



New Marketing Campaign Featuring Lenny Kravitz Invites Travelers to *Fly Away* to The Bahamas

NASSAU, Bahamas – Feb. 8, 2019 – A new, multi-channel creative campaign featuring Bahamian-American rock legend Lenny Kravitz reveals the authentic spirit of The Bahamas as a destination of adventure and discovery. Set to the lyrics of Kravitz’s hit song *Fly Away*, the [television commercial](#) and supporting marketing campaign capture his deep personal connection to The Bahamas, as well as the pure adrenaline rush of exploring the archipelago’s 100,000 square miles by boat and plane.

Written in The Bahamas, *Fly Away* was inspired by the islands’ white sand beaches, crystal-clear waters and countless summers the singer spent with his grandparents and mother, the Bahamian-American actress Roxie Roker. [Behind-the-scenes video](#) follows Kravitz around his home base of Eleuthera, where he records music, embraces island time and appreciates “this gift we were given. ‘Take your time’ is our call to arms,” he said.

The commercial underscores The Bahamas’ powerful appeal as a destination that inspires adventure and exudes a rock ‘n roll vibe. “The music represents not only the edgy independence of the Bahamian people, but also speaks to those who travel here for deep-sea fishing, shark diving and opportunities to embrace new discoveries,” said Mia Weech-Lange, Senior Director of Global Communications for The Bahamas Ministry of Tourism & Aviation.

In January, out-of-home advertising began with billboards in New York City, Atlanta, Miami, Fort Lauderdale, Orlando and Houston. The OOH tactics also include a subway station domination of Columbus Circle in New York City and a presence at Sawgrass Mall in Florida, as well as aboard Brightline passenger trains in South Florida. The media buy includes a mix of television, search, social, programmatic and display targeting prospective visitors where they consume news, entertainment and information.

Supporting digital content at www.bahamas.com/flyaway will allow The Bahamas Ministry of Tourism & Aviation to raise awareness of the destination’s many islands, which include Freeport, The Abacos, The Exumas, Andros, Bimini, The Berry Islands, Cat Island, Harbour Island and Eleuthera, Long Island, San Salvador, Rum Cay, Mayaguana, Inagua, Acklins, Nassau-Paradise Island and Crooked Island. The new hub draws visitors into island-specific microsites delivering inspiring vertical market video content on topics ranging from [island hopping](#) and boating to culture and cuisine, while simultaneously highlighting uniquely Bahamian experiences, places and personalities, such as [Lady Di](#) (aka Eleuthera’s “Pineapple Lady”), [Junkanoo](#) and the popular [People-to-People](#) program that matches visitors with local hosts.

“We are excited by this campaign and honored to partner with Lenny Kravitz. Our islands and his song fit perfectly together, allowing us to reach a broad new audience, especially digital content consumers, through authentic storytelling,” said Minister of Tourism Dionisio D’Aguilar.

“The Bahamas is absolutely inspirational. We know that and we believe this campaign demonstrates that to consumers in a true, direct way by sharing many of our people, their islands and their stories with the world. Setting it all to perfect music is icing on the cake,” said Director General Joy Jibrilu.

The Bahamas has been on a healthy, upward trend in international arrivals since October 2017 and closed 2018 strong. International arrivals increased 13 percent in October 2018 year-over-year, and future bookings continue to outpace the previous year. International air capacity grew by nearly 16 percent in October and scheduled direct flights have increased 15 percent since November. American Airlines, Delta, Silver Airways and Bahamasair have all expanded service from gateways including New York, Miami, Atlanta, Charlotte, Chicago and Houston. New and revitalized hotels, including Baha Mar, Atlantis Paradise Island, Lighthouse Pointe on Freeport, and Peace & Plenty on Great Exuma, among others, are contributing to the growing demand.

The campaign was created by Tambourine, a communications firm with specialization in destinations and hotel e-commerce. The [60 second spot](#), [30 second spot](#) and [behind-the-scenes interview with Lenny Kravitz](#) on Eleuthera can be viewed on [YouTube.com/VisitTheBahamas](https://www.youtube.com/VisitTheBahamas). ***High-resolution images and videos can be downloaded [here](#).

ABOUT LENNY KRAVITZ

Regarded as one of the preeminent rock musicians of our time, Lenny Kravitz has transcended genre, style, race and class over the course of a 20-year musical career. Reveling in the soul, rock and funk influences of the '60s and '70s, the writer, producer and multi-instrumentalist has won four consecutive Grammy® Awards, as well as set a record for the most wins in the Best Male Rock Vocal Performance category. In addition to his ten studio albums, which have sold 40 million worldwide, this multidimensional artist has segued into film, appearing as Cinna in the box-office hits, The Hunger Games and The Hunger Games: Catching Fire. Kravitz can also be seen in the critically-acclaimed films Precious and The Butler. His creative firm Kravitz Design Inc. touts an impressive portfolio of noteworthy ventures, with a range that includes hotel properties, condominium projects, private residences and high-end legendary brands like Rolex, Leica and Dom Perignon. Lenny recently released his eleventh full-length album, Raise Vibration.

ABOUT TAMBOURINE

Tambourine is transforming e-commerce for destinations and hotels. The firm has become an instrumental partner for elite hoteliers, resorts, and destinations seeking awareness, traffic and revenue. Headquartered in Fort Lauderdale, FL, with offices in Bogota, Colombia; New York City, NY; and Carlsbad, CA, Tambourine creates inspiring digital experiences and engaging campaigns that produce measurable results. Tambourine is celebrating its 34th year in business. For more information about Tambourine, visit www.Tambourine.com.

ABOUT THE BAHAMAS

Located just 55 miles off the coast of Florida, The Bahamas comprises more than 700 islands and cays, including 16 unique island destinations. World-class fishing, diving, and boating make The Islands of The Bahamas a favorite destination of families, couples and adventurers. Explore all the islands have to offer at www.bahamas.com and www.bahamas.com/flyaway, and on Facebook, YouTube and Instagram.

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PRESS INQUIRIES

Anita Johnson-Patty
General Manager, Global Communications
Bahamas Ministry of Tourism & Aviation
ajohnson@bahamas.com

Weber Shandwick
Public Relations
Bahamas@webershandwick.com