

**CRUISE EXPENDITURE SURVEY BROCHURE
SUMMARY
GRAND BAHAMA ISLAND**



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2017**

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1. Cruise Ships in the Cruise Expenditure Survey 2017

NAMES OF SHIP IN SURVEY			Grand Bahama
Ship Name	Carnival Dream	Count	10
		Col %	0.8%
	Carnival Freedom	Count	44
		Col %	3.4%
	Carnival Glory	Count	4
		Col %	0.3%
	Carnival Inspiration	Count	1
		Col %	0.1%
	Carnival Liberty	Count	254
		Col %	19.5%
	Carnival Pride	Count	398
		Col %	30.6%
	Ecstasy	Count	161
		Col %	12.4%
	Elation	Count	85
		Col %	6.5%
	Empress of the Seas	Count	3
		Col %	0.2%
	Carnival Fascination	Count	22
		Col %	0.2%
	Grandeur of the Seas	Count	17
		Col %	1.3%
	Norwegian Sky	Count	83
		Col %	6.4%
	Sensation	Count	16
		Col %	1.2%
	Carnival Magic	Count	13
		Col %	1.0%
	Carnival Breeze	Count	75
		Col %	5.8%
	Carnival Sunshine	Count	102
		Col %	7.8%
	Costa Deliziosa	Count	12
		Col %	0.9%
Total	Count		1300
		Col %	100.0%

Source: Cruise Expenditure Survey 2017, Research & Statistics Dept.

2. How Much Money Did Cruise Visitors Spend In Grand Bahama In 2017?

The amount of money spent by cruise visitors to Grand Bahama declined between 2017 and 2016 by -11.7%. In 2017, cruise visitors to Grand Bahama spent \$34.60 million compared to \$39.18 million in 2016, \$46.46 million in 2015. Cruise visitors spent \$44.55 million in 2014, \$52.44 million in 2013, and \$56.38 million in 2012.

3. What Was The Average Expenditure Per Cruise Visitor In Grand Bahama In 2017?

The average expenditure of a cruise visitor to Grand Bahama has trended downward since 2014. In 2017, the average expenditure for a Cruise Visitor to Grand Bahama was \$59.2 compared to \$63.30 in 2016, \$68.89 in 2015, and \$71.48 in 2014.

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

- Yes, the average expenditure did differ by Cruise line. The average expenditure made by cruise visitors in Grand Bahama has trended down since 2014 on the Carnival Cruise lines fleet of ships.
- In 2017, the average expenditure of a cruise visitor to Grand Bahama on the Carnival fleet of ships was \$58.32 compared to \$61.95 in 2016, \$67.28 in 2015, and \$76.32 in 2014.
- In 2017, the average expenditure of a cruise visitor on the Norwegian Cruises ships was \$67.53 compared to \$81.56 in 2016, \$75.67 in 2015, and \$65.53 in 2014.
- In 2017, the average expenditure of a cruise visitor on the Royal Caribbean International cruise line was \$69.03 compared to \$67.30 in 2016 while in Grand Bahama.

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

Roughly two in every ten (23%) 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?

More than half (55%) 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 (45%) 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, approximately one in thirty (3%) 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 2017 & 2016

Expenditure by Category	2017		2016		17/16
	Expenditure (Mlns)	% SHR	Expenditure (Mlns)	% SHR	% CHG
Shopping	\$14.84	42.9%	\$15.26	39.0%	-2.8%
Activities/Tours/Excursions	\$13.69	39.6%	\$16.81	42.9%	-18.6%
Meals and Drinks off Ship	\$4.58	13.2%	\$5.34	13.6%	-14.2%
Transportation	\$1.49	4.3%	\$1.67	4.3%	-10.8%
Casino	\$0.00	0.0%	\$0.09	0.2%	-100.0%
Nightlife	\$0.00	0.0%	\$0.00	0.0%	0.0%
Total GBI	\$34.60	100.0%	\$39.18	100.0%	-11.7%

Source: Cruise Expenditure Survey 2017, Research & Statistics Dept., Bahamas Ministry of Tourism

In 2017, 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 percent (40%) 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 (13.2% on this), and transportation (4.3% on this).

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

Approximately nine in ten cruise visitors who got off the ship in Grand Bahama did some form of shopping while on island in 2017 (87%), 2016 (86%), 2015 (89%) and 2014 (88%).

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

In 2017, cruise visitors spent \$14.84 million on shopping in Grand Bahama compared to \$15.26 million in 2016, \$19.99 million in 2015, \$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						
	2017	2016	2015	2014	2013	2012	2011	2017	2016	2015	2014	2013	2012	2011
Did Shopping?	65.8%	46.6%	53.5%	53.6%	55.7%	60.6%	53.0%	87.2%	85.8%	88.9%	87.8%	87.2%	80.5%	73.6%
Bought T-shirts	59.4%	82.3%	76.4%	67.8%	75.4%	69.1%	79.4%	59.6%	56.0%	64.2%	67.4%	62.6%	50.3%	48.6%
Bought Other Clothing	16.1%	8.6%	9.2%	12.5%	10.2%	12.2%	13.6%	23.4%	22.3%	21.0%	23.0%	23.0%	24.9%	21.5%
Bought Other Souvenirs	38.2%	37.4%	36.7%	44.7%	45.8%	46.1%	47.0%	41.3%	42.7%	40.4%	39.4%	37.7%	35.5%	37.6%
Bought Other Items	25.6%	38.6%	38.6%	28.7%	20.1%	34.7%	42.9%	24.7%	27.2%	31.5%	38.2%	28.7%	35.1%	27.2%
Bought Jewelry	18.3%	32.9%	34.3%	31.8%	31.2%	33.2%	40.4%	23.4%	24.2%	30.6%	37.0%	38.8%	40.8%	38.7%
Bought Straw Work	18.6%	40.3%	29.5%	22.2%	29.0%	26.8%	39.4%	17.7%	17.6%	18.5%	20.7%	16.7%	13.7%	16.5%
Bought Perfumes or Cosmetics	5.6%	24.6%	24.2%	19.5%	25.0%	21.4%	32.2%	2.9%	2.1%	2.7%	4.6%	5.2%	2.0%	4.5%
Bought Liquor	11.2%	30.3%	26.9%	22.4%	26.5%	25.3%	31.0%	5.2%	4.0%	5.5%	8.7%	8.0%	4.3%	2.0%
Did Hair Braiding	4.7%	22.0%	20.3%	11.4%	12.7%	9.9%	21.1%	2.1%	3.2%	2.0%	2.7%	3.6%	2.7%	2.7%
Bought Linen	1.1%	0.6%	0.2%	1.0%	0.2%	2.7%	6.8%	0.8%	0.0%	0.8%	0.9%	1.2%	0.9%	1.1%
Bought Tobacco	3.3%	4.3%	4.1%	3.5%	2.1%	3.0%	3.3%	0.3%	0.6%	0.5%	1.0%	1.2%	1.9%	0.7%
Bought Leather Goods	1.4%	6.6%	4.6%	4.0%	2.9%	2.7%	3.1%	0.2%	0.3%	0.5%	0.4%	0.4%	0.9%	0.7%
Bought China/Crystal	0.9%	0.6%	0.0%	0.2%	0.6%	1.6%	1.6%	0.1%	0.3%	0.5%	0.6%	0.9%	1.8%	1.8%

Source: Cruise Expenditure Exit Survey 2011 to 2017, Bahamas Ministry of Tourism Research & Statistics Dept.

In September 2017, Hurricanes Irma and Maria passed through the Caribbean islands and the Southern Bahamas and caused significant damage to many cruise ports in the region. Many ships that had been destined for other ports, were re-routed to Nassau/P.I. as a result of these devastating Hurricanes. Fourth quarter cruise expenditure in Nassau/P.I. increased significantly as a result of the increase in cruise arrivals and average expenditure of the cruise visitors to the island during this period. The re-routed ships had a significant impact on cruise expenditure during the 4th qtr. 2017.

In 2017, there was a significant increase in the percentage of cruise visitors to Nassau/P.I. that went shopping than in 2016 and the hurricanes heavily influenced this increase.

Nine in every ten cruise visitors who got off the ship in Grand Bahama, went shopping in 2017 (87%), 2016 (86%), and 2015 (89%). 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 (87%) than in Nassau/Paradise Island (66%) in 2017.

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

Of the nine in ten (87%) cruise visitors who had done some form of shopping in Grand Bahama in 2017, six in ten (60%) cruise visitors bought t-shirts while on the island compared to 56% in 2016, 64% in 2015, 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 2017, approximately two in ten (23%) cruise visitors who got off the ship bought jewelry compared to 24% in 2016, 31% in 2015, 37% in 2014, 39% in 2013, and 41% in 2012.

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 2017 (18%), 2016 (18%), 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 2017, one in every twenty (5%) cruise visitors who got off the ship and shopped purchased liquor while they were in Grand Bahama compared to 4% in 2016, 6% in 2015, 9% in 2014, 8% in 2013, 4% in 2012 and 2% in 2011.

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

In 2017, one in every thirty (3%) cruise visitors that got off the ship and shopped purchased perfumes and cosmetics while on island in Grand Bahama.

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

Approximately one percent (0.3%) 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 (0.2%) 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 hats/caps, and hand bags/purses/wallets/totes. Approximately two in ten cruise visitors purchased hats/caps (22%), and/or hand bags/purses/wallets/totes (21%). Other popular items purchased in Grand Bahama included: magnets (13%), shot glasses (12%), key chains (10%), wooden carvings (8%), mugs/cups (7%), sea/conch shells (6%), beach bags (6%), rum cakes (4%), picture/painting/photo (4%), sunglasses (3%), Christmas items (3%), and beach towels (3%).

Less popular items purchased by cruise visitors to Grand Bahama Island included: cane/walking canes, fans (handmade), spoon/silverware, drums, wind chimes, masks/wooden masks, postcards, other musical instruments, toys, etc.

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

In 2017, approximately two percent (2%) of cruise visitors that got off the ship got their hair braided while in Grand Bahama compared 3% in 2016 and 2% in 2015.

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

The amount of money spent on activities/tours/excursions declined by -19% between 2016 and 2017. Hurricane Matthew which devastated the island in October 2016 would have had an impact on cruise visitor expenditure on activities. In 2017, cruise visitors that got off the ship in Grand Bahama spent \$13.69 million on Activities/Tours/Excursions compared to \$16.81 million in 2016, \$18.95 in 2015, \$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 2017

How Activity/Tour Booked	Nassau/P.I.							Grand Bahama						
	2017	2016	2015	2014	2013	2012	2011	2017	2016	2015	2014	2013	2012	2011
Booked on Board Ship	29%	18%	29%	37%	35%	44%	47%	66%	61%	59%	62%	70%	61%	73%
Booked Independently	49%	52%	39%	28%	34%	33%	37%	27%	28%	29%	28%	22%	31%	21%
Booked On shore	22%	31%	33%	36%	31%	22%	16%	7%	11%	13%	11%	9%	7%	6%
Non-Response	3%	0%	0%	0%	0%	3%	2%	0%	0%	0%	0%	0%	2%	1%

Source: Cruise Expenditure Surveys 2017, 2016, 2015, 2014, 2013, 2012 and 2011, Research and Statistics Dept. Bahamas Ministry of Tourism

Some cruise 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 2013 but in 2017, it went back up. Approximately two in every three cruise visitors who got off the ship in Grand Bahama booked their activity/tour/excursion on board the ship in 2017 (66%), compared to 61% in 2016, 59% in 2015, 62% in 2014 and 70% in 2013.

24. How Much Did Cruise Visitors Spend On Transportation?

The amount spent by cruise visitors on transportation has trended downwards since 2013. In 2017, cruise visitors that got off the ship and used transportation while on island spent \$1.49 million compared to \$1.67 million in 2016, \$2.06 million in 2015, \$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 casino in Grand Bahama was closed in 2017.

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 trended up between the years 2013 to 2015, but fell in 2016 and 2017. 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, \$5.40 million in 2015, \$5.34 million in 2016, and \$4.58 million in 2017.

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 has not changed much since 2013. Approximately seven in ten cruise visitors that got off the ship in Grand Bahama purchased some kind of food or drinks while on island in 2017 (70%), 2016 (69%), 2015 (72%), 2014 (69%) and 2013 (69%).

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

The most popular restaurant in Grand Bahama for cruise visitors who got off the ship and dined was Señor Frogs in 2017, 2016 and 2015. The next most popular restaurants for

cruise visitors that got off the ship and dined in 2017, 2016 and 2015 were Fat Tuesday, Burger Boy and Girl, and Robinson's Seafood Delight.

The other popular restaurants/eateries where cruise visitors ate or drank while they were in Grand Bahama included: After Deck, Agave Restaurant, Bahama Breeze, Banana Bay Restaurant, Bateman's Big Easy Restaurant, Conchalicious, Big Daddy Brown's Conch Stam, Domino's Pizza, Garden Café (Garden of the Groves), Jolly Rancher Liquor Store, Junkanoo Beach Club, Le Med Mediterranean Restaurant, Mama Cita, Manta Ray, 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 2017, approximately one in seven (15%) cruise visitors who got off the ship in Grand Bahama and bought food or drinks bought water during their time ashore on the island compared to 14% in 2016, and 16% in 2015.

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

In 2017, approximately one in every ten (12%) cruise visitors who got off the ship in Grand Bahama purchased soda/juice/drinks during their time ashore compared to 13% in 2016, and 14% in 2015.

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

In 2017, one percent (0.5%) of cruise visitors who got off the ship bought ice cream while ashore in Grand Bahama compared to 0.4% in 2016 and 1% in 2015.

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

Roughly half the cruise visitors who visited Grand Bahama in 2017 (51%), 2016 (46%) and 2015 (51%) had visited The Bahamas before.

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

In 2017, of the cruise visitors that had visited The Bahamas before, approximately three in every ten (28%) had visited one time before and one in four (27%) had visited two times before. Roughly four in ten (44%) 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	550
Was it on a Cruise Visit or		Col %	82.3%
Did You Stay On-shore	Stayed on shore	Count	31
		Col %	4.6%
	Both	Count	82
		Col %	12.3%
	Non Response	Count	5
		Col %	.7%
Total		Count	668
		Col %	100.0%

- The percentage of cruise visitors that have come to the Bahamas before on a cruise ship, has trended up since 2015. In 2017, of the cruise visitors that had come to the Bahamas before, approximately eight in every ten (82%) had come before on a cruise ship compared to 76% in 2016, and 73% in 2015.
- The percentage of cruise visitors that have come to the Bahamas before and stayed on shore has trended downwards since 2015. In 2017, roughly one in twenty (5%) cruise visitors who had come to the Bahamas before had stayed on shore compared to 8% in 2016, and 12% in 2015.
- The percentage of cruise visitors to Grand Bahama that had come to the Bahamas before and had either cruised to The Bahamas before or stayed on shore at one time or another declined in 2017 (12%) compared to 2016 (15%), and 2015 (15%).

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., 71.2% definitely would and 26.5% 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.

DO YOU THINK YOU WOULD STAY IN A HOTEL OR COME ON A CRUISE SHIP

			Grand Bahama
Would You Stay in a Hotel or Come on a Cruise Ship?	Would stay in a hotel	Count	141
		Col %	11.1%
	Would come by cruise ship	Count	903
		Col %	71.0%
	Both	Count	166
		Col %	13.1%
	Don't Know	Count	59
		Col %	4.6%
	Non Response/No Answer	Count	3
		Col %	.2%
Total	Count	1272	
	Col %	100.0%	

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

In 2017, 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.

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

In 2017, of the cruise visitors to Grand Bahama who came ashore and indicated that they would definitely or probably return, approximately seven in ten (71%) 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 Do Both: Come Back And Stay In A Hotel And Come Back On A Cruise?

In 2017, of the cruise visitors to Grand Bahama who came ashore and said that they would definitely or probably return, approximately one in ten (13%) 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?

In 2017, the majority (99% i.e., 89.4% definitely would & 9.7% probably would) 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 and this percentage remained unchanged from 2016 (99%).

40. 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 Did	Yes	Count	287
		Col %	22.1%
You Attend a talk/lecture			
About What to See or Do	No	Count	1011
While Here?		Col %	77.8%
	Non Response	Count	2
		Col %	.2%
Total		Count	1300
		Col %	100.0%

In 2017, approximately two in ten (22%) 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 compared to 25% in 2016.

41. 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	Yes	Count	851
Information About What		Col %	65.5%
to See and Do Here?	No	Count	448
		Col %	34.5%
	Non Response	Count	1
		Col %	.1%
Total		Count	1300
		Col %	100.0%

In 2017, two in every three (66%) cruise visitors to Grand Bahama that got off the ship 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 compared to 63% in 2016.

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

		Grand Bahama	
		Count	Col %
Other Information	Internet	578	71.4%
	Brochures/Pamphlets/Flyers/Booklets	356	44.0%
	Maps	168	20.8%
	Television on board ship	127	15.7%
	Cruise Director	98	12.1%
	Tour Director	86	10.6%
	Obtained information off the ship	3	0.4%
	Other people/neighbours	3	0.4%
	Travel Agents	1	0.1%
	Tourism Information Booth/Information Booth	1	0.1%
	Other	2	0.2%
	Non Response	3	0.4%

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 seven in ten (71%) 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 roughly four in ten (44%) cruise visitors.

Other popular means used by cruise visitors other than a talk/lecture to obtain information on the Bahamas included: maps (21%), television on board the ship (16%), cruise directors (12%) and tour directors (11%). Many cruise visitors that came ashore used more than one of these means to obtain information.

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

In 2017, the majority (91%) of cruise visitors that got off the ship did so one time and roughly one in twenty (5%) got off two times.

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

Length of Stay: More than half (54%) 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.

45. Cruise Visitor Demographics:

**DEMOGRAPHICS
GRAND BAHAMA ISLAND
CRUISE VISITORS
2017**

	2017	2016
CRUISE VISITORS LIKELY TO RETURN	98%	98%
Those Who Would Return and Stay in a Hotel	11%	13%
Those Who Would Return by Cruise ship	71%	68%
Those Who Would Return & Do a Cruise or a Land Stay	13%	16%
CRUISE VISITORS LIKELY TO RECOMMEND	99.1%	99.3%
REPEAT VISITORS	51%	46%
AGE		
18-24	3%	4%
25-34	17%	19%
35-44	31%	29%
45-54	28%	27%
55-64	15%	16%
65 yrs. & over	6%	6%
AGE OF CHILD TRAVELLING		
Under 12 months	2%	1%
Age 1 to 5	16%	17%
Age 6 to 11	40%	38%
Age 12 to 17	40%	41%
Over 17 yrs.	3%	3%
TRAVELLING PARTY SIZE		
One	1%	1%
Two	55%	55%
Three	13%	11%
Four or More	31%	33%
AVERAGE TRAVELLING PARTY SIZE	4.0	3.6
HOW VISITORS WERE TRAVELLING (Travel Type)		
Alone	1%	0%
As a couple	46%	51%
As a family	42%	38%
As a group	11%	11%

DEMOGRAPHICS
GRAND BAHAMA ISLAND
CRUISE VISITORS
2017

	2017	2016
HOUSEHOLD INCOME*		
\$25,001-\$50,000	8%	8%
\$50,001-\$75,000	13%	13%
\$75,001-\$100,000	12%	13%
\$100,001 and Over	17%	21%
TOP STATES: WHERE CRUISE VISITORS LIVE		
Virginia	12%	7%
Maryland	10%	6%
Texas	7%	15%
North Carolina	7%	5%
Florida	7%	12%
Pennsylvania	7%	7%
South Carolina	6%	3%
Georgia	6%	3%
New York	5%	4%
New Jersey	5%	6%
Ohio	4%	5%
Tennessee	4%	2%
Michigan	2%	2%
COUNTRY OF RESIDENCE		
USA	98%	97%
Canada	1%	1%
Europe	1%	1%
Other	0.4%	0.5%

Source: Cruise Expenditure Survey 2017 and 2016, Research and Statistics Dept. Bahamas Ministry of Tourism

In this survey, a distinction is made between the traveling party size and the number of people expenses relate to, because there was a significant percentage of people that traveled as a group or as a family but their expenses did not relate to all of their traveling companions but to a smaller party within the larger group. In 2017, the average number of persons the expenses related to was 3.12.

46. 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 visitors.

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 defined as persons in transit from one country to another.

Information in this brochure is based on the Grand Bahama Cruise Expenditure Exit Surveys 2017, 2016, 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:



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