

# **ANDROS**

# **EXIT SURVEY REPORT**

# **2008**



Photo by C.G.St.C. Kendall

**MINISTRY OF TOURISM**

**RESEARCH AND STATISTICS DEPT.**

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## EXECUTIVE SUMMARY

- ✚ The main reason visitors to Andros came to the island was for a vacation.
- ✚ More than one-third of the visitors to Andros said that they were on a bone/fly fishing vacation. 18% of them said that they were on a diving vacation.
- ✚ Visitors to Andros were *influenced* to visit the island because of the sports (like bone-fishing, diving, snorkeling), the climate, the beaches, the need for rest and relaxation, the friendly people, and the ease of getting to the island.
- ✚ Before arriving in Andros, some of the visitors intended to go bone-fishing, to enjoy the beaches, rest and relax, go diving, and go snorkeling.
- ✚ More visitors to Andros wanted to enjoy bone-fishing and diving than visitors to the rest of The Islands of The Bahamas.
- ✚ More visitors to Nassau/Paradise Island and Grand Bahama wanted to go shopping and to the casinos than visitors to Andros.
- ✚ Visitors to Andros really liked the people on the island. Many of the visitors thought that the people were friendly and helpful. They also really liked the ocean.
- ✚ Some of the visitors to Andros also liked the beaches and the safety that they felt while on the island.
- ✚ Visitors to Andros disliked that the island was expensive/pricy.
- ✚ Although visitors to Andros did not primarily choose the island for shopping some of them did intend to enjoy some shopping while on island doing the things that made them come to the destination. Some visitors (12% of them) to Andros disliked the fact that there were a limited variety of shops on the island.
- ✚ Some of the visitors to Andros thought that the island was not clean. 10% of them disliked that Andros Island was not clean.

- ✚ Some of the visitors thought that the service in Andros Island was slow. 7% disliked the slow service on the island.
- ✚ Visitors to Andros Island rated the overall value for money on the island higher than visitors to Abaco, Eleuthera, Exuma, Grand Bahama, Nassau/Paradise Island and the Bahamas Overall.
- ✚ Visitors to Andros Island complimented the island on the friendly people, the relaxation on the island, the scenery, and the sport activities. They complained about the litter, the prices and some complained about the sports. It is obvious that some of the visitors were quite contented with the sports on the island while others were not.
- ✚ Almost three-quarters (74%) of the visitors to Andros Island were repeat visitors. 26% of them were first time visitors. The only islands with a higher repeat visitor rate than Andros were Bimini and Abaco. Eleuthera including Harbour Island also had a high repeat visitor rate.
- ✚ More than half (51%) of the visitors to Andros had visited the Bahamas 4 or more times before.
- ✚ Visitors to Andros appeared to be very loyal about returning and recommending the Bahamas. The majority of the stopover visitors to Andros said that they would return to the Bahamas in 1-5 years. The majority of them also said that they would recommend the Bahamas to friends and relatives.
- ✚ Visitors to Andros primarily came to the island by commercial airline or private plane and most of them stayed in a hotel, with friends or relatives or on a private boat. The average length of stay of the stopover visitors to Andros was 8.7 nights.
- ✚ Less than one quarter of the stopover visitors to Andros used a travel agent to make some of their travel plans. One of the reasons for this is the fact that many of the visitors are repeat visitors who book their travel plans directly.
- ✚ The peak months for visitors to visit Andros Island was and still is March, April, May and June.

- ✚ 80% of the stopover visitors to Andros used the Internet when they were planning their vacations.
- ✚ 68% of the stopovers to Andros indicated that they watched television. The stopovers to Andros who did watch television listed ESPN, CNN, NBC, DISC (Discovery Channel), FOX, HBO, and CBS among their favorites.
- ✚ 30% of the stopovers to Andros said that they used print media when they were planning their vacations. Of the 30% of the stopover visitors who used print media to plan their vacations, the preferred print media that was used was magazines. 80% of the stopover visitors to Andros used magazines when they were planning their vacations and 32% used newspapers.
- ✚ 65% of the stopover visitors to Andros read magazines for their reading enjoyment or edification.
- ✚ Stopover visitors to Andros read Fly-Fishing magazines, National Geographic Explorer, Scuba, Fly Fisherman, Salt Water Fisherman, Florida Sportsman, etc. Among their top 20 favorite magazines there were multiple sporting magazines especially on fishing.
- ✚ 67% of the stopover visitors to Andros read newspapers either printed or online. The most popular newspapers read by visitors to Andros included: the New York Times, the Wall Street Journal, USA Today, and the Washington Post.
- ✚ Visitors to Andros Island tended to be over 25 (with a higher percentage of people over 55 than the Bahamas as a whole), male, white, college educated, with more than two thirds of them having household incomes over \$75,000. In fact, more than half of the visitors to the island had household incomes of \$100,000 or more. Many of them were repeat visitors who travelled in groups of two or more. The majority of them were from the United States.
- ✚ The top States for Andros included Florida, New York, Texas, California and South Carolina. The top DMA markets were Miami-Ft. Lauderdale, West Palm Beach-Ft. Pierce, New York, Orlando-Daytona Bch-Melbrn, and Tampa-St. Pete (Sarasota).

## **INTRODUCTION**

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.<sup>1</sup> The population of Andros is approximately 8,000 and is small compared to the size of the island.<sup>2</sup> 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 Bay, 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 Bay, Andros is known for its internationally renowned authentic basket weaving and wood carvings some of which are now on display in the Smithsonian.<sup>3</sup> Many of the people in Red Bay 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 (according to Francia Oliver, of Andros).

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.<sup>4</sup>

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<sup>1</sup> [www.bahamas.com/out-islands/andros](http://www.bahamas.com/out-islands/andros) & Wikipedia, the Free Encyclopedia

<sup>2</sup> Peter Douglas, Andros Tourist Office

<sup>3</sup> Peter Douglas, Andros Tourist Office

<sup>4</sup> [www.bahamas.com/out-islands/andros](http://www.bahamas.com/out-islands/andros)

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.<sup>5</sup> 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 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.<sup>6</sup>

Andros is home to the International Field Studies Organization field station and the Atlantic Undersea Testing and Evaluation Centre (AUTECE). The International Field Studies Organization is a “public non-profit scientific and educational organization established in 1970.”<sup>7</sup> 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

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<sup>5</sup> Wikipedia, the Free Encyclopedia

<sup>6</sup> [www.smallhope.com/aboutandros.html](http://www.smallhope.com/aboutandros.html) & [www.bahamas.com/out-islands/andros](http://www.bahamas.com/out-islands/andros)

<sup>7</sup> [www.intlfieldstudies.org](http://www.intlfieldstudies.org)



education and the sciences.<sup>8</sup> “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.”<sup>9</sup> Andros is also home for the Atlantic Undersea Testing and Evaluation Centre (AUTECE) which conducts extensive underwater testing for the US Navy antisubmarine research programs.<sup>10</sup> 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 CO<sub>2</sub> out of the atmosphere. Scientists are researching Andros’ potential as a carbon sink now.<sup>11</sup>

It is easy to see that Andros has much to offer. In order to enjoy all that the island has to offer including all of the wonderful activities in Andros, selecting the right transportation is easy. The main means of transportation for visitors to Andros include taxis and rental cars. On Kamalame Cay they use golf carts.<sup>12</sup>

Andros is indeed a fishing and eco-tourist’s paradise. It is also the ideal place for researchers, scientists and students of the sciences who are interested in the enchanting wilds of the ocean and the Andros forest and mangroves. With so much to see and do, it is no surprise that it attracts so many repeat visitors year after year.

## **METHODOLOGY**

The Research Unit of the Ministry of Tourism conducts a survey of stopover visitors to The Islands of The Bahamas to gather information about their characteristics.

The Exit Survey samples consist of stopover visitors to The Islands of The Bahamas. Stopover Visitors consists of non-residents travelling in the islands to stay in land-based accommodations and/or pleasure crafts other than cruise ships for 24 hours or more. In 2008, Andros Island received an estimated 9,204 stopover visitors compared to 9,442 in 2007, a decline of 2.5%. The majority of stopover visitors 89.9% (8,271) were from the U.S.A. The other stopovers to The Bahamas

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<sup>8</sup> [www.intlfieldstudies.org](http://www.intlfieldstudies.org)

<sup>9</sup> [www.intlfieldstudies.org](http://www.intlfieldstudies.org)

<sup>10</sup> Wikipedia, the Free Encyclopedia

<sup>11</sup> Peter Douglas, Andros Tourist Office

<sup>12</sup> Donna Stubbs-Andros Tourist Office

were: 2.7% (251) from Canada, 5.2% (476) from Europe, 0.3% (25) from the Caribbean, 0.4% (33) from Latin America and 1.6% (148) from Other Countries.

The information contained in this report was derived from several different Exit Surveys and the Immigration Card. The surveys used to compile this report include the Tour Operator and Media Exit Survey (290 surveys, Andros), and the Visitor Satisfaction Survey (229 surveys, Andros). All of these surveys used a two-staged Systematic Probability Sampling. With this method every kth element in the sampling frame was selected. Interviews of exiting stopover visitors were conducted on a year round basis at major airports and marinas throughout the country. The islands in the surveys included Nassau/PI., Grand Bahama, Eleuthera, Exuma, Abaco, Andros, Bimini, and San Salvador. Interviews during the sampling process were conducted in the mornings, afternoons and evenings.

**SAMPLING TOLERANCES  
FOR PERCENTAGES AT OR NEAR THESE LEVELS\*  
2008**

<b>Place of Stay</b>	<b>Base</b>	<b>10% or 90%</b>	<b>20% or 80%</b>	<b>30% or 70%</b>	<b>40% or 60%</b>	<b>50%</b>
All Bahamas	5,279	± 0.8%	± 1.1%	± 1.2%	± 1.3%	± 1.4%
Nassau/P.I.	1,565	± 1.5%	± 2.0%	± 2.3%	± 2.4%	± 2.5%
Grand Bahama	2,160	± 1.3%	± 1.7%	± 1.9%	± 2.1%	± 2.1%
Andros	290	± 3.5%	± 4.6%	± 5.3%	± 5.6%	± 5.6%

\* 95% Confidence level

Tour Operator Media & Exit Survey 2008

**SAMPLING TOLERANCES  
FOR PERCENTAGES AT OR NEAR THESE LEVELS\*  
2008**

<b>Place of Stay</b>	<b>Base</b>	<b>10% or 90%</b>	<b>20% or 80%</b>	<b>30% or 70%</b>	<b>40% or 60%</b>	<b>50%</b>
All Bahamas	5,680	± 0.8%	± 1.0%	± 1.2%	± 1.3%	± 1.3%
Nassau/P.I.	1,852	± 1.4%	± 1.8%	± 2.1%	± 2.2%	± 2.3%
Grand Bahama	2,184	± 1.3%	± 1.7%	± 1.9%	± 2.1%	± 2.1%
Andros	229	± 3.9%	± 5.2%	± 5.9%	± 6.3%	± 6.5%

\* 95% Confidence level

Visitor Satisfaction Exit Survey 2008

**MAIN REASON FOR VISIT**

**MAIN REASON FOR THIS VISIT TO THE BAHAMAS  
STOPOVER VISITORS  
2008**

	Bahamas	Nassau/P.I	Grand Bahama	<i>Andros</i>
<b>Vacation</b>	<b>70%</b>	<b>71%</b>	<b>68%</b>	<b>75%</b>
Business Trip	7%	7%	9%	4%
Honeymoon	5%	6%	4%	4%
Visiting Friends/Rel.	4%	4%	4%	1%
Convention/Conf.	3%	3%	4%	1%
To Attend Wedding	2%	2%	4%	1%
To Get Married	1%	2%	0%	1%
Casino Excursion	0%	1%	0%	0%
Other	2%	1%	2%	10%

No Response not listed in the table above. Source: Tour Media Exit Survey Report 2008.

- 75% of stopovers to Andros were on vacation.
  - 36% of the stopover visitors to Andros described their vacation as a bone-fishing/fly fishing vacation.
  - 29% of them described their vacation as a beach/pool/relax vacation.
  - 18% of them described their vacation as a diving vacation.
- 4% of the stopovers were on a Business trip
- 4% of them were on a honeymoon.

## WHAT INFLUENCED THEIR DECISION TO VISIT?

### TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2008

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Andros</i></b>
Sports	11%	6%	12%	48%
Climate	51%	51%	50%	41%
Beaches	60%	60%	60%	40%
Rest and Relaxation	43%	43%	43%	34%
Friendly People	26%	24%	24%	34%
Easy to Get to	21%	21%	21%	24%
Hotel Facilities	28%	34%	15%	16%
Other	11%	9%	13%	15%
Never Been Here Before	21%	21%	23%	14%
Safety of Islands	15%	14%	14%	14%
Exotic Islands	13%	12%	11%	12%
Friend recommended Bah.	11%	11%	10%	11%
Best Value for Money	8%	7%	14%	10%
Had Friends in Bah.	8%	7%	8%	5%
Good Package Deals	11%	13%	13%	5%
Bahamas Website	4%	4%	3%	4%
Heard a lot about Bahamas	9%	11%	8%	3%
Travel Agent/Tour Operator	4%	5%	3%	2%
Saw Ad in Magazine	1%	1%	1%	2%
Nightlife	4%	5%	4%	1%
Shopping	6%	7%	6%	1%
Casinos	12%	16%	8%	1%
Saw Ad on TV	2%	2%	1%	0%
No Response	5%	5%	6%	5%

- 48% of the visitors to Andros were influenced to visit for the sporting activities such as bone-fishing, diving, snorkeling etc. available on the island and 41% of them were influenced to visit for the climate.
- 40% of the stopovers were influenced to visit for the beaches, 34% of them for rest and relaxation and 34% of them were influenced to visit because of the friendly people in Andros.

## WHAT ACTIVITIES DID THEY INTEND TO DO WHILE IN ANDROS?

### ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS ISLANDS OF THE BAHAMAS 2008

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Andros</i>
Go Bonefishing	5%	2%	3%	48%
Enjoy Beaches	83%	84%	84%	48%
Rest and Relax	74%	75%	75%	43%
Go Diving	10%	7%	10%	35%
Go Snorkeling	32%	27%	34%	32%
Go on Island Tour	16%	15%	19%	7%
Go Birdwatching	3%	2%	3%	7%
Go Deep Sea Fishing	6%	4%	7%	6%
Shop	37%	41%	45%	5%
Go Sailing	7%	5%	7%	5%
Other Activities	8%	8%	10%	4%
Go to Casinos	28%	36%	25%	2%
Go Golfing	5%	4%	8%	0%
No Response	5%	5%	5%	4%

Source: Tour Operator and Media Exit Survey 2008

- Visitors to Andros wanted to enjoy a number of things while on the island.
- They primarily wanted to go bone-fishing (48%), enjoy the beaches (48% of them), rest and relax (43%), go diving (35%), and go snorkeling (32%).
- *Visitors to Andros differed from the rest of the Bahamas on the following:*
  - More visitors to Andros wanted to enjoy *bone-fishing* than visitors to the rest of The Bahamas.
  - More visitors to Andros wanted to enjoy *diving* than visitors to the The Bahamas as a whole.
  - More visitors to Nassau/P.I. and Grand Bahama wanted to go *shopping and play in the casinos* than visitors to Andros.

## WHAT DID THEY LIKE ABOUT THE BAHAMAS?

### WHAT PEOPLE SAID THAT THEY LIKED STOPOVER VISITORS 2008

	Andros	Abaco	Bimini	Eleuthera	Exuma	Nassau/P.I	GBI	All Bah.
Friendly people	84%	68%	72%	86%	82%	74%	74%	76%
Ocean	81%	72%	85%	83%	87%	76%	73%	77%
Relaxing	59%	60%	61%	72%	74%	64%	67%	66%
Beaches	53%	77%	76%	93%	90%	79%	81%	81%
Helpful people	50%	42%	44%	56%	51%	45%	47%	47%
Felt safe	48%	45%	43%	60%	46%	33%	43%	41%
Weather	43%	49%	44%	66%	60%	59%	57%	57%
Landscape/Scenery	35%	42%	33%	50%	39%	38%	30%	36%
Just as I hoped	20%	22%	14%	24%	17%	15%	15%	16%
Clean	18%	34%	10%	26%	25%	26%	35%	29%
Plenty to do	16%	20%	13%	14%	8%	27%	19%	20%
Unusual-not like anywhere else	15%	15%	21%	23%	10%	7%	6%	9%
Value for money	11%	12%	7%	7%	5%	9%	15%	11%
Architecture	3%	16%	4%	24%	6%	15%	8%	11%
Cheap to shop/Good deals	1%	2%	1%	2%	1%	6%	8%	6%
Variety of shops	0%	5%	3%	7%	1%	9%	12%	8%
Other	11%	3%	8%	5%	5%	4%	4%	5%
Didn't like anything in particular	0%	1%	0%	0%	0%	0%	0%	0%

Source: Visitor Satisfaction Exit Survey 2008

- Visitors to Andros seemed to like a number of things about the island. They especially seemed to like the people and the ocean there.
- 84% of the stopover visitors to Andros said that they liked the friendly people on the island.
- 81% said that they liked the ocean in Andros
- 59% liked the relaxing they were able to do
- 53% liked the beaches
- 50% liked the helpful people
- 48% liked the safety they felt
- 43% liked the weather and 35% liked the landscape/scenery

## WHAT DID THEY DISLIKE ABOUT THE BAHAMAS?

### WHAT PEOPLE SAID THAT THEY DISLIKED STOPOVER VISITORS 2008

	Andros	Abaco	Bimini	Eleuthera	Exuma	Nassau/P.I	GBI	All Bah.
Expensive/Pricy	13%	26%	8%	30%	21%	39%	22%	28%
Limited variety of shops	12%	9%	15%	13%	27%	8%	16%	14%
Not clean	10%	4%	25%	8%	9%	9%	6%	8%
Slow service	7%	9%	25%	8%	15%	15%	18%	15%
Weather	5%	4%	3%	2%	4%	4%	5%	4%
Shops closed early	5%	15%	10%	10%	8%	13%	19%	14%
Architecture	4%	1%	7%	1%	3%	1%	2%	2%
Boring, not enough to do	3%	2%	1%	2%	7%	2%	5%	4%
Felt ripped off	3%	3%	1%	2%	2%	9%	6%	6%
Beaches	3%	1%	3%	0%	2%	2%	2%	2%
Felt hassled	2%	0%	0%	0%	0%	7%	8%	5%
Salespeople were pushy	1%	1%	3%	1%	1%	9%	15%	9%
Ocean	1%	1%	3%	1%	1%	1%	1%	1%
Landscape/Scenery	0%	1%	4%	1%	3%	2%	3%	2%
Wasn't anything special	0%	1%	1%	0%	2%	1%	3%	2%
Didn't feel safe	0%	0%	1%	1%	1%	3%	2%	2%
Unhelpful/rude people	0%	1%	0%	0%	0%	5%	5%	4%
Not what I expected	0%	0%	0%	0%	1%	1%	3%	2%
Unfriendly people	0%	1%	0%	0%	1%	4%	4%	3%
Other	11%	4%	18%	8%	9%	10%	11%	10%
Didn't dislike anything in particular	37%	29%	28%	30%	29%	22%	22%	24%

Source: Visitor Satisfaction Exit Survey 2008

- 37% of the stopover visitors to the island said that they did not dislike anything in particular.
- *The things that visitors to Andros disliked included things like:*
  - It was expensive/pricy (13% of them said this, 28% All Bah.)
  - Limited variety of shops (12% of them said this, 14% All Bah.)
  - Not clean (10% of them said this)
  - Slow service (7% of them said this, 15% All Bah.)

## MEDIA HABITS

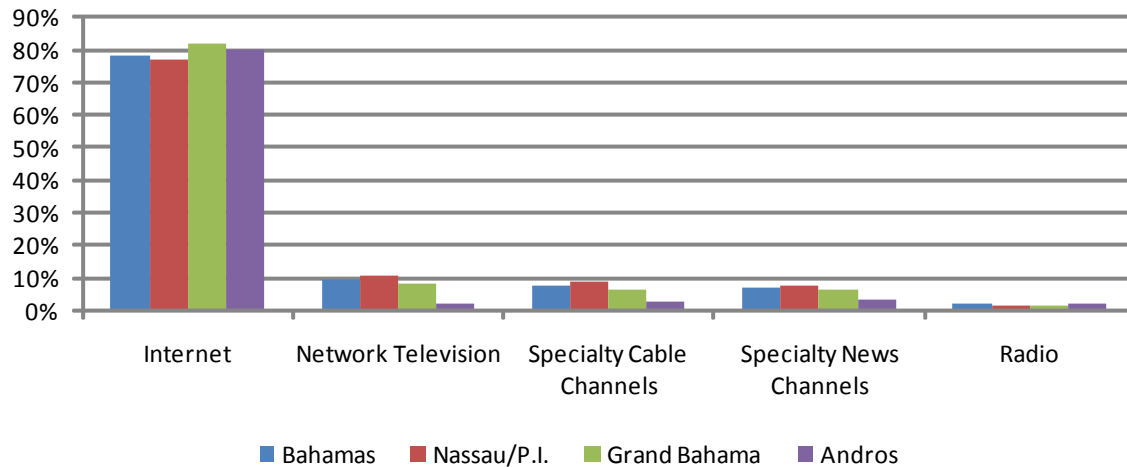
### WHAT WERE THE MEDIA HABITS OF VISITORS TO ANDROS?

**ELECTRONIC MEDIA MOST FREQUENTLY USED  
WHEN PLANNING YOUR VACATION  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Andros</i></b>
<b>Internet</b>	78%	77%	82%	80%
Network Television	9%	11%	8%	2%
Specialty Cable Channels	8%	9%	6%	2%
Specialty News Channels	7%	8%	7%	3%
Radio	2%	2%	1%	2%

No Response not listed in above table

### **ELECTRONIC MEDIA MOST FREQUENTLY USED**



- 80% of the stopover visitors to Andros used the Internet when they were planning their vacations.



## DO VISITORS TO ANDROS WATCH TELEVISION?

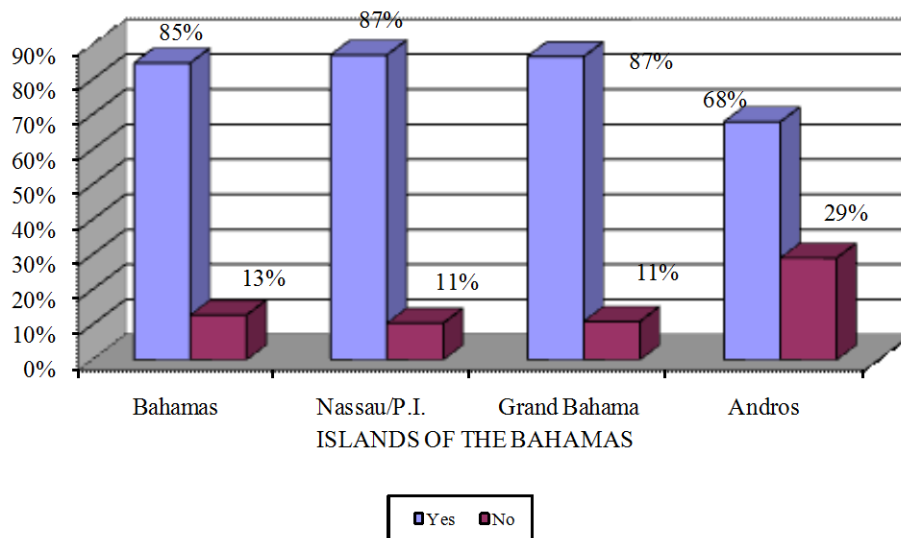
### DO YOU WATCH TELEVISION ISLANDS OF THE BAHAMAS 2008

	Bahamas	Nassau/P.I.	Grand Bahama	Andros
Yes	85%	87%	87%	68%
No	13%	11%	11%	29%
No Response	2%	2%	2%	3%
Total	100%	100%	100%	100%

Visitors to the Out Islands in general watch less television than those to Nassau/P.I. and Grand Bahama.

75% of the stopover visitors to the Out Islands indicated that they watched television.

### DO YOU WATCH TELEVISION ISLANDS OF THE BAHAMAS



- Visitors to Andros appeared to be less inclined to watch television than visitors to Nassau/Paradise Island and Grand Bahama.
- 68% of the stopover visitors to Andros indicated that they watched television.

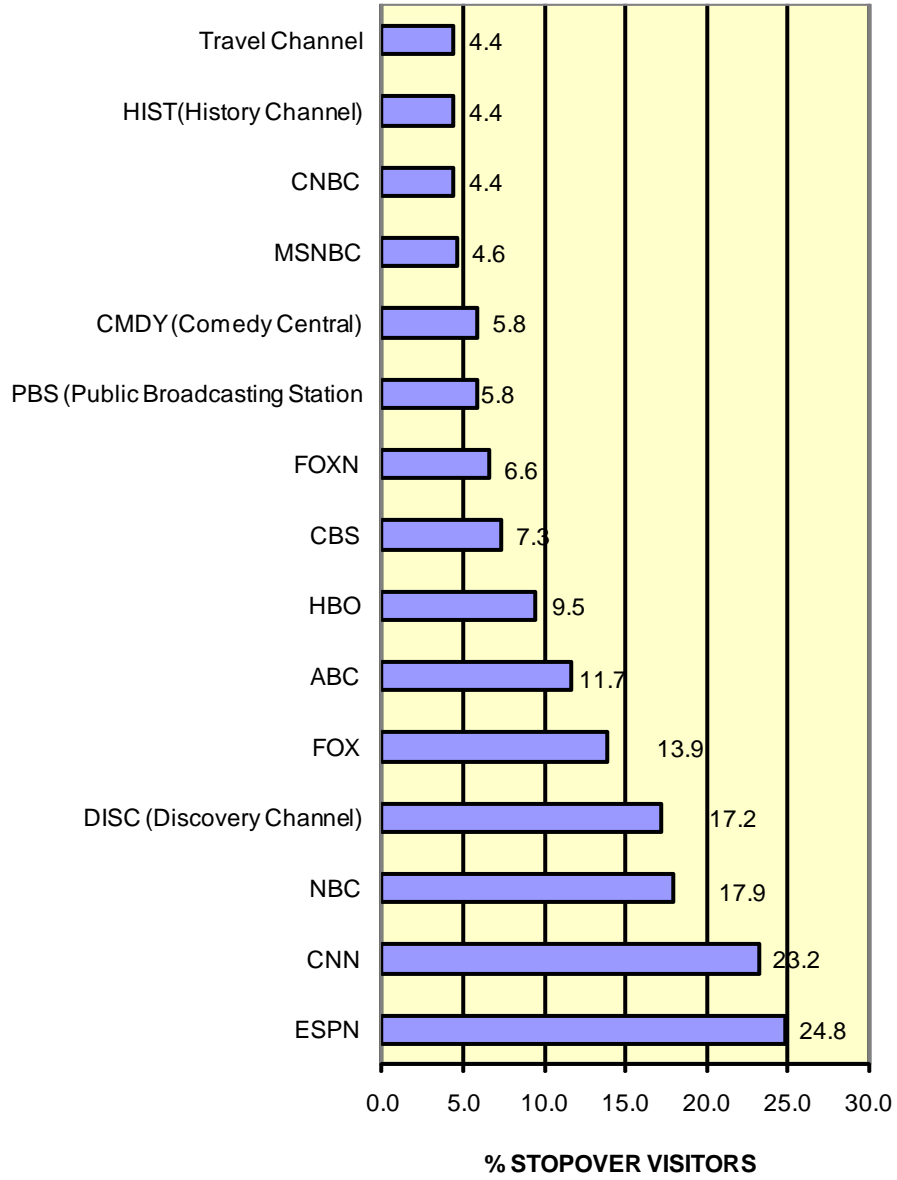
**TOP 20 FAVORITE TELEVISION NETWORKS/STATIONS/CHANNELS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Andros</b>
1	CNN	CNN	CNN	ESPN
2	NBC	ESPN	NBC	CNN
3	ESPN	NBC	ABC	NBC
4	ABC	ABC	ESPN	DISC (Discovery Channel)
5	FOX	FOX	FOX	FOX
6	CBS	CBS	CBS	ABC
7	HBO	HBO	DISC (Discovery Channel)	HBO
8	DISC (Discovery Channel)	DISC (Discovery Channel)	HBO	CBS
9	HGTV (Home & Garden Network)	HGTV (Home & Garden Network)	HGTV (Home & Garden Network)	FOXN
10	FOOD (Food Network)	FOOD (Food Network)	FOXN	PBS (Public Broadcasting Station)
11	FOXN	FOXN	MTV (Music Television)	CMDY (Comedy Central)
12	MTV (Music Television)	TNT	FOOD (Food Network)	MSNBC
13	TNT	MTV (Music Television)	TNT	CNBC
14	MSNBC	USA	HIST(History Channel)	HIST(History Channel)
15	USA	MSNBC	Other Local Channels	Travel Channel
16	TBS	TBS	Travel Channel	TWC (The Weather Channel)
17	Travel Channel	LIFE (Lifetime)	USA	HGTV (Home & Garden Network)
18	Other Local Channels	Other Local Channels	TLC (The Learning Channel)	NGEO (National Geographic Channel)
19	LIFE (Lifetime)	Travel Channel	LIFE (Lifetime)	TNT
20	HIST(History Channel)	E! (E! Entertainment)	NGEO (National Geographic Channel)	BBCW (BBC World, London)

- The stopover visitors to Andros who did watch television listed ESPN (a sports network) among their favorite television stations.
- CNN was a popular station for stopover visitors to Andros and most of the other islands of the Bahamas.
- The Discovery Channel (a station that caters to science, history, culture, nature) was also one of their top television stations. The National Geographic Channel which has many nature shows was a favorite too.

# FAVORITE TELEVISION NETWORKS/STATIONS ANDROS

FAVORITE TV STATIONS/NETWORKS



## **DID THEY USE PRINT MEDIA TO PLAN THEIR VACATIONS?**

**DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION?**

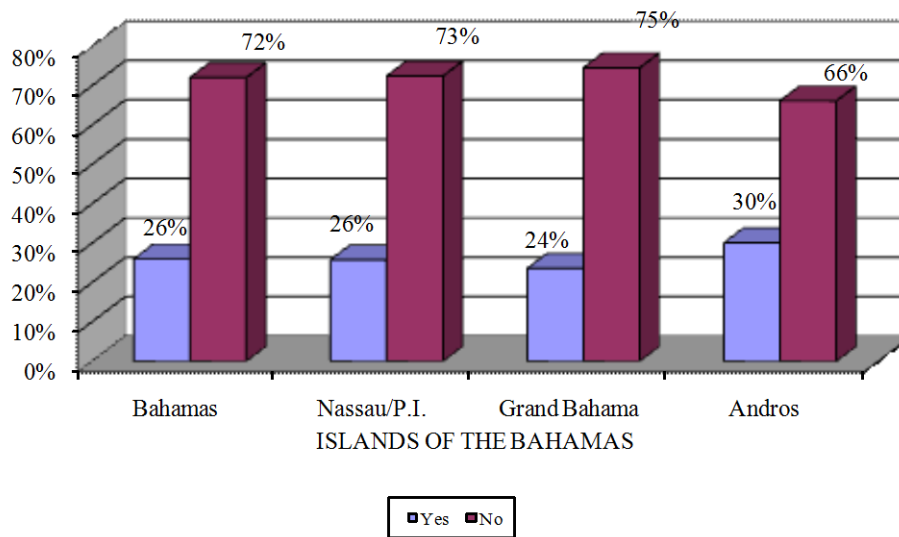
**ISLANDS OF THE BAHAMAS**

**2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<i><b>Andros</b></i>
Yes	26%	26%	24%	30%
No	72%	73%	75%	66%
No Response	2%	2%	2%	4%
Total	100%	100%	100%	100%

**DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION?**

**ISLANDS OF THE BAHAMAS**



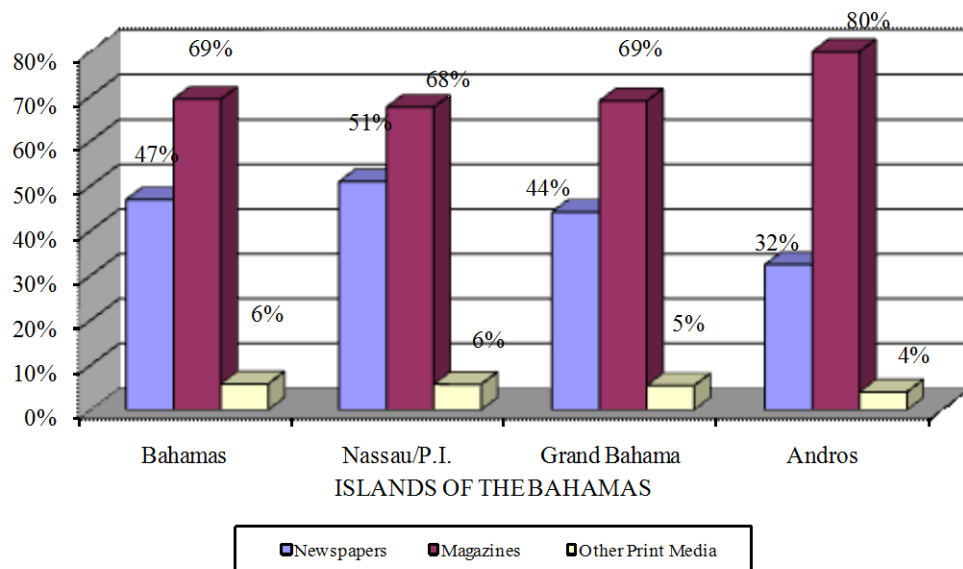
- A higher percentage of stopover visitors to Andros used print media to plan their vacations than visitors to Nassau/P.I., Grand Bahama and the Bahamas Overall.
- 30% of them said that they used print media when they were planning their vacations.

**PRINT MEDIA USED WHEN PLANNING YOUR VACATION**  
**ISLANDS OF THE BAHAMAS**  
**2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Andros</i></b>
<b>Newspapers</b>	47%	51%	44%	32%
<b>Magazines</b>	69%	68%	69%	80%
<b>Other Print Media</b>	6%	6%	5%	4%

Stopover visitors to the Bahamas were more likely to use magazines when planning their vacations than newspapers.  
 No Response has been factored out of the responses.

**PRINT MEDIA USED WHEN PLANNING YOUR VACATION**



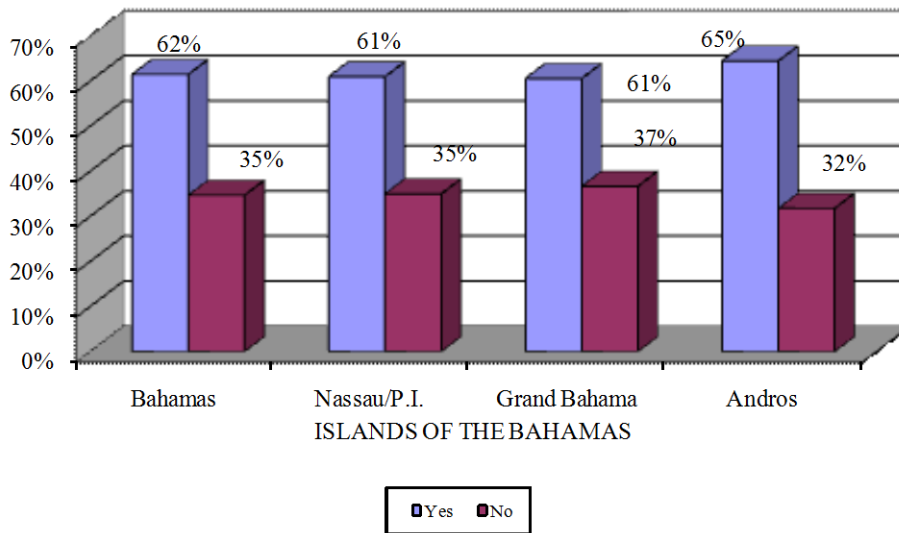
- Of the 30% of the stopovers who used print media when planning their vacations the preferred print media was magazines.
- 80% of the stopover visitors to Andros used magazines when they were planning their vacations.

## DO THEY READ MAGAZINES?

### DO YOU READ MAGAZINES ISLANDS OF THE BAHAMAS 2008

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<i><b>Andros</b></i>
Yes	62%	61%	61%	65%
No	35%	35%	37%	32%
No Response	4%	4%	3%	4%
Total	100%	100%	100%	100%

### DO YOU READ MAGAZINES ISLANDS OF THE BAHAMAS



- 65% of the stopover visitors to Andros read magazines for their reading enjoyment or edification.

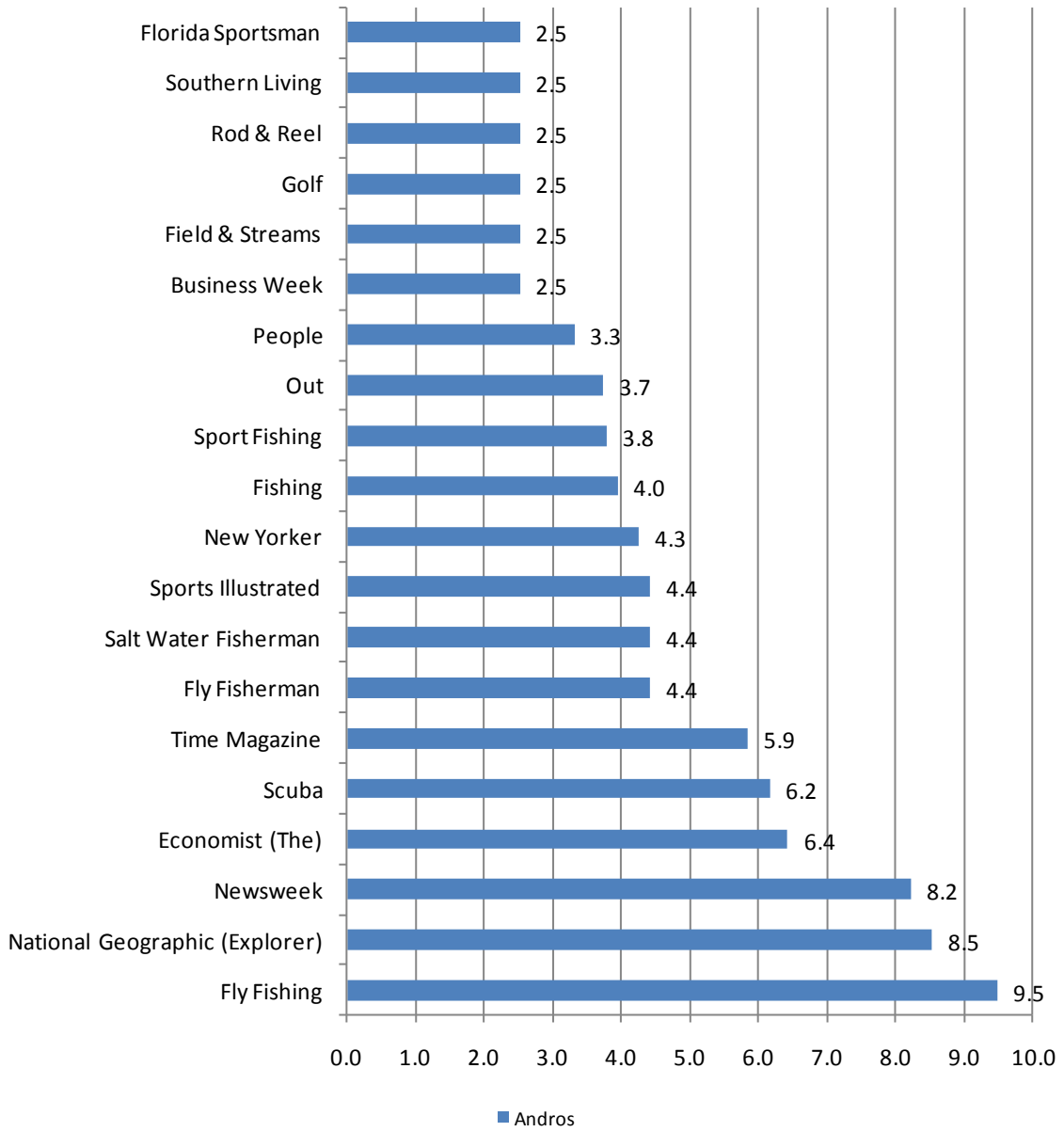
## WHAT WERE THE MOST POPULAR MAGAZINES READ BY VISITORS TO ANDROS?

### TOP 20 FAVORITE MAGAZINES READ BY VISITORS ISLANDS OF THE BAHAMAS 2008

	Bahamas	Nassau/P.I.	Grand Bahama	Andros
1	<b>People</b>	<b>People</b>	<b>People</b>	<b>Fly Fishing*</b>
2	<b>Time Magazine</b>	<b>Cosmopolitan (Cosmo)</b>	<b>Time Magazine</b>	<b>National Geographic (Explorer)</b>
3	<b>Cosmopolitan (Cosmo)</b>	<b>Time Magazine</b>	<b>Cosmopolitan (Cosmo)</b>	<b>Newsweek</b>
4	<b>US/US Weekly</b>	<b>US/US Weekly</b>	<b>US/US Weekly</b>	<b>Economist (The)</b>
5	<b>Newsweek</b>	<b>Glamour</b>	<b>Newsweek</b>	<b>Scuba</b>
6	<b>Sports Illustrated</b>	<b>Sports Illustrated</b>	<b>O (Oprah)</b>	<b>Time Magazine</b>
7	Glamour	Newsweek	Sports Illustrated	Fly Fisherman
8	O (Oprah)	Men's Health	National Geographic (Explorer)	Salt Water Fisherman
9	Vogue/Vogue Living	In Style	Glamour	Sports Illustrated
10	National Geographic (Explorer)	O (Oprah)	Good Housekeeping	New Yorker
11	Men's Health	Good Housekeeping	Vogue/Vogue Living	Fishing *
12	In Style	Vogue/Vogue Living	Better Homes & Gardens (BHG)	Sport Fishing*
13	Vanity Fair	Vanity Fair	Southern Living	Out
14	Economist (The)	Better Homes & Gardens (BHG)	Ebony	People
15	Good Housekeeping	GQ	Men's Health	Business Week
16	Better Homes & Gardens (BHG)	National Geographic (Explorer)	In Style	Field & Streams
17	New Yorker	Essence	Essence	Golf
18	GQ	Fitness	Reader's Digest	Rod & Reel
19	Fitness	Economist (The)	Conde Naste Travel	Southern Living
20	Essence	OK! Magazine	Fitness	Florida Sportsman

- Stopover visitors to Andros read Fly-Fishing magazines, National Geographic Explorer, Scuba, Fly Fisherman, Salt Water Fisherman, Florida Sportsman, etc. Among their top 20 favorite magazines there were multiple sporting magazines especially on fishing.

# Andros



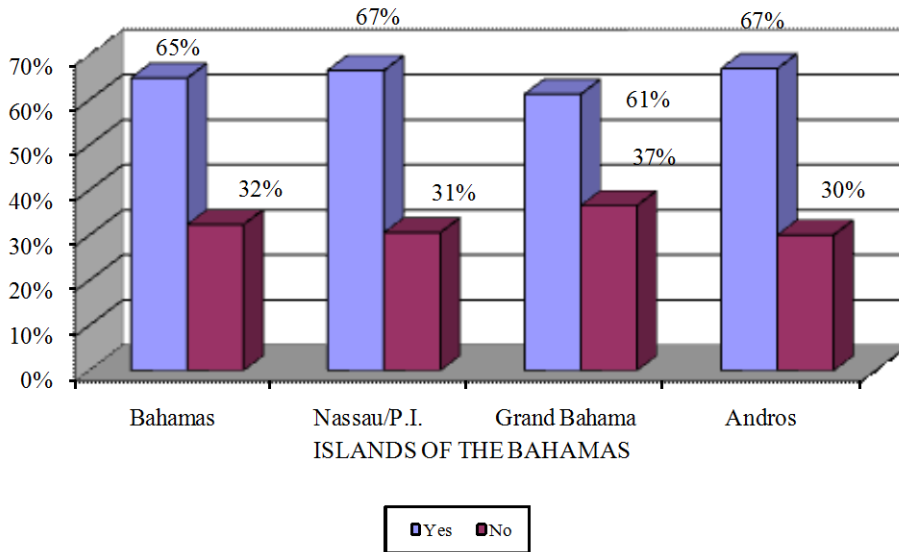


**DO THEY READ NEWSPAPERS?**

**DO YOU READ NEWSPAPERS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<i><b>Andros</b></i>
Yes	65%	67%	61%	67%
No	32%	31%	37%	30%
No Response	3%	3%	2%	3%
Total	100%	100%	100%	100%

**DO YOU READ NEWSPAPERS  
ISLANDS OF THE BAHAMAS**

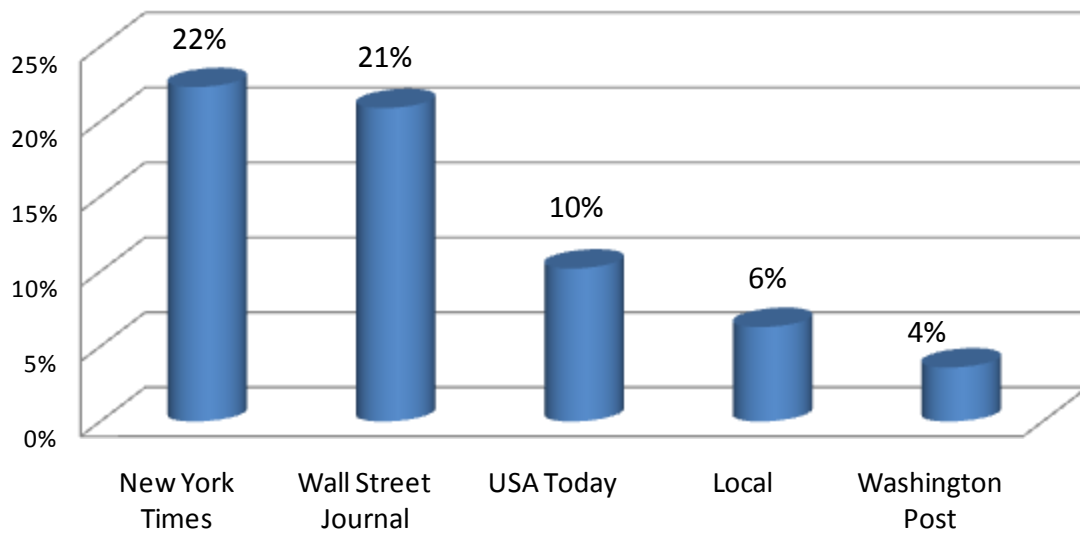


- 67% of the stopover visitors to Andros read newspapers either printed or online. This percentage was higher than the national average for Americans in general.
- In the United States printed newspaper readership has been declining for years. Americans have found other ways to obtain the news that they want. Many of them get the news they need through television stations like CNN, FOXN, MSNBC, etc., or through the Internet via online newspapers & news

(for example the Associated Press, CNN News online, Reuters News, etc.) and web portals like Yahoo and MSN.

**WHAT WERE THE MOST POPULAR NEWSPAPERS READ BY VISITORS TO ANDROS?**

**MOST POPULAR NEWSPAPERS  
ANDROS (2008)**



- The most popular newspapers read by visitors to Andros included: the New York Times, the Wall Street Journal, USA Today and the Washington Post.

## DID VISITORS TO THE ISLAND HAVE E-MAIL ADDRESSES?

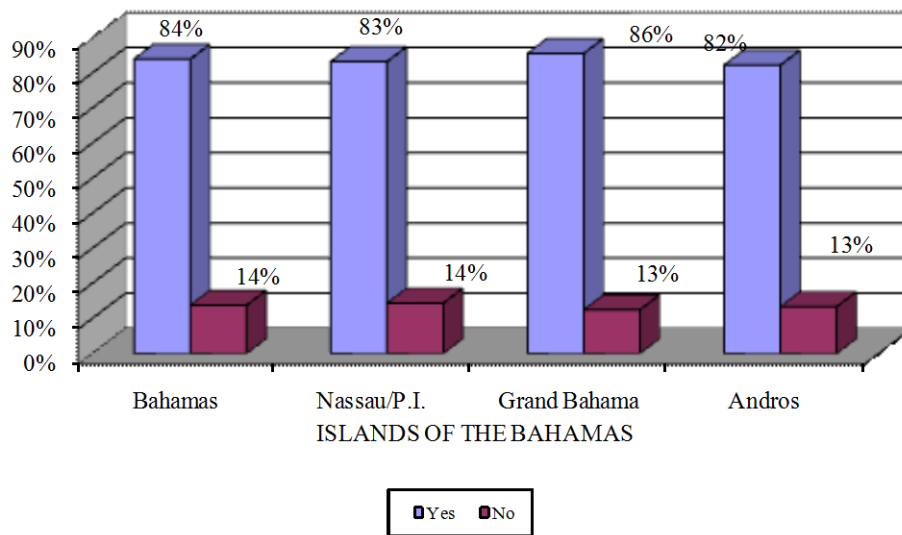
### DO YOU HAVE E-MAIL ADDRESS?

#### ISLANDS OF THE BAHAMAS

2008

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Andros</i>
Yes	84%	83%	86%	82%
No	14%	14%	13%	13%
No Response	2%	2%	2%	4%
Total	100%	100%	100%	100%

### DO YOU HAVE E-MAIL? ISLANDS OF THE BAHAMAS



- 82% of the stopover visitors to Andros said that they had an e-mail address.

## DID VISITORS TO THE ISLAND SURF THE INTERNET?

### DO YOU SURF THE INTERNET?

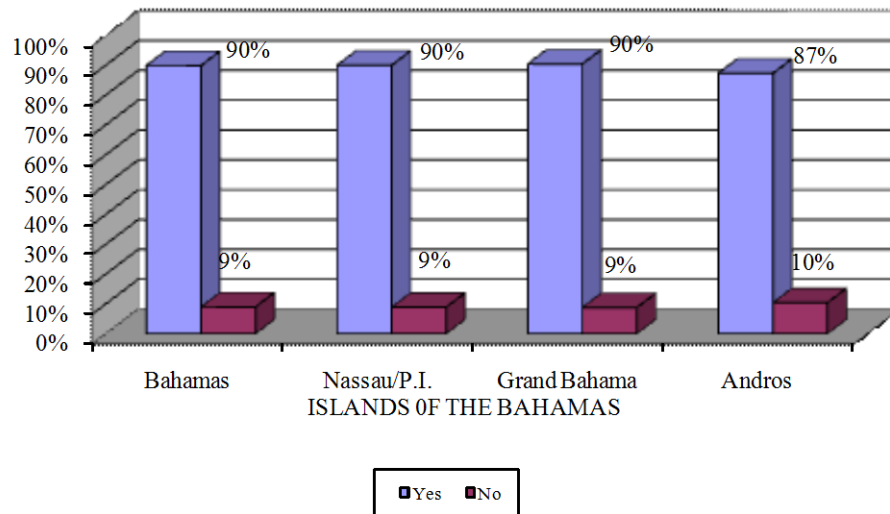
#### ISLANDS OF THE BAHAMAS

2008

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<i>Andros</i>
<b>Yes</b>	90%	90%	90%	87%
<b>No</b>	9%	9%	9%	10%
<b>No Response</b>	1%	1%	1%	2%
<b>Total</b>	100%	100%	100%	100%

### DO YOU SURF THE INTERNET?

#### ISLANDS OF THE BAHAMAS

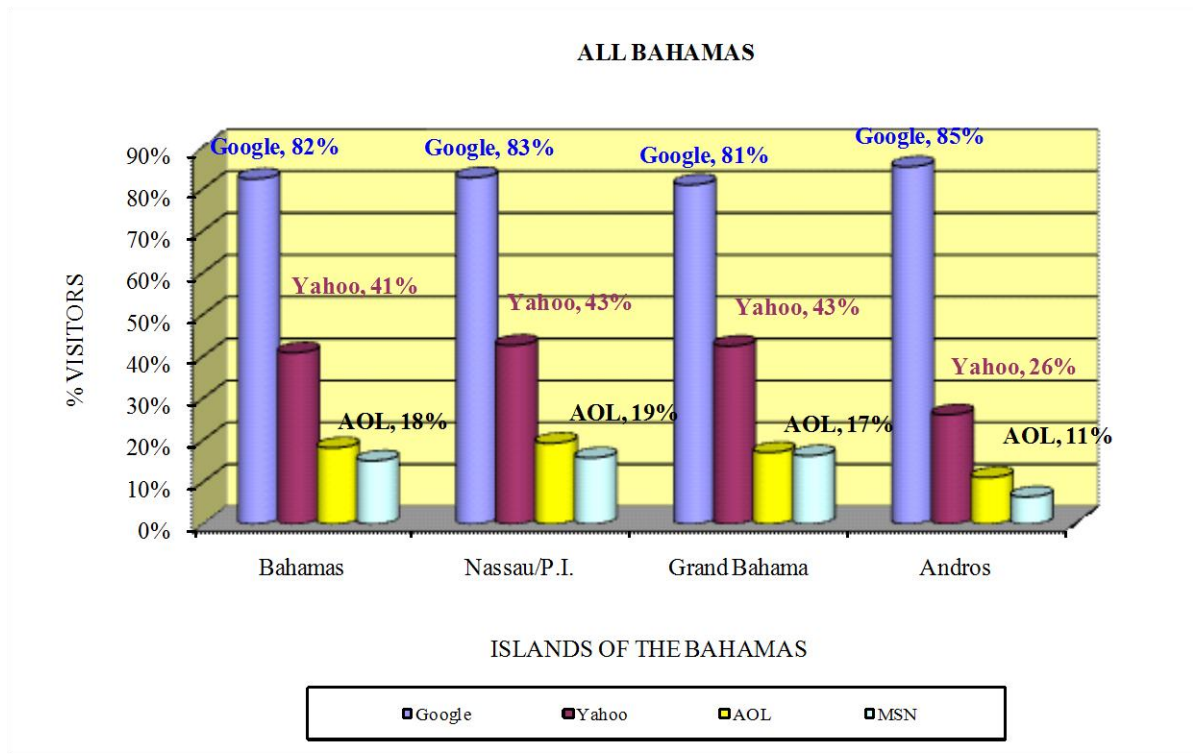


- 87% of the stopover visitors to Andros said that they “surfed” the Internet.

**WHAT SEARCH ENGINES AND/OR CONTENT PROVIDERS DID THEY USE WHEN THEY SURFED THE INTERNET?**

**INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS  
ISLANDS OF THE BAHAMAS  
2008**

		<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<i>Andros</i>
1	<b>Google</b>	82%	83%	81%	85%
2	<b>Yahoo</b>	41%	43%	43%	26%
3	<b>AOL</b>	18%	19%	17%	11%
4	<b>MSN</b>	15%	16%	16%	7%



- The most popular Internet search engines &/Or Content provider for visitors to Andros was Google.
- Yahoo was the next most popular search engines &/Or Content provider for visitors to Andros.

## BOOKING HABITS

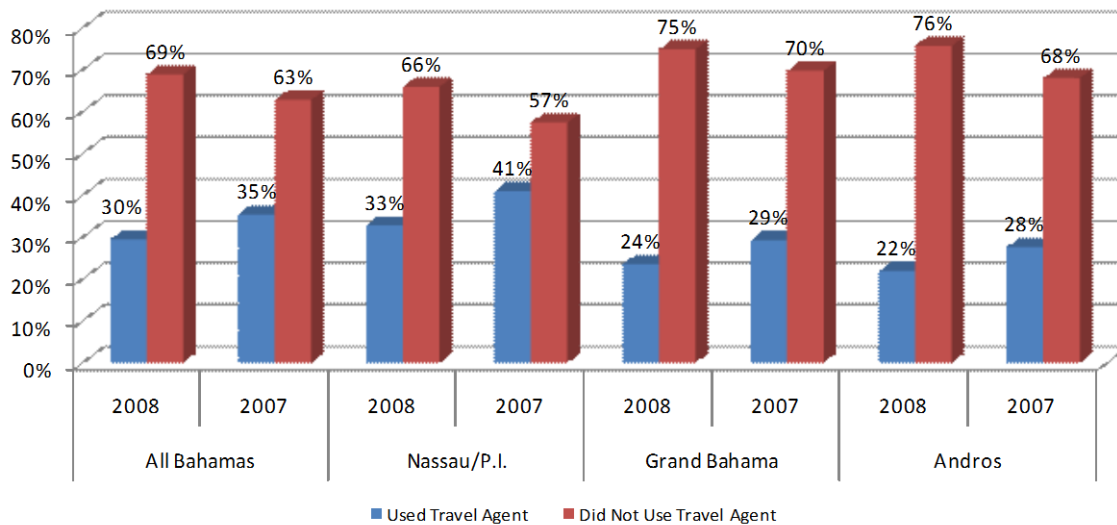
### DID VISITORS TO ANDROS USE A TRAVEL AGENT?

#### ISLANDS OF THE BAHAMAS USE OF TRAVEL AGENT 2008

	All Bahamas		Nassau/P.I.		Grand Bahama		<i>Andros</i>	
	2008	2007	2008	2007	2008	2007	2008	2007
Used Travel Agent	30%	35%	33%	41%	24%	29%	22%	28%
Did Not Use Travel Agent	69%	63%	66%	57%	75%	70%	76%	68%

Source: Tour Operator and Media Exit Survey 2008 & Exit Survey 2007

#### USE OF TRAVEL AGENT 2008



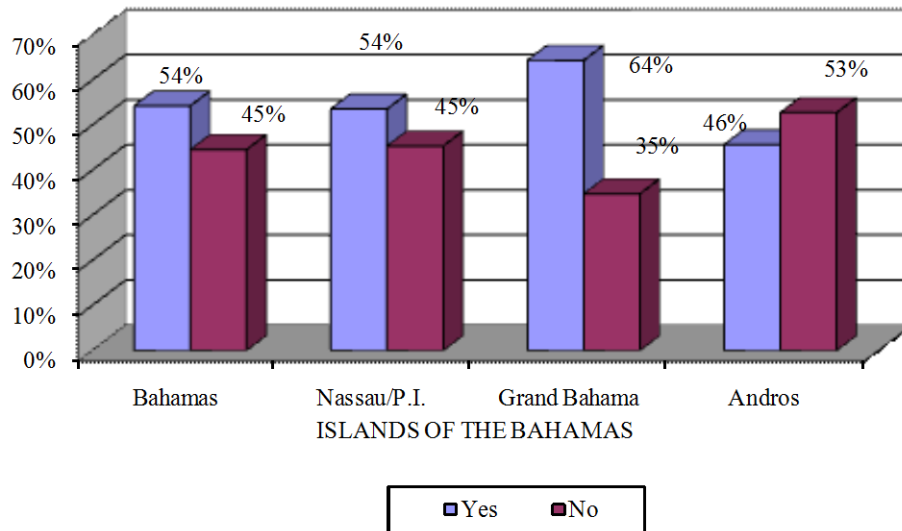
- The use of travel agents has been declining rapidly over the years. The Internet has revolutionized the Travel Industry by making it so easy for people to search out their vacation experiences and then book them online.
- In 2008 only 22% of the stopover visitors to Andros said that they had used a travel agent to book their reservations.

**DID VISITORS TO ANDROS USE AN ONLINE SERVICE TO BOOK  
THEIR RESERVATIONS?**

**DID YOU USE AN ONLINE SERVICE TO BOOK ANY OF YOUR RESERVATIONS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<i><b>Andros</b></i>
Yes	54%	54%	64%	46%
No	45%	45%	35%	53%
No Response	1%	1%	1%	2%
Total	100%	100%	100%	100%

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



- 46% of the stopover visitors to Andros used an online service to book their travel reservations to the Bahamas.
- Because many of the visitors to Andros were repeat visitors (74%), many of them already knew what was available on the island before they got there and were also able to book their travel plans directly.

**TOP 35 TOUR OPERATORS/TRAVEL AGENTS/ONLINE SERVICES USED BY VISITORS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Abaco</b>	<b>Andros</b>	<b>Bimini</b>	<b>Total Eleuthera</b>
1	ORBITZ.COM	EXPEDIA.COM	CONTINENTAL.COM	CONTINENTAL.COM
2	EXPEDIA.COM	CONTINENTAL.COM	EXPEDIA.COM	ORBITZ.COM
3	CONTINENTAL.COM	ORBITZ.COM	TRAVELOCITY.COM	EXPEDIA.COM
4	TRAVELOCITY.COM	TRAVELOCITY.COM	ORBITZ.COM	TRAVELOCITY.COM
5	AA.COM	USAIRWAYSVACATIONS.COM	USAIRWAYSVACATIONS.COM	DELTA.COM
6	BAHAMASAIR.COM	JETBLUE.COM	RCI TRAVEL	AMERICAN EXPRESS TRAVEL
7	CHEAPTICKETS.COM	AMERICAN EXPRESS TRAVEL	CHEAPTICKETS.COM	CHEAPTICKETS.COM
8	AMERICAN EXPRESS TRAVEL	CHEAPTICKETS.COM	AA.COM	JETBLUE.COM
9	AAA TRAVEL	DELTA.COM	SPIRITAIR.COM	BAHAMAS.COM
10	CARLSONWAGONLIT.COM	AIRCANADA.COM	AIRCANADA.COM	CARLSONWAGONLIT.COM
11	BAHAMAS.COM	BA.COM	JETBLUE.COM	BA.COM
12	LIBERTY TRAVEL	AAA TRAVEL	DELTA.COM	AA.COM
13	USAIRWAYSVACATIONS.COM	BAHAMASAIR.COM	AMERICAN EXPRESS TRAVEL	AAA TRAVEL
14	DELTA.COM	CARLSONWAGONLIT.COM	BAHAMAS.COM	USAIRWAYSVACATIONS.COM
15	RCI TRAVEL	AA.COM	CARLSONWAGONLIT.COM	BAHAMASAIR.COM
16	NWA.COM	BAHAMAS.COM	AAA TRAVEL	BAHAMASVACATIONS.COM
17	BA.COM	SPIRITAIR.COM	BAHAMASAIR.COM	LIBERTY TRAVEL
18	AIRCANADA.COM	GARBER TRAVEL	BA.COM	NWA.COM
19	FIRSTCHOICE.CO.UK	UNITED.COM	LIBERTY TRAVEL	VIRGIN-ATLANTIC.COM
20	SPIRITAIR.COM	FIRSTCHOICE.CO.UK	YAHOO.COM	AIRCANADA.COM
21	JETBLUE.COM	THOMAS COOK	STA TRAVEL	VIP TRAVEL
22	UNIGLOBE TRAVEL	VIP TRAVEL	THOMAS COOK	THOMAS COOK
23	YAHOO.COM	UNIGLOBE TRAVEL	AOL.COM	UNITED.COM
24	THOMAS COOK	DISCOVERY CRUISE LINE	TRAVEL IMPRESSIONS	LINDEN TRAVEL
25	VIRGIN-ATLANTIC.COM	LIBERTY TRAVEL	VIRTUALLYTHERE.COM	DESTINATIONS TRAVEL
26	VIRTUALLYTHERE.COM	YAHOO.COM	UNIGLOBE TRAVEL	UNIGLOBE TRAVEL
27	UNITED.COM	MACYSTRAVEL.COM	ATLANTIS.COM	GOGO TOURS
28	VIP TRAVEL	AOL.COM	DESTINATIONS TRAVEL	SPIRITAIR.COM
29	BAHAMASVACATIONS.COM	n/a	NWA.COM	ATLANTIS.COM
30	AOL.COM	n/a	PARADISEISLANDVACATIONS.COM	GARBER TRAVEL
31	DESTINATIONS TRAVEL	n/a	DISCOVERY CRUISE LINE	RCI TRAVEL
32	CI TRAVEL	n/a	GOGO TOURS	FOUR SEASONS TRAVEL
33	STA TRAVEL	n/a	FIRSTCHOICE.CO.UK	NAVIGANT
34	GOGO TOURS	n/a	FOUR SEASONS TRAVEL	WYNDHAM.COM
35	SEARS TRAVEL	n/a	n/a	SPRING BREAK TRAVEL



**TOP 35 TOUR OPERATORS/TRAVEL AGENTS/ONLINE SERVICES USED BY VISITORS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
1	EXPEDIA.COM	EXPEDIA.COM	DISCOVERY CRUISE LINE	CLUB MED
2	ATLANTIS.COM	ATLANTIS.COM	EXPEDIA.COM	EXPEDIA.COM
3	ORBITZ.COM	LIBERTY TRAVEL	ORBITZ.COM	CONTINENTAL.COM
4	LIBERTY TRAVEL	ORBITZ.COM	TRAVELOCITY.COM	ORBITZ.COM
5	TRAVELOCITY.COM	AMERICAN EXPRESS TRAVEL	SECURITY TRAVEL	AA.COM
6	AMERICAN EXPRESS TRAVEL	TRAVELOCITY.COM	USAIRWAYS VACATIONS.COM	TRAVELOCITY.COM
7	DISCOVERY CRUISE LINE	JETBLUE.COM	SPIRITAIR.COM	AMERICAN EXPRESS TRAVEL
8	AA.COM	AAA TRAVEL	AA.COM	CHEAPTICKETS.COM
9	JETBLUE.COM	AA.COM	RCI TRAVEL	BAHAMASAIR.COM
10	AAA TRAVEL	SANDALS.COM	CHEAPTICKETS.COM	CARLSONWAGONLIT.COM
11	USAIRWAYS VACATIONS.COM	USAIRWAYS VACATIONS.COM	LIBERTY TRAVEL	DELTA.COM
12	CLUB MED	CARLSONWAGONLIT.COM	STUDENT CITY	AAA TRAVEL
13	CONTINENTAL.COM	DELTA.COM	CONTINENTAL.COM	BAHAMAS.COM
14	SANDALS.COM	SPIRITAIR.COM	DELTA.COM	THOMAS COOK
15	SPIRITAIR.COM	BAHAMASAIR.COM	AMERICAN EXPRESS TRAVEL	USAIRWAYS VACATIONS.COM
16	CARLSONWAGONLIT.COM	CONTINENTAL.COM	AAA TRAVEL	FOUR SEASONS TRAVEL
17	DELTA.COM	CHEAPTICKETS.COM	BAHAMAS.COM	JETBLUE.COM
18	CHEAPTICKETS.COM	AIRCANADA.COM	SPECIAL T TRAVEL	LIBERTY TRAVEL
19	BAHAMASAIR.COM	BAHAMAS.COM	CARLSONWAGONLIT.COM	BA.COM
20	BAHAMAS.COM	GOGO TOURS	MARITZ TRAVEL	SPIRITAIR.COM
21	AIRCANADA.COM	BA.COM	JETBLUE.COM	AIRCANADA.COM
22	RCI TRAVEL	FIRSTCHOICE.CO.UK	BAHAMASAIR.COM	RCI TRAVEL
23	SECURITY TRAVEL	APPLE VACATIONS	GARBER TRAVEL	NWA.COM
24	GOGO TOURS	GRADCITY.COM	GRANDBAHAMA VACATIONS.COM	UNIGLOBE TRAVEL
25	BA.COM	RCI TRAVEL	WYNDHAM.COM	COLPITTSWORLDTRAVEL.COM
26	APPLE VACATIONS	THOMAS COOK	GOGO TOURS	VIRGIN-ATLANTIC.COM
27	FIRSTCHOICE.CO.UK	UNIGLOBE TRAVEL	APPLE VACATIONS	FIRSTCHOICE.CO.UK
28	STUDENT CITY	TRAVEL IMPRESSIONS	AIRCANADA.COM	BAHAMAS VACATIONS.COM
29	GRADCITY.COM	NWA.COM	THOMAS COOK	YAHOO.COM
30	THOMAS COOK	BEL AIR TRAVEL	VIP TRAVEL	DESTINATIONS TRAVEL
31	UNIGLOBE TRAVEL	SEARS TRAVEL	VIRGIN-ATLANTIC.COM	VIP TRAVEL
32	TRAVEL IMPRESSIONS	FUNJET VACATIONS	UNIGLOBE TRAVEL	UNITED.COM
33	NWA.COM	VIRGIN-ATLANTIC.COM	BLACKBEARDS CHARTERS	VIRTUALLYTHERE.COM
34	MARITZ TRAVEL	MARITZ TRAVEL	YAHOO.COM	GOGO TOURS
35	BEL AIR TRAVEL	YAHOO.COM	BA.COM	MARITZ TRAVEL

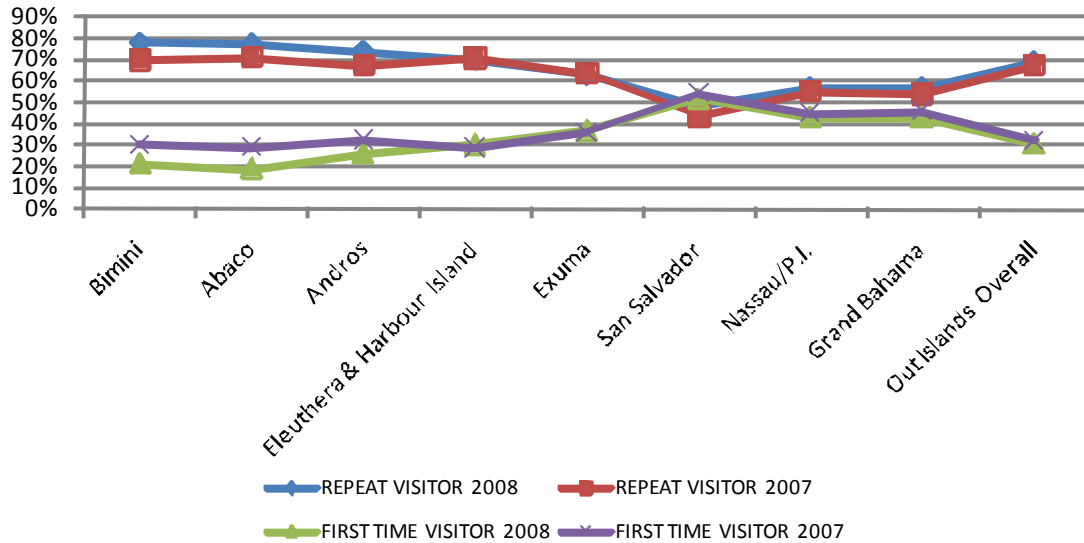
# WHAT IS THE REPEAT VISITOR RATE FOR THE ISLAND?

## ISLANDS OF THE BAHAMAS REPEAT VS. FIRST TIME VISITOR STOPOVER VISITORS 2008

	REPEAT VISITOR		FIRST TIME VISITOR	
	2008	2007	2008	2007
Bimini	78%	70%	21%	30%
Abaco	77%	71%	19%	29%
<b>Andros</b>	<b>74%</b>	<b>67%</b>	<b>26%</b>	<b>32%</b>
Eleuthera & Harbour Island	70%	71%	30%	29%
Exuma	63%	64%	37%	36%
San Salvador	48%	44%	52%	54%
Nassau/P.I.	57%	55%	43%	45%
Grand Bahama	57%	54%	43%	46%
Out Islands Overall	69%	67%	30%	32%
<b>All Bahamas</b>	<b>59%</b>	<b>58%</b>	<b>41%</b>	<b>42%</b>

Source: Tour Media Exit Survey 2008 and Exit Survey 2007

## REPEAT VS. FIRST TIME VISITOR 2008



- Andros Island has a high repeat visitor rate compared to some of the other Islands of the Bahamas.
- 74% of the stopovers to Andros were repeat visitors to the Bahamas. Only 26% were first time visitors.
- 59% of the stopover visitors to The Bahamas as a whole were repeat visitors and 41% were first time visitors.

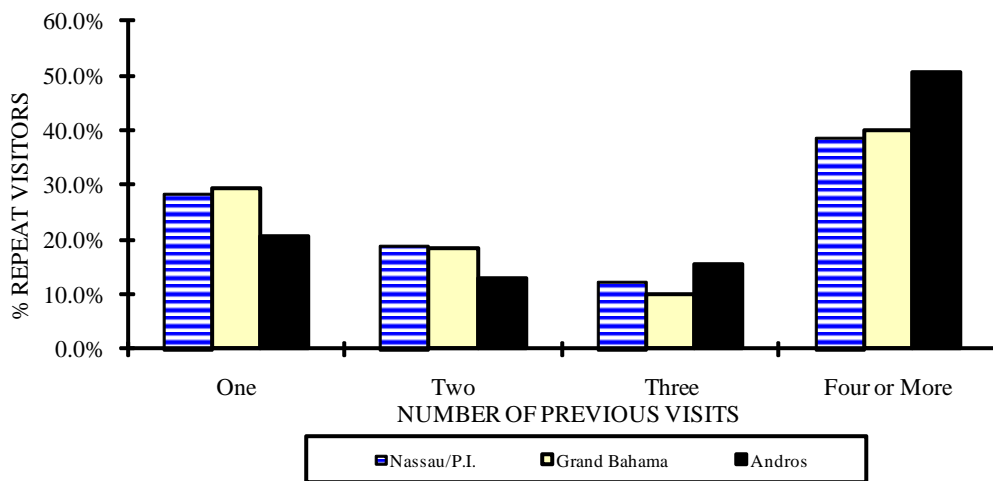
**HOW MANY TIMES HAD VISITORS TO ANDROS BEEN TO THE BAHAMAS?**

**NUMBER OF PREVIOUS VISITS EVER MADE TO THE BAHAMAS REPEAT VISITORS 2008**

	Number of Times			
	One	Two	Three	Four or More
Nassau/P.I.	28.4%	18.7%	12.3%	38.4%
Grand Bahama	29.2%	18.2%	10.0%	40.1%
<b>Andros</b>	20.4%	12.7%	15.3%	<b>50.6%</b>
All Bahamas	26.9%	17.9%	12.1%	40.9%

Source: Tour Operator and Media Exit Survey 2008

**NUMBER OF PREVIOUS VISITS EVER MADE TO THE BAHAMAS REPEAT VISITORS 2008**



- More than half (51%) of the stopover visitors to Andros had visited the Bahamas 4 or more times compared to 41% of those to the Bahamas as a whole.

## DID VISITORS SAY THEY WOULD RETURN TO THE BAHAMAS?

### ISLANDS OF THE BAHAMAS LIKELIHOOD TO RETURN STOPOVER VISITORS 2008

	Likely to Return		Not at all Likely to Return	
	2008	2007	2008	2007
Abaco	97%	91%	3%	8%
<b>Andros</b>	<b>96%</b>	<b>90%</b>	<b>4%</b>	<b>8%</b>
Bimini	94%	90%	5%	9%
Eleuthera & Harbour Island	92%	92%	7%	7%
San Salvador	91%	87%	7%	10%
Exuma	89%	87%	11%	12%
Out Islands Overall	92%	90%	7%	9%
Nassau/P.I.	86%	79%	13%	20%
Grand Bahama	82%	78%	17%	21%
<b>All Bahamas</b>	<b>87%</b>	<b>81%</b>	<b>13%</b>	<b>18%</b>

Likely Return percentages include those persons who said they were **very likely or somewhat likely** to return.

Not Likely Return percentages include those persons who said they were **somewhat unlikely or Not at all likely** to return

Source: Tour Media Exit Survey 2008 & Exit 2007

### LIKELY RETURN 2008



- The majority of the visitors (96%) to Andros said that they would return to the Bahamas in 1-5 years. 76.5% said that they were very likely to return and 19.4% said that they were somewhat likely to return.

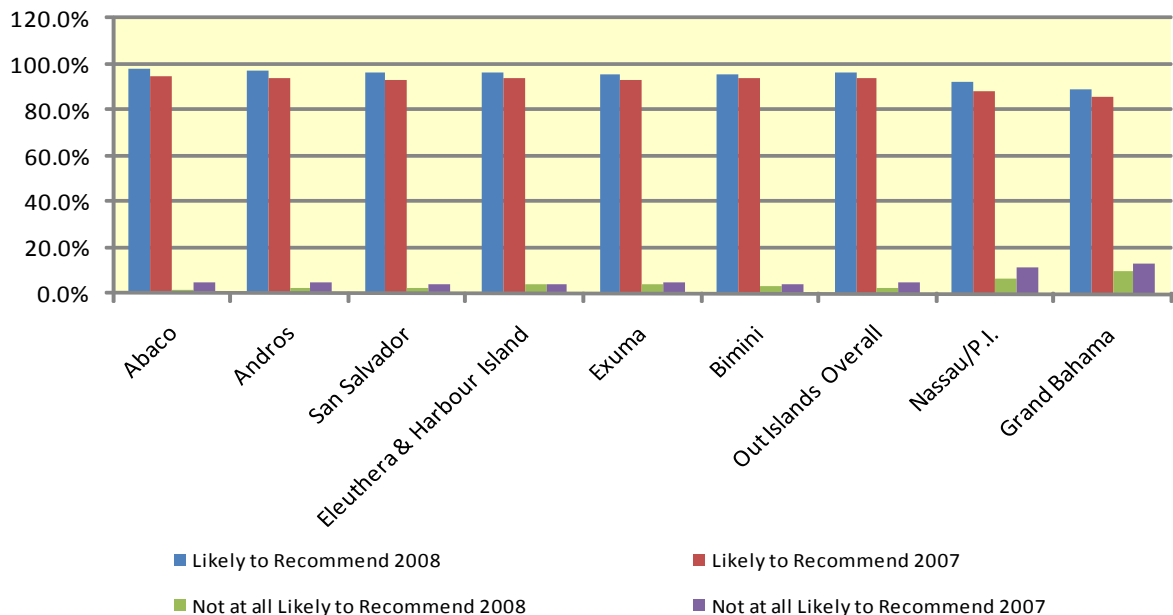
## DID VISITORS SAY THEY WOULD RECOMMEND THE BAHAMAS?

### LIKELIHOOD TO RECOMMEND STOPOVER VISITORS 2008

	Likely to Recommend		Not at all Likely to Recommend	
	2008	2007	2008	2007
Abaco	98.0%	94.5%	2.0%	4.5%
<b>Andros</b>	<b>97.3%</b>	<b>93.8%</b>	<b>2.5%</b>	<b>4.5%</b>
San Salvador	96.2%	93.1%	2.1%	4.0%
Eleuthera & Harbour Island	96.0%	93.8%	4.0%	4.2%
Exuma	95.8%	93.4%	3.8%	5.3%
Bimini	95.6%	94.0%	3.3%	4.3%
Out Islands Overall	96.6%	94.0%	2.8%	4.5%
Nassau/P.I.	92.3%	87.9%	6.9%	11.2%
Grand Bahama	88.8%	85.9%	9.8%	13.3%
<b>All Bahamas</b>	<b>92.5%</b>	<b>88.7%</b>	<b>6.6%</b>	<b>10.3%</b>

Likely Recommend percentages include those persons who said they were **very likely or somewhat likely** to recommend. Not Likely to Recommend percentages include those persons who said they were **somewhat unlikely or Not at all likely** to recommend. **Source: Tour Media Exit Survey 2008 & Exit 2007**

### LIKELIHOOD OF RECOMMENDING 2008



- The majority of the visitors (97%) to Andros said that they would recommend the Bahamas to their friends or relatives. 82.6% to Andros said that they were very likely to recommend and 14.7% said that they were somewhat likely to recommend the Bahamas to their friends or relatives.



**WHAT WERE VISITORS SAYING ABOUT ANDROS?**

**TOURIST COMMENTS  
POSITIVE VS. NEGATIVE COMMENTS**

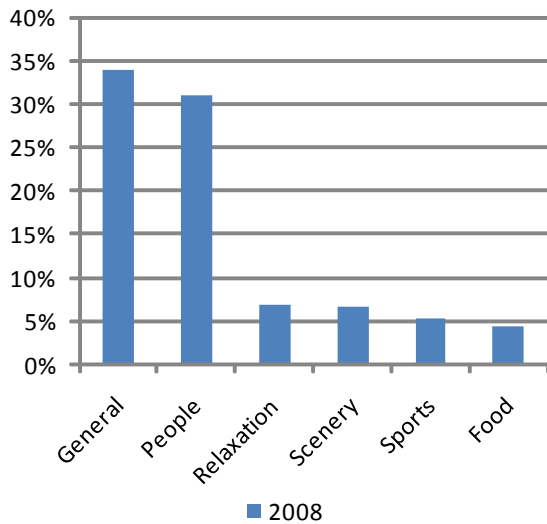
**ANDROS**

<b>TOP COMPLIMENTS</b>		<b>TOP COMPLAINTS</b>	
	<b>2008</b>		<b>2008</b>
General	34%	Airlines (neg.)	25%
People	31%	Litter (neg)	23%
Relaxation	7%	Prices (neg)	11%
Scenery	7%	Sports (neg)	9%
Sports	5%	n/a	n/a
Food	4%	n/a	n/a
<b>No. of Comments</b>	<b>129</b>	<b>No. of Comments</b>	<b>25</b>

Source: Tour Media Exit Survey 2008

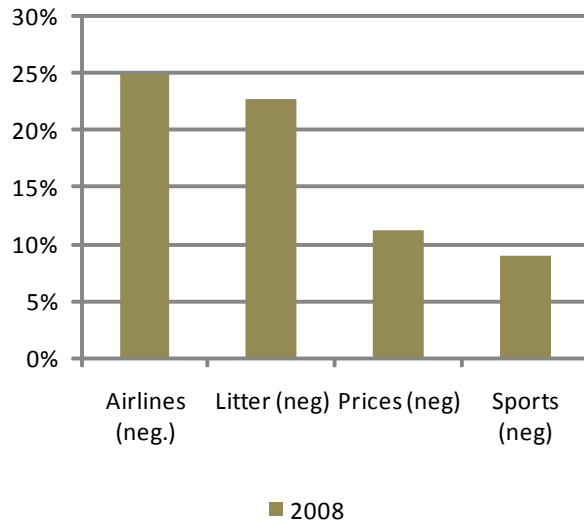
**TOURIST COMMENTS  
ANDROS  
COMPLIMENTS**

**2008**



**TOURIST COMMENTS  
ANDROS  
COMPLAINTS**

**2008**



- Visitors to Andros complimented the island on the friendly people, the rest & relaxation available on the island, scenery, the sporting activities, and the food.
- Visitors to Andros complained about the airlines flying into the island. For Example, they mentioned that getting to Andros was not easy from some locations like Europe, etc.
- Some of the visitors to Andros complained about litter, and the prices.
- Some of the visitors to Andros indicated that the sports in the destination were not to their satisfaction.
- It is not uncommon for a product characteristic to come under both a compliment and a complaint. For example, sports fell under the top compliments and the top complaints for the island. This simply means that for some visitors to Andros the sporting activities were good and to others they were disappointing.

### **WHAT DID VISITORS THINK OF THE VALUE FOR MONEY IN ANDROS?**

- The *overall value for money* in Andros was better than in some of the other Islands of the Bahamas. 31% of the visitors to Andros thought that the overall value for money that they got was much better or better than they had expected compared to 26% of the stopover visitors to the Bahamas as a whole. Only 9% of them thought that the overall value for money was not as good as or much worse than expected compared to 16% for the Bahamas Overall.

## HOW DID VISITORS TO ANDROS GET THERE?

### MODE OF ARRIVAL THE ISLANDS OF THE BAHAMAS STOPOVER VISITORS 2008

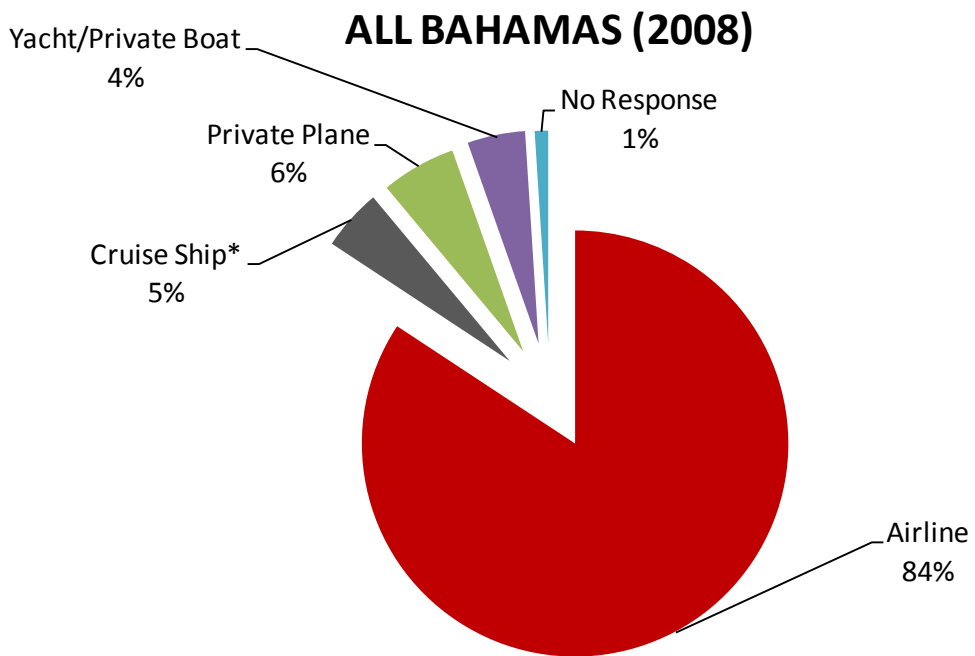
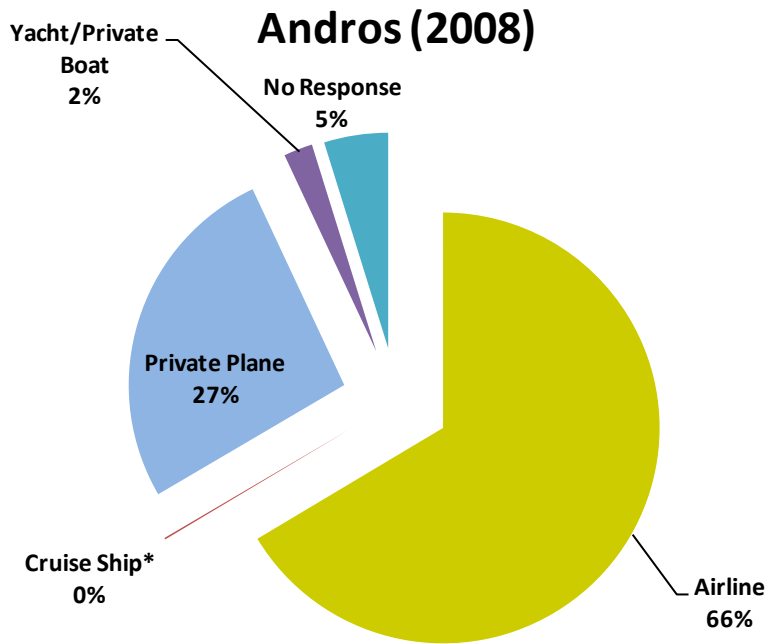
	Abaco		Andros		Bimini		Total Eleuthera		Exuma		San Salvador	
	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
Airline	70,130	82,265	6,114	6,356	10,092	9,958	27,573	31,138	27,013	29,779	15,805	16,840
Cruise Ship*	260	251	11	14	792	432	19	24	36	9	60	40
Private Plane	18,987	19,644	2,438	2,331	5,326	4,155	7,192	8,139	5,630	6,823	473	493
Yacht/Private Boat	6,465	6,694	199	280	25,187	25,355	721	716	887	923	264	176
No Response	1,829	1,899	442	461	1,034	937	522	763	343	387	1,738	649
<b>Total</b>	<b>97,671</b>	<b>110,753</b>	<b>9,204</b>	<b>9,442</b>	<b>42,431</b>	<b>40,837</b>	<b>36,027</b>	<b>40,780</b>	<b>33,909</b>	<b>37,921</b>	<b>18,340</b>	<b>18,198</b>

\*These persons came by ship, stayed 24 hrs. or more in the destination, and did not use the ship for Accommodation purposes, i.e. they were stopovers.

\*\*Above Eleuthera numbers include Harbour Island. In 2008, stopovers to Harbour Isl. By arrival mode: Airline=9,295, Cruise Ship=14, Private Plane=1,918,

Yacht/Private boat=280 & NR=131. In 2007 stopovers to Harbour Isl. By arrival mode: Airline=9,846 Cruise Ship=13, Private Plane=2,210, Yacht/Private boat=225 & NR=164.

- Most of the visitors to the island came via commercial airline or private plane.
- Andros has a higher percentage of visitors who come by private plane than the Bahamas Overall.
- In 2008, 66% of the stopovers to Andros came to the island on a commercial plane and 27% came on a private plane. In 2008, 84% of the stopover visitors to the Bahamas came on a commercial plane and 6% came on a private plane.



**WHERE DID VISITORS TO ANDROS STAY WHEN ON THE ISLAND?**

**STOPOVER VISITORS BY TYPE OF ACCOMMODATION  
THE ISLANDS OF THE BAHAMAS**

	Abaco		Andros		Bimini		Total Eleuthera		Exuma		San Salvador	
	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
Apt/Villa	27,929	32,197	438	392	834	784	8,428	9,058	3,418	3,359	15	35
Hotel	27,365	33,210	4,627	5,124	28,291	26,420	14,438	17,836	20,892	24,368	15,669	15,835
Private/Boat	18,869	20,262	925	1,004	6,326	6,296	3,969	3,914	5,103	5,648	224	192
Own Property	9,185	9,153	455	500	3,522	3,329	3,103	3,233	1,375	1,384	85	83
Friends/Relatives	8,308	9,346	1,066	1,127	1,764	1,760	3,358	3,540	1,735	1,747	68	67
Timeshare	1,533	2,216	9	8	24	18	74	113	20	19	3	1
Other	1,236	1,383	480	404	446	546	721	993	372	432	1,597	1,561
Non-Response	3,246	2,986	1,204	883	1,224	1,684	1,936	2,093	994	964	679	424

It is possible for stopover visitors to stay in more than one type of accommodation during their visit.

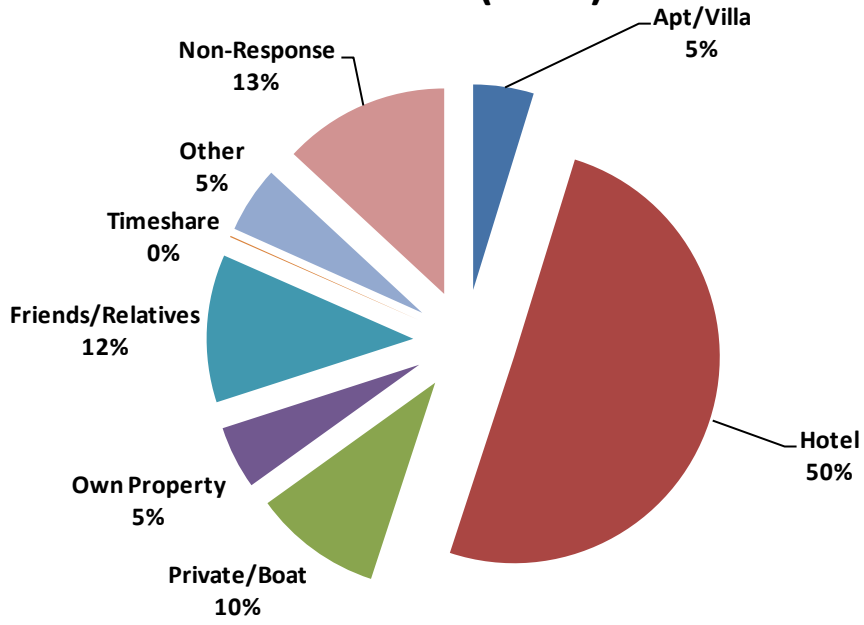
\*Harbour Island stopovers are included in the overall numbers for Eleuthera. In 2008, stopovers to Harbour Isl. Stayed in: Hotel=9,965, Private/Boat=1,165, Apt/Villa=508

In 2007, stopovers to Harbour Isl. Stayed in: Hotel=11,118, Private/Boat=714, Apt/Villa=626

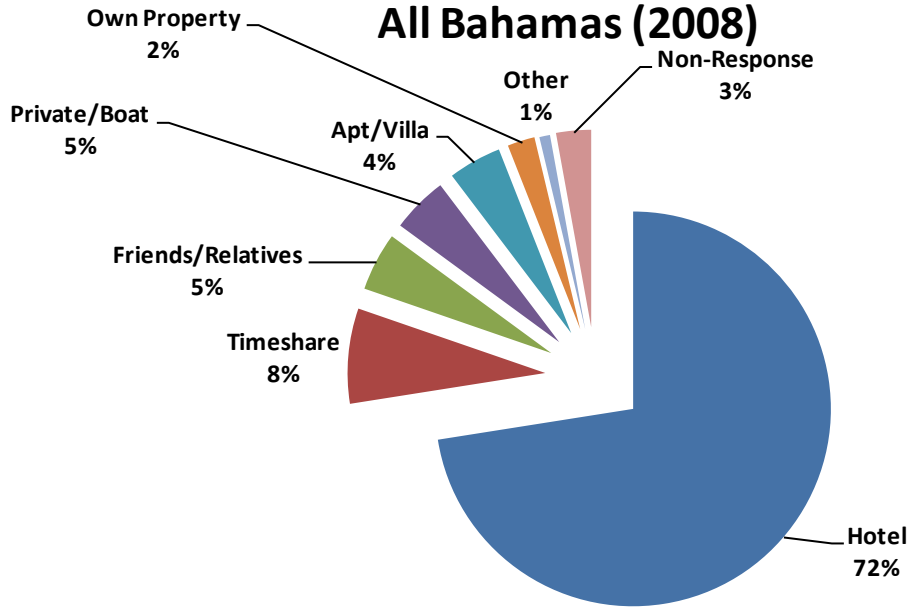
Source: Immigration Cards

- Most visitors to Andros stayed in a hotel, with friends/relatives or on a private boat.
- In 2008, 50% of the stopover visitors to Andros stayed in a hotel, 12% stayed with friends/relatives and 10% stayed on a private boat. In 2007, 72% of the stopover visitors to The Bahamas Overall stayed in a hotel, 5% stayed with friends/relatives and 5% stayed on a private boat.

### Andros (2008)



### All Bahamas (2008)

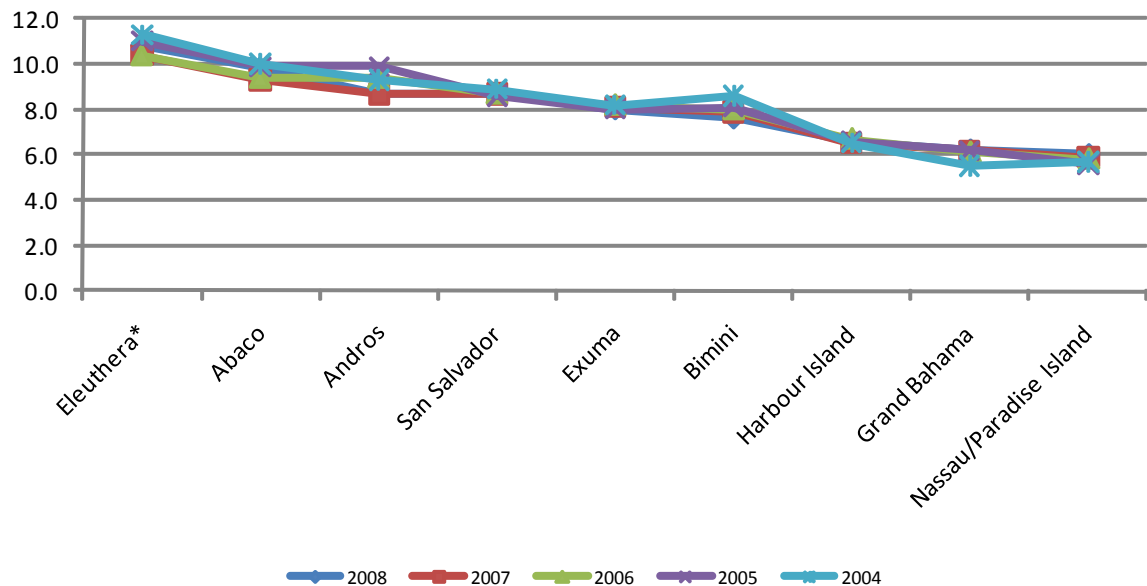


## HOW LONG DID THE VISITORS STAY WHILE ON THE ISLAND?

### AVERAGE LENGTH OF STAY ISLANDS OF THE BAHAMAS

	2008	2007	2006	2005	2004
Eleuthera*	10.8	10.4	10.4	11.0	11.3
Abaco	9.8	9.3	9.4	9.9	10.0
<b>Andros</b>	<b>8.7</b>	<b>8.7</b>	<b>9.4</b>	<b>9.9</b>	<b>9.3</b>
San Salvador	8.7	8.7	8.7	8.6	8.9
Exuma	8.0	8.1	8.2	8.0	8.2
Bimini	7.6	7.9	8.0	8.1	8.6
Harbour Island	6.6	6.5	6.7	6.6	6.5
Grand Bahama	6.2	6.2	6.1	6.2	5.5
Nassau/Paradise Island	6.0	5.9	5.8	5.6	5.7
Out Islands	9.2	9.1	9.0	9.5	9.7
All Bahamas	6.6	6.6	6.4	6.4	6.3

\*The average stay above for Eleuthera does not include Harbour Island.



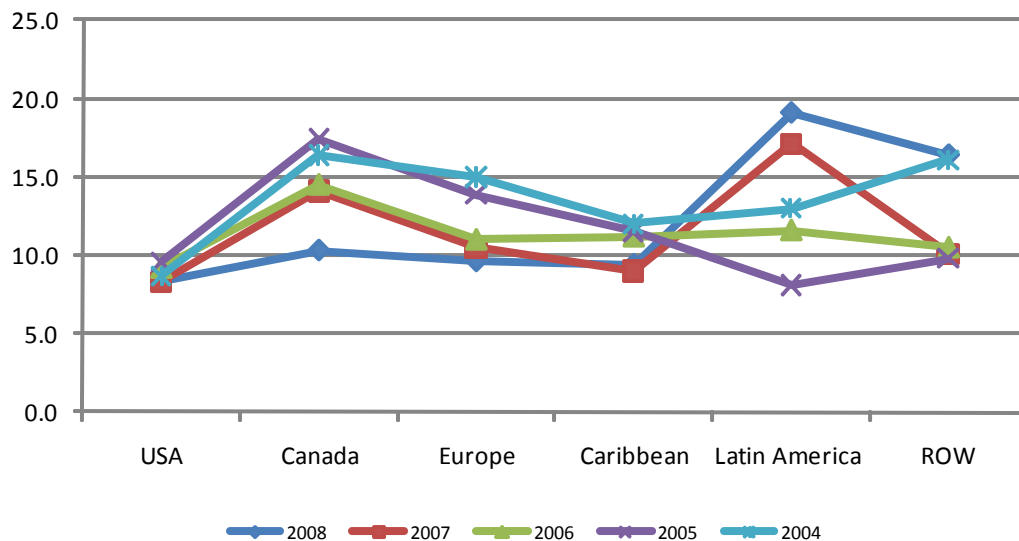
- Stopover visitors to Andros stayed on average of 8.7 nights.

## AVERAGE LENGTH OF STAY BY MAJOR REGION

### AVERAGE LENGTH OF STAY ANDROS

	2008	2007	2006	2005	2004
USA	8.4	8.3	9.2	9.6	8.7
Canada	10.3	14.1	14.5	17.4	16.4
Europe	9.6	10.5	11.0	13.9	15.0
Caribbean	9.4	9.0	11.2	11.5	12.0
Latin America	19.1	17.1	11.6	8.1	13.0
ROW	16.4	10.1	10.5	9.8	16.1

\*The average stay above for Eleuthera does not include Harbour Island.



- Stopover Visitors from the United States who visited Andros stayed 8.4 nights in 2008 and those from Canada stayed 10.3 nights.
- Stopovers from Europe who visited Andros stayed 9.6 nights in 2008 and those from the Caribbean stayed 9.4 nights.
- In 2008, stopover visitors from Latin America who visited Andros stayed the longest i.e., 19.1 nights.



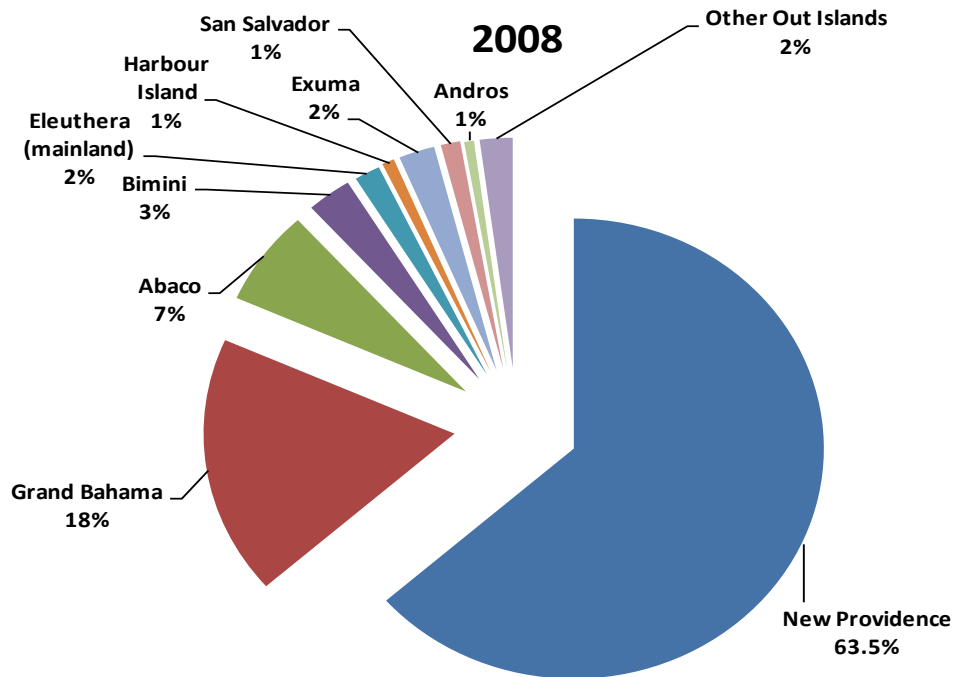
**WHICH ISLAND IN THE BAHAMAS HAD THE HIGHEST PERCENTAGE OF THE MARKET SHARE OF STOPOVER VISITORS?**

**ISLANDS OF THE BAHAMAS  
STOPOVER VISITORS**

	2008	% SHR	2007	% SHR	% CHG
New Providence	929,249	63.5%	960,768	62.9%	-3.3%
Grand Bahama	265,176	18.1%	279,193	18.3%	-5.0%
Abaco	97,671	6.7%	110,753	7.2%	-11.8%
Bimini	42,431	2.9%	40,837	2.7%	3.9%
Eleuthera (mainland)	24,389	1.7%	28,322	1.9%	-13.9%
Harbour Island	11,638	0.8%	12,458	0.8%	-6.6%
Exuma	33,909	2.3%	37,921	2.5%	-10.6%
San Salvador	18,340	1.3%	18,198	1.2%	0.8%
Andros	9,204	0.6%	9,442	0.6%	-2.5%
Other Out Islands	30,999	2.1%	29,835	2.0%	3.9%
<b>All Bahamas</b>	<b>1,463,006</b>	<b>100.0%</b>	<b>1,527,727</b>	<b>100.0%</b>	<b>-4.2%</b>

\*Eleuthera numbers exclude Harbour Island stopovers.

Source: Immigration Cards



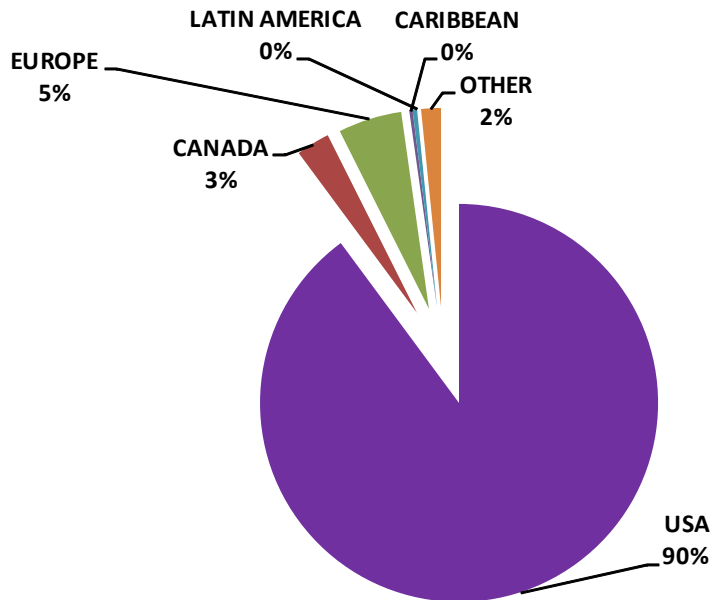
- Stopover visitors to Nassau/P.I. had the highest percentage of the market share of visitors to the Bahamas.

## WHERE DID THE VISITORS TO ANDROS COME FROM?

### WHERE DO THE STOPOVER VISITORS COME FROM ANDROS 2008

		2008	% SHR
1	USA	8,271	89.9%
2	CANADA	251	2.7%
3	EUROPE	476	5.2%
4	CARIBBEAN	25	0.3%
5	LATIN AMERICA	33	0.4%
6	OTHER	148	1.6%
<b>TOTAL STOPOVERS</b>		9,204	100.0%

### WHERE DO THE STOPOVER VISITORS COME FROM ANDROS 2008



- Most of the visitors (90%) to Andros came from the United States.
- 5% of them came from Europe and 3% came from Canada.

**ISLANDS OF THE BAHAMAS  
ANDROS**

		<b>2008</b>	<b>2007</b>	<b>% CHG 08/07</b>
1	USA	8,271	8,545	-3.2%
2	CANADA	251	251	0.0%
3	EUROPE	476	468	1.7%
4	CARIBBEAN	25	29	-13.8%
5	LATIN AMERICA	33	31	6.5%
6	OTHER COUNTRIES	148	118	25.4%
	<b>TOTAL STOPOVERS</b>	9,204	9,442	-2.5%

- In 2008, Andros did not receive any growth in stopover visitors from the United States and the Caribbean.
- Growth in stopover visitors was seen from Europe, Latin America and some other countries.

**STATES (UNITED STATES OF AMERICA)**  
**ANDROS**  
**2001 TO 2008**

<b>State</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
FLORIDA	1,123	738	2,273	2,897	3,217	3,553	3,298	3,407
NEW YORK	293	155	337	506	535	565	439	366
TEXAS	143	128	195	248	242	300	309	273
CALIFORNIA	181	138	184	261	337	291	324	245
SOUTH CAROLINA	121	57	100	209	196	221	189	241
GEORGIA	193	108	248	334	300	368	237	231
OHIO	125	62	148	335	769	371	246	230
ILLINOIS	106	100	86	213	199	164	147	229
NORTH CAROLINA	169	120	191	271	254	277	261	224
VIRGINIA	137	79	117	259	235	287	257	209
NEW JERSEY	130	89	166	264	214	222	218	191
COLORADO	97	95	125	122	169	138	211	186
PENNSYLVANIA	191	119	217	337	317	261	248	168
MASSACHUSETTS	129	102	164	236	207	250	186	163
CONNECTICUT	100	89	140	205	162	130	145	159
MARYLAND	116	67	77	166	146	167	146	141
WISCONSIN	68	27	62	104	190	143	185	123
TENNESSEE	103	59	77	158	153	126	150	122
MICHIGAN	85	50	110	166	208	174	139	112
WASHINGTON	36	21	59	86	81	88	78	97
LOUISIANA	21	25	23	26	82	54	28	84
ALABAMA	31	25	62	114	136	116	95	78
INDIANA	35	23	37	114	164	104	106	73
MISSOURI	57	39	55	87	107	61	59	67
MINNESOTA	49	21	36	78	73	62	41	65
MAINE	25	14	33	52	51	34	41	62
MONTANA	47	26	35	67	56	54	54	57
VERMONT	17	22	43	81	97	74	26	49
WYOMING	23	43	18	30	53	48	50	48
RHODE ISLAND	15	9	32	41	33	18	35	45
IDAHO	18	14	16	15	28	34	23	40
NEW HAMPSHIRE	46	29	35	69	52	74	64	39
ARIZONA	21	18	33	36	45	50	37	38
MISSISSIPPI	9	5	9	40	52	24	13	36
WASHINGTON DC					52	42	30	32
NEVADA	11	5	14	15	18	33	30	31
KENTUCKY	21	13	22	33	53	70	57	30
UTAH	19	10	13	34	62	22	29	29
ALASKA	9	10	14	44	45	56	41	22
OREGON	32	17	45	27	32	40	58	20
KANSAS	20	9	22	29	23	23	46	20
DELAWARE	15	8	8	9	27	29	12	18
NEW MEXICO	18	7	18	36	17	35	32	29
NEBRASKA	3	4	5	16	14	19	10	29
OKLAHOMA	8	19	10	22	9	27	19	25

**STATES  
STOPOVERS  
2001 TO 2008**

<b>State</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
ARKANSAS	6	12	15	25	46	36	34	14
IOWA	23	8	10	29	20	21	22	14
WEST VIRGINIA	4	6	4	36	22	19	10	13
SOUTH DAKOTA	1		6	8	6	9	3	13
NORTH DAKOTA	3			1	13	4	4	6
HAWAII			6	1	4	1	1	3
OTHER	283	221	456	296	38	19	22	25
<b>TOTAL USA</b>	<b>4,536</b>	<b>3,065</b>	<b>6,211</b>	<b>8,888</b>	<b>9,661</b>	<b>9,408</b>	<b>8,545</b>	<b>8,271</b>

DMA'S are designated market areas and may cover more than one state, hence, the DMA's will not necessarily equal the state totals.

District of Columbia (Washington DC) is technically not considered a state according to the US Embassy in Nassau, but because it is where the President resides it is included in the above numbers separately.

- The state of Florida was by far the biggest supplier of stopover visitors from the United States.
- Florida has been the biggest supplier for Andros for many years.

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**STOPOVER VISITORS:ANDROS : BY MEDIA MARKET 2008**


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<b>MEDIA MARKET (DMA)</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>
1 MIAMI-FT. LAUDERDALE	1,282	1,241	1,238	1,106	1,056	1,126	267
2 WEST PALM BEACH-FT. PIERCE	686	632	672	659	626	512	177
3 NEW YORK	525	602	713	690	748	491	249
4 ORLANDO-DAYTONA BCH-MELBRN	509	435	474	406	327	158	80
5 TAMPA-ST. PETE (SARASOTA)	363	400	515	511	381	205	94
6 FT. MYERS-NAPLES	239	221	266	179	223	136	63
7 WASHINGTON, DC (HAGRSTWN)	199	179	211	206	150	109	52
8 CHICAGO	181	120	138	188	186	83	77
9 JACKSONVILLE	179	200	228	177	144	107	44
10 BOSTON (MANCHESTER)	171	210	287	222	263	182	105
11 DENVER	167	182	125	173	105	107	91
12 ATLANTA	161	152	229	187	214	160	75
13 CHARLESTON, SC	150	97	130	122	75	51	28
14 PHILADELPHIA	149	159	179	190	228	135	94
15 HOUSTON	103	106	106	99	82	77	43
16 COLUMBUS, OH	90	94	130	280	145	36	18
17 BALTIMORE	85	87	109	77	95	33	40
18 SAN FRANCISCO-OAK-SAN JOSE	83	119	95	136	105	70	59
19 LOS ANGELES	81	111	116	108	109	66	49
20 SEATTLE-TACOMA	78	65	73	69	73	40	14
21 MOBILE-PENSACOLA (FT WALT)	69	49	58	57	31	24	4
22 CHARLOTTE	68	81	82	72	107	45	39
23 DALLAS-FT. WORTH	67	75	66	50	74	49	42
24 NEW ORLEANS	66	26	33	55	20	11	12
25 MINNEAPOLIS-ST. PAUL	60	44	60	71	68	34	21
26 HARTFORD & NEW HAVEN	59	75	60	79	80	55	31
27 BURLINGTON-PLATTSBURGH	55	38	70	104	91	50	35
28 MILWAUKEE	52	104	37	78	29	34	9
29 RALEIGH-DURHAM (FA YETVLE)	50	64	74	66	67	50	41
30 PROVIDENCE-NEW BEDFORD	49	38	23	35	49	35	11
31 NASHVILLE	47	58	52	52	71	25	26
32 PORTLAND-AUBURN	46	37	25	42	43	28	13
33 MEMPHIS	46	43	31	54	38	25	15
34 AUSTIN	43	43	41	35	22	20	8
35 CLEVELAND-AKRON (CANTON)	42	82	100	129	65	51	21
36 DETROIT	40	69	107	96	61	70	26
37 GREENSBORO-H.POINT-W.SALEM	39	43	51	50	70	44	15
38 NORFOLK-PORTSMTH-NEWPT NWS	39	56	59	67	38	8	14
39 ST. LOUIS	37	38	46	57	51	34	40
40 GREENVLL-SPART-ASHEVLL-AND	37	53	67	42	60	32	19
41 CHATTANOOGA	37	14	23	16	14	5	4
42 INDIANAPOLIS	36	79	57	68	64	14	19
43 PHOENIX (PRESCOTT)	36	29	28	38	24	18	14
44 PITTSBURGH	36	54	47	58	95	41	21
45 SAVANNAH	35	54	47	70	71	44	17
46 BIRMINGHAM (ANN AND TUSC)	35	52	56	77	42	31	10
47 COLUMBIA, SC	34	29	29	20	20	13	3
48 SALT LAKE CITY	33	36	24	64	37	14	14
49 IDAHO FALLS-POCATELLO	32	26	27	17	15	16	11
50 CINCINNATI	32	45	105	197	35	32	11

MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
53 RICHMOND-PETERSBURG	29	53	51	30	52	18	24
54 SAN DIEGO	28	41	17	26	12	23	10
55 BUTTE-BOZEMAN	28	24	32	16	17	12	8
56 ALBUQUERQUE-SANTA FE	28	41	41	30	39	21	8
57 WILMINGTON	27	15	14	18	7	31	8
58 MADISON	24	8	14	19	25	13	5
59 KANSAS CITY	23	38	21	28	22	24	7
60 GAINESVILLE	22	39	44	58	54	25	9
61 LAS VEGAS	21	19	14	9	5	9	3
62 OMAHA	20	6	15	12	10	4	3
63 HARRISBURG-LNCSTR-LEB-YORK	20	37	62	60	35	22	10
64 TALLAHASSEE-THOMASVILLE	19	30	39	38	35	21	13
65 ALBANY-SCHENECTADY-TROY	19	16	31	27	22	21	9
66 DAYTON	18	13	12	44	18	22	
67 OKLAHOMA CITY	18	9	15	6	9		13
68 TOLEDO	17	18	11	47	23	2	11
69 SACRAMENTO-STKTON-MODESTO	17	19	30	16	14	15	8
70 BILLINGS	17	10	13	15	15	15	26
71 GREENVILLE-N.BERN-WASHNGTN	17	26	18	11	13	13	12
72 BOISE	16	9	10	12	4	6	5
73 FLINT-SAGINAW-BAY CITY	16	11	6	6	10	2	2
74 ROANOKE-LYNCHBURG	16	9	39	38	35	24	12
75 CHAMPAIGN&SPRNGFLD-DECATUR	16	4	2	5	6	4	7
76 SHREVEPORT	16	2	2	22	1	8	1
77 MISSOULA	16	14	14	21	26	4	10
78 TWIN FALLS	16	7	12	10	3	3	5
79 SPOKANE	15	9	9	2	9	8	6
80 PORTLAND, OR	15	34	31	29	20	37	13
81 YOUNGSTOWN	14	8	9	7	3	6	
82 SOUTH BEND-ELKHART	14	2	10	18	12	5	1
83 BANGOR	14	4	13	17	10	9	1
84 CHARLESTON-HUNTINGTON	14	4	35	81	21	5	9
85 HUNTSVILLE-DECATUR (FLOR)	13	14	12	9	19	4	5
86 SYRACUSE	13	11	10	13	18	14	5
87 KNOXVILLE	13	27	17	38	39	23	11
88 COLORADO SPRINGS-PUEBLO	13	10	10	13	15	17	5
89 LANSING	12	10	19	22	28	5	5
90 LOUISVILLE	12	19	21	27	24	1	6
91 SAN ANTONIO	12	25	20	17	31	26	10
92 FT. WAYNE	12	12	19	47	36	7	1
93 ANCHORAGE	11	38	55	34	39	11	6
94 CHARLOTTESVILLE	11	31	21	13	37	3	1
95 BUFFALO	11	13	7	11	15	8	3
96 LEXINGTON	10	17	17	14	10	13	4
97 SPRINGFIELD-HOLYOKE	10	17	19	19	19	5	9
98 COLUMBUS, GA	10	2	35	30	9	6	2
99 TRAVERSE CITY-CADILLAC	9	16	18	24	7	4	8
100 CORPUS CHRISTI	9	18	17	8	9	6	5
101 PEORIA-BLOOMINGTON	9	3	3	4	4	1	5
102 BEND, OR	9	18	7	6	1	1	3
103 ROCHESTER, NY	9	10	18	6	10	13	15
104 BILOXI-GULFPORT	9	3	7	27	10	2	2

MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
107 WAUSAU-RHINELANDER	8	6	9	6	8	6	7
108 BATON ROUGE	8	2	15	4	3	8	9
109 BINGHAMTON	8	7	5	7	4	5	
110 CHICO-REDDING	8	8	7	9	5	2	1
111 WACO-TEMPLE-BRYAN	8	6	5	3	4		7
112 COLUMBIA-JEFFERSON CITY	8	2	9	4	14	6	
113 CEDAR RAPIDS-WTRLO-IWC&DUB	8	8	5	8	19	6	1
114 PANAMA CITY	8	16	12	10	26	2	
115 FARGO-VALLEY CITY	7	6	4	7	1	2	
116 SPRINGFIELD, MO	7	9	4	15	10	7	
117 MONTGOMERY (SELMA)	7	11	10	10	16	3	3
118 ST. JOSEPH	7		1	27			1
119 TULSA	7	5	10	3	12	10	3
120 LIMA	7	3	1	1	13	1	
121 ALBANY, GA	6	9	9	4	4	11	
122 PADUCAH-C.GIRD-HARBG-MT VN	6	4	5	4	9	3	4
123 LITTLE ROCK-PINE BLUFF	6	11	6	18	6	12	4
124 ROCHESTR-MASON CITY-AUSTIN	6		1	2	6	1	
125 ERIE	6	12	13	18	14	14	
126 ELMIRA	6		4	3	8	1	2
127 MACON	6	11	10	3	21	6	8
128 FLORENCE-MYRTLE BEACH	6	13	7	3	22	1	7
129 BEAUMONT-PORT ARTHUR	6	3	4			1	
130 RAPID CITY	6	5	8	4	4	1	3
131 EVANSVILLE	5	2	10	8		5	1
132 COLUMBUS-TUPELO-WEST POINT	5	1	1	4	13		1
133 JUNEAU	5	3		2	1	2	3
134 SANTABARBRA-SANMAR-SANLUOB	5	5	7	12	6		
135 ROCKFORD	5	7	7	5	10		1
136 EL PASO	5	1	1	2	3		
137 WICHITA-HUTCHINSON PLUS	5	14	5	4	21	4	1
138 FAIRBANKS	5		1	6	4	1	1
139 SIOUX FALLS(MITCHELL)	5		1	2	8	6	
140 LA CROSSE-EAU CLAIRE	5	2	8	7	6		1
141 JOHNSTOWN-ALTOONA	5	9	16	8	4	15	4
142 UTICA	4	3	5		3	3	
143 TRI-CITIES, TN-VA	4	10	8	12	9	1	2
144 SIOUX CITY	4	1	5		2		
145 HARLINGEN-WSLCO-BRNSVL-MCA	4	10	7	1		8	5
146 TYLER-LONGVIEW(LFKN&NCGD)	4	9	3	6	6		3
147 MONTEREY-SALINAS	4	4	8	7	4	3	4
147 HATTIESBURG-LAUREL	4	1	6		2		
149 GRAND JUNCTION-MONTROSE	4	6	3	1	2		
150 WHEELING-STEUBENVILLE	3			2	3	2	
151 MEDFORD-KLAMATH FALLS	3	3	4	3	4	8	
152 HONOLULU	3	1	1	4	1	6	
153 RENO	3	10	18	10	11	5	7
154 CHEYENNE-SCOTTSBLUF	3	2		5	2		1
155 SALISBURY	3	9	6	4	17	5	4
156 WICHITA FALLS & LAWTON	3	5				1	
157 AMARILLO	3		1	3	2	1	
158 NORTH PLATTE	3				1		



MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
161 ABILENE-SWEETWATER	2	2	11	1	1	1	
162 DULUTH-SUPERIOR	2	1	5	3		1	
163 LAFAYETTE, LA	2	1	3	2	1		3
164 LINCOLN & HASTINGS-KRNY	2	2		1	5	1	2
165 DAVENPORT-R.ISLAND-MOLINE	2	7	5	12	3	1	
166 JACKSON, MS	2	4	3	4	10	3	1
167 JACKSON, TN	2				1	1	5
168 DES MOINES-AMES	2	4	5	3	5	4	6
169 CLARKSBURG-WESTON	2	1	1	7	3		
170 ODESSA-MIDLAND	2	2	3	5	9	1	4
171 JOPLIN-PITTSBURG	2	5		1			
172 LUBBOCK	1		1	1	1		
173 GREAT FALLS	1	5	3	2	2	2	1
174 FRESNO-VISALIA	1	1	3	3	2		1
175 MARQUETTE	1	2	2	19	3		
176 CASPER-RIVERTON	1	5	7	2	4	1	5
177 QUINCY-HANNIBAL-KEOKUK	1				4		3
178 BAKERSFIELD	1	2	1	2			
179 DOTHAN	1	9	12	14	24		5
180 ZANESVILLE	1	2	1	3	1		
181 MINOT-BISMARCK-DICKINSON	1		1	5	1	1	
182 PALM SPRINGS	1	2		2		2	1
183 TOPEKA	1		1	1		5	2
184 TUCSON (SIERRA VISTA)	1	8	21	7	12	12	4
185 MANKATO				1	1		
186 LAKE CHARLES			2	2			
187 YUMA-EL CENTRO						3	
188 LAFAYETTE, IN		1	1	1			
189 SAN ANGELO				6			1
190 HARRISONBURG		8		1	2	1	
191 PARKERSBURG			1		3		1
192 GREENWOOD-GREENVILLE				8	1	1	
193 WATERTOWN		1	1	1	6	1	
194 HELENA		1		3	9	4	2
195 JONESBORO		2	9	3	1		
196 PRESQUE ISLE		1					
197 MONROE-EL DORADO		8	11	3	2		
198 SHERMAN-ADA		5	1		5		2
199 MERIDIAN				1		2	
200 VICTORIA			1				
201 YAKIMA-PASCO-RCHLND-KNNWCK				3	1	2	
202 TERRE HAUTE					2	2	
203 BLUEFIELD-BECKLEY-OAK HILL		4	2	3	2	2	1
204 EUGENE		6	6	4	3	9	2
205 BOWLING GREEN					1	2	
206 OTTUMWA-KIRKSVILLE		5	5		1		
207 OTHER	211	201	197	207	373	456	221
<b>GRAND TOTAL</b>	<b>8,271</b>	<b>8,545</b>	<b>9,408</b>	<b>9,661</b>	<b>8,888</b>	<b>6,211</b>	<b>3,065</b>

- The most important designated media markets for visitors to Andros were Miami-Ft. Lauderdale, West Palm Beach-Ft Pierce and New York.

## WHERE ELSE DID VISITORS TO ANDROS COME FROM?

### TOP CANADIAN PROVINCES STOPOVER VISITORS ANDROS

	PROVINCES	2008	2007	2006	2005	% CHG 08/07
1	ONTARIO	149	140	157	116	6%
2	QUEBEC	13	23	26	19	-43%
3	ALBERTA	19	22	11	15	-14%
4	BRITISH COLUMBIA	18	36	19	13	-50%
5	NOVA SCOTIA	10	7	4	7	43%
6	MANITOBA	5	6	5	9	-17%
7	OTHER PROVINCES	37	17	35	19	118%
	<b>TOTAL CANADA</b>	<b>251</b>	<b>251</b>	<b>257</b>	<b>198</b>	<b>0%</b>

### TOP EUROPEAN COUNTRIES STOPOVER VISITORS ANDROS

		2008	2007	2006	2005	% Chg 08/07
1	UK	266	307	308	250	-13.4%
2	FRANCE	48	39	44	30	23.1%
4	ITALY	31	7	11	4	342.9%
3	GERMANY	27	52	27	30	-48.1%
5	SWITZERLAND	20	10	15	17	100.0%
7	NETHERLANDS	20	7	3	4	185.7%
6	IRELAND	15	6	8	8	150.0%
8	AUSTRIA	8	7	4	9	14.3%
9	NORWAY	8	6	2	2	33.3%
10	FINLAND	7	2	2	-	250.0%
11	BELGIUM	7	-	5	7	100.0%
12	ICELAND	6	-	-	5	100.0%
13	OTHER EUROPE	13	25	32	40	-48.0%
	<b>TOTAL EUROPE</b>	<b>476</b>	<b>468</b>	<b>461</b>	<b>406</b>	<b>1.7%</b>

- Ontario, Canada was the biggest supplier of stopover visitors from Canada to Andros in 2008.
- The UK was the biggest supplier of stopover business from Europe to Andros in 2008.

## WHAT ARE THE PEAK MONTHS FOR THE ISLAND?

### STOPOVER VISITORS BY MONTH ISLANDS OF THE BAHAMAS 2006 TO 2008

Month	Abaco			Andros			Bimini			Total Eleuthera*		
	2008	2007	2006	2008	2007	2006	2008	2007	2006	2008	2007	2006
Jan	5,117	4,903	5,164	663	584	577	1,356	1,311	1,180	2,673	2,553	2,183
Feb	7,939	7,103	7,341	880	885	835	2,074	1,403	1,736	3,597	3,634	3,762
Mar	12,533	13,733	12,605	1,343	1,195	1,523	3,224	2,254	2,512	5,838	6,123	5,700
Apr	10,916	11,912	12,712	1,169	1,199	1,234	3,165	3,674	3,743	3,968	4,939	5,078
May	11,540	12,032	13,853	1,070	1,088	1,282	6,140	3,064	7,474	3,518	4,450	4,292
Jun	14,360	16,659	17,285	1,065	950	1,165	5,994	6,851	6,453	3,946	4,619	4,277
Jul	12,125	14,385	13,063	864	638	877	7,560	7,006	5,894	3,358	3,464	3,368
Aug	6,567	8,222	6,237	477	562	468	5,507	6,135	4,470	2,169	2,313	1,750
Sep	1,632	3,216	3,041	126	249	284	1,246	2,683	4,535	584	788	724
Oct	3,076	3,790	3,415	412	438	480	1,338	1,558	1,898	908	1,126	1,303
Nov	4,841	6,053	5,724	544	778	819	2,241	2,440	1,756	2,254	2,643	3,299
Dec	7,025	8,745	8,191	591	876	781	2,586	2,458	2,309	3,214	4,128	3,968
<b>Total</b>	<b>97,671</b>	<b>110,753</b>	<b>108,631</b>	<b>9,204</b>	<b>9,442</b>	<b>10,325</b>	<b>42,431</b>	<b>40,837</b>	<b>43,960</b>	<b>36,027</b>	<b>40,780</b>	<b>39,704</b>

All of the individual Out Islands are not listed in the above table.

\*Harbour Island included in above Eleuthera numbers.

- The peak months for stopover visitors to visit Andros Island are March, April, May and June.

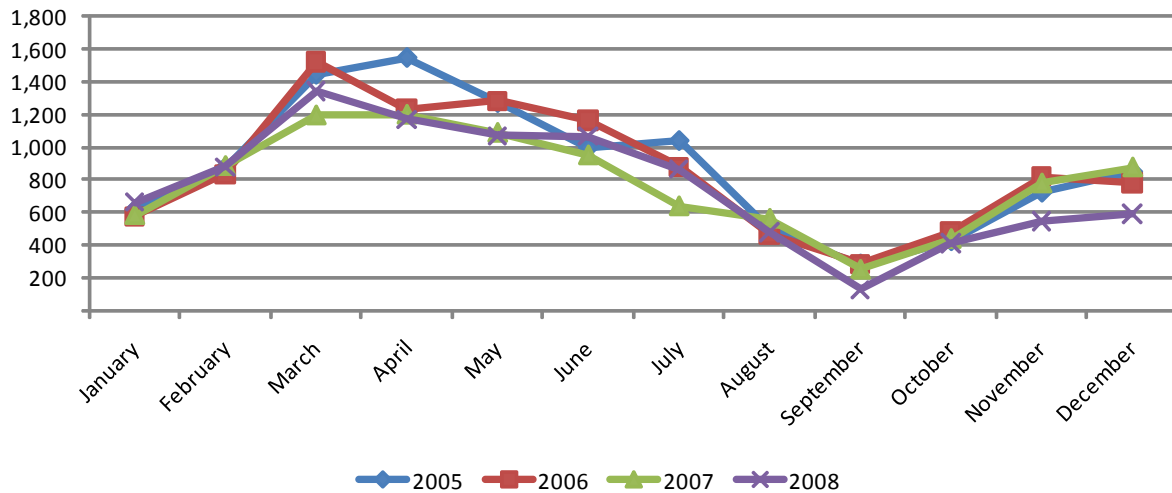
**STOPOVER VISITORS BY MONTH  
ISLANDS OF THE BAHAMAS  
2006 TO 2008**

Month	Exuma			Harbour Isl.			San Salvador		
	2008	2007	2006	2008	2007	2006	2008	2007	2006
Jan	2,838	3,043	2,818	850	925	641	1,556	1,188	1,208
Feb	3,694	4,013	4,080	1,273	1,302	1,279	1,447	1,379	1,418
Mar	4,994	4,757	5,292	1,899	2,028	1,741	2,022	2,125	1,874
Apr	4,087	4,300	4,817	1,324	1,504	1,846	1,867	1,570	2,084
May	3,555	3,563	4,060	1,164	1,241	1,683	2,124	1,949	1,814
Jun	2,951	3,794	3,790	1,050	1,285	1,380	1,807	2,084	1,843
Jul	3,106	3,200	3,288	1,133	942	1,148	1,584	1,440	1,371
Aug	2,363	2,738	2,393	780	692	663	1,321	1,348	950
Sep	665	1,178	1,198	104	140	186	563	1,044	75
Oct	1,524	1,827	2,308	203	243	242	1,421	1,264	26
Nov	1,666	2,292	2,737	784	821	1,078	1,437	1,515	160
Dec	2,466	3,216	3,384	1,074	1,335	1,133	1,191	1,292	1,799
<b>Total</b>	<b>33,909</b>	<b>37,921</b>	<b>40,165</b>	<b>11,638</b>	<b>12,458</b>	<b>13,020</b>	<b>18,340</b>	<b>18,198</b>	<b>14,622</b>

All of the individual Out Islands are not listed in the above table.

ANDROS STOPOVER VISITORS				
	2005	2006	2007	2008
January	612	577	584	663
February	874	835	885	880
March	1,445	1,523	1,195	1,343
April	1,548	1,234	1,199	1,169
May	1,271	1,282	1,088	1,070
June	996	1,165	950	1,065
July	1,038	877	638	864
August	495	468	562	477
September	281	284	249	126
October	423	480	438	412
November	721	819	778	544
December	847	781	876	591
<b>Grand Total</b>	<b>10,551</b>	<b>10,325</b>	<b>9,442</b>	<b>9,204</b>

Source: Immigration Card

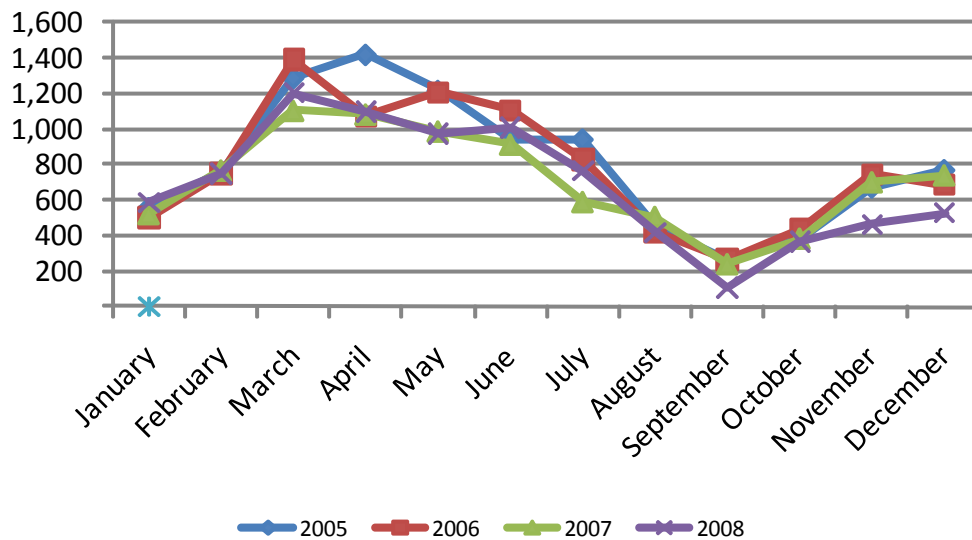


- March, April, May and June were the most popular months for stopover visitors to visit the island of Andros. July was one of the most popular months in 2005.

**STOPOVERS  
ANDROS  
USA**

	2005	2006	2007	2008
January	554	503	522	588
February	759	751	768	749
March	1,289	1,391	1,106	1,205
April	1,421	1,071	1,085	1,097
May	1,217	1,207	989	973
June	942	1,105	915	1,008
July	942	829	590	765
August	453	418	506	417
September	260	264	238	108
October	383	435	383	368
November	672	747	702	464
December	769	687	741	529
<b>Grand Total</b>	<b>9,661</b>	<b>9,408</b>	<b>8,545</b>	<b>8,271</b>

**STOPOVERS  
ISLANDS OF THE BAHAMAS  
USA**

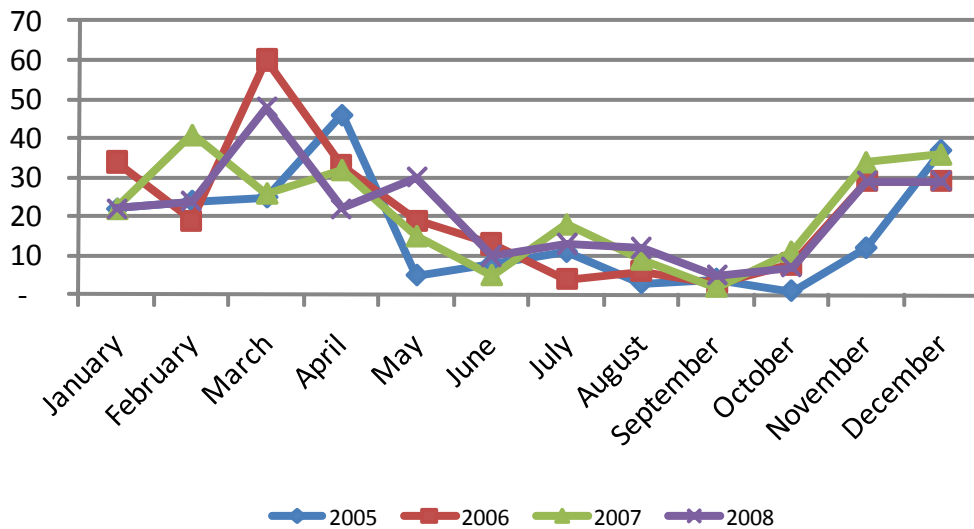


- March, April, May and June were the most popular months for stopover visitors from the United States to visit the island of Andros.

**STOPOVERS  
ANDROS  
CANADA**

	2005	2006	2007	2008
January	22	34	22	22
February	24	19	41	24
March	25	60	26	48
April	46	33	32	22
May	5	19	15	30
June	8	13	5	10
July	11	4	18	13
August	3	6	9	12
September	4	3	2	5
October	1	8	11	7
November	12	29	34	29
December	37	29	36	29
<b>Grand Total</b>	<b>198</b>	<b>257</b>	<b>251</b>	<b>251</b>

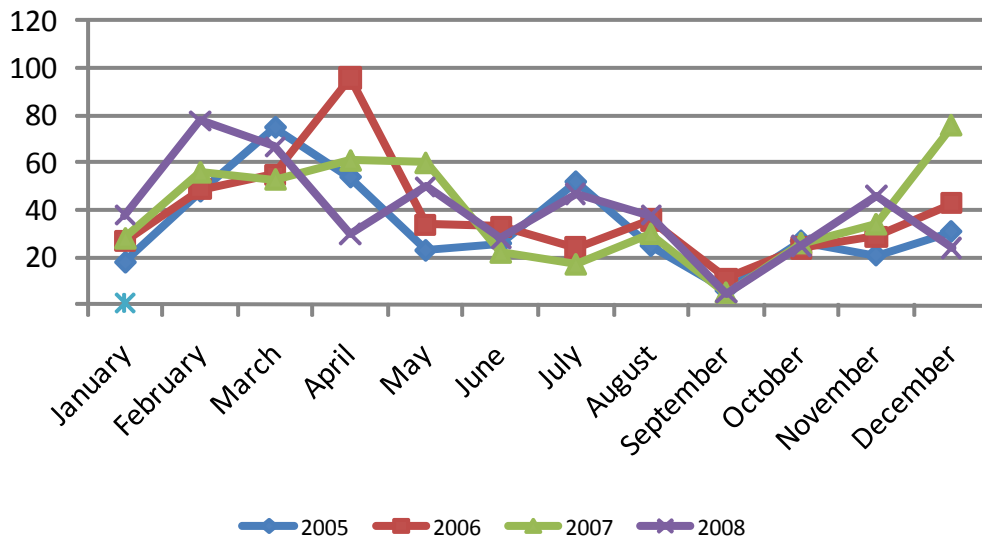
**STOPOVERS  
ANDROS  
CANADA**



**STOPOVERS  
ANDROS  
EUROPE**

	2005	2006	2007	2008
January	18	27	28	38
February	48	49	56	78
March	75	55	53	67
April	54	96	61	30
May	23	34	60	50
June	26	33	22	28
July	52	24	17	47
August	25	36	30	38
September	6	11	5	5
October	27	24	26	25
November	21	29	34	46
December	31	43	76	24
<b>Grand Total</b>	<b>406</b>	<b>461</b>	<b>468</b>	<b>476</b>

**STOPOVERS  
ANDROS  
EUROPE**





**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
ANDROS ISLAND  
2008**

	<b>Andros</b>	<b>All Bahamas</b>
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	75%	70%
Other	10%	2%
Business	4%	7%
Honeymoon	4%	5%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Sporting Attractions	48%	11%
Beaches	40%	60%
Climate	41%	51%
Rest and Relaxation	34%	43%
Friendly People	34%	26%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Go Bonefishing	48%	5%
Enjoy Beaches	48%	83%
Rest and Relax	43%	74%
Go Diving	35%	10%
Go Snorkeling	32%	32%
<b>LIKELY RETURN IN 1-5 YEARS</b>		
	96%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>		
	97%	93%
<b>USED TRAVEL AGENT</b>		
	22%	30%
<b>AGE*</b>		
25 - 54 years old	52%	56%
55 years old or older	31%	19%
<b>SEX*</b>		
Male	60%	49%
Female	37%	48%
<b>RACE</b>		
White	93%	82%
Black	1%	7%
Hispanic	1%	4%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	2%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
<b>EDUCATION</b>		
College Graduate or Above	81%	67%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
ANDROS ISLAND  
2008**

<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	5%	7%
\$50,001 to \$75,000	8%	10%
\$75,001 or more	69%	62%
<b>PREVIOUS VISITS</b>		
First Time Visitor	26%	41%
Repeat Visitor	74%	59%
<b>TRAVELLING PARTY SIZE</b>		
One	12%	16%
Two	39%	44%
Three or more	46%	37%
<b>HOUSEHOLD SIZE</b>		
One	16%	12%
Two	47%	38%
Three-Four	28%	38%
<b>COUNTRY OF ORIGIN</b>		
USA	90%	81%
Canada	3%	8%
Europe	5%	6%
Other Countries	2%	5%
<b>AVERAGE LENGTH OF STAY</b>	8.7 nts.	6.6 nts.

Source: Tour Operator and Media Exit Survey 2008. Information on age, sex and avg. length of stay were obtained from immigration

In 2008, Likelihood to return: Very Likely=76.5% and Somewhat Likely=19.4%, Likelihood to Recommend: VL= 82.6%

and SL=14.7%.

All numbers are subject to revision.

## **Conclusion**

Most of the stopover visitors to Andros came to the island to vacation. More than one third (36%) of them described their vacation as a bone-fishing/fly fishing vacation. Some of them described their vacation as a beach/pool/relax vacation and others (18%) described it as a diving vacation.

Stopover visitors to Andros were influenced to visit because of the sporting attractions available on the island such as bone-fishing, diving, snorkeling, deep sea fishing, and sailing. They were also influenced to visit because of the climate, the beaches, and the desire to rest and relax. Some of them were influenced to visit because of the friendly people on the island.

Before their arrival on the island, visitors to Andros intended to do a number of activities while they enjoyed their stay. Almost half of them wanted to go bone-fishing and/or enjoy the beaches and rest and relax. More than one-third of them wanted to go diving and almost one-third of them wanted to go snorkeling. Some of the stopover visitors to Andros wanted to go on an island tour, go bird-watching and go deep sea fishing. Some of them wanted to do a little shopping and go sailing. More visitors to Andros wanted to enjoy bone-fishing, diving and bird-watching than visitors to both Nassau/Paradise Island and Grand Bahama.

Visitors to Andros liked a number of things about the island. Many of the visitors to Andros really liked the friendly people and the ocean. More than half of them really liked the relaxing they were able to do on the island. More than half of them liked the beaches. Almost half of them liked the safety that they felt on the island. Some of the stopovers liked the weather, and the landscape/scenery. Some of the stopover visitors thought that Andros was just as they had hoped it would be and liked that fact. A few of the visitors thought that the island was clean and liked that. Other visitors did not agree that the island was clean and listed it as one of the top complaints of the island. A few of them thought that there was plenty to do on the island and they liked that. A number of the stopover visitors thought that the island was unusual-not like anywhere else and liked that fact. Visitors to Andros complimented the island on the friendly people, relaxation available on the island, scenery, sports and the food.

Visitors to Andros did dislike some things about the destination. Some of them thought that Andros was expensive or pricey and disliked that. A few of them disliked that there were a limited variety of shops even though shopping for the most part was not the main reason for coming to the island. A few of them thought that the island was not clean and disliked that. Some of the stopovers thought that the service on the island was slow and disliked that. Some of the visitors to Andros complained about: airlines, too much litter on the island, high prices, and the sports. Although some visitors were contented with the sports, some were not.

Almost three-quarters (74%) of the stopover visitors to Andros were returning visitors or repeat visitors. Visitors to Andros appeared to be very loyal about returning and recommending the Bahamas. The majority of the stopover visitors to Andros said that they would return to the Bahamas in 1-5 years and they did. The majority of them also said that they would recommend the Bahamas to friends and relatives.

Visitors to Andros primarily came to the island by commercial airline or private plane and most of them stayed in a hotel, with friends/relatives, or on a private boat. Some of them stayed in their own property, and some of them stayed in an apt/villa. The average length of stay of the stopover visitors to Andros was 8.7 nights and the peak months for stopover visitors to visit Andros were March, April, May, and June.

The media habits of the stopover visitors to Andros spanned a wide range. Many of them used the Internet and more than two-thirds watched television. Some of them read magazines and newspapers.

Many of the stopover visitors to Andros used the Internet when they were planning their vacations and the top search engine/content provider was Google. The visitors to Andros did not tend to use travel agents very much to book their reservations because many of them booked their plans directly. This was in part due to the fact that many of the visitors to Andros were returning visitors who already knew what and where everything was on the island. Almost half of the stopover visitors did use an online service to book their travel plans.

More than two-thirds of the stopover visitors to Andros watched television. Their favorite television stations were ESPN, CNN, NBC, DISC (Discovery Channel), FOX, ABC, HBO, CBS, FOXN, PBS and CMDY (Comedy Central).

Almost one-third of the stopover visitors to Andros used print media when they were planning their vacations. The preferred print media used was magazines. Some of the stopover visitors just read magazines for their enjoyment and edification. The visitors who read magazines for their enjoyment and edification read a myriad of magazines on Fly Fishing, nature, business, diving and golf. Some of the most popular magazines included Fly Fishing magazines, National Geographic Explorer, Newsweek, The Economist, Scuba, Time Magazine, Fly Fisherman, Salt Water Fisherman, Sports Illustrated and the New Yorker. There were multiple fishing magazines among the favorites of the visitors to Andros. In addition to magazines, some of the visitors to Andros who used print media to plan their vacations used newspapers. The most popular newspapers regardless of planning a vacation for visitors to Andros were the New York Times, the Wall Street Journal, USA Today, and the Washington Post.

Most of the stopover visitors to Andros tended to be over 25 (with a higher percentage of people over 55 than the Bahamas as a whole), and white. The stopover visitors to Andros were very educated people. Eighty-one (81%) of them were college educated, and many of them were male. The high educational level of the stopover visitors to Andros is not surprising as some of them were highly qualified scientists or researchers. More than two-thirds of the stopovers had household incomes well over \$75,000. In fact, more than half of them had household incomes of \$100,000 or more. Many of the stopover visitors to Andros were repeat visitors who travelled in groups of two or more. In fact Andros received more visitors who travelled as a party of three or more than the Bahamas overall. The majority of the visitors to Andros were from the United States.

# **APPENDIX**

# *Andros Positive Comments Report 2008*

*Islands*  
**Andros**

*Commentcategory*

*Positive Comments*

*Activities*

We are here to fly fish for bonefish, barracuda etc.

*Airlines*

Easy to get to from Toronto. Always looking for small quiet resorts for R&R.

*Beaches*

Beautiful beaches and safe travel.

*Development*

I understand the government plans to maintain Andros undeveloped or limit major resorts, this is a very good idea.

*Eco-Tourism*

Eco-Tourism Centers like Small Hope Bay are really special and rare! I hope the Bahamas continues to support such places ahead of more destructive mass tourism centers.

*Environment*

Chemical treatments in the Marsh for doctor flies, safe chemicals.

*Food*

Great Food.

Conch cuisine is amazing.

Food was great!

Love the food.

*Islands*  
**Andros**

*Commentcategory*

*General*

*Positive Comments*

Great place.

Great islands!

Loved Andros and Small Hope experience.

Super time!

Excellent trip.

I love Andros.

Great visit. Can't wait to come back.

Loved it!

We love Andros Island.

Best place on earth.

Great! Wonderful! Thanks!

It was great.

Everything was very nice.

Great destination (I have visited Bahamas islands 8-10 time).

Great visit.

Will be back.

I love Andros.

My husband and I like the people, the climate and the peace here.

I love Andros.

For 23 yrs we have come every year.

Great vacation.

It is better in The Bahamas.



***Islands***  
**Andros**

***Commentcategory***

***Positive Comments***

*General*

Airport transportation has improved.

Love Andros and also The Bahamas.

It's better in The Bahamas - mon

I love The Bahamas.

Amazing!

Wonderful!

Thank you.

Great!

Main reason for coming to Bahamas was for a small intimate dive trip as well as a Yoga Retreat.

Teach the children to be fishing guides.

I'll be back.

Always a great time. Present Small Hope with a hospitality award.

Very enjoyable.

Love it.

*Hotel*

Small Hope Lodge was fantastic. Just right mix activities and relaxation.

We had a fantastic holiday honeymoon, Small Hope Bay was amazing.

*Length of Stay*

It was too short, not ready to leave.

*Islands*  
**Andros**

*Commentcategory*

*People*

*Positive Comments*

People are very friendly.  
 Friendly people.  
 People here are so friendly.  
 Great people.  
 Wonderful place, wonderful people.  
 I liked my fishing guide.  
 Everyone is so gracious and friendly. Very welcoming.  
 I like the Bahamas. The people are very nice and make you feel welcome.  
 Small Hope Bay and the people are like paradise, gorgeous.  
 Locals very friendly and helpful.  
 Andros people are very kind.  
 Lovely people.  
 Andros Island is a gem. The people are wonderful.  
 Friendly!  
 Very friendly people.  
 Fantastic people.  
 People are very friendly.  
 Very nice people,  
 Very friendly folks.  
 Nice people.  
 Hospitality willingness to accommodate.  
 Had a great time, very friendly people.

*Islands*  
**Andros**

*Commentcategory*

*Positive Comments*

*People*

Delightful people.  
Great people.  
Very friendly people.  
Love the people too.  
Delightful people.  
Friendly.  
Friendly place.  
Very friendly people.  
Great people.  
Friendly people.  
Friendly.  
Friendly people.  
People are wonderful.

*Prices*

Travel a lot in Bahamas. Going to Harbour Island, and it is cheaper and better equipped (than Andros) need good small hotels on Andros.

*Relaxation*

Very relaxing and enjoyable.  
Our favorite destination for relaxation.  
Relaxed atmosphere makes me come back.  
Relaxed!  
Relaxing, quiet, nice.

***Islands***  
**Andros**

***Commentcategory***

***Positive Comments***

*Scenery/Sightseeing*

Beautiful.  
 Beautiful place.  
 Absolutely beautiful!  
 Beautiful!  
 Beautiful place.  
 Beautiful.  
 Beautiful scenery.  
 Beautiful.  
 Beautiful place!

*Sea/Water*

Beautiful water.  
 The waters are beautiful.

*Service*

Service is key at Kamalame Cay.  
 Service is unsurpassed.

*Sports*

Good fishing.  
 Great fishing, hope to be back soon!  
 Great Fishing.  
 Good diving.  
 Great fishing.

*Islands*  
**Andros**

*Commentcategory*

*Positive Comments*

*Want to go some place else*

We love Andros, would like to visit the other Outer Islands.

## *Andros Negative Comments Report 2008*

*Islands*  
**Andros**

*Commentcategories*

*Negative Comment*

*Airlines*

Better airline connection from Ft. Lauderdale to Andros Island. Two per week is not enough.

Bad experience on 2/2/08 with Western Air.

The flights to/from out islands are at very inconvenient times and the stop over's in Nassau were too long and made Bahamas rather inconvenient to visit, even though Nassau is close to Toronto. Our stop over's were 4 1/2 hours (for Exumas), 8 hours (Exuma to Andros) and 6 hours (Andros to home/end of trip).

On time/ Consistent flights would help Bahamas Tourism Industry, we were delayed by 3hrs both ways.

You need better air service, Chicago Andros.

Westin Airlines crashed the plane and cancelled the flight, they did not extend any courtesy for overnight accommodation or refund.

We had a terrible experience with Western Air on arrival and had to stay overnight in Nassau at our expense, we were not happy with Western Air's attitude.

*Culture*

I hate the cruise ship ports. Need more Bahamian character and business.

***Islands***  
**Andros**

***Commentcategories***

***Negative Comment***

*Hotel*

Small Hope Bay Lodge is grossly overpriced for what it provides. We paid \$220.00 to \$240.00 per person no fishing, no snorkeling, no snacks, \$880.00 -\$960.00 per day at Small Hope Bay. Rooms not clean, needed repair, no boats for snorkeling available. Completely misrepresented on their website. Leaving a week early because don't know where to go on Andros to bonefish and snorkel.

Owners at Small Hope Bay was rude.

*Litter/Cleanliness*

Too much trash around.

Clean up the trash throughout the islands.

Need to clean up road sites.

Litter is an issue.

Too much litter and junk vehicles.

*Prices*

Expensive for European people.

Expensive for Europeans.

Expensive for me.

*Sports*

More Bone fishing.

*Taxi Cabs*

Set better rules and fares for cab drivers.

*Weather/Climate*

It's hot.

## *Suggestions Comments Report 2008*

*Islands*

*Commentcategories*

*Suggestioncomment*

**Andros**

*Airport*

We need luggage storage at Nassau Airport.

*Development*

Please encourage ecologically sensitive development, and avoid over development.

*Eco-Tourism*

Concentrate on sustaining living reefs.

*Environment*

Please preserve the environment.

The Bahamas needs to recycle plastic and glass bottles! Invest in the environment which attracts tourists.



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