

The Bahamas Ministry of Tourism & Tambourine

Company Name: *	The Bahamas Ministry of Tourism & Tambourine		
Contact Person: *	Adriana Suao	Title:	Sr. Vice President, Account Services
Email: *	adriana.suao@tambourine.com	Phone:	954.586.8786
Country: *	The Bahamas		
Is your company a CHTA member? *	Yes		
Nomination Category *	Social Responsibility		
Explain approach undertaken? *	<p>The Bahamas Ministry of Tourism partnered with Hidden Worlds, a pioneering “impactainment” company known for its purpose-driven events, to produce “Our Ocean, Our Future,” an eco-conscious and immersive art and dining experience using smell, sight, and sound to bring awareness to ocean conservation. The three-week “pop-up” event in Downtown Miami comprised a series of unique interactive daytime and evening experiences featuring fully immersive 3D projection mapping, 360-degree soundscapes, and original footage of The Bahamas. Guests were invited to explore the wonders of at-risk ocean ecosystems and their role as travelers in environmental conservation. To be responsible for a stretch of land and sea as beautiful, intricate, and diverse as the territory of The Bahamas is a great privilege. The event invited attendees to learn about the entities responsible for its protection, and the opportunities available for visitors to leave a lasting positive impact.</p>		
How are you measuring the success of your initiative? *	<p>One key success indicator was raising \$20,000 for our charity partner, "Beneath The Waves," supporting marine sustainability. We also used data analysis to improve our initiatives and tracked ticket sales, showing growing interest in our mission. Media coverage in 15 publications expanded awareness. Our success assessment combines financial milestones, data insights, ticket sales, and media recognition, all highlighting our commitment to sustainability.</p>		
What lessons have you learned? *	<p>The lessons we've learned are instrumental in our sustainability endeavors. First, sustainability education doesn't need to be dull; it can be engaging and fun. We've made it interactive, capturing the audience's interest. People want to live sustainably but lack guidance; bridging this gap is crucial. Lastly, in a world filled with greenwashing, authenticity, transparency, and concrete actions are vital to stand out. These lessons shape our sustainability advocacy, guiding our initiatives and inspiring us to push for a more sustainable world.</p>		
What role has innovation played in this initiative? *	<p>Innovation has driven our "Our World, Our Ocean" initiative, redefining how we approach environmental sustainability in travel. We aligned with changing travel trends, creating a deeply personal and immersive experience that connects travelers to sustainability. We showcased sustainable solutions through innovative mediums, from ocean-friendly dining to captivating art and local stories. Our forward-thinking approach also involved collecting first-party data to inform future initiatives, enhancing personalization and effectiveness. Through innovation, we</p>		

not only raised \$20,000 for Beneath The Waves but also successfully engaged travelers in the cause of marine conservation.

THE EVENT

The Bahamas Ministry of Tourism partnered with Hidden Worlds, a pioneering "impactainment" company known for its purpose-driven events, to produce "Our Ocean, Our Future," an eco-conscious and immersive art and dining experience using smell, sight and sound to bring awareness to ocean conservation.

The three-week "pop-up" event in Downtown Miami comprised a series of unique interactive daytime and evening experiences featuring fully immersive 3D projection mapping, 360-degree soundscapes, and original footage of The Bahamas. Guests were invited to explore the wonders of at-risk ocean ecosystems and their role as travelers in environmental conservation.



FOOD, DRINKS & DJ'S

Highlights of "Our Ocean, Our Future" included a series of sold-out dinners, each featuring ten ocean-positive courses crafted in partnership with celebrated Bahamian Chef Keyvn Pratt, whose dishes featured lionfish, an invasive species, and sustainably farmed mussels which play a role in keeping our waters clean and healthy. The accompanying custom cocktails were also a product of local Bahamian talent, Marv 'Mr. Mix' Cunningham, and featured traditional ingredients like soursop and mangrove honey.

The otherworldly underwater atmosphere created the perfect setting for an after-hours lounge experience with visuals synced to the music of Miami's top DJs.

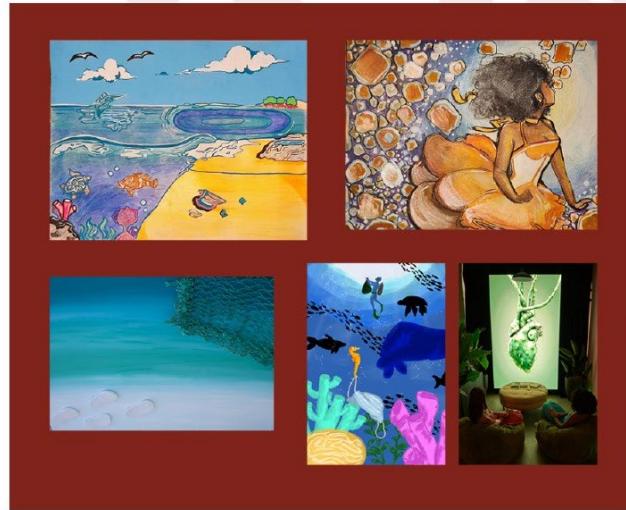


[Click to view experience](#)

ART INSTALLATIONS

Attendees enjoyed even more climactic scenery with art installations by famed Bahamian muralist, Angelika Wallace-Whitfield and AI Art powerhouse Seyhan Lee, who showcased an innovative coral experience.

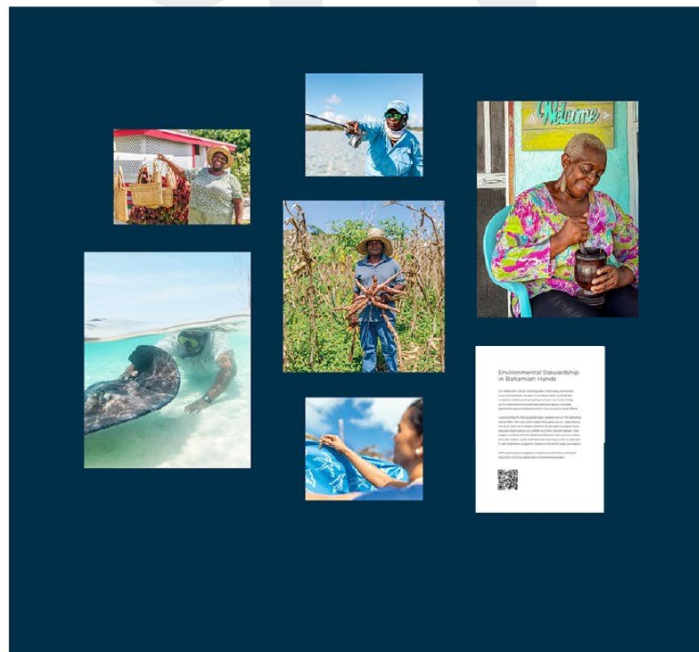
The inspiration continued with a gallery installation showcasing works by school children aged 13 to 18 from across The Bahamas—the winners of a contest that aimed to engage the next generation, combining passions for art and environmental conservation.



ENVIRONMENTAL STEWARDSHIP IN BAHAMIAN HANDS

An important focus of the event was to showcase how local Bahamians have taken on the responsibility of environmental stewardship.

Bahamian culture has always been inextricably connected to our environment, as seen in our straw work, our bush tea medicine, traditional sloop sailing and even our crafts. Today, as the importance of sustainable practices grows, everyday Bahamians play an important role in the country's overall efforts.



INTRODUCTORY VIDEO

The following video was storyboarded, scripted and produced for the event to inspire guests as they begin their immersive experience.



[Link to Video](#)



RESULTS

"Our Ocean, Our Future" was a resounding success, with sold-out dinner experiences during its three-week run, media coverage in 15 print and online publications, and close to \$20,000 raised for charity partners.

TICKET SALES

DAYTIME EXPERIENCE: **743**

DINNER & AFTER-HOURS EVENTS: **1,026**

SCHOOL TRIP TICKETS: **915**

First Party Data

Over **8,500 emails** were captured at the event to further remarket to potential travelers via e-mail, social media, and other digital channels.