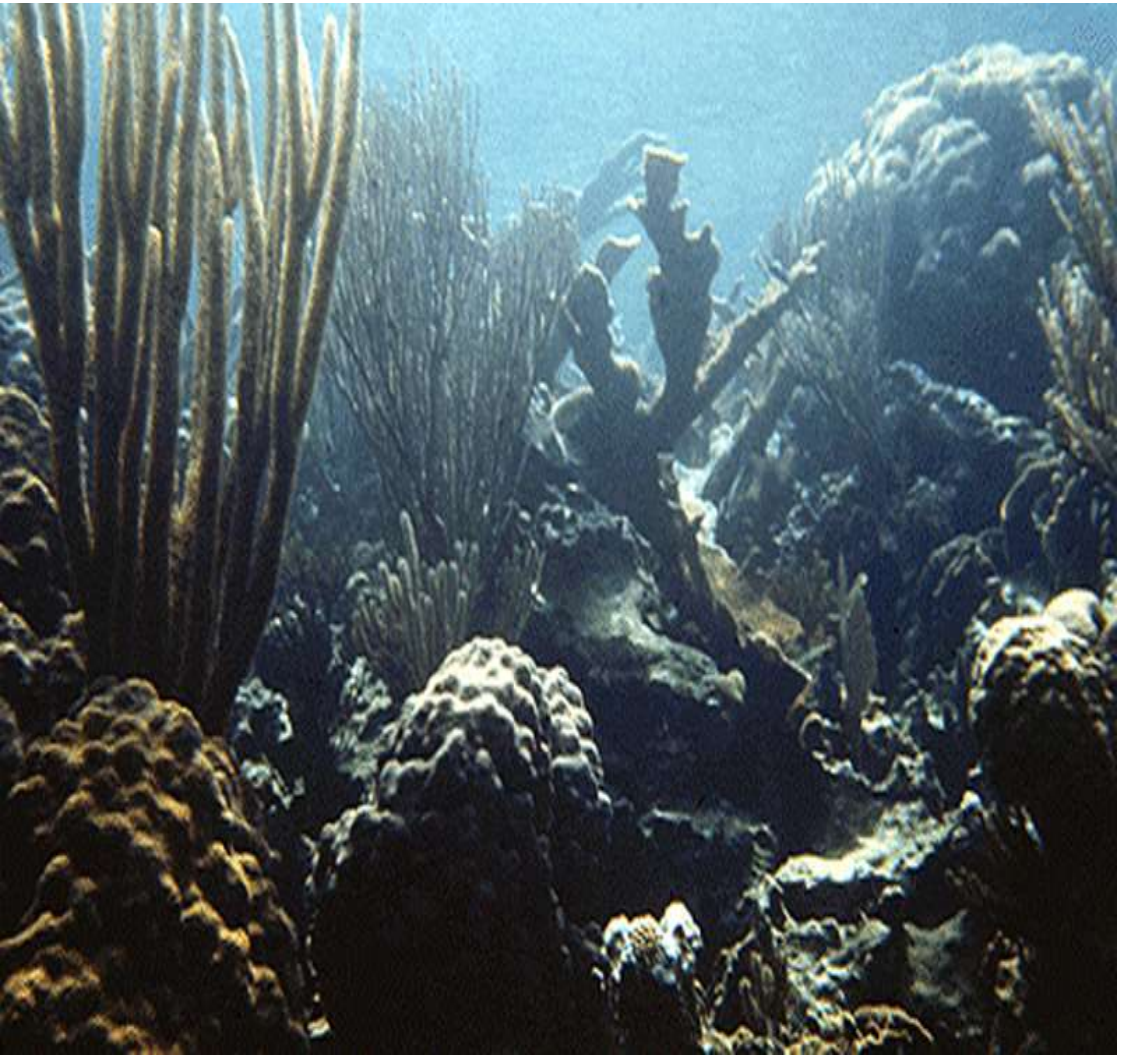


ANDROS



**RESEARCH AND STATISTICS DEPARTMENT
BAHAMAS MINISTRY OF TOURISM
2015**

The island of Andros is the largest island in the Bahamas and lies west of the island of New Providence and south of Bimini and the Berry Islands. It is approximately 2,300 sq. miles or 104 miles long and 40 miles wide.¹ The population of Andros is approximately 8,000 and is small compared to the size of the island.² Much of the water used in the island of New Providence and other islands in the Bahamas is barged in from the island of Andros.

The island of Andros has a rich history. Some of the residents of the island were descendents of Seminole Indians and Seminole Blacks who settled in Red Bays, Andros Island after migrating from Florida because of the oppression that they felt there. The talent of the people of Red Bay which includes many of these Seminole descendents is famous. Red Bays, Andros is known for its internationally renowned authentic basket weaving and wood carvings some of which are now on display in the Smithsonian.³ Many of the people in Red Bays live off the land by farming their own food, fishing and crabbing and following the traditions of their ancestors. In addition to the descendants of the Seminoles, the Mennonites out of the United States have set up a farm where they grow fruits and vegetables and make honey from the bees. The Mennonites also operate a carpentry shop where they build furniture, etc. and a mechanic shop where they fix cars.⁴

The island of Andros is not like any other island in the Bahamas. Visitors to the island have a plethora of activities that they can enjoy. They can go bone-fishing, diving, snorkeling, bird-watching, deep sea fishing, sailing, kayaking, windsurfing, or go on nature or eco-tours.

Andros is a sports enthusiast's paradise and is the ideal dream of the visitor who wants to escape from everyday life to a bone-fishing, diving, and snorkeling paradise. Andros is known as the "Bone-fishing Capital of the World." The bone-fishing flats of Andros are well known among the Fly Fishing aficionados and Anglers of the world and are thought to be some of the best for fly fishing and angling. Andros is also great for deep sea fishing. Fish like Wahoo, tuna, mahi-mahi, dolphin, marlin and snapper abound off the coast of Andros.⁵

In addition to the bone-fishing flats of Andros and the deep sea fishing opportunities that abound on the island, there are many underwater attractions that attract visitors to the island from all over the world. Visitors to Andros can dive in the beautiful underwater world and swim through the underwater caves of the island. The cerulean water off the island of Andros is the home of the third largest barrier reef in the world. This reef is resplendent with coral, sponges and underwater wildlife. The waters off Andros Island are also home to the Tongue of the Ocean (6,000 ft in depth and 100 miles long) which is a very deep canyon in the ocean floor between the islands of New Providence and Andros.⁶ The Andros Barrier Reef and the Tongue of the Ocean are spectacular sites to visit for divers who want to explore a whole new world under the sea.

Andros is an eco paradise for all of the eco enthusiasts who have already discovered the natural eco system of the island. In addition to the natural underwater eco-system Andros has blue holes, mangroves and marshlands all over the island. The island has

¹ www.bahamas.com/out-islands/andros & Wikipedia, the Free Encyclopedia

² Peter Douglas, Andros Tourist Office

³ Peter Douglas, Andros Tourist Office

⁴ Francia Oliver, former resident of Andros

⁵ www.bahamas.com/out-islands/andros

⁶ Wikipedia, the Free Encyclopedia

iguanas, wild boars, land crabs and a myriad of birds. Andros is also an ideal island to enjoy bird-watching. Birds like *flamingoes, hummingbirds, ibis, spoonbills, the Bahama Parrot, Woodstars, “the West Indian Woodpecker, Loggerhead Kingbird, LaSagre’s Flycatcher, the Great Antillean Pewee, the Bahama Swallow, the Bahama Mockingbird, The Red-legged Thrush, the Thick-billed Vireo, the Black-whiskered Vireo, the Olive-capped Warbler, Kirtland Warbler, the Bahama Yellowthroat, the Black-cowled Oriole, the Great Antillean Bullfinch, the Black-faced Grassquit, the Melodious Grassquit, the Least Grebe, Olivaceous Cormorant, the Flamingo, the Bahama Pintail, Osprey, Kestel, Sooty Tern, Roseate Tern, Noddy Tern, White Crowned Pigeon, Zenaida Dove, White-bellied Dove, the Key West Quail Dove, the Great Lizard Cuckoo, the Smooth-billed Ani and the Cuban Emerald Hummingbird”* can be discovered in the forests and near the mangroves in Andros.⁷

Andros is home to the International Field Studies Organization field station and the Atlantic Undersea Testing and Evaluation Centre (AUTEK). The International Field Studies Organization is a “public non-profit scientific and educational organization established in 1970.”⁸ The Forfar Research Field Station which is a part of the International Field Studies Organization is a field training facility for High-school and college students who are conducting field research in education and the sciences.⁹ “Andros provides an outstanding environmental setting for a weeklong (or longer) program. Studies such as marine biology, archeology, oceanography, botany, ornithology, ecology, tropical studies, etc. can be covered in a broad overview or broken into individual topics.”¹⁰ Andros is also home for the Atlantic Undersea Testing and Evaluation Centre (AUTEK) which conducts extensive underwater testing for the US Navy antisubmarine research programs.¹¹ Because of its natural eco-system and geological makeup Andros is also known to have the potential to be great as a carbon sink. Carbon sinks absorb CO₂ out of the atmosphere. Scientists are researching Andros’ potential as a carbon sink now.¹²

1. Why Did Stopover Visitors Come to Andros?

- Approximately three in every four (77%) stopover visitors came to Andros for a vacation;
- Approximately one in every ten (11%) stopovers came to Andros for other reasons;
- Approximately one in every thirty stopovers came to visit friends and relatives (3%) or came on a honeymoon (3%);
- Two percent (2%) of them came on a business trip.

⁷ www.smallhope.com/aboutandros.html & www.bahamas.com/out-islands/andros

⁸ www.intlfieldstudies.org

⁹ www.intlfieldstudies.org

¹⁰ www.intlfieldstudies.org

¹¹ Wikipedia, the Free Encyclopedia

¹² Peter Douglas, Andros Tourist Office

2. What Influenced Stopover Visitors to Visit Andros?

TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2015

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	<i>Andros</i>
Sports	9%	6%	10%	18%	46%
Beaches	69%	69%	69%	69%	44%
Climate	53%	56%	53%	46%	40%
Rest and Relaxation	45%	45%	46%	44%	32%
Friendly People	28%	28%	28%	30%	30%
Easy to Get to	22%	23%	22%	17%	17%
Other	10%	9%	7%	12%	17%
Safety of Islands	19%	17%	21%	21%	16%
Exotic Islands	14%	13%	12%	19%	16%
Never Been Here Before	24%	24%	31%	17%	14%
Friend recommended Bah.	11%	11%	9%	12%	10%
Hotel Facilities	24%	30%	16%	14%	9%
Best Value for Money	11%	9%	24%	5%	8%
Had Friends in Bah.	8%	8%	8%	10%	7%
Good Package Deals	18%	17%	39%	7%	5%
Wanted to Experience Culture	6%	6%	6%	5%	5%
Heard a lot about Bahamas	10%	11%	10%	8%	5%
Bahamas Website	2%	2%	3%	5%	3%
Travel Agent/TO	5%	5%	6%	5%	2%
Nightlife	4%	5%	3%	2%	1%
Casinos	9%	13%	5%	1%	1%
Saw Ad in Magazine	0%	1%	0%	0%	1%
Shopping	4%	4%	5%	3%	0%
Saw Ad on TV	3%	4%	1%	1%	0%
Junkanoo/Other Bah. Festival	1%	1%	1%	1%	0%
Non Response	5%	4%	7%	4%	3%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept., Bahamas Ministry of Tourism

- Stopover Visitors to Andros were influenced to visit the destination primarily because of the sporting attractions, beaches, climate, rest and relaxation and friendly people on the island;
- Roughly half (46%) the stopover visitors to Andros were influenced to visit the Bahamas because of the sporting activities available on the island;
- Approximately four in ten stopovers to Andros were influenced to visit because of the beaches (44%) and the climate (40%);
- Approximately three in ten stopover visitors to Andros were influenced to visit the Bahamas because of the rest and relaxation (32%) they wanted to experience and the friendly people (30%) on the island;
- Approximately one in six stopovers to Andros were influenced to visit because of the ease of getting to the island (17%), the perceived safety of the destination (16%) and because the islands were thought to be exotic (16%).

3. What Activities Did Visitors Intend to Do While in Andros?

**ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS
ISLANDS OF THE BAHAMAS
2015**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	<i>Andros</i>
Go Bonefishing	4%	2%	3%	12%	56%
Enjoy Beaches	84%	83%	89%	84%	52%
Rest and Relax	71%	73%	76%	63%	42%
Go Snorkeling	36%	32%	34%	49%	37%
Go Diving	9%	7%	8%	16%	23%
Go on Island Tour	16%	13%	23%	22%	10%
Go Birdwatching	3%	3%	3%	4%	8%
Go Deep Sea Fishing	5%	4%	5%	11%	6%
Shop	28%	29%	39%	16%	4%
Go Sailing	7%	6%	7%	12%	2%
Go to Casinos	16%	20%	19%	2%	2%
Go to Junkanoo/Oth.	4%	4%	4%	3%	0%
Go Golfing	6%	5%	6%	10%	0%
Other Activities	7%	7%	7%	5%	3%
Non Response	5%	4%	7%	4%	2%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept., Bahamas Ministry of Tourism

- Stopover visitors to Andros primarily wanted to go bone-fishing, enjoy the beaches, rest and relax, go snorkeling, and go diving;
- Sporting activities in Andros were of particular interest to visitors to the island and were among the top activities that visitors intended to do while in the destination. One of the primary activities that visitors to the island intended to do while in the destination was go bone-fishing. Roughly, six in ten (56%) stopover visitors to Andros intended to go bone-fishing while on the island. Other sporting activities on the island like snorkeling, diving, and deep sea fishing were also key activities that visitors to Andros wanted to do. Roughly, four in ten (37%) stopovers wanted to go snorkeling, approximately two in ten (23%) wanted to go diving and approximately one in every fifteen (6%) intended to go deep sea fishing. Two percent (2%) of the stopovers intended to go sailing;
- Approximately half (52%) the stopover visitors to Andros intended to enjoy the beaches and four in ten (42%) intended to rest and relax;
- The island of Andros is an Eco-Tourism paradise. Some stopover visitors to the island that already knew this, wanted to go bird watching. Approximately, one in every ten (8%) stopovers intended to go bird-watching while they were in Andros.

4. When Did the Stopover Visitors to Andros Make Their Reservations?

WHEN DID YOU MAKE YOUR RESERVATIONS STOPOVER VISITORS 2015

	All Bah.	Nassau/P.I.	Grand Bah.	Out Isl.	<i>Andros</i>
Same Week of Travel	5%	5%	4%	6%	5%
Same Month of Travel	15%	16%	14%	13%	12%
1 to 3 Months Before Travel	44%	47%	47%	36%	44%
4 to 7 Months Before Travel	26%	24%	28%	29%	28%
8 to 12 Months Before Travel	6%	6%	5%	10%	8%
More than 12 months Before Travel	1%	1%	1%	3%	1%
Non-Response	2%	2%	1%	5%	1%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept., Bahamas Ministry of Tourism

- Stopover visitors to Andros primarily booked their reservations anywhere from the same month of travel to seven months in advance of travel.
- Approximately one in ten (12%) stopovers to Andros booked their reservations the same month of travel. Roughly, four in ten (44%) stopovers booked their reservations one to three months before travel and approximately three in every ten (28%) booked their reservations four to seven months in advance of travel to the island. Approximately one in ten (8%) stopovers to Andros booked their reservations eight to 12 months in advance of travel.

5. Did Stopovers Use an Online Service to Book Their Reservations to Andros?

DID YOU USE AN ONLINE SERVICE TO BOOK ANY OF YOUR RESERVATIONS ISLANDS OF THE BAHAMAS 2015

	All Bahamas		Nassau/P.I.		Grand Bahama		Out Islands		Andros	
	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014
Used Online Service	67%	64%	66%	62%	74%	72%	65%	64%	61%	58%
Did Not Use Online Service	32%	36%	34%	38%	25%	26%	33%	35%	38%	41%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept., Bahamas Ministry of Tourism

- Stopover visitors to Andros used three primary methods of booking their reservations to Andros: online bookings, travel agents, and/or directly via phone.
- The percentage of stopover visitors using online services to book their reservations online increased from 52% in 2013 to 58% in 2014 to 61% in 2015. In 2015, approximately six in ten (61%) stopover visitors to Andros used an online service to book some or all of their reservations to the island.

a) Which Online Services Were Used Most by Stopover Visitors to Andros?

**MOST POPULAR ONLINE BOOKING SERVICES USED
ANDROS
2015**

Watermakersair.com	Aircanada.com
Expedia.com	Atlantis.Com
Frontierstravel.com	Bahamas.com
Jetblue.com	Bahamasair.com
Delta.com/deltavacations.com	Booking.com
Angleradventures.com	Bookit.com
Sandals.com	Kayak.com
Orbitz.com	Priceline.com
Aa.com	Smallhope.com
IFS	Travelocity.com
United.com	Westjet.com
Totaltravelmarine.com	
Ba.com/britishairways.com	
Vrbo.com	
Cheapoair.com	
Usairwaysvacations.com	

This list is not all-inclusive of every online service used.

Source: Immigration Cards and Tour Media Exit Survey, 2015

- Andros has a limited amount of international flights into the island and for this reason, many visitors who want to go to the island have to travel through Nassau/Paradise Island first where they often have to overnight before heading to Andros. For this reason, there are many online services used by visitors to Andros that also make Nassau/Paradise Island bookings too.
- Some of the popular online services included Watermakersair.com, Expedia.com, Frontierstravel.com, Jetblue.com, Delta.com/deltavacations.com, Angleradventures.com, Sandals.com, Orbitz.com, and AA.com.

6. Did Stopover Visitors to Andros Use a Tour Operator/Travel Agent to Book Any of Their Reservations?

**ISLANDS OF THE BAHAMAS
USE OF TRAVEL AGENT
2015**

	All Bahamas		Nassau/P.I.		Grand Bahama		Out Islands		Andros	
	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014
Used Travel Agent	30%	31%	27%	32%	37%	34%	32%	26%	23%	18%
Did Not Use Travel Agent	69%	68%	72%	67%	62%	65%	65%	73%	75%	80%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept., Bahamas Ministry of Tourism

- Approximately two in ten (23%) stopover visitors used a travel agent to book some or all of their reservations to Andros.
- Some stopovers to Andros who used tour operators/travel agents used the following: AUTEK (a Research facility), American Express Travel, IFS, etc.

7. What Electronic Media Did Stopover Visitors to Andros Use Most When Planning Their Vacation?

- The majority (87%) of stopover visitors used the Internet as the electronic media most frequently used when planning their vacation.

8. What Were the Favorite TV Stations Watched by Stopovers to Andros?

TOP 20 FAVORITE TELEVISION NETWORKS/STATIONS ISLANDS OF THE BAHAMAS 2015

Bahamas		% Informants	Andros		% Informants
1	ESPN	21%	ESPN	26%	
2	ABC	20%	CBS	16%	
3	NBC	19%	CNN	14%	
4	CNN	16%	NBC	13%	
5	HBO	14%	ABC	12%	
6	CBS	14%	FOX	12%	
7	HGTV (Home & Garden Network)	13%	HBO	8%	
8	FOX	10%	FOXN	7%	
9	TNT	7%	BRAVO	7%	
10	FOOD (Food Network)	7%	TNT	6%	
11	DISC (Discovery Channel)	7%	PBS(Public Broadcasting Station)	6%	
12	FOXN	6%	HIST(History Channel)	5%	
13	BRAVO	5%	USA	5%	
14	USA	5%	DISC (Discovery Channel)	5%	
15	TLC (The Learning Channel)	5%	Other Sports Networks	4%	
16	E! (E! Entertainment)	4%	HGTV (Home & Garden Network)	4%	
17	HIST(History Channel)	4%	E' (E! Entertainment)	4%	
18	SHW (Showtime)	4%	Other Movie Networks	4%	
19	LIFE (Lifetime)	3%	TWC (The Weather Channel)	3%	
20	TBS	3%	MSNBC	3%	
Nassau/P.I.		% Informants	Grand Bahama		% Informants
1	ESPN	22%	HBO	19%	
2	ABC	21%	NBC	18%	
3	NBC	20%	ABC	17%	
4	CNN	17%	HGTV (Home & Garden Network)	16%	
5	HBO	14%	ESPN	15%	
6	CBS	14%	CBS	15%	
7	HGTV (Home & Garden Network)	12%	CNN	13%	
8	FOX	10%	FOOD (Food Network)	8%	
9	TNT	7%	FOX	7%	
10	FOOD (Food Network)	7%	DISC (Discovery Channel)	6%	
11	DISC (Discovery Channel)	6%	TNT	6%	
12	FOXN	6%	USA	5%	
13	BRAVO	6%	CBC (Canada)	4%	
14	TLC (The Learning Channel)	5%	BRAVO	4%	
15	USA	5%	FOXN	4%	
16	E! (E! Entertainment)	4%	TLC (The Learning Channel)	4%	
17	SHW (Showtime)	4%	Other Sports Networks	4%	
18	LIFE (Lifetime)	4%	SHW (Showtime)	4%	
19	HIST(History Channel)	4%	A & E (Arts & Entertainment Network)	4%	
20	DSNY (Disney Channel)	3%	LFMN (Lifetime Movie Network)	3%	

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept. Ministry of Tourism

- The favorite television stations of stopover visitors to Andros were ESPN, CBS, CNN, NBC, ABC, and FOX.

- Approximately one in every four (26%) stopovers to Andros indicated that ESPN was their favorite television station and approximately one in every six (16%) indicated that CBS was their favorite. Approximately one in every seven indicated that CNN (14%) and NBC (13%) were their favorite stations.

9. What Time Were Stopover Visitors Most Likely to Watch Television?

- Stopover visitors to Andros were most likely to watch television between the hours of 7:00 am to 7:59 am and 6:00 pm to 10:59 pm at night. The hour of 8:00 pm to 8:59 pm was of course the most popular time; approximately half the (49%) stopovers watched television during that time.

10. Did Stopover Visitors Use Print Media When They Were Planning Their Vacations?

- Approximately two in ten (19%) stopover visitors to Andros used print media when they were planning their vacations.
- Of the stopover visitors to Andros who used print media to plan their vacations, approximately four in ten (41%) used newspapers and approximately three in every four (74%) used magazines.

**PRINT MEDIA USED MOST FREQUENTLY WHEN PLANNING A VACATION
ISLANDS OF THE BAHAMAS
2015**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	<i>Andros</i>
Newspapers	36%	37%	36%	34%	41%
Magazines	69%	68%	65%	75%	74%
Other Print Media	8%	8%	8%	7%	7%

Stopover visitors to the Bahamas were more likely to use magazines when planning their vacations than newspapers. Non Response has been factored out of the responses. Source: Tour Operator and Media Exit Survey 2015

11. Use of Newspapers

- Although only 19% of stopover visitors to Andros used print media when they were planning their vacations, roughly six in ten (56%) stopovers to Andros read newspapers for their personal enjoyment and edification. Some of these newspapers would have been online newspapers.

TOP 20 FAVORITE NEWSPAPERS READ BY VISITORS ISLANDS OF THE BAHAMAS 2015

Bahamas		% Informants	Andros		% Informants
1	New York Times	25%	New York Times	55%	
2	USA Today	25%	Wall Street Journal	36%	
3	Wall Street Journal	16%	USA Today	24%	
4	Other	9%	Washington Post	10%	
5	Washington Post	8%	Boston Globe	7%	
6	New York Post	7%	New York Post	7%	
7	Daily News	6%	Toronto Star	5%	
8	Toronto Star	6%	Miami Herald	4%	
9	Globe & Mail	5%	Daily News	3%	
10	Boston Globe	4%	Atlanta Journal Constitution	3%	
11	Times	4%	Chicago Tribune	3%	
12	Post	3%	Dallas Morning News	3%	
13	Miami Herald	2%	Globe & Mail	3%	
14	Atlanta Journal Constitution	2%	Houston Chronicle	2%	
15	Newsday	2%	Times	2%	
16	Chicago Tribune	2%	New York Daily News	2%	
17	New York Daily News	2%	Post	1%	
18	Dallas Morning News	2%	Denver Post	1%	
19	Sun/The Sun News	1%	Charlotte Observer	1%	
20	Orlando Sentinel	1%	Financial Times	1%	
Nassau/P.I.		% Informants	Grand Bahama		% Informants
1	New York Times	26%	USA Today	22%	
2	USA Today	25%	New York Times	18%	
3	Wall Street Journal	16%	Wall Street Journal	13%	
4	Other	9%	Other	12%	
5	Washington Post	9%	Daily News	8%	
6	New York Post	8%	Washington Post	7%	
7	Daily News	7%	Toronto Star	6%	
8	Toronto Star	6%	Times	5%	
9	Globe & Mail	5%	New York Post	5%	
10	Boston Globe	5%	Globe & Mail	4%	
11	Post	5%	Sun/The Sun News	3%	
12	Times	3%	Miami Herald	3%	
13	Newsday	3%	Winnepeg Free Press	2%	
14	New York Daily News	3%	Boston Globe	2%	
15	Chicago Tribune	2%	La Press (Montreal, Quebec)	2%	
16	Atlanta Journal Constitution	2%	Calgary Herald	1%	
17	Dallas Morning News	2%	Atlanta Journal Constitution	1%	
18	Miami Herald	2%	Dallas Morning News	1%	
19	Sun/The Sun News	1%	National Post	1%	
20	Orlando Sentinel	1%	Ottawa Citizen	1%	

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept. Ministry of Tourism

- More than half (55%) the stopovers to Andros read the New York Times, and roughly four in ten (36%) read the Wall Street Journal.

12. Use of Magazines

TOP 20 FAVORITE MAGAZINES READ BY VISITORS ISLANDS OF THE BAHAMAS 2015

Bahamas		% Informants	Andros	% Informants
1	People	24%	Fly Fishing	31%
2	Better Homes & Gardens (BHG)	16%	National Geographic (Explorer)	15%
3	In Style	11%	New Yorker	12%
4	Good Housekeeping	11%	Salt Walter Fisherman	12%
5	National Geographic (Explorer)	10%	Fly Fisherman	11%
6	Men's Health	10%	Conde Nast Travel	11%
7	Cosmopolitan (Cosmo)	9%	People	11%
8	Food & Wine	9%	Economist	9%
9	Sports Illustrated	9%	Time Magazine	8%
10	Glamour	8%	Food & Wine	8%
11	Time Magazine	8%	Sports Illustrated	8%
12	Bon Appetit	8%	Bon Appetit	7%
13	Southern Living	8%	Better Homes & Gardens (BHG)	7%
14	Reader's Digest	7%	Architectural Digest	6%
15	Architectural Digest	7%	Golf	6%
16	O (Oprah)	6%	Vanity Fair	6%
17	Conde Nast Travel	6%	Travel & Leisure	6%
18	Travel & Leisure	6%	Forbes	5%
19	Other Magazines	6%	Golf Digest	5%
20	Woman's Day	5%	Southern Living	5%
Nassau/P.I.		% Informants	Grand Bahama	% Informants
1	People	25%	People	26%
2	Better Homes & Gardens (BHG)	16%	Better Homes & Gardens (BHG)	22%
3	In Style	12%	Good Housekeeping	14%
4	Good Housekeeping	11%	Cosmopolitan (Cosmo)	12%
5	Men's Health	11%	National Geographic (Explorer)	11%
6	Sports Illustrated	10%	Food & Wine	9%
7	National Geographic (Explorer)	10%	Reader's Digest	9%
8	Cosmopolitan (Cosmo)	9%	Glamour	9%
9	Food & Wine	9%	In Style	9%
10	Time Magazine	8%	Men's Health	8%
11	Glamour	8%	Woman's Day	8%
12	Bon Appetit	8%	Southern Living	8%
13	O (Oprah)	7%	O (Oprah)	7%
14	Southern Living	7%	Other Magazines	7%
15	Architectural Digest	7%	Time Magazine	7%
16	Reader's Digest	7%	Shape	6%
17	Travel & Leisure	6%	Bon Appetit	6%
18	Other Magazines	6%	Travel & Leisure	6%
19	Conde Nast Travel	6%	Economist	5%
20	US/US Weekly	6%	Conde Nast Travel	5%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept. Ministry of Tourism
Percentages based on informants who read magazines.

- Although only 19% of stopover visitors to Andros used print media when planning their vacations, approximately six in ten (62%) stopovers read magazines for their enjoyment or personal edification.

- Andros is known for bone fishing and it is also an Eco Tourism paradise; so it is not surprising to see magazines about fishing and nature among the top 20 magazines read by stopovers to the island.
- Some of the most popular magazines read by stopover visitors to Andros were about fishing and included: Fly Fishing, Salt Water Fisherman, and Fly Fisherman. Roughly, three in ten (31%) stopovers to Andros read Fly Fishing magazine and approximately one in ten read Salt Water Fisherman (12%) and/or Fly Fisherman (11%);
- Nature and travel magazines were also popular magazines for stopover visitors to Andros who read National Geographic Explorer (15% of them), Conde Nast Travel (11% of them) and Travel and Leisure (6%);
- Approximately one in ten read the New Yorker (12%), and People (11%) magazines.
- Upscale magazines about money/finance (e.g. The Economist, Forbes), food (e.g. Food and Wine, Bon Appetit), home and garden (Better Homes and Garden) lifestyles (e.g. Southern Living), and popular leisure activities for high income individuals (e.g. Golf, Golf Digest) were also among the top 20 magazines for stopover visitors to Andros.

13. What Were the Top Compliments & Complaints Given by Visitors to Andros?

TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS ANDROS ISLAND

TOP 6 COMPLIMENTS		TOP 6 COMPLAINTS	
	2015		2015
General	41%	Roads/Traffic (neg.)	15%
People	22%	Environment (neg)	12%
Scenery/Sightseeing	10%	People (neg)	12%
Sports	6%	Prices (neg)	12%
Can't Wait to Come Back	6%	Development (neg)	6%
Hotel	5%	Frontier Formal (neg)	6%
No. of Comments	116	No. of Comments	18

Source: Tour Operator and Media Exit Survey 2015.

- The top compliments about Andros included general things, the people, scenery/sightseeing, sports, can't wait to come back and the hotels. Approximately four in ten (41%) compliments received about the island were general positive things. Approximately two in ten (22%) compliments received about Andros were about the people on the island.
- The top complaints about Andros included the roads/traffic, environment, poor attitudes of some of the people, high prices, development and frontier formalities. Approximately one in seven complaints received about Andros from stopover visitors were about the roads (15%). Approximately one in ten complaints received was about the environment (12%), the people (12%), and the high prices (12%).

14. How Did Stopover Visitors Rate Their Product Experiences?

PRODUCT SATISFACTION RATINGS ANDROS 2015

Andros	Excellent	Good	OK	Not So Good	Awful	DK	Categories Combined	
							Excellent or Good	Not So Good or Awful
Attitude of People	49%	27%	17%	2%	0%	0%	76%	2%
Food in Hotels	29%	28%	19%	4%	0%	10%	57%	4%
Beaches	31%	26%	22%	3%	1%	10%	57%	3%
Hotel Service	32%	24%	22%	3%	1%	9%	56%	4%
Climate	29%	26%	29%	5%	1%	1%	55%	6%
Hotel Rooms	20%	24%	30%	7%	2%	9%	44%	8%
Overall Value for Money	20%	24%	34%	7%	1%	6%	44%	8%
Easy to Get to	17%	24%	37%	8%	2%	2%	41%	10%
Value for Money in Hotels	17%	23%	36%	3%	3%	9%	40%	6%
Food in Restaurants	20%	17%	18%	4%	1%	28%	37%	5%
Restaurant Service	21%	15%	18%	5%	0%	28%	36%	5%
Bahamas Overall	39%	32%	22%	1%	0%	1%	71%	1%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept., Bahamas Ministry of Tourism

- The attitude of the people in Andros received the highest ratings of the 12 product experiences of stopover visitors to the island. Approximately three in every four (76%) stopovers thought that the attitude of the people was excellent or good but 2% thought that it was not so good or awful;
- Roughly six in ten (57%) stopovers rated the food in the hotels as excellent or good and four percent (4%) of them thought that the hotel food was not so good or awful;
- Roughly six in ten (56%) stopovers rated the hotel service as excellent or good and 3% thought that the hotel service was not so good or awful;
- Roughly, four in ten stopover visitors rated the hotel rooms (44%), and the hotel value for money (40%) in Andros as excellent or good, but approximately one in every ten thought that the hotel rooms (8%) and the hotel value for money (8%) were not so good or awful;
- Approximately seven in every ten (71%) stopover visitors to Andros thought that the Bahamas Overall was excellent or good and 1% thought that it was not so good or awful.

15. How Did Stopover Visitors to Andros Get There?

- Approximately two in every three (65%) stopover visitors to Andros traveled to Andros via a commercial airline;
- Approximately two in ten (23%) stopovers traveled to the island destination via a private plane and 3% by a yacht/private boat.

16. Where Did Visitors to Andros Stay While There?

- Approximately six in ten (58%) stopovers to Andros stayed in a hotel, 8% on a private boat/yacht, 7% with friends and relatives, 6% in an apt/villa, 4% in their own property and 4% in other accommodations.

17. Which Stopover Visitors to Andros Tended to Stay the Longest (2015)?

- Stopovers from Canada stayed an average of 15.6 nights;
- Stopover visitors from Europe stayed an average of 9.5 nights;
- On average, stopovers from the United States stayed 8.7 nights;
- Stopovers from the Caribbean stayed 8.1 nights;
- Stopover visitors from Latin America stayed an average of 5.5 nights;
- Stopovers to Andros on average stayed 9.1 nights.

18. What Were the Busiest Months for Stopover Visitors to Andros?

- Stopover visitors to Andros come all year round. The months of March to June are normally the busiest months for stopovers to visit the island. In 2015, March was the busiest month.

19. What Were the Slowest Months for Stopover Visitors to Andros?

- The slowest months for stopover visitors to visit Andros were August, September and October. September was however the slowest month.

20. How Many Stopover Visitors Did Andros Receive and Where Did They Come From (2015)?

- In total, Andros received 6,596 stopover visitors.

United States: 87% (5,742) of the stopover visitors came from the United States. Stopovers to Andros from the United States primarily came from the states of Florida (35%), Texas (6%), New York (6%), California (5%), Georgia (4%), Virginia (4%), North Carolina (3%), Massachusetts (3%), and Pennsylvania (3%).

Europe: 6% (381) of the stopover visitors came from Europe. Stopovers to Andros from Europe primarily came from the UK (47% of them), France (14%), Germany (7%), Switzerland (7%), Sweden (4%), and Italy (3%).

Canada: 4% (231) of the stopover visitors came from Canada. Stopovers to Andros from Canada primarily came from the Canadian Provinces of Ontario (55% of them) Alberta (13%), British Columbia (9%), and Quebec (7%).

Latin America: 0.6% (39) of the stopover visitors came from Latin America. Stopover Visitors to Andros from Latin America primarily came from Mexico (36%), Brazil (26%), and Argentina (13%).

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
2015**

	Andros	All Bah.
MAIN PURPOSE OF VISIT		
Vacation	77%	74%
Other	11%	2%
Visiting friends and relatives	3%	5%
Honeymoon	3%	6%
Business	2%	4%
DECISION TO VISIT INFLUENCED BY:		
Sports	46%	9%
Beaches	44%	69%
Climate	40%	53%
Rest and Relaxation	32%	45%
Friendly People	30%	28%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	52%	84%
Rest and Relax	42%	71%
Go Snorkeling	37%	36%
Go Bonefishing	56%	4%
Go Diving	23%	9%
Go on an Island Tour	10%	16%
Go Birdwatching	8%	3%
Go Deep Sea Fishing	6%	5%
LIKELY RETURN IN 1-5 YEARS	92%	88%
LIKELY RECOMMEND TO FRIENDS/REL	95%	95%
USED ONLINE SERVICE	61%	67%
USED TRAVEL AGENT	23%	30%
AGE*		
25 - 54 years old	50%	52%
55 years old or older	34%	24%
SEX*		
Male	60%	48%
Female	37%	48%
RACE		
White	91%	80%
Black	0%	7%
Hispanic	2%	4%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	3%	3%
American Indian/Alaska Native	0%	0%
Other	0%	1%
EDUCATION		
College Graduate or Above	79%	67%
ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	5%	8%
\$50,001 to \$75,000	7%	10%
\$75,001 or more	59%	57%

	Andros	All Bah.
PREVIOUS VISITS		
First Time Visitor	29%	43%
Repeat Visitor	70%	56%
TRAVELLING PARTY SIZE		
One	21%	17%
Two	32%	45%
Three or more	42%	36%
HOUSEHOLD SIZE		
One	14%	11%
Two	41%	42%
Three-Four	31%	35%
COUNTRY OF ORIGIN		
USA	87%	77%
Canada	4%	10%
Europe	6%	6%
Other Countries	4%	7%
AVERAGE LENGTH OF STAY	9.1 nts.	6.7 nts.

*Information on age, sex and avg. length of stay were obtained from immigration card data.

*Source: Tour Operator & Media Exit Study 2015. Some rounding may have occurred.

Information in this brochure is based on the Tour Operator & Media Exit Survey 2015 and the Immigration Card.



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