1/26/10 BDA MEETING AGENDA

1. Dive Marketing Committee Update
   • Booking Engine & New Website Update (launch marketing & rebate)
   • Schedules and Online Components in Scuba Diving, Sport Diver, Dive Training & Dive Center Business Magazines
   • New HD Video Shoot (in Progress, roughly 50% shot, awaiting funds)
   • Dive Retailer iPod/Booking Engine Launch Promotion (50 iTouches, pre-loaded booking engine w/content)

2. 2009 Dive Symposium Recap (see Report)

3. DEMA 2009 Recap (see Report) & DEMA 2010 Las Vegas - Booths Available


5. Marine Parks Update

6. Shark Feeding Issue at Tiger Beach

7. Out Islands Contributions to BDA:
   Co-Development of Rebate Module ($5,000)
   Out Islands FAM During Symposium ($5,000)
   Flights to Out Islands Promotion & Other Co-Op

8. Business Surveys & Performance Index Surveys

9. Elections, Vice-President, President, Director #1, Director #2 (if quorum present)

10. Other Business
    •
    •
    •
    •
V. 2009/2010 MEDIA PROGRAMS SUMMARY

Dive Training Magazine BMOT & Co-Op Programs:

- The Bahamas as dominated both the consumer and dive retail publications, reaching effectively the entire dive retailer, instructor, and new diver market with a branding message.
- Due to the low cost of the ad pages, The Bahamas is able to run large, high impact media.
- This publication is the only magazine that’s respected, and highly valued among the dive retailers, instructors, and new divers.
- Bahamas will run in a total of 14 pages of ads. Other added values items were included, such as web advertising in Dive Training and DCB.

Scuba Diving Magazine BMOT & Co-Op Programs:

- This magazine produces the highest conversion rate for The Bahamas, and highlights of the presentation include:
  - 85,000 ABC audited circulation. The only magazine in the industry with this ‘paid requested’ status as opposed to association circulation.
  - Creative advertising options were presented that were very impressive, including 4 insertions, 2 of the 2/3rds ads spread across the masthead and two fill pages. Plus full online element of campaigns and promotions.
  - Giving co-op partner's a rate of $450 net instead of $900 net (each issue)
  - Innovative Mr./Ms. Bahamas write-in web-based contest where the winners will be sent to the Bahamas on a vacation, and then become a spokesperson for the Bahamas a consumer shows and other events.
    1. Each contestant needs to submit a head shot, underwater photo of themselves, bio and why they should win (also including why its better/bigger in the Bahamas)
    2. Judges (Ashley, DB, TS) will choose winner first of November
    3. Winner will then get a press release on ScubaDiving.com
    4. Bahamas will fly winner to and from the destination and different events, and the user can blog about it on ScubaDiving.com’s forum/community
  - 2 month Destination of the Month (DOM)
  - 1X Custom eNewsletters to 60,000 opt-in divers
  - Sept 28, 2009 custom (first come first serve), materials due no later than September 7 (Used to promote DOM)
Sport Diver Magazine BMOT & Co-Op Programs:

- 8 pages of Advertising Supported by Destination Editorial Support
  - Giving co-op partner’s a rate of $900 net instead of $1,800 net (each issue)
- Update our video/online Virtual Destination Tour
- 1x Custom eNewsletter to 60,000 opt-in divers
- 12 months Bahamas Tourist Board eBrochure (Sport)
- Inclusion in 1x monthly Depth-Finder eNewsletters (Scuba)
- Scuba Skyscraper Banner (728 x 90) 50,000 impressions
- 2 Co-Branded Wallpapers on Scuba for 12 months
- Online Travel Packages
Discover Our Diversity

Nov 8th and 12th, 2009, Nassau, Bahamas

2009 Diving Symposium
Nassau, Bahamas Nov 8 to 12

2009 Post Event Report
Submitted by William Cline for the Dive Marketing Committee

BAHAMAS DIVING ASSOCIATION
Event Co-Sponsor
www.BahamasDiving.com

Event sponsorship provided by The Bahamas Ministry of Tourism. www.bahamas.com

AGENCY FOR THE BAHAMAS MINISTRY OF TOURISM, DIVE MARKETING COMMITTEE:
Cline Group Advertising • Dallas & Ft. Lauderdale • 1740 Air Park Lane • Plano, Texas 75093
Ph: 972-267-6700 • Fax: 972-267-6770 • www.clinegroup.net • Email: bda@clinegroup.net
2009 DIVE SYMPOSIUM EVENT REPORT TABLE OF CONTENTS

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II. Event Attendee List ............................................................... 4
III. Post-Event Survey Results ....................................................... 5
IV. Survey Open-Ended Comments .................................................. 7
2009 POST-EVENT REPORT

I. Event Overview & Executive Summary:

The 2009 Dive Symposium was a fantastic success, both in terms of logistics, attendees, and execution. The attendees were screened from a total of over 200 applicants for the event, selecting the top travel sellers to invite.

• Each attendee paid $99 for the four day event. Airfare was paid for up to $200, as well as accommodations and diving for the event.

• A total of 66 attendees from the US, Canada, Brazil, and Hong Kong travelled to Nassau for the 2009 Dive Symposium.

• Attendees were introduced to an overview of the islands, plus shown the new booking engine and new high-def dive videos.

• Attendees were offered the option of staying in Nassau, or traveling to Abaco, Andros, Bimini, or Eleuthera.

• All attendees were able to dive either in the out islands or on Nassau with either Stuart Cove’s or Bahama Divers.

• Closing ceremonies including a special video presentation showing several of the new dive videos that have been shot in high-def.

• All attendees were sent a post-event survey and results are included.

• Post-Event Calculations have the event generating over $824,000 in 2010 bookings for the Bahamas.
# BDA DIVE SYMPOSIUM 2009

## Attendee List

<table>
<thead>
<tr>
<th>Company</th>
<th>First Name</th>
<th>Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Force E Scuba</td>
<td>Skip</td>
<td>Commagere</td>
</tr>
<tr>
<td>Force E Scuba</td>
<td>Cathy</td>
<td>Commagere</td>
</tr>
<tr>
<td>Atlantis Divers</td>
<td>Zane</td>
<td>Frye</td>
</tr>
<tr>
<td>Atlantis Divers</td>
<td>Susan</td>
<td>Hayworth</td>
</tr>
<tr>
<td>Aquatic Obsessions</td>
<td>Cindy</td>
<td>Whitaker</td>
</tr>
<tr>
<td>Front Range Dive</td>
<td>Jerry</td>
<td>Losasso</td>
</tr>
<tr>
<td>Front Range Dive</td>
<td>Margerite</td>
<td>Losasso</td>
</tr>
<tr>
<td>Dive Utah</td>
<td>Gregory</td>
<td>Adams</td>
</tr>
<tr>
<td>Dive Utah</td>
<td>Alene</td>
<td>Park</td>
</tr>
<tr>
<td>CD Services</td>
<td>Yip</td>
<td>Kwok-fai</td>
</tr>
<tr>
<td>CD Services</td>
<td>Hung</td>
<td>Siu-Lai</td>
</tr>
<tr>
<td>Assoc Group Travel</td>
<td>Mark</td>
<td>Ewing</td>
</tr>
<tr>
<td>Dive &amp; Fly</td>
<td>John</td>
<td>Stephen</td>
</tr>
<tr>
<td>Aqua Illusions</td>
<td>Edgar</td>
<td>McClain</td>
</tr>
<tr>
<td>Scuba Systems</td>
<td>Lawrence</td>
<td>Boucha</td>
</tr>
<tr>
<td>Rods Reef</td>
<td>Rodney</td>
<td>Danielson</td>
</tr>
<tr>
<td>Captain Dales</td>
<td>Dale</td>
<td>Bennett</td>
</tr>
<tr>
<td>Amigos do Joe</td>
<td>Wagner</td>
<td>Botero</td>
</tr>
<tr>
<td>Adventure Travel</td>
<td>Christian</td>
<td>Dimitrius</td>
</tr>
<tr>
<td>Unidad Franquia Narwhal</td>
<td>Roberto</td>
<td>Parola</td>
</tr>
<tr>
<td>Vectra Travel</td>
<td>Rodrigo</td>
<td>Guimaraes</td>
</tr>
<tr>
<td>Vectra Travel</td>
<td>Felipe</td>
<td>Massari</td>
</tr>
<tr>
<td>Staff Divers</td>
<td>Ludey</td>
<td>Palmero</td>
</tr>
<tr>
<td>Aqua Dive</td>
<td>Robert</td>
<td>Zwirn</td>
</tr>
<tr>
<td>Diving College</td>
<td>Rodrigo</td>
<td>Bittencourt</td>
</tr>
<tr>
<td>Mundo Natural</td>
<td>Cassio</td>
<td>Gouveia</td>
</tr>
<tr>
<td>Mundo Natural</td>
<td>Gabriel</td>
<td>Game</td>
</tr>
<tr>
<td>Arriba Tur e Representa</td>
<td>Sandro</td>
<td>Cesar</td>
</tr>
<tr>
<td>Arriba Tur e Representa</td>
<td>Flavio</td>
<td>Laura</td>
</tr>
<tr>
<td>Dive Tech</td>
<td>Carlos</td>
<td>Trujillo</td>
</tr>
<tr>
<td>Mergulhe</td>
<td>Alcides</td>
<td>Falaneghe</td>
</tr>
<tr>
<td>Scuba Point</td>
<td>Daniel</td>
<td>Fernandes</td>
</tr>
<tr>
<td>SSI Brazil</td>
<td>Marcus</td>
<td>Werneke</td>
</tr>
<tr>
<td>Scafo Mergulho</td>
<td>Helio</td>
<td>Rodriguez</td>
</tr>
<tr>
<td>Tripping Viagens</td>
<td>Paulo de</td>
<td>Tharso</td>
</tr>
<tr>
<td>Narwhal Center</td>
<td>Roberto</td>
<td>Mana</td>
</tr>
</tbody>
</table>

## Out Island Participants

<table>
<thead>
<tr>
<th>Event</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bimini</td>
<td>Sea Dragons</td>
</tr>
<tr>
<td></td>
<td>Michael Masloski</td>
</tr>
<tr>
<td>Andros</td>
<td>Diveconcierge.com</td>
</tr>
<tr>
<td></td>
<td>Devon Grimme</td>
</tr>
<tr>
<td>The Dive Shop</td>
<td>Steve Lunsford</td>
</tr>
<tr>
<td>United Divers</td>
<td>Daniel Turner</td>
</tr>
<tr>
<td>Sea Odyssea Scuba</td>
<td>Penelope Whyte</td>
</tr>
<tr>
<td>Sea Odyssea Scuba</td>
<td>David Townsend</td>
</tr>
<tr>
<td>Dive The World</td>
<td>Susan Copelas</td>
</tr>
<tr>
<td>Adirondack Scuba</td>
<td>Randi Ball</td>
</tr>
<tr>
<td>Adirondack Scuba</td>
<td>Julie Staubach</td>
</tr>
<tr>
<td>Tarpon Lagoon</td>
<td>Valerie Kevorkian</td>
</tr>
<tr>
<td>Green Turtle</td>
<td>Woods &amp; Water</td>
</tr>
<tr>
<td></td>
<td>Edward Ciesla</td>
</tr>
<tr>
<td>Gulf Coast Divers</td>
<td>James Yarbrough</td>
</tr>
<tr>
<td>Oklahoma Scuba</td>
<td>Lea Ann Hughes</td>
</tr>
<tr>
<td>Rock Sound, Eleuthera</td>
<td>Caylpo Scuba Center</td>
</tr>
<tr>
<td></td>
<td>Joanna Gower</td>
</tr>
<tr>
<td>The Dive Shop Georgia</td>
<td>Bruce Klein</td>
</tr>
<tr>
<td>Dive Haven</td>
<td>Jack Burton</td>
</tr>
<tr>
<td>DSC Divers</td>
<td>George Krampetz</td>
</tr>
<tr>
<td>Ocean Pro Dive</td>
<td>Kenneth Hays</td>
</tr>
<tr>
<td>Greensboro Scuba</td>
<td>Grant Dawson</td>
</tr>
<tr>
<td>Macs Sports</td>
<td>Matthew Glime</td>
</tr>
<tr>
<td>The Dive Shop Arkansas</td>
<td>Ryan Huszar</td>
</tr>
<tr>
<td>Jim Coopers Scuba</td>
<td>James Cooper</td>
</tr>
<tr>
<td>Tackle Shack</td>
<td>Jimmy Levine</td>
</tr>
<tr>
<td>Piscies School</td>
<td>Joanna Weiser</td>
</tr>
<tr>
<td>Piscies School</td>
<td>Donald Able</td>
</tr>
<tr>
<td>Discovery Scuba</td>
<td>Carey Jarvela</td>
</tr>
<tr>
<td>Next Generation</td>
<td>Jeffrey Bozanic</td>
</tr>
<tr>
<td>Under Sea Adventurers</td>
<td>Beverly Jobin</td>
</tr>
<tr>
<td>Under Sea Adventurers</td>
<td>Katherine McCutcheon</td>
</tr>
<tr>
<td></td>
<td>Clarence McCutcheon</td>
</tr>
</tbody>
</table>
III. Post-Event Survey Results

Surveys were sent to all participants, and the results are listed as follows:

<table>
<thead>
<tr>
<th>1. What best describes your business:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answer</td>
</tr>
<tr>
<td>No answer</td>
</tr>
<tr>
<td>Dive Retailer (1)</td>
</tr>
<tr>
<td>Travel Agent (2)</td>
</tr>
<tr>
<td>Travel Wholesaler (3)</td>
</tr>
<tr>
<td>Media Supplier (web, print, video, press, etc) (4)</td>
</tr>
<tr>
<td>Other (5)</td>
</tr>
</tbody>
</table>

As evident, dive retailers, were predominately in attendance.

<table>
<thead>
<tr>
<th>4. Have you ever been diving in the Bahamas before the Symposium?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answer</td>
</tr>
<tr>
<td>No answer</td>
</tr>
<tr>
<td>Yes (Y)</td>
</tr>
<tr>
<td>No (N)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. Did the Symposium help your understanding of the various types of diving offered and different islands within the Bahamas?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answer</td>
</tr>
<tr>
<td>No answer</td>
</tr>
<tr>
<td>Yes (Y)</td>
</tr>
<tr>
<td>No (N)</td>
</tr>
</tbody>
</table>

Q6. How much, in total gross dollars (including air, hotel, diving, etc.), have you booked to The Bahamas since attending the Symposium? (Calculated) $45,139

Q7. In your estimation, how much, in total gross dollars, do you anticipate booking divers to travel to the Bahamas through the end of 2010? (Calculated) $824,357
Q8. How do you rate the following for the Symposium?

<table>
<thead>
<tr>
<th>Evaluation Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>met my expectations</td>
</tr>
<tr>
<td>4.3</td>
</tr>
</tbody>
</table>

Summary: As evident, the attendees were very pleased overall, as the average was 4.50 out of 5 possible points. The highest scores were given for the diving and dive operators, the lowest was for logistics. Should be noted that about 20 participants were stranded in Orlando for 7 hours due to a Bahamas Air mechanical issue.
IV. Post-Event Survey Results - Open Ended Comments

The following unedited comments were given when asked if they wanted to comment on anything about the vent:

2. Be exposed to more than just the resort.

4. Before the symposium, I forgot about the Bahamas as a dive destination. I’ve been focused on 'big' trips like the Red Sea and Asia. The symposium let me rediscover the ease of North American travel and explore world-class dives which are practically in my backyard. I definitely plan to schedule open water completion trips to the Bahamas throughout the winter.

5. It reconnected me with Nassau and opened my eyes to the possibilities of booking not only groups but individual travelers.

7. It’s Magic down there!

8. With a 7 hour delay in our start the and the bad weather we made the

9. The Bahamas never ceases to astonish me in its diversity. My thanks to Beth, a job well done. ps. the planes hydraulics wasn’t your fault.

10. The symposium was a fantastic event to help me see the true value of bringing my dive groups to the Bahamas! The Bahamas really weren’t on my "radar" prior to this event. Because of the symposium, I will be returning with several groups to dive with the dive operations that I was able to connect with, and (more important) dive with during the symposium. I look forward to learning more about the Bahamas and your out islands next year!

11. "The Bahamas Dive Association and Dive Symposium did an incredible job of putting together an enjoyable yet informative dive week filled with helpful people ready to answer any and all questions that were brought up and were open to suggestions!

13. I was disappointed that we did not get a presentation of the Sheraton where we stayed. It was scheduled for a couple of times but no-one ever showed. I would also liked to have seen some lower priced lodging
because my customers are farmers and not in to spending large amounts.

14. I had a fantastic time experiencing Nassau and Andros! Can’t wait to come back. Next year, the schedule could be a bit more relaxed and those involved could communicate a lot better.

15. we want to know more about the rundown or arrangement provided or any changes should be informed timely

17. close proximity (Atlanta-Nassau) to a location tends to lead one to overlook those destinations, or perceive them as being less exotic than other locations, however, this trip shows that I couldn’t have been more wrong: The Bahamas offers World-Class hospitality and SCUBA Diving.

18. My experience with the Dive Symposium was outstanding. Everyone who was involved went out of their way to make sure was receiving the best of service and attention. When I was unable to dive in Abaco because of weather, William Cline requested I stay one extra day to dive with Stuart Cove’s. This was greatly appreciated and will be remembered when it is time to book a trip to the Bahamas.

20. First, I would like to thank the Bahamas Dive Symposium for inviting me. I certainly learned a lot from the experience and will use the information to book future trips. Fortunately, my travel on Spirit Airlines, Tampa, FL was smooth and uneventful. Majestic Tours was prompt and courteous. My room at the Sheraton was great! I have never slept in a bed that FABULOUS in a hotel before! The food was fair and very expensive for the average consumer. Would like to have had more Bahamian entrees available.

The Opening Ceremonies were a bit choppy. I felt lost not knowing anyone’s name but recognized a few faces, just coming from DEMA. So maybe supplying name tags next year would be a consideration. I stayed in Nassau and was picked up by Stuart Cove’s Monday morning. Even though the weather wasn’t cooperating, we had a great day of 3 dives incl a grilled lunch. Stuart dove and interacted with each of us. His staff is SUPERB in all aspects.
Tuesday we were picked up by Bahama Divers. Wow! Big disappointment. Sites were barren of sea life! Staff is friendly and knowledgeable but their boats are awful. Unsafe ladders without handrails, nasty fumes, water in cooler was tepid, no snacks...will not book with them on group trip. After our 2 am dives we came back to the Poop Deck for lunch which was good. At that time we all decided that we would rather go back to the hotel and nap rather than go back out...uh oh! I NEVER turn down a dive!

Wed we were able to go back out with Stuart Cove’s for 2 am dives and then the Shark Adventure after another great grilled lunch. This is a TOP NOTCH operation he has grown. It is huge but runs like a well oiled machine. My hat is off to him and Michelle. He gave us complimentary Shark feeding videos and pics. I am very appreciative to him for the way he and his staff graciously accompanied all of us. Now I know why he is such a ‘celebrity’.

If I am invited back next year, I will book with an out island for that different dive experience. Again, thank you for the invitation and I hope to see you soon.

21. The professional networking opportunities presented at the Bahamas Dive Symposium provided reinforcement of the learning experiences provided by the symposium. I consistently enhanced my knowledge of the Bahamas dive product and diversity of that product from the questions presented by other attendees and the responses to those questions.

I applaud the efforts of the Minister of Tourism and all those involved with responding to the challenges of the incoming flight that was delayed for seven-plus hours from Orlando and for adding the dives at Stuart Coves’ on the last day for the out-island participants. All of us that run trips clearly understand the logistics and additional work load involved in “making this happens.” We recognize and appreciate this extra efforts.
DEMA 2009 POST-SHOW REPORT

Submitted by William Cline for the Dive Marketing Committee

Final Report
PRELIMINARY 2009 DEMA SHOW REPORT TABLE OF CONTENTS

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II. Bahamas DEMA Photos............................................................. 5
I. Show Overview & Executive Summary:

DEMA was well attended in Orlando, with an estimated 10,000 attendees during the four-day dive-industry only event. The Bahamas unveiled the first ever double-dive high-def video banner that was displayed literally at the entrance of the show.

The show’s first ever Video Banner, accompanied our 60’ Shark Banner branded with the campaign in progress, capitalizing on the ‘big animals” found in the waters of The Bahamas.

The Aisle banners and layout were again complimented by our unique “Androsia Explosion,” a look we created unique to the Bahamas presence at the show.

- The Bahamas Aisle was the #1 location in the show for Travel. As soon as an attendee registered, they literally walked into our aisle. See photos.

- As a result, all the operators on the aisle this year had unprecedented sales. Post-show extrapolations from the exhibitor surveys show $84,027 in hard confirmed booking were realized, or 115 divers booked at the show.

- Soft bookings, that is reservations that are expected to convert into bookings were tallied at $362,533, or 787 divers.

- We distributed approximately 1,000 DVDs at the show.
The Bahamas Aisle enhanced our overall theme this year with two new color banners, accented with the Branding of the ad campaigns, and focusing on the “It’s Bigger In The Islands Of The Bahamas” marketing program launched in 2009.

As will be seen in the included photos, the aisle was spectacular in looks and terms of color, as we utilized over 500 pieces of Androsia decor for the entire “Native Bahamian” theme we have created and utilized for several shows. The Androsia ‘waterfalls of fabrics’ were suspended from the ceiling, and hung on all four corners of the aisle. All our decor is handmade by Androsia just for the dive shows.

This year we made history at the DEMA show, as we unveiled a 10’ x 13’ unique and powerful high-def video projection banner. A special 90 second video loop was created and ran continuously on the video banner.

The Bahamas also partners with Google Earth and held a conference where we unveiled the new Bahamas / Google Ocean’s partnership to enrich Google Earth’s Ocean Layer within the Bahamas.

Due to savvy booth bidding, The Bahamas section enjoyed the top location in the entire show, being located at the entrance to the show.
II. Bahamas DEMA Photos:
Bahamas Dive Booking Engine
Instructions & Contracts for Use
Dear BDA Members,

As some of you might know, we have been working for many months (BDA and BMOT) together on a joint dive activities booking engine. We have been testing for the last few weeks and believe we are ready to launch the engine to the public.

The booking engine is very unique:

1. It allows all BDA members to load their diving, snorkeling or other watersports activities and sell them individually, or with a hotel package.

2. There are two options for managing the inventory;
   - Option A: You can contract with USA Travel in Ft. Lauderdale to manage all your inventory for a flat 7% commission plus any credit card or transaction fees charged by the credit card processors. This option requires a 12-month commitment; with no opt out option once you contract. However, this option is the easiest if you're not web savvy or have dedicated staff to manage your inventory. For comparisons, Expedia or Travelocity charge up to 30% for the same thing, so this is an amazing deal and we RECOMMEND everyone initially for the first year, at least, use this option for inventory management. Because USA Travel is an ARC accredited travel agency, they have contracts with major carriers to the Bahamas, and can book air packages as well.
   - Option B: You can manage the inventory yourself at NO cost, other than any normal credit card processing fees. If you choose this option, you will be responsible for all inventory management and updates to the engine, as well as contacting all customers to confirm and verify travel plans.

3. If you choose to manage the inventory yourself, you will need to set up an online payment processing account with Authorize.net. (here is the link for our engine: https://ems.authorize.net/oap/home.aspx?SalesRepID=63&ResellerID=14307)

4. Included is a booking agreement with USA Travel, should you elect to go with the managed booking option.

5. Please notify me of your intentions with the engine, ALL OPERATORS ARE REQUESTED TO MAKE A DECISION AND RESPOND ASAP.

6. If you choose to manage your own inventory, I will issue you your login credentials to be able to add content. However, we will be doing a teleconference training session at roughly noon on Jan 26th, during the BDA Member meeting scheduled for Jan 26th 11am, Bahamas Ministry of Tourism offices, Freeport, GBI.

I look forward to everyone’s response and seeing everyone in Freeport if not in person, via Teleconference Broadcast. Details of the broadcast will be sent prior to the meeting.
The dive activities and package booking engine has several key features that each operator needs to understand and set-up for proper function, including:

- Ability to sell diving, snorkeling or other watersports activities offered.
- Ability to sell diving and hotel packages in any combination
- Ability to offer an instant rebate on a package or activity.
- Ability to set-up travel sellers and offer them a commission on any package or activity.
- Ability to generate booking reports
- Ability to set-up a mini-booking engine on your own website that only displays your specific inventory
- Ability to update your daily water conditions or other news via a feed on BahamasDiving.com

The following are basic set-up instructions for the engine, unless you opt to have USA Travel manage all your inventories, which we highly recommend for all BDA members. The engine is fairly straightforward, but does require a lot of time to manage the inventory and keep it updated.
Dive Operator Set-Up and Inventory Management Instructions:

The Following Instructions are for SELF-MANAGED Inventory. Should you choose to manage your own inventory, you are also ASSUMING 100% LIABILITY FOR ALL ERRORS, RATE ADJUSTMENTS, INVENTORY AVAILABILITY AND ERROR OR OMISSIONS on your part. This is very important this engine is LIVE and public. If you selected to have USA Travel manages your inventory and booking for the flat 7%, then you can communicate with Beth regarding your packages and disregard this document.

SELF-MANAGED Inventory Management:

1. Click on “Operator Login” at the top of the page on www.bahamasdiving.com

2. You login is your company’s email, and password is issued by William Cline (engine administrator), once you have signed a SELF-MANAGED contract for inventory management with the BDA.

3. The main control panel will appear that will allow for all inventory management, with options as follows:
   a. Manage Activities; Add Scuba Diving, Snorkeling Etc. This is activities only, since or multiple day packages, but activities only.
   b. Manage Packages; Add hotel packages that INCLUDE Scuba Diving, Snorkeling Etc. activities.
   c. Manage Daily Reports; this option allows reporting for possible booking or past bookings.
   d. Manage Vouchers; This is where all vouchers will be displayed for any bookings. Each booking generates a voucher for verification of booking. Vouchers are ONLY sent once the booking is approved (as long as off line bookings are specific).
   e. Travel Resellers; This is how to managed travel sellers like travel agents and dive retailers. Each package or activity can be commissionable to pre-set-up travel sellers. Furthermore, travel sellers can be given special links that only display a given dive operators inventory.
f. My Profile: At the top of the page is the link to ‘My Profile’ where an operator can manage several aspects:
   i. Change the login email, password
   ii. Specify the Authorize.net account info for online transactions
   iii. Locate the code for iframe technology allowing for placing a small booking frame on each member’s website.
   iv. Identify each operator’s unique booking code that can be given to travel sellers or placed in email or other locations, that only displays a given operator’s inventory.
4. Manage Activities Set-Up:

a. As evident, indicate the activity, Island is pre-filled in, start date and end date are obvious. Prices, duration, time, again simple. Inventory is if you want to limit the number participants on a single excursion, then enter a number, otherwise ‘99’ and ‘99’ will allow for unlimited bookings on a given day and trip.

b. Rebate info; this field is ONLY if you have been given a specific number of rebates or you wish to offer a rebate YOURSELF on a package. This is an INSTANT rebate and the amount is applied to the total.
d. Commissionable to Travel Sellers: If you wish to offer a portion of the sales amount to travel sellers as commissionable booking, then check this and indicate the AMOUNT of the activity that is commissionable.

d. Commissionable to Travel Sellers:  
   Dollar Amount of Price That’s Commissionable for Adult: 105  
   Dollar Amount of Price That’s Commissionable for Child: 105

e. Cut Off Date: is if you want to have a minimum time between booking and actual participation (in the above example, 1 day).

f. Upload images to represent the experience

h. Then complete contact info and description for the experience.
i. Is Active; if you want this to be displayed in the inventory on the engine, click this option.

j. Is booking Online?; if you have configured your Authorize.net account info, click this for LIVE ONLINE Bookings WITH NO APPROVAL process needed. Otherwise, if this is not selected, you will be notified of a booking and need to APPROVE the booking and run the customer credit card manually.

k. Is Hot Deal? ; Check this if the activity is less than 30 days from expiration, or a special deal. Note – ANY HOT DEALS are SUBJECT to removal by administrator.
5. Manage Package Set-Up:

   a. As evident, indicate the Package name, Island is pre-filled in, start date and end date are obvious. Indicate valid dates or duration of package.

   b. Add Activities; If you have loaded activities, you will have several activity options for this package. In this case, this package includes a daily am 2-tank morning dive.
d. Package prices are indicated are per person, and set-up as follows:

![Package Price Setup]

- **Price Name:** 2 Divers Sharing One Room
- **Price:** $850.00
- **Persons:** 2
- **Package Total:** $1,630.00
- **Description:** Package includes breakfast daily, 5 nights accommodations at the Sheraton Nassau Beach Hotel, round trip transfers from the hotel to the dive shop, 3 days of AM 2-Tank diving, with tanks and weights provided. Plus a free 2-Tank Shark Adventure Dive Trip, and a free online shark awareness certificate.
- **Rebate Amount:** 0
- **Rebate Start Date:**
- **Rebate End Date:**
- **No. Of Rebates Offered:**
- **No. Of Rebates Left:**
- **Commissionable to Travel Sellers:**
- **Is Active:**

![Cut Off Date]

e. Price Name; Name this what the pricing structure might be, in this case, ‘2 Divers Sharing One Room’ but can be any you choose, such as Single Diver, Triple Divers, or One Diver and One Non-Diver sharing a room.
g. Nearest Airport; This is for the air request form, should your customers need help with air.

<table>
<thead>
<tr>
<th>2 Divers Sharing One Room</th>
<th>815.00</th>
<th>2</th>
<th>1630.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nearest Airport:</td>
<td>NAS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upload Images:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choose File</td>
<td>no file selected</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Only .jpg, .gif or .png images and size should not exceed 2.5 x 2.1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upload Images:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choose File</td>
<td>no file selected</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Only .jpg, .gif or .png images and size should not exceed 2.5 x 2.1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel Description: (Max. 500 characters)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

h. Upload Images; self-explanatory.

i. Hotel Description; self explanatory

k. Cut Off Date: is if you want to have a minimum time between booking and actual participation.

l. Commissionable to Travel Sellers; If you wish to offer a portion of the sales amount to travel sellers as commissionable booking, then check this and indicate the AMOUNT of the activity that is commissionable.

m. IsActive; if you want this to be displayed in the inventory on the engine, click this option.

n. Is booking Online?; if you have configured your Authorize.net account info, click this for LIVE ONLINE Bookings WITH NO APPROVAL process needed. Otherwise, if this is not selected, you will be notified of a booking and need to APPROVE the booking and run the customer credit card manually.

o. Is Hot Deal? ; Check this if the activity is less than 30 days from expiration, or a special deal. Note – ANY HOT DEALS are SUBJECT to removal by administrator.
6. Daily Reports; Self Evident, viewable online as well as Excel Exportable

7. View Orders and View Vouchers, again self-evident and how to view orders and approved orders, vouchers.
9. Travel Resellers;

10. There are two classification of Travel Sellers;
   a. Preferred Resellers; Set up by the admin and designed for major wholesalers or retailers that might sell many different dive operators in the Bahamas. Percentage is pre-specified by engine administrator.
   b. Regular Reseller – Dive Operator controlled vendors that can be set-up by each individual operator. Percentage of commission is specified in this page.
12. Profile Set-up: This area controls a variety of information about each operator as shown:

<table>
<thead>
<tr>
<th>My Profile</th>
<th>Welcome Brendal Stevens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dashboard &gt;&gt; Manage Profile</td>
<td></td>
</tr>
</tbody>
</table>

- **Dive Company Name:** Brenda's Dive Center International
- **First Name:** Brendal
- **Last Name:** Stevens
- **Country:** Bahamas
- **Island:** Abacos
- **Email:** brendal@brendal.com
- **Password:** ***************
- **Password Question:** What is the last name of your favourite musician?
- **Password Question Answer:** pop
- **Upload Logo:** BrendalLogo.png
  (Only .jpg, .gif or .png images and size should not exceed 3.1 x 1)

**Display Iframe Codes**

- **Your Website Unique URL:** http://www.bahamasdiving.com/index.aspx?RID=49
- **Authorize Dot Net Log-ID:**
- **Authorize Dot Net Transaction Key:**
- **Phone:** 242 365-4411
- **Domain Name (if applicable):** http://www.brendal.com
- **Daily Content:** We offer many resort-based dive operations...
- **Weather Conditions:** 0

13. Detail is as follows:

   a. operator name, contact person, email, login, password and password recovery question, and logo are all self-evident.
b. iFrame code; this button opens a box that indicates the code to place this engine on each dive operator website, and will only display each operator’s individual inventory:

![iFrame Code]

**READY TO USE IFRAME CODES**

How to use: This is ready to used iframe code. Copy code shown in textboxes and paste it into your webpage/HTML file. You can also email this code on registered email ID by pressing “Email me this code” button. Height and Width can be modified in the code as per the requirements.

**iFrame Preview (Compact Version):**

![Compact Version]

**Book Now:**

- Choose By Island (optional)
- Select Departure Date (optional)
- Choose By Dive Operator (optional)
- Search
- Hot Deals
- Advanced Search

Not sure where to go? Just slide “Search” or “Hot Deals” and browse!

**iFrame Preview (Full Version):**

![Full Version]

**Dive Operator’s Information**

- Company Name: Your Company Name will come here
- Email: Your Email will come here
- Island Name: Your Island Name will come here
- Phone: Your Phone number will come here

(Company Logo will come here)

c. 

   i. There are two versions of the iFrame code, larger and smaller compact engine, as specified on the pop-up page. This is designed for cut and paste use into an html web page or sent to a webmaster.

d. Authorize.net; This area is where an operator account info is entered once an account is set up with Authorize.net for an online payment gateway. This process is a bit complicated so please feel free to email William Cline about how to complete this setup. Do not enter ANYTHING in these fields unless specified by Authorize.net.

Agency for the BDA/BMOT Dive Account:
William Cline / Cline Group [www.williamcline.com](http://www.williamcline.com) william@williamcline.com
BDA P.O. Box 21707, Ft. Lauderdale, FL 33334 • FAX 954-337-3881
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e. Daily content and weather info; These fields display should someone click on each operator’s link on the website as follows:

   Daily Content: Visit our website for current specials and deals!

   Weather: Find us on http://www.Facebook.com/StuartCoveDiveBahama,
   Conditions: http://www.youtube.com/stuartCoveDiveBahama

   << Back

f.
g. This content can be updated each day if needed, and include links or photo links.

Please feel free to email me if you have any questions, William@williamcline.com

William Cline
Booking Engine System Administrator
Contract for Online Inventory Management on BahamasDiving.com and its associated online properties:

This agreement is for managing online inventory on BahamasDiving.com and its associated online properties for a flat 7% of total booking package price sold, plus any credit card fees or transaction fees.

Dive Operator Name: _________________________ Location: _____________________

Contract Details:
All inventory will be managed by USA Travel, A Licensed Florida Travel Agency under the below terms:

1. **BDA Member Website**: USA Travel will manage all inventory, including but not limited to diving and watersports activities and hotel packages on the BDA website engine, bahamasdiving.com and related extensions.

2. **iFrame Technology**: The booking engine will be placed in a small compact format on the contracted operator’s website. All inventories will be managed on this mini-booking engine as well in the same manner and nature as the main booking engine on BahamasDiving.com.

3. **Travel Sellers Commissions**: Above named contracted operator may elect to pay travel commissions to another party, such as dive retailer, travel agent or wholesaler. All commissions paid are in addition to the 7% fee as outlined. For instance, should a dive retailer book a trip, and they are an authorized commissionable company for 10%, the total paid for the booking will be 10% plus 7% (plus any credit card or transaction fees charged by banks) for the booking.

4. **Payment Disbursements**: All funds will be collected by USA Travel and dispersed to the contracted operator within 30 after the travel is completed and verified, less commissions and transaction or credit card fees charged by the merchant services provider (Authorized.net and Wachovia Bank FL).

5. **Operator Responsibilities**: Contracted operator has the responsibility of communicating rate changes, available inventories and generally responding to USA Travel’s agents in a timely manner for activity and package bookings.

6. **Customer Dispute/Refund Procedure**: 20% of all funds up to $5,000 will be held in a ‘refunds’ bank account specifically for the purpose of customer disputes or requesting refunds. Said $5,000 will be held on behalf of the operator for the term of
contracted agreement. At termination of this agreement, said $5,000 will be refunded to the contracted operator.

7. **Term of Agreement:** This agreement is for 12 months, commencing on the day of this agreement. Renewal is automatic and will be affected for another 12-month term unless contracted operator notifies USA Travel 30 days before the expiration date of this agreement.

8. **Competitive Rates Agreement:** Operator hereby agrees to offer the lowest rates and packages available to USA Travel and update said agent whenever rates are increased or reduced, keeping inventory on the booking engine as up to date as possible at all times.

9. **Termination of Agreement:** Due to the extensive set-up time in loading all packages and activities on behalf of a dive operator/resort combination, this contract will remain in place for a minimum of 9-months from the date of execution. Cancellation must be provided in writing to the BDA & USA Travel in writing (via email or fax) 30-Days prior to the 9-Month cut-off date.

The Bahamas Diving Association thanks you for your support and we look forward to working together to help bring divers to your operation.

Sincerely,

William Cline
Agent for the Bahamas Diving Association
Bahamas Ministry of Tourism’s Dive Marketing Committee
Authorized Agent for The Bahamas Diving Booking Portal:
USA Travel
Beth Watson-Jones
Phone: 954-462-3400
Fax: 954-462-4100
PO Box 21766
Ft Lauderdale, FL 33335

Dive Operator
Authorized Signature: _________________________ Date: ________________________
Contract for SELF MANAGE Online Inventory Management on BahamasDiving.com and it's associated online properties.

Dive Operator Name: _________________________ Location: _____________________

Contract Details:
All inventory will be managed by above entity under the below terms:

1. **BDA Member Website**: Dive Operator above will manage all inventory, including but not limited to diving and watersports activities and hotel packages on the BDA website engine, bahamasdiving.com and related extensions.

2. **iFrame Technology**: The booking engine can be placed in a small compact format on the contracted operator’s website. All inventories will be managed on this mini-booking engine as well in the same manner and nature as the main booking engine on BahamasDiving.com.

3. **Travel Sellers Commissions**: Above named contracted operator may elect to pay travel commissions to another party, such as dive retailer, travel agent or wholesaler. All commissions paid are responsible by the above operator.

4. **Payment Disbursements**: All funds collections from clients are totally responsible by dive operators. Should operator elect to set-up online payments on Authorized.net, operator is responsible for all fees and transaction charges associated with such account.

5. **Operator Responsibilities**: Dive operator has the responsibility of maintaining rate changes, available inventories and generally responding to consumer’s requests for bookings in a timely manner for activity and package bookings.

6. **Customer Dispute/Refund Procedure**: Dive operator is fully responsible and **ASSUMING 100% LIABILITY FOR ALL ERRORS, RATE ADJUSTMENTS, INVENTORY AVAILABLELY, ERRORS OR OMISSIONS** on the booking engine. Furthermore, all refunds and/or disputes are between you and customers or travel sellers. BahamasDiving.com, the BDA and/or BMOT assume **NO LIABILITY** for self-managed inventory or your bookings.

7. **Term of Agreement**: This agreement is for 12 months, commencing on the day of this agreement. Renewal is automatic and will be affected for another 12-month term unless contracted operator notifies BahamasDiving.com or the BDA 30 days before the expiration date of this agreement.

8. **Competitive Rates Agreement**: Operator hereby agrees to offer the lowest rates and packages available on BahamasDiving.com and update inventory and rates whenever rates are increased or reduced, keeping inventory on the booking engine as up to date as possible at all times.
9. **Termination of Agreement:** Operator may terminate their ability to sell via BahamasDiving.com AT ANY TIME, as long as all outstanding bookings are fulfilled as booked. Please notify BahamasDiving.com or the BDA in writing via email or fax should you wish to withdraw from the booking engine.

10. **Approval of Inventory:** All inventory loaded on the engine may be subject to removal or suspension by engine administrator, should inventory violate terms of agreement, or member not be in paid, good standing with the BDA. Furthermore, rebates and/or hot deals are subject to terms and conditions as specified by the engine administrator.

11. **Rebates and Hot Deals:** Rebate programs and Hot Deal offerings are subject to terms and conditions of such offers. Unless superficially approved in writing, operator will be liable for any rebates listed, unless said rebate is authorized in advance by the engine administrator. Hot Deals are also subject to approval by engine administrator, but Hot Deals are designed for last-minute, 30 days or less specials for activities and hotel packages.

12. **Inventory Restrictions:** Inventory for the BahamasDiving.com booking engine is superficially for watersports, including scuba diving, snorkeling and related watersports, and associated hotel packages. Dive Operator is SPECIFICALLY EXCLUDED FROM OFFERING HOTEL ONLY PACKAGES WITHOUT SOME ELEMENT OF WATERSPORTS (Snorkeling or Scuba Diving) INCLUDED. This is a provision to keep BahamasDiving.com from competing with Bahamas.com for Hotel Only Packages.

The Bahamas Diving Association thanks you for your support and we look forward to working together to help bring divers to your operation.

Sincerely,

[Signature]

William Cline
Agent for the Bahamas Diving Association
BahamasDiving.com Booking Engine Administrator/Webmaster
Bahamas Ministry of Tourism’s Dive Marketing Committee

Dive Operator
Authorized Signature: _________________________ Date: ________________________

Agency for the BDA/BMOT Dive Account:
William Cline / Cline Group [www.williamcline.com](http://www.williamcline.com) [william@williamcline.com](mailto:william@williamcline.com)
BDA P.O. Box 21707, Ft. Lauderdale, FL 33334 • FAX 954-337-3881