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Bahamas.com Wins 'Best In Class' at Interactive Media Awards

Nassau, The Bahamas: The official website of The Islands Of The Bahamas has been a hit with visitors, an achievement that has landed the destination the highest honor of the Interactive Media Awards.

Bahamas.com, which is the official Bahamas Ministry of Tourism and Aviation (BMOTA) site, has won the 'Best In Class' award in the category of Travel and Tourism.

The website represents the very best in planning and execution.

Officials at the BMOTA have been hard at work and now rely heavily on analytics to drive smart, data-driven decision making.

To assist with data collection, the Ministry has established a dynamic digital dashboard to see real time statistics like traffic to Bahamas.com and engagement on all social channels.

The website's dashboard also measures website visitors' clicks on deals to book as well as converting those clicks to hot leads for hotel properties.

Recently, officials added a commission-free, hotel book direct engine on Bahamas.com, powered by a company called JackRabbit.

For the period of December 1, 2017 to February 28, 2018, the "book now" links from individual hotels listed on Bahamas.com generated 5,040 leads directly to hotel partners.

"This shows that we are moving in the right direction," said Director General of Tourism Joy Jibrilu.

"The Islands Of The Bahamas has benefited greatly from our online presence and the world is certainly taking notice. We are going to continue utilizing the array of digital platforms to show the world what we have to offer and why it is better in The Bahamas."

Bahamas.com has seen significant increases in unique visitors and page views, according to officials.

Plans are also on the drawing board to continue to improve Bahamas.com by enhancing the site's capability for visitors to search for places to stay in The Bahamas.

The website will also expand individual property listings with larger imagery, videos, a map, relevant activities and Trip Advisor reviews.

Additionally, Bahamas.com won recognition by a very large and accredited organization within the web development industry called 'The Webby Awards'.

The organization boasted about The Islands of The Bahamas saying,

"Congratulations once again to you and your team on EDUCO's success as an Honoree in the 22nd Annual Webby Awards. Out of over 13,000 entries received from 70 countries and all 50 United States, your work was ranked among the top 18 percent by the academy. That's an incredible achievement!"

The Webbys is presented by the International Academy of Digital Arts and Sciences (IADAS)—a 2000+ member judging body. The Academy is comprised of Executive Members—leading Web experts, business figures, luminaries, visionaries and creative celebrities—and Associate Members who are former Webby Winners, Nominees and other Internet professionals.

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