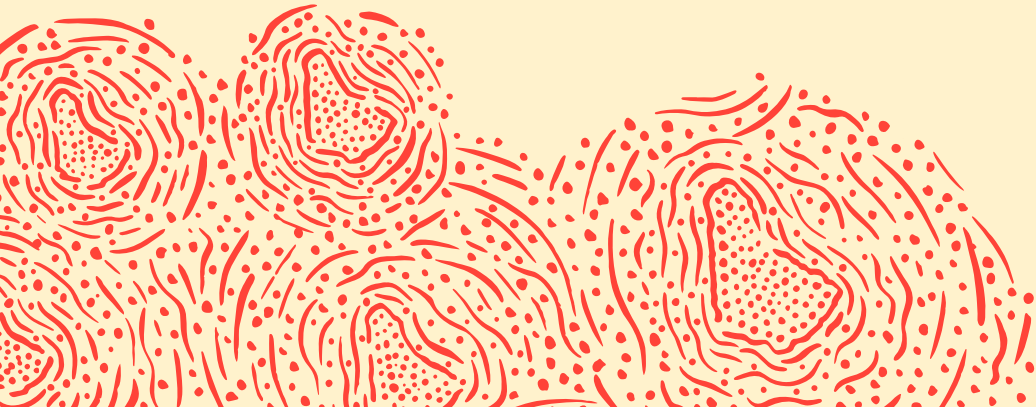
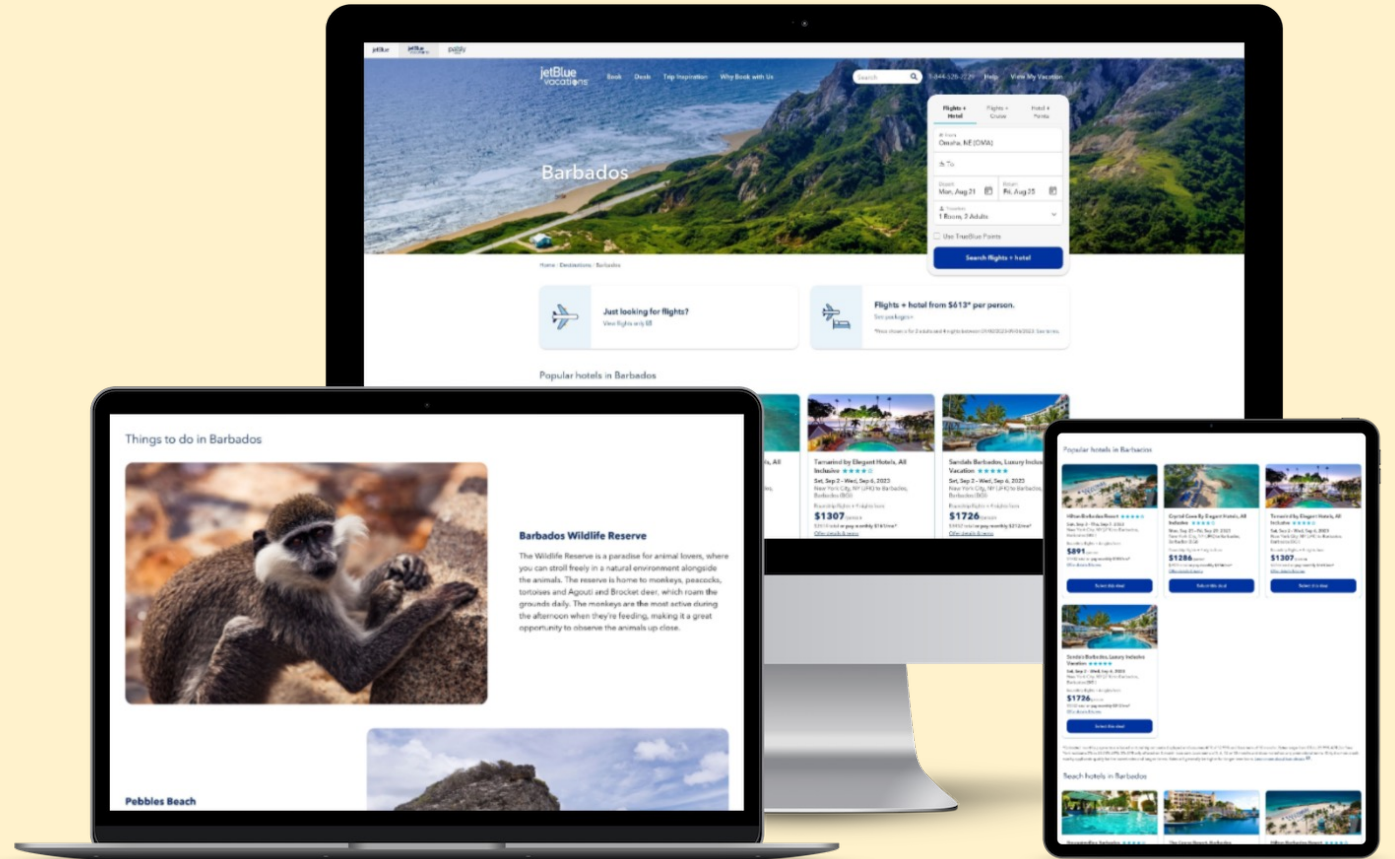


BTMI X JETBLUE | ACTIVATION RESULTS

JetBlue Website Insights

Barbados landing page visits **increased** on activation days by **17%**.

Bookings to Barbados throughout the activation increased by **40%**.



BTMI X JETBLUE | ACTIVATION RESULTS

Chefette Social Media Results

Reach:

Facebook: **+535.5%**

Instagram: **+200.8%**

Page Visits:

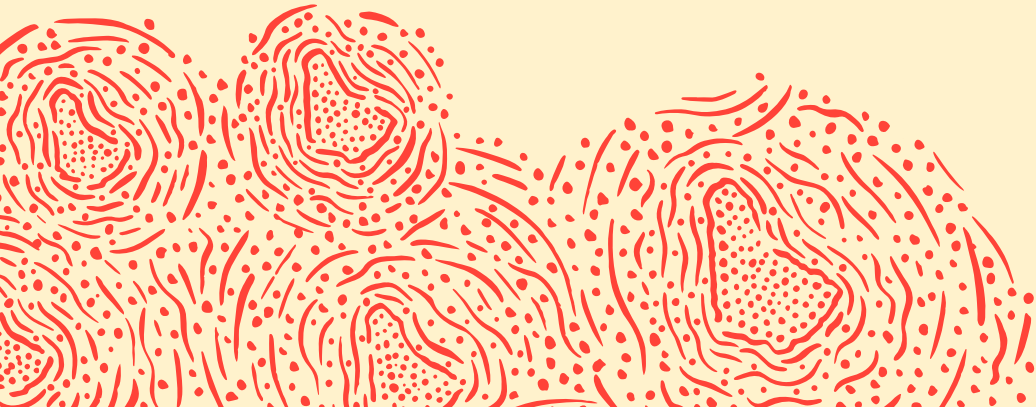
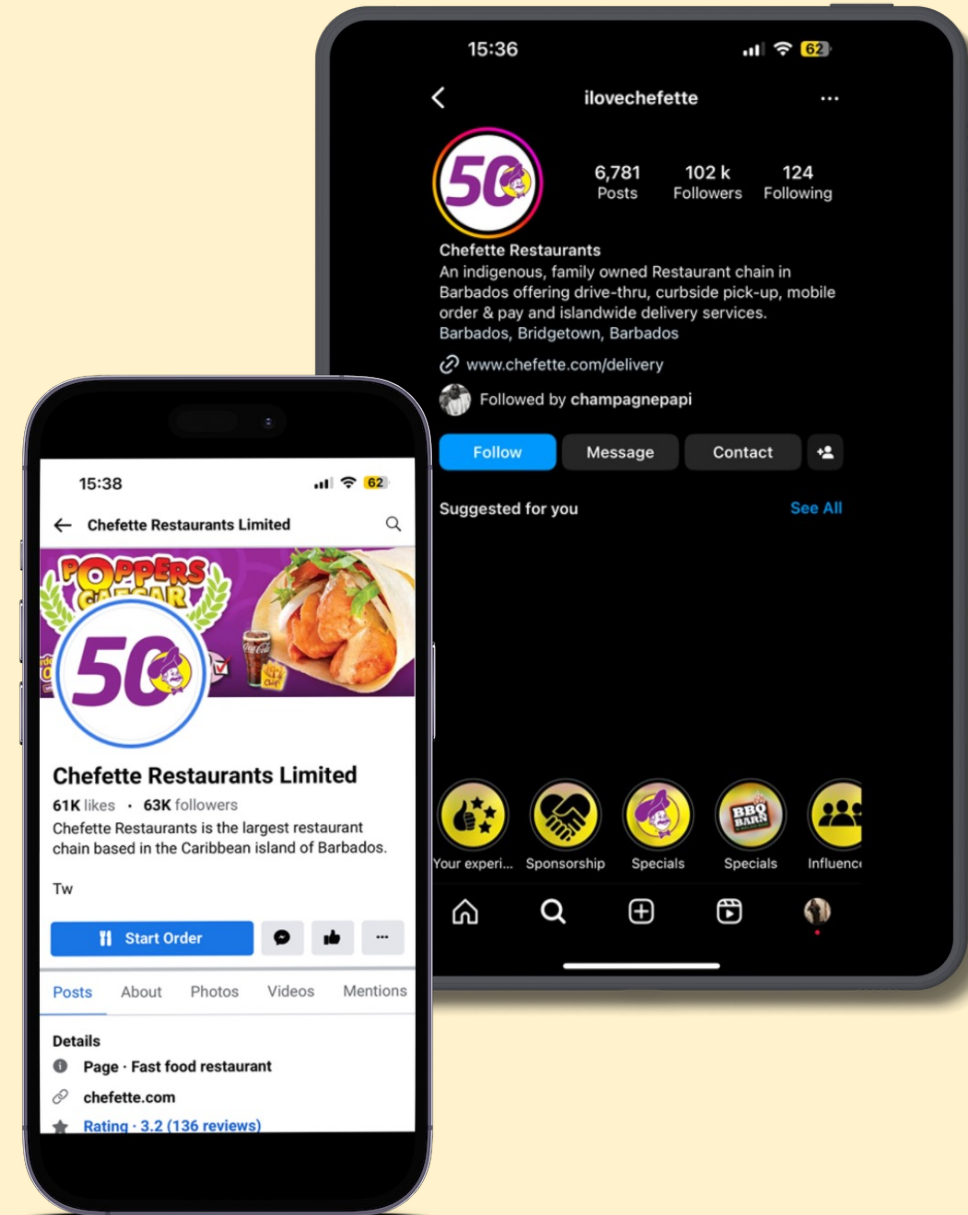
Facebook: **+237.7%**

Instagram: **+210.7%**

New likes and follows:

Facebook likes: **+728.6%**

Instagram followers: **+440.7%**



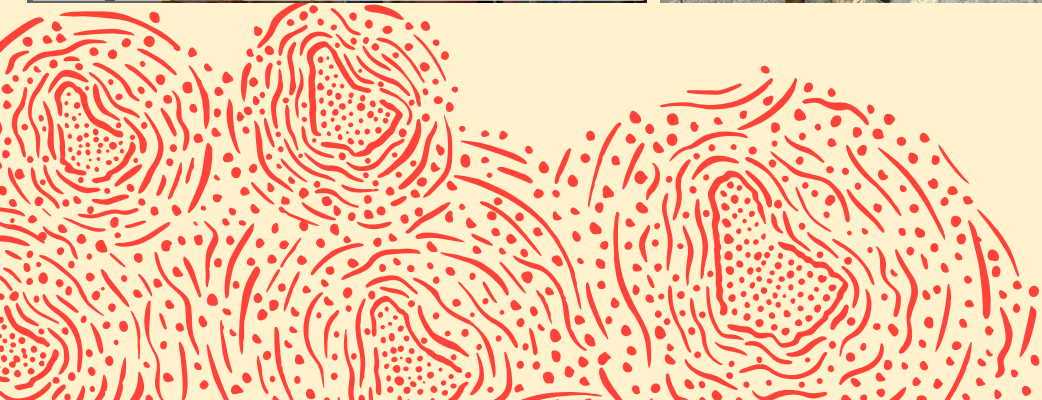
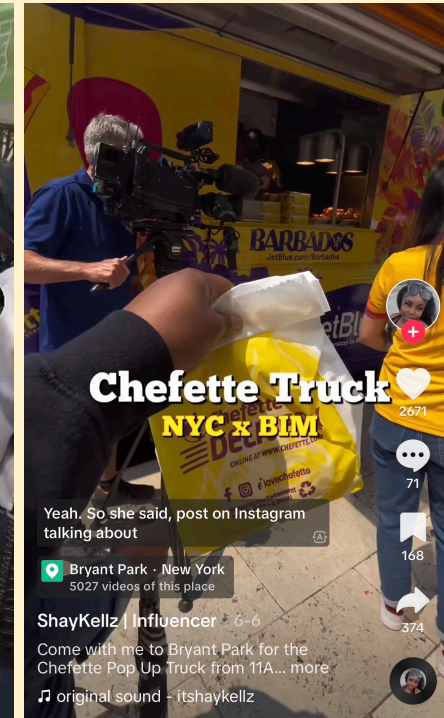
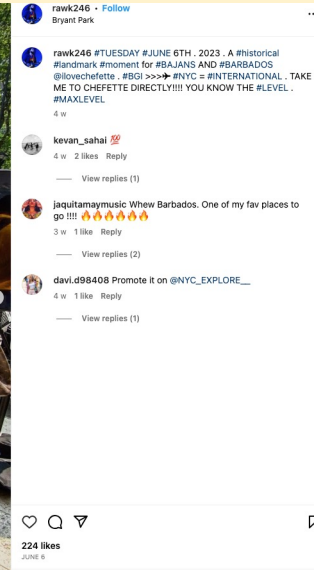
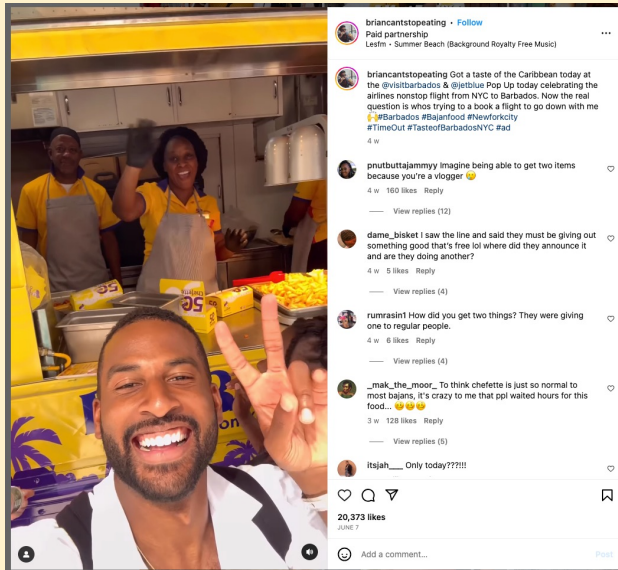
BTMI X JETBLUE | SOCIAL ENGAGEMENT

Brian Lindo -
@briancantstopeating
Likes: 17,459
Comments: 405

@rawk246
Likes: 224
Comments: 5

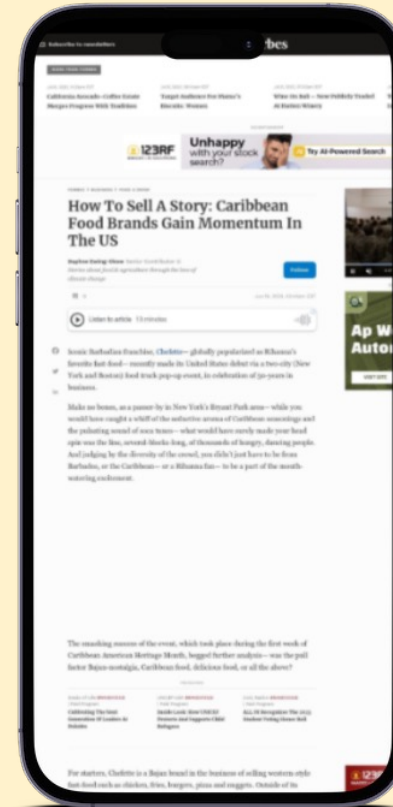
@takivah | TikTok
Likes: 7,314
Comments: 145
Views: 84.4k

@itsshaykeliz_ TikTok
Likes: 2,670
Comments: 71
Views: 26.9k



BTMI X JETBLUE | PR COVERAGE

Outlet	Impressions	Value
BizToc	31,159	\$0
Bossip	696,215	\$6,439
Caribbean Journal	512,600	\$4,741
Caribbean Journal	313,081	\$2,895
For Immediate Release	803	\$7
Forbes	1,822,435	\$674,301
Gossip Bucket	15,580	\$144
LinkedIn	7,752,027	\$71,706
Mashed	191,039	\$70,684
PIX11	52,500	\$19,425
Recommend	26,916	\$221
Secret NYC	847,296	\$7,837
SFGate	375,143	\$138,803
The U.S. Sun	968,939	\$358,507
Travel + Leisure	307,231	\$113,675
Travel Market Report	125,100	\$1,157
Travel Market Report	125,100	\$1,157
Travel Market Report	125,100	\$1,157
Travel Off Path	97,500	\$36,075
Travel Pulse	598,300	\$5,534
Travel Weekly	855,700	\$7,915
TravelPulse	598,300	\$5,534
TravelPulse	598,300	\$5,534
WXIR 100.9	2,400	\$22



TRAVEL
PULSE



TRAVEL+
LEISURE

Forbes

BARBADOS



BTMI X JETBLUE NYC POP UP



BTMI X JETBLUE BOSTON POP UP



BTMI X JETBLUE MEDIA EVENT



Thank you

