

**CRUISE EXPENDITURE SURVEY BROCHURE
SUMMARY
GRAND BAHAMA**



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2014**

1. Cruise Ships in the Cruise Expenditure Survey 2014

NAMES OF SHIP IN SURVEY 2014			Grand Bahama
Ship Name	Carnival Dream	Count	86
		Col %	6.5%
	Carnival Liberty	Count	95
		Col %	7.1%
	Carnival Pride	Count	306
		Col %	23.0%
	Carnival Splendor	Count	18
		Col %	1.4%
	Carnival Victory	Count	22
		Col %	1.7%
	Carnival Fantasy	Count	116
		Col %	8.7%
	Carnival Fascination	Count	54
		Col %	4.1%
	Norwegian Sky	Count	273
		Col %	20.5%
	Sensation	Count	244
		Col %	18.3%
	Carnival Magic	Count	81
		Col %	6.1%
	Carnival Sunshine	Count	35
		Col %	2.6%
Total		Count	1330
		Col %	100.0%

2. How Much Money Did Cruise Visitors Spend In Grand Bahama In 2014?

In 2014, Cruise Visitors to Grand Bahama spent \$44.55 million compared to \$52.44 million in 2013, a decline of -15.1%.

3. What Was The Average Expenditure Per Cruise Visitor In Grand Bahama In 2014?

The average expenditure of a cruise visitor to Grand Bahama in 2014 was up over 2013, but this increase was not enough to counteract the significant decline in cruise arrivals, and so cruise expenditure declined. In 2014, the average expenditure for a Cruise Visitor to Grand Bahama was \$71.5 compared to \$69.0 in 2013.

4. Did The Average Expenditure Per Cruise Visitor In Grand Bahama Differ By Cruise Line?

- Yes, the average expenditure did differ by Cruise line.
- In 2014, the average expenditure of a cruise visitor to Grand Bahama on the Carnival fleet of ships was \$76.32.
- In 2014, the average expenditure of a cruise visitor on the Norwegian Cruises ships was \$65.53.

5. How Many Cruise Visitors to Grand Bahama Spent Under \$20.00 When they Got off the Ship?

Approximately one in every seven (15%) cruise visitors on average spent under \$20.00 while they were off the ship in Grand Bahama.

6. How Many Cruise Visitors to Grand Bahama Spent Under \$50.00 When They Got Off The Ship?

Approximately four in ten (43%) cruise visitors on average spent under \$50.00.

7. How Many Cruise Visitors to Grand Bahama Spent \$50 or More When they Got off the Ship?

Approximately six in ten (57%) cruise visitors on average spent \$50.00 or more during their visit to Grand Bahama.

8. Did Any Cruise Visitors To Grand Bahama Spend \$200 Or More Off The Ship During Their Visit?

Yes, approximately four percent (4%) of cruise visitors spent on average \$200.00 or more when they got off the ship.

9. What Did Cruise Visitors Spend Their Money On While in Grand Bahama?

**CRUISE VISITORS
EXPENDITURE BY MAJOR CATEGORY 2014 & 2013**

Expenditure by Category	2014		2013		14/13
	Expenditure (\$mln)	% SHR	Expenditure (\$mln)	% SHR	% CHG
Shopping	\$19.88	44.6%	\$19.80	37.8%	0.4%
Activities/Tours/Excursions	\$16.90	37.9%	\$24.56	46.8%	-31.2%
Meals and Drinks off Ship	\$5.26	11.8%	\$4.30	8.2%	22.3%
Transportation	\$2.12	4.8%	\$3.05	5.8%	-30.4%
Casino	\$0.38	0.9%	\$0.74	1.4%	-48.0%
Nightlife	\$0.00	0.0%	\$0.00	0.0%	0.0%
Total GBI	\$44.55	100.0%	\$52.44	100.0%	-15.1%

Source: Cruise Expenditure Survey, Research & Statistics Dept., Bahamas Ministry of Tourism

In 2014, cruise visitors spent most of their money on shopping and activities/tours/excursions. Roughly half (45%) of the money spent by cruise visitors in Grand Bahama was on shopping and thirty-eight percent (38%) of the money was spent on activities/tours/excursions.

Cruise Visitors to Grand Bahama spent the rest of their money on meals and drinks they bought off the ship (11.8% on this), transportation (4.8% on this), and playing in the on island casino (0.9% on this).

10. How Many Cruise Visitors To Grand Bahama Went Shopping?

In 2014, approximately nine in every ten (88%) cruise visitors who got off the ship did some form of shopping while they were in Grand Bahama.

11. How Much Did Cruise Visitors Spend On Shopping In Grand Bahama?

In 2014, Cruise Visitors spent \$19.88 million on shopping in Grand Bahama compared to \$19.80 million in 2013.

12. What Did Cruise Visitors To Grand Bahama Buy When They Went Shopping?

CRUISE VISITORS THE BAHAMAS SHOPPING SUMMARY

	% of Cruise Visitors Who Said Yes							
	Nassau/Paradise Isl.				Grand Bahama			
	2014	2013	2012	2011	2014	2013	2012	2011
Did Shopping?	53.6%	55.7%	60.6%	53.0%	87.8%	87.2%	80.5%	73.6%
Bought T-shirts	67.8%	75.4%	69.1%	79.4%	67.4%	62.6%	50.3%	48.6%
Bought Other Clothing	12.5%	10.2%	12.2%	13.6%	23.0%	23.0%	24.9%	21.5%
Bought Other Souvenirs	44.7%	45.8%	46.1%	47.0%	39.8%	37.7%	35.5%	37.6%
Bought Other Items	28.7%	20.1%	34.7%	42.9%	38.2%	28.7%	35.1%	27.2%
Bought Jewelry	31.8%	31.2%	33.2%	40.4%	37.0%	38.8%	40.8%	38.7%
Bought Straw Work	22.2%	29.0%	26.8%	39.4%	20.7%	16.7%	13.7%	16.5%
Bought Perfumes or Cosmetics	19.5%	25.0%	21.4%	32.2%	4.6%	5.2%	2.0%	4.5%
Bought Liquor	22.4%	26.5%	25.3%	31.0%	8.7%	8.0%	4.3%	2.0%
Did Hair Braiding	11.4%	12.7%	9.9%	21.1%	2.7%	3.6%	2.7%	2.7%
Bought Linen	1.0%	0.2%	2.7%	6.8%	0.9%	1.2%	0.9%	1.1%
Bought Tobacco	3.5%	2.1%	3.0%	3.3%	1.0%	1.2%	1.9%	0.7%
Bought Leather Goods	4.0%	2.9%	2.7%	3.1%	0.4%	0.4%	0.9%	0.7%
Bought China/Crystal	0.2%	0.6%	1.6%	1.6%	0.6%	0.9%	1.8%	1.8%

Source: Cruise Expenditure Exit Survey 2014, Bahamas Ministry of Tourism Research & Statistics Dept.

In 2014, nine in every ten (88%) cruise visitors who got off the ship in Grand Bahama went shopping. Cruise Visitors to Grand Bahama bought T-shirts, clothing, jewelry, straw work, perfumes and cosmetics, liquor, linen, tobacco, leather goods and china/crystal and a host of other goods. In Grand Bahama, the tours and excursions usually include shopping as one of the scheduled things to do on the itineraries, this was one of the reasons that a higher percentage of cruise visitors went shopping in Grand Bahama than in Nassau/Paradise Island.

13. How Many Cruise Visitors Bought T-Shirts While In Grand Bahama?

Of the nine in ten (88%) cruise visitors who had done some form of shopping in Grand Bahama in 2014, approximately seven in every ten (67%) bought t-shirts while on the island compared to approximately six in every ten (63%) in 2013, half of them in 2012 (50%) and 2011(49%).

14. How Many Cruise Visitors Bought Jewelry While In Grand Bahama?

Over the years, the percentage of cruise visitors that purchased jewelry in Grand Bahama remained virtually unchanged. In 2014, approximately four in every ten (37%) cruise visitors who got off the ship bought jewelry compared to 39% in 2013, 41% in 2012, and 39% in 2011.

15. How Many Cruise Visitors Bought Straw Work While In Grand Bahama?

The percentage of cruise visitors that bought straw work in Grand Bahama remained relatively stable between 2014 and 2013. Approximately two in ten cruise visitors purchased straw work in 2014 (21%) and 2013 (17%) compared to one in seven (14%) in 2012.

16. How Many Cruise Visitors Bought Liquor While In Grand Bahama?

The percentage of cruise visitors that bought liquor in Grand Bahama remained relatively stable between 2014 and 2013. Approximately one in every ten cruise visitors who got off the ship and shopped, bought liquor in 2014 (9%) and 2013 (8%) compared to four percent (4%) in 2012, and two percent (2%) in 2011.

17. How Many Cruise Visitors Bought Perfumes And Cosmetics While In Grand Bahama?

The percentage of cruise visitors that bought perfumes and cosmetics in Grand Bahama remained unchanged between 2014 and 2013. In 2014, approximately one in every twenty (5%) cruise visitors who got off the ship and shopped, bought perfumes or cosmetics during their visit, and this percentage did not change from 2013 (5%).

18. How Many Cruise Visitors Bought Linen While In Grand Bahama?

In 2014, approximately one percent (1%) of cruise visitors who got off the ship and shopped bought linen.

19. How Many Cruise Visitors Bought Tobacco While In Grand Bahama Island?

One percent (1%) of cruise visitors who got off the ship bought tobacco products.

20. How Many Cruise Visitors bought Leather Goods while in Grand Bahama?

Less than one percent of (0.4%) of them bought leather goods.

21. What Other Goods Did Cruise Visitors To Grand Bahama Purchase?

Of the cruise visitors who had purchased other goods, the most popular items were hand bags/purses/wallets/totes and hats/caps. Approximately three in ten (29%) cruise visitors who had bought other items purchased hand bags/purses/wallets/totes and approximately two in ten (22%) purchased hats/caps. Other popular items purchased in Grand Bahama included magnets (9%), key chains (8%), wooden carvings (8%), conch shells (8%), shot glasses (6%), sea shells (6%), beach towels (6%), mugs/cups (4%), pictures/paintings (4%), candles (2%), shoes/slippers/tennis shoes (2%), sun glasses (2%), toy turtles (2%), fans (2%), drums (2%), and other toys (2%).

Less popular items purchased by cruise visitors to Grand Bahama Island included cane/walking canes, wind chimes, beach bags, spoon/silverware, masks/wooden masks, hair accessories, postcards, other musical instruments, soaps/toiletries, etc.

22. How Many Cruise Visitors Got Their Hair Braided While In Grand Bahama?

In 2014, approximately three percent (3%) of cruise visitors that got off the ship got their hair braided while in Grand Bahama compared to four percent (4%) in 2013.

23. How Much Did Cruise Visitors Spend On Activities/Tours/Excursions?

In 2014, Cruise Visitors spent \$16.90 million on Activities/Tours/Excursions in Grand Bahama compared to \$24.56 million in 2013.

24. How Did Cruise Visitors Book Their Activities/Tours/Excursions?

**HOW DID YOU BOOK YOUR ACTIVITIES/TOURS/EXCURSIONS
THE BAHAMAS
2014**

How Activity/Tour Booked								
	2014	2013	2012	2011	2014	2013	2012	2011
Booked on Board Ship	37%	35%	44%	47%	62%	70%	61%	73%
Booked Independently	28%	34%	33%	37%	28%	22%	31%	21%
Booked On shore	36%	31%	22%	16%	11%	9%	7%	6%
Non-Response	0%	0%	3%	2%	0%	0%	2%	1%

Source: Cruise Expenditure Survey 2014, 2013, 2012 and 2011, Research and Statistics Dept. Bahamas Ministry of Tourism
Some visitors would have booked some of their activities one way and their other activity another way.

The percentage of cruise visitors to Grand Bahama that booked their activities/tours/excursions on board the cruise ship has trended downwards since 2011 but climbed back up slightly in 2013 before it fell again in 2014. In 2014, approximately six in ten (62%) cruise visitors who got off the ship in Grand Bahama booked their activity/tour/excursion on board the ship compared to seven in every ten (70%) in 2013, six in every ten (61%) in 2012 and seven in every ten (73%) in 2011.

25. How Much Did Cruise Visitors Spend On Transportation?

In 2014, Cruise Visitors to Grand Bahama spent less on Transportation than they had in 2013. In 2014, they spent \$2.12 million on transportation compared to \$3.05 million in 2013.

26. How Much Did Cruise Visitors Spend On Playing In The On Island Casino?

Cruise visitors spent less money in the on island casino in 2014 than they did in 2013. In 2014, cruise visitors spent \$0.38 million playing in the on-island casino in Grand Bahama compared to \$0.74 million in 2013.

27. How Much Did Cruise Visitors Spend On Meals And Drinks Off The Ship?

The amount of money cruise visitors spent on purchasing food and drinks off the ship increased between 2014 and 2013. In 2013, cruise visitors to Grand Bahama spent \$4.3 million on meals and drinks off the ship compared to \$5.26 million in 2014.

28. How Many Cruise Visitors Bought Food And Drinks When They Got Off The Ship In Grand Bahama?

Some of the cruise visitors while they were off the ship bought full meals or snacks while others just bought water, soda/juice/drink, ice cream, or snacks.

The percentage of cruise visitors that purchased food and drinks while they were off the cruise ship did not change between 2014 and 2013. In 2014 and 2013, approximately seven in ten (69%) cruise visitors who got off the ship in Grand Bahama bought food or drink on the island.

29. What Were Some Of The Most Popular Restaurants Where Cruise Visitors Ate In Grand Bahama Island?

The most popular restaurant in Grand Bahama for cruise visitors who got off the ship and dined was Señor Frogs. The next most popular restaurants for cruise visitors who got off the ship and dined was Fat Tuesday followed by Seaman's Restaurant Sports Bar and Robinson's Seafood Delight.

The other popular restaurants in alphabetical order where cruise visitors ate or drank while they were in Grand Bahama included: After Deck, Agave Restaurant, Bahama Mama, Banana Bay Restaurant, Bateman's Big Easy Restaurant, Big Daddy Brown's Conch, Billy Joe's on the beach, Burger Boy and Girl, Burger King, Café Breeze, Chibah Café Coffeehouse and Wine Bar, Conchalicious, Conch Stand, Dive-In Bar and Grill, Domino's Pizza, Garden Café (Garden of the Groves), Jolly Rancher Liquor Store, Junkanoo Beach Club, Le Med Mediterranean Restaurant, Mama Cita, Pizza Hut, Rum Runners, Sparky's, Subway, Tony Macaroni's Conch Experience, and Zorba's Greek Restaurant.

(Listed in alphabetical order; all restaurants are not listed.)

30. How Many Cruise Visitors To Grand Bahama Bought Water On The Island?

In 2014, approximately two in every ten (18%) cruise visitors who got off the ship in Grand Bahama and bought food/drinks bought water during their time ashore.

31. How Many Cruise Visitors To Grand Bahama Bought Soda/Juice/Drinks On The Island?

In 2014, approximately two in every ten (18%) cruise visitors who got off the ship in Grand Bahama purchased soda/juice/drinks during their time ashore.

32. How Many Cruise Visitors To Grand Bahama Bought Ice Cream On The Island?

In 2014, one percent (1%) of cruise visitors who got off the ship bought ice cream while ashore in Grand Bahama.

33. How Many Cruise Visitors To Grand Bahama Were Repeat Visitors?

In 2014, approximately half (48%) the cruise visitors who visited Grand Bahama had visited The Bahamas before.

34. How Many Times Had Cruise Visitors To Grand Bahama Visited The Bahamas Before?

In 2014, of the cruise visitors that had visited The Bahamas before, approximately three in every ten had visited one time (27%) or two times before (30%). Approximately four in every ten (43%) had visited three or more times before.

35. When Cruise Visitors Came To The Bahamas Before, Did They Also Come On A Cruise Ship Or Did They Stay On Shore?

WHEN YOU CAME BEFORE WAS THAT ALSO ON A CRUISE SHIP OR DID YOU STAY ON SHORE?

			Grand Bahama
When You Came Before	Cruise	Count	499
Was it on a Cruise Visit or		Col %	77.5%
Did You Stay On-shore	Stayed on shore	Count	43
		Col %	6.7%
	Both	Count	102
		Col %	15.8%
Total		Count	644
		Col %	100.0%

- In 2014, approximately eight in every ten (78%) cruise visitors that came to Grand Bahama had come before on a cruise ship compared to approximately seven in ten (69%) in 2013.
- The percentage of cruise visitors to Grand Bahama that came to the Bahamas before and stayed on shore has trended downwards between 2013 and 2014. In 2014, seven percent (7%) of cruise visitors that had come to the Bahamas before stayed on shore compared to thirteen percent (13%) that had done so in 2013.
- The percentage of cruise visitors to Grand Bahama that came to the Bahamas before and done both: i.e., cruised to The Bahamas before or stayed on shore at one time or another remained the same in 2014 as in 2013. In 2014 and 2013, approximately one in every six (16%) cruise visitors that came to the Bahamas before had done both.

36. Did Cruise Visitors To Grand Bahama Say That They Would Return To The Bahamas Again As A Vacation Destination, Either As Part Of A Cruise Or For A Land Based Vacation?

The majority (98% i.e., 70.2% definitely would and 27.7% probably would) of cruise visitors who had come ashore in Grand Bahama indicated that they would return to The Bahamas as a vacation destination either as part of a cruise or for a longer stay.

37. How Many Cruise Visitors To Grand Bahama Who Indicated That They Would Return, Said That They Would Come Back On A Cruise?

Of the cruise visitors to Grand Bahama who came ashore and indicated that they would definitely or probably return, roughly six in every ten (64%) indicated that they would come back on a cruise ship again.

38. How Many Cruise Visitors To Grand Bahama Who Indicated That They Would Return Said That They Would Come Back And Stay In A Hotel?

Of the cruise visitors to Grand Bahama who came ashore and said that they would definitely or probably return, approximately one in seven (15%) indicated that they would stay in a hotel when they returned.

39. How Many Cruise Visitors To Grand Bahama Who Indicated That They Would Return, Said That They Would Do Both: Come Back And Stay In A Hotel And Come Back On A Cruise?

Of the cruise visitors to Grand Bahama who came ashore and said that they would definitely or probably return, approximately one in every six (16%) indicated that they would do both, come back and stay in a hotel or come back on a cruise.

40. How Many Cruise Visitors To Grand Bahama Who Came Ashore Said That They Would Recommend The Bahamas To Their Friends And Relatives As A Place To Visit?

The majority (99.6% i.e., 87.0% definitely will recommend, 12.6% probably will recommend) of cruise visitors who had come ashore in Grand Bahama indicated that they would recommend The Bahamas as a place for their friends/relatives to visit.

41. Did Cruise Visitors To Grand Bahama Say That They Had Attended A Talk Or Lecture About The Island?

**BEFORE YOU GOT OFF THE SHIP, DID YOU ATTEND A TALK
OR LECTURE ABOUT WHAT THERE WAS TO SEE AND DO
WHILE HERE?**

			Grand Bahama
Before Getting off Ship	Yes	Count	485
Did You Attend a		Col %	36.5%
talk/lecture About What to	No	Count	842
See or Do While Here?		Col %	63.3%
	Non Response	Count	3
		Col %	.2%
Total		Count	1330
		Col %	100.0%

Approximately four in every ten (37%) cruise visitors to Grand Bahama indicated that yes they had attended a talk or lecture about what there was to see and do while they were on the island before they got off the ship.

42. Did Cruise Visitors To Grand Bahama Say That They Had Obtained Other Information About What To See And Do While They Were On Island?

DID YOU GET ANY OTHER INFORMATION ABOUT WHAT TO SEE AND DO HERE?

			Grand Bahama
Did You Get Any Other Information About What to See and Do Here?	Yes	Count	950
		Col %	71.4%
	No	Count	378
		Col %	28.4%
	Non Response	Count	2
		Col %	.2%
Total	Count	1330	
	Col %	100.0%	

In 2014, approximately seven in every ten (71%) cruise visitors to Grand Bahama indicated that they did get information other than a talk/lecture about what there was to see and do while they were on the island before they got off the ship.

43. Where Did The Other Information About What To Do And See While On Grand Bahama Come From?

WHERE DID THE OTHER INFORMATION ABOUT WHAT TO SEE AND DO HERE COME FROM?

		Grand Bahama	
		Count	Col %
Other Information	Internet	438	46.0%
	Brochures/Pamphlets/Flyers/Booklets	399	41.9%
	Television on board ship	120	12.6%
	Cruise Director	76	8.0%
	Tour Director	64	6.7%
	Maps	50	5.3%
	Non Response	29	3.0%
	Other people/neighbours	13	1.4%
	Obtained information off the ship	2	.2%
	Shopping Lectures	2	.2%
	Travel Agents	2	.2%

The most popular means for cruise visitors to find out information on what to see or do while in Grand Bahama other than a talk/lecture given on the ships was the Internet. Roughly, half (46%) the cruise visitors that got other information other than a talk/lecture about the Bahamas used the Internet. The next most popular means used to obtain additional information about the island other than a talk or lecture included brochures/pamphlets/flyers, used by approximately four in ten (42%) cruise visitors.

Other popular means used by cruise visitors other than a talk/lecture to obtain information on the Bahamas included: television on board the ship (13%), cruise directors (8%), tour directors (7%), and maps (5%). Many cruise visitors that came ashore used more than one of these means to obtain information.

44. How Many Times Did Cruise Visitors Get Off The Ship When They Were Docked In Grand Bahama?

The majority (90%) of cruise visitors that got off the ship did so one time and approximately one in ten (7%) got off two times.

45. What Did Cruise Visitors To Grand Bahama Say Would Have Made Their Trip Better?

Length of Stay: Approximately two in ten (24%) negative comments and three in ten (32%) suggestion comments received from cruise visitors to Grand Bahama about what would have made their trip more enjoyable were about length of stay in port. These cruise visitors thought that their length of stay in Grand Bahama was not long enough i.e. they needed more time, more time to enjoy the island, more time at the beach, more time to see and do more, more time to explore, etc. Length of stay was a negative for them but a positive for Grand Bahama as it is desired that the cruise visitors would want a longer stay.

46. Cruise Visitor Demographics:

**DEMOGRAPHICS
GRAND BAHAMA ISLAND
CRUISE VISITORS
2014**

	2014	2013
CRUISE VISITORS LIKELY TO RETURN	98%	97%
Those Who Would Return and Stay in a Hotel	15%	18%
Those Who Would Return by Cruise ship	64%	60%
Those Who Would Return & Do a Cruise or a Land Stay	16%	19%
CRUISE VISITORS LIKELY TO RECOMMEND	99.6%	99.0%
REPEAT VISITORS	48%	50%
AGE		
18-24	6%	5%
25-34	16%	12%
35-44	25%	23%
45-54	29%	29%
55-64	16%	20%
65 yrs. & over	8%	11%
AGE OF CHILD TRAVELLING		
Under 12 months	0%	0%
Age 1 to 5	15%	17%
Age 6 to 11	38%	34%
Age 12 to 17	42%	44%
Over 17 yrs.	5%	6%
SEX		
Male	26%	31%
Female	74%	69%
TRAVELLING PARTY SIZE		
One	1%	1%
Two	60%	57%
Three	11%	7%
Four or More	28%	35%
AVERAGE TRAVELLING PARTY SIZE	4.0	4.0
HOW VISITORS WERE TRAVELLING (Travel Type)		
Alone	1%	1%
As a couple	50%	47%
As a family	40%	40%
As a group	10%	12%

**DEMOGRAPHICS
GRAND BAHAMA ISLAND
CRUISE VISITORS
2014**

	2014	2013
HOUSEHOLD INCOME*		
\$25,001-\$50,000	10%	10%
\$50,001-\$75,000	18%	15%
\$75,001-\$100,000	16%	16%
\$100,001 and Over	24%	34%
TOP STATES: WHERE YOU LIVE		
Florida	14%	10%
Texas	9%	5%
Maryland	9%	9%
Pennsylvania	6%	8%
Louisiana	5%	3%
Georgia	5%	3%
South Carolina	5%	4%
North Carolina	5%	9%
Virginia	4%	9%
New York	4%	9%
Ohio	4%	3%
Tennessee	3%	2%
New Jersey	2%	2%
Michigan	2%	2%
Mississippi	2%	1%
Indiana	2%	1%
COUNTRY OF RESIDENCE		
USA	95%	95%
Canada	2%	3%
Europe	2%	1%
Other	1%	1%

Source: Cruise Expenditure Survey 2014 and 2013, Research and Statistics Dept. Bahamas Ministry of Tourism

47. What is Tourism?

Tourism: The “activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated (i.e. without receiving a salary/wage for said activity/activities) from within the place visited”. (Source: United Nations World Tourism Organization UNWTO, & *Wikipedia, The Free Encyclopedia*).

TYPE OF VISITORS

Visitors to the Islands of The Bahamas can come to the Bahamas by air or by sea.

Air arrivals are visitors who come to the destination by air and may include stopover visitors, day visitors, and transit passengers.

Sea arrivals are visitors who come to the destination by sea, i.e. cruise arrivals. Sea arrivals also include stopover visitors like boaters/yachters.

Main Types of Visitors

Stopovers defined as persons staying for 24 hours or more, hotel visitors help to make up the stopover visitors. Boaters/yachters are also stopover visitors even though they may come to the islands by sea.

Cruise Stopover Visitors are a special category of visitors that we have for Grand Bahama primarily. These visitors come to The Bahamas on a cruise ship but stay in land based accommodations and stay 24 hours or more.

Cruise Visitors defined as persons visiting The Islands of The Bahamas by cruise ship and using the cruise ship for their accommodation.

Day Visitors defined as persons visiting The Islands of The Bahamas for less than 24 hours

Transits defined as persons in transit from one country to another.

Information in this brochure is based on the Grand Bahama Cruise Expenditure Exit Surveys 2014, 2013, 2012, 2011. If you have any questions about this report, you may contact the Director of the Research and Statistics Department using the following information below:



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