

**CRUISE EXPENDITURE SURVEY BROCHURE  
SUMMARY  
GRAND BAHAMA**



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

## 1. Cruise Ships in the Cruise Expenditure Survey 2015

NAMES OF SHIP IN SURVEY 2015			Grand Bahama
Ship Name	Carnival Dream	Count	38
		Col %	4.6%
	Carnival Freedom	Count	50
		Col %	6.0%
	Carnival Liberty	Count	13
		Col %	1.6%
	Carnival Pride	Count	174
		Col %	20.8%
	Carnival Splendor	Count	21
		Col %	2.5%
	Carnival Valor	Count	15
		Col %	1.8%
	Carnival Victory	Count	6
		Col %	.7%
	Explorer of the Seas	Count	1
		Col %	.1%
	Carnival Fantasy	Count	101
		Col %	12.1%
	Carnival Fascination	Count	109
		Col %	13.1%
	Norwegian Sky	Count	114
		Col %	13.7%
	Sensation	Count	134
		Col %	16.0%
	Carnival Magic	Count	16
		Col %	1.9%
	Carnival Sunshine	Count	43
		Col %	5.1%
Total	Count		835
		Col %	100.0%

**2. How Much Money Did Cruise Visitors Spend In Grand Bahama In 2015?**

In 2015, Cruise Visitors to Grand Bahama spent \$46.46 million compared to \$44.55 in 2014, an increase of 4.3%.

**3. What Was The Average Expenditure Per Cruise Visitor In Grand Bahama In 2015?**

The average expenditure of a cruise visitor to Grand Bahama in 2015 (\$68.9) was down compared to 2014 (\$71.5), but the increase in the number of cruise visitors to the island countered the decline in average spend and for this reason cruise expenditure to the island increased.

**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 2015, the average expenditure of a cruise visitor to Grand Bahama on the Carnival fleet of ships was \$67.28 compared to \$76.32 in 2014.
- In 2015, the average expenditure of a cruise visitor on the Norwegian Cruises ships was \$75.67 compared to \$65.53 in 2014.
- In 2015, the average expenditure of a cruise visitor on the Royal Caribbean International cruise line was \$126.33. The average expenditure on the Royal Caribbean ships in Grand Bahama was higher than for any of the other cruise lines.

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

Approximately one in every seven (14%) 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 half (48%) of the 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 half (52%) of the 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, three percent (3%) 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 2015 & 2014

Expenditure by Category	2015		2014		15/14
	Expenditure (Mlns)	% SHR	Expenditure (Mlns)	% SHR	% CHG
Shopping	\$19.99	43.0%	\$19.88	44.6%	0.5%
Activities/Tours/Excursions	\$18.95	40.8%	\$16.90	37.9%	12.1%
Meals and Drinks off Ship	\$5.40	11.6%	\$5.26	11.8%	2.8%
Transportation	\$2.06	4.4%	\$2.12	4.8%	-3.0%
Casino	\$0.07	0.1%	\$0.38	0.9%	-81.9%
Nightlife	\$0.00	0.0%	\$0.00	0.0%	0.0%
<b>Total GBI</b>	<b>\$46.46</b>	<b>100.0%</b>	<b>\$44.55</b>	<b>100.0%</b>	<b>4.3%</b>

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

In 2015, cruise visitors spent most of their money on shopping and activities/tours/excursions. Forty-three percent (43%) of the money spent by cruise visitors in Grand Bahama was on shopping and forty-one percent (41%) 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 (11.6% on this), transportation (4.4% on this), and playing in the on island casino (0.1% on this).

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

In 2015, approximately nine in every ten (89%) cruise visitors who got off the ship did some form of shopping while they were in Grand Bahama. This was also the case in 2014.

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

In 2015, cruise visitors spent \$19.99 million on shopping in Grand Bahama compared to \$19.88 million in 2014 and \$19.80 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				
	2015	2014	2013	2012	2011	2015	2014	2013	2012	2011
<b>Did Shopping?</b>	53.5%	53.6%	55.7%	60.6%	53.0%	88.9%	87.8%	87.2%	80.5%	73.6%
Bought T-shirts	76.4%	67.8%	75.4%	69.1%	79.4%	64.2%	67.4%	62.6%	50.3%	48.6%
Bought Other Clothing	9.2%	12.5%	10.2%	12.2%	13.6%	21.0%	23.0%	23.0%	24.9%	21.5%
Bought Other Souvenirs	36.7%	44.7%	45.8%	46.1%	47.0%	40.4%	39.4%	37.7%	35.5%	37.6%
Bought Other Items	38.6%	28.7%	20.1%	34.7%	42.9%	31.5%	38.2%	28.7%	35.1%	27.2%
Bought Jewelry	34.3%	31.8%	31.2%	33.2%	40.4%	30.6%	37.0%	38.8%	40.8%	38.7%
Bought Straw Work	29.5%	22.2%	29.0%	26.8%	39.4%	18.5%	20.7%	16.7%	13.7%	16.5%
Bought Perfumes or Cosmetics	24.2%	19.5%	25.0%	21.4%	32.2%	2.7%	4.6%	5.2%	2.0%	4.5%
Bought Liquor	26.9%	22.4%	26.5%	25.3%	31.0%	5.5%	8.7%	8.0%	4.3%	2.0%
Did Hair Braiding	20.3%	11.4%	12.7%	9.9%	21.1%	2.0%	2.7%	3.6%	2.7%	2.7%
Bought Linen	0.2%	1.0%	0.2%	2.7%	6.8%	0.8%	0.9%	1.2%	0.9%	1.1%
Bought Tobacco	4.1%	3.5%	2.1%	3.0%	3.3%	0.5%	1.0%	1.2%	1.9%	0.7%
Bought Leather Goods	4.6%	4.0%	2.9%	2.7%	3.1%	0.5%	0.4%	0.4%	0.9%	0.7%
Bought China/Crystal	0.0%	0.2%	0.6%	1.6%	1.6%	0.5%	0.6%	0.9%	1.8%	1.8%

Source: Cruise Expenditure Exit Survey 2015, Bahamas Ministry of Tourism Research & Statistics Dept.

In 2015, nine in every ten (89%) 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 (89%) than in Nassau/Paradise Island (54%).

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

The percentage of cruise visitors purchasing t-shirts has gone up over the years. Of the nine in ten (89%) cruise visitors who had done some form of shopping in Grand Bahama in 2015, approximately two in every three (64%) bought t-shirts while on the island compared to 67% in 2014, 63% in 2013, 50% in 2012 and 49% in 2011.

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

The percentage of cruise visitors that purchased jewelry in Grand Bahama has declined since 2012. In 2015, approximately three in ten (31%) cruise visitors who got off the ship bought jewelry compared to four in every ten in 2014 (37%), 2013 (39%), 2012 (41%), and 2011 (39%).

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

The percentage of cruise visitors purchasing straw work in Grand Bahama has increased since 2012. Approximately two in ten cruise visitors purchased straw work in 2015 (19%), 2014 (21%) and 2013 (17%) compared to one in seven (14%) in 2012.

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

In 2015, approximately one in twenty (6%) cruise visitors who got off the ship and shopped purchased liquor while they were in Grand Bahama compared to approximately one in every ten (9%) in 2014 and (8%) in 2013. In 2012, four percent (4%) of them purchased liquor and two percent (2%) in 2011.

**16. 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 but in 2015, it trended back down. In 2015, three percent (3%) of cruise visitors purchased perfumes and cosmetics while on island in Grand Bahama. 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%).

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

In 2015, approximately one percent (0.8%) of cruise visitors who got off the ship and shopped bought linen.

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

Approximately one percent (0.5%) of cruise visitors who got off the ship bought tobacco products.

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

Approximately one percent of (0.5%) of them bought leather goods.

**20. 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 (27%) 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: shot glasses (16%), wooden carvings (9%), conch shells (6%), magnets (6%), key chains (5%), mugs/cups (5%), pictures/paintings (5%), beach towels (4%), sea shells (4%), sun glasses (3%), other toys (3%), and toy turtles (2%).

Less popular items purchased by cruise visitors to Grand Bahama Island included: beach bags, cane/walking canes, fans (handmade), hot sauce, salt and pepper shakers, piggy banks, spoon/silverware, beach wraps, drums, magazines, wind chimes, masks/wooden masks, hair accessories, postcards, other musical instruments, soaps/toiletries, etc.

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

In 2015, approximately two percent (2%) of cruise visitors that got off the ship got their hair braided while in Grand Bahama compared to three percent (3%) in 2014, and four percent (4%) in 2013.

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

In 2015, cruise visitors that got off the ship in Grand Bahama spent \$18.95 million on Activities/Tours/Excursions in Grand Bahama compared to \$16.90 million in 2014 and \$24.56 million in 2013.

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

### HOW DID YOU BOOK YOUR ACTIVITIES/TOURS/EXCURSIONS THE BAHAMAS 2015

How Activity/Tour Booked	Nassau/P.I.					Grand Bahama				
	2015	2014	2013	2012	2011	2015	2014	2013	2012	2011
Booked on Board Ship Booked	29%	37%	35%	44%	47%	59%	62%	70%	61%	73%
Independently	39%	28%	34%	33%	37%	29%	28%	22%	31%	21%
Booked On shore	33%	36%	31%	22%	16%	13%	11%	9%	7%	6%
Non-Response	0%	0%	0%	3%	2%	0%	0%	0%	2%	1%

Source: Cruise Expenditure Survey 2015, 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 (with the exception of 2013). Approximately six in ten cruise visitors who got off the ship in Grand Bahama booked their activity/tour/excursion on board the ship in 2015 (59%) and 2014 (62%). In 2013, seven in every ten (70%) cruise visitors booked their activity/tour/excursion on board the ship, compared to six in every ten (61%) in 2012 and seven in every ten (73%) in 2011.

## 24. How Much Did Cruise Visitors Spend On Transportation?

The amount spent by cruise visitors on transportation has trended downwards since 2013. In 2015, cruise visitors that got off the ship and used transportation while on island spent \$2.06 million compared to \$2.12 million in 2014 and \$3.05 million in 2013.

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

The amount of money spent by cruise visitors in the on-island casino in Grand Bahama has steadily declined since 2013. In 2015, cruise visitors spent \$0.07 million playing in the on-island casino in Grand Bahama compared to \$0.38 million in 2014 and \$0.74 million in 2013.

## 26. 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 has trended up since 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 and \$5.40 million in 2015.

## 27. 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 much in 2015 compared to 2014 and 2013. In 2015, approximately seven in ten (72%) cruise visitors that got off the ship in Grand Bahama purchased some kind of food or drinks while on island compared to 69% in 2014 and 69% in 2013.

## **28. 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 Robinson's Seafood Delight.

The other popular restaurants where cruise visitors ate or drank while they were in Grand Bahama included: After Deck, Agave Restaurant, Backyard Grill, Bahama Breeze, Banana Bay Restaurant, Bateman's Big Easy Restaurant, Burger Boy and Girl, Burger King, Conchalicious, Daiquiri Stand, Dive In Bar and Grill, Dive-In Marina Bar and Restaurant, Domino's Pizza, Garden Café (Garden of the Groves), Jolly Rancher Liquor Store, Junkanoo Beach Club, Le Med Mediterranean Restaurant, Mama Cita, Molly Malone, Outriggers, Pizza Hut, Seaman's Rest Sports Bar, Sparky's, Subway, and Zorba's Greek Restaurant.

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

## **29. How Many Cruise Visitors To Grand Bahama Bought Water On The Island?**

In 2015, approximately one in six (16%) cruise visitors who got off the ship in Grand Bahama and bought food/drinks bought water during their time ashore.

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

In 2015, approximately one in every seven (14%) cruise visitors who got off the ship in Grand Bahama purchased soda/juice/drinks during their time ashore.

## **31. How Many Cruise Visitors To Grand Bahama Bought Ice Cream On The Island?**

In 2015, one percent (1%) of cruise visitors who got off the ship bought ice cream while ashore in Grand Bahama.

## **32. How Many Cruise Visitors To Grand Bahama Were Repeat Visitors?**

In 2015, approximately half (51%) the cruise visitors who visited Grand Bahama had visited The Bahamas before.

## **33. How Many Times Had Cruise Visitors To Grand Bahama Visited The Bahamas Before?**

In 2015, of the cruise visitors that had visited The Bahamas before, approximately three in every ten (31%) had visited one time and one in four (25%) had visited two times before. Roughly half (45%) had visited three or more times before.



### 34. 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	311
Was it on a Cruise Visit or		Col %	73.0%
Did You Stay On-shore	Stayed on shore	Count	50
		Col %	11.7%
	Both	Count	65
		Col %	15.3%
Total		Count	426
		Col %	100.0%

- In 2015, approximately seven in ten (73%) cruise visitors had come to the Bahamas before on a cruise compared to approximately eight in every ten (78%) in 2014 and 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 trended downwards between 2013 and 2014 but went back up in 2015. In 2015, approximately one in ten (12%) cruise visitors that had come to the Bahamas before stayed on shore compared to seven percent (7%) in 2014 and thirteen percent (13%) 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 virtually unchanged in 2015 (15%) compared to 2014 (16%) and 2013 (16%).

### 35. 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., 73.3% definitely would and 24.4% 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.

### 36. 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.

### 37. 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 ten (11%) indicated that they would stay in a hotel when they returned.

**38. 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 two in every ten (20%) indicated that they would do both, come back and stay in a hotel or come back on a cruise.

**39. 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 (99.8% i.e., 91.3% definitely will recommend, 8.5% 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	299
Did You Attend a		Col %	35.8%
talk/lecture About What to	No	Count	534
See or Do While Here?		Col %	64.0%
	Non Response	Count	2
		Col %	.2%
Total		Count	835
		Col %	100.0%

Roughly, four in every ten (36%) 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	557
		Col %	66.7%
	No	Count	278
		Col %	33.3%
Total		Count	835
		Col %	100.0%

In 2015, approximately two in every three (67%) 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	342	61.4%
	Brochures/Pamphlets/Flyers/Booklets	221	39.7%
	Television on board ship	59	10.6%
	Maps	49	8.8%
	Tour Director	40	7.2%
	Cruise Director	35	6.3%
	Other people/neighbours	5	.9%
	Obtained information off the ship	4	.7%
	Travel Agents	1	.2%
	Non Response	14	2.5%

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. Approximately six in ten (61%) 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 (40%) 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 (11%), maps (9%), tour directors (7%), and cruise directors (6%). 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 roughly 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 half (49%) the negative 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  
2015**

	<b>2015</b>	<b>2014</b>
<b>CRUISE VISITORS LIKELY TO RETURN</b>	98%	98%
Those Who Would Return and Stay in a Hotel	11%	15%
Those Who Would Return by Cruise ship	64%	64%
Those Who Would Return & Do a Cruise or a Land Stay	20%	16%
<b>CRUISE VISITORS LIKELY TO RECOMMEND</b>	99.8%	99.6%
<b>REPEAT VISITORS</b>	51%	48%
<b>AGE</b>		
18-24	5%	6%
25-34	16%	16%
35-44	29%	25%
45-54	28%	29%
55-64	16%	16%
65 yrs. & over	7%	8%
<b>AGE OF CHILD TRAVELLING</b>		
Under 12 months	1%	0%
Age 1 to 5	15%	15%
Age 6 to 11	40%	38%
Age 12 to 17	42%	42%
Over 17 yrs.	2%	5%
<b>SEX</b>		
Male	24%	26%
Female	76%	74%
<b>TRAVELLING PARTY SIZE</b>		
One	1%	1%
Two	58%	60%
Three	11%	11%
Four or More	30%	28%
<b>AVERAGE TRAVELLING PARTY SIZE</b>	4.0	4.0
<b>HOW VISITORS WERE TRAVELLING (Travel Type)</b>		
Alone	1%	1%
As a couple	49%	50%
As a family	40%	40%
As a group	10%	10%

**DEMOGRAPHICS**  
**GRAND BAHAMA ISLAND**  
**CRUISE VISITORS**  
**2015**

	<b>2015</b>	<b>2014</b>
<b>HOUSEHOLD INCOME*</b>		
\$25,001-\$50,000	9%	10%
\$50,001-\$75,000	16%	18%
\$75,001-\$100,000	13%	16%
\$100,001 and Over	20%	24%
<b>TOP STATES: WHERE YOU LIVE</b>		
Florida	12%	14%
Texas	8%	9%
Maryland	8%	9%
Virginia	8%	4%
North Carolina	7%	5%
Georgia	7%	5%
Pennsylvania	5%	6%
South Carolina	5%	5%
Ohio	5%	4%
New York	4%	4%
Tennessee	3%	3%
Louisiana	3%	5%
New Jersey	2%	2%
Illinois	2%	1%
Massachusetts	2%	2%
Mississippi	2%	2%
<b>COUNTRY OF RESIDENCE</b>		
USA	96%	95%
Canada	2%	2%
Europe	1%	2%
Other	0.4%	1%

Source: Cruise Expenditure Survey 2015 and 2014, 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 persons who come to the destination by air and may include stopover visitors, day visitors, and transit passengers.

Sea arrivals are persons 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 are not visitors but are defined as persons in transit from one country to another.

Information in this brochure is based on the Grand Bahama Cruise Expenditure Exit Surveys 2015, 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:



Research and Statistics Department  
Bahamas Ministry of Tourism  
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