



CASE STUDY

BAHAMAS.COM

**DESTINATION MARKETING
ORGANIZATION - TOURISM**

MAY 2016

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Destination Marketing Organization - Tourism

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DESCRIPTION

Bahamas.com is The Bahamas Ministry of Tourism's most valuable asset for helping people all over the world choose The Bahamas as their vacation destination. Tourism is the primary engine of growth for the small island nation's economy. Approximately 50% of people in The Bahamas are directly employed in tourism. Tourism also provides vital foreign exchange to the country.

In 2009, The Bahamas Ministry of Tourism (BMOT) was looking for a trusted technology partner to take over the support, maintenance and development of Bahamas.com. 3Connect Bahamas was selected over many large international agencies. Seven years later, we are still supporting & developing Bahamas.com and we have developed many associated tourism sites to support the growth of the tourism industry in The Bahamas.

WHAT THEY NEEDED



BMOT's objective in choosing 3Connect Bahamas was to ensure that it had a partner who could build Bahamas.com into a site that used the best technology and the most imaginative techniques to present dynamic information from all areas of The Bahamas. It was imperative that 3Connect Bahamas could assist BMOT in ensuring that the site presented the beauty, culture and history as well as the variety of experiences that the Islands of The Bahamas offers.

With offices in Nassau, Bahamas as well as distributed around the globe, we are positioned to help global clients solve the most challenging problems when it comes to web development. After being selected as its trusted technology partner, 3Connect Bahamas quickly went to work to put the required processes and structure in place to support Bahamas.com effectively.

Having a team of world-class Drupal developers and architects, 3Connect introduced best practices in Drupal development to BMOT. Our Drupal site development team has been focused on Drupal development, support, management and training for the past 10 years. Our Drupal team includes some of the most active contributors to the Drupal community who are passionate about technology and understand the open source CMS landscape.

Along with Drupal best practices, 3Connect introduced highly responsive, tightly managed, and transparent technical support service. Since inception, BMOT has had its own Account Manager at 3Connect, who has been focused on ensuring that technical services meet business requirements, managing every service request and managing the expectations of wider stakeholder groups. All service requests since inception have been managed in a self-service helpdesk tool, where communication on the resolution amongst 3Connect's





“3Connect has supported & continued to enhance innovation and best practice to Bahamas.com. The partnership has consistently identified ways to apply creativity, innovation and best practice to the Bahamas.com solution. It has been a valuable partnership for both parties and has resulted in a high performing, highly stable and secure site that The Bahamas has been able to rely on”

Caroline Moncur, Managing Director, 3Connect Bahamas.

team and support hours are on display to BMOT.

Over the course of our partnership with BMOT, we have developed innovative solutions to automate manual business processes and provide an enhanced site visitor experience. One of our innovative solutions for Bahamas.com was the development of a People-to-People system. This system automated a manual based program of matching local “Ambassadors” with tourists seeking a unique experience. Our system uses the principles of a dating site to match tourists’ gender, religion, education, profession and interests with the Ambassador. It has set The Bahamas apart from many other Caribbean destinations.

TECHNOLOGIES

Open Source CMS : Drupal

ABOUT 3CONNECT BAHAMAS

3Connect Bahamas is an IT and Business Consulting firm located in Nassau, The Bahamas. It is focused on online application development and management, document and knowledge management services, business process improvement and business intelligence.

3Connect Bahamas serves a diverse group of clients in the tourism, banking & finance and professional services industries.

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