

**CRUISE EXPENDITURE SURVEY BROCHURE
NASSAU/PARADISE ISLAND**



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

1. Cruise Ships in the Cruise Expenditure Survey 2014

NAMES OF SHIP IN SURVEY 2014

		Nassau
Ship Name Carnival Sensation	Count	104
	Col %	10.7%
Norwegian Sky	Count	97
	Col %	10.0%
Disney Dream	Count	85
	Col %	8.8%
Enchantment of the Seas	Count	74
	Col %	7.6%
Carnival Fantasy	Count	66
	Col %	6.8%
Carnival Fascination	Count	63
	Col %	6.5%
Norwegian Getaway	Count	52
	Col %	5.4%
Norwegian Gem	Count	48
	Col %	5.0%
Majesty of the Seas	Count	40
	Col %	4.1%
Carnival Splendor	Count	38
	Col %	3.9%
Carnival Pride	Count	26
	Col %	2.7%
Carnival Victory	Count	24
	Col %	2.5%
Carnival Sunshine	Count	23
	Col %	2.4%
Grandeur of the Seas	Count	18
	Col %	1.9%
Carnival Liberty	Count	14
	Col %	1.4%
Ecstasy	Count	14
	Col %	1.4%
Explorer of the Seas	Count	14
	Col %	1.4%
Norwegian Pearl	Count	14
	Col %	1.4%
Carnival Magic	Count	14
	Col %	1.4%
Disney Magic	Count	12
	Col %	1.2%
Allure of the Seas	Count	12
	Col %	1.2%

NAMES OF SHIP IN SURVEY 2014

		Nassau
Ship Name	Norwegian Breakaway	Count 12
		Col % 1.2%
	Carnival Conquest	Count 11
		Col % 1.1%
	Oasis of the Seas	Count 11
		Col % 1.1%
	Carnival Freedom	Count 10
		Col % 1.0%
	Constellation	Count 10
		Col % 1.0%
	Century	Count 9
		Col % 0.9%
	Carnival Breeze	Count 9
		Col % 0.9%
	Ruby Princess	Count 8
		Col % 0.8%
	Quantum of the Seas	Count 7
		Col % 0.7%
	Disney Wonder	Count 5
		Col % 0.5%
	Freedom of the Seas	Count 5
		Col % 0.5%
	Emerald Princess	Count 4
		Col % 0.4%
	Norwegian Epic	Count 4
		Col % 0.4%
	Carnival Glory	Count 3
		Col % 0.3%
	Seven Seas Navigator	Count 2
		Col % 0.2%
	Serenade of the Seas	Count 2
		Col % 0.2%
	Aidabella	Count 2
		Col % 0.2%
	Grand Mariner	Count 1
		Col % 0.1%
	AidaVita	Count 1
		Col % 0.1%
Total	Count	968
		100.0%

2. How Much Money Did Cruise Visitors Spend In Nassau/Paradise Island In 2014?

In 2014, Cruise Visitors to Nassau/Paradise Island spent \$269.01 million compared to \$324.60 million in 2013, a decline of -17.1%.

3. What Was The Average Expenditure Per Cruise Visitor In Nassau/Paradise Island In 2014?

In 2014, the average expenditure for a Cruise Visitor to Nassau/P.I. was \$82.34 compared to \$98.66 in 2013, a decline of -16.5%.

4. Did The Average Expenditure Per Cruise Visitor In Nassau/Paradise Island Differ By Cruise Line?

Yes, the average expenditure did differ by Cruise line. In 2014, the average expenditure of a cruise visitor to Nassau/Paradise Island on the Carnival fleet of ships was \$76.04 compared to \$90.65 in 2013 (down \$14.61). In 2014, the average expenditure of a cruise visitor on Royal Caribbean was \$92.83 compared to \$102.84 in 2013 (down \$10.01). In 2014, the average expenditure for a cruise visitor who came to the island on the Norwegian Cruises' fleet of ships was \$87.22 compared to \$111.14 in 2013 (down \$23.92) and for a cruise visitor who came on the Disney Cruises ships was \$72.88 compared to \$104.70 in 2013 (down \$31.82).

5. How Many Cruise Visitors to Nassau/Paradise Island Spent Under \$20.00 When they Got off the Ship?

Two in every ten (20%) cruise visitor spent under \$20.00 while they were off the ship in Nassau/Paradise Island.

6. How Many Cruise Visitors To Nassau/Paradise Island Spent Under \$50.00 When They Got Off The Ship?

More than half (52%) the cruise visitors on average spent under \$50.00.

7. How Many Cruise Visitors to Nassau/Paradise Island Spent \$50 or More When they Got off the Ship?

Less than half (48%) the cruise visitor on average spent \$50.00 or more during their visit to Nassau/Paradise Island.

8. Did Any Cruise Visitors To Nassau/Paradise Island Spend \$200 Or More Off The Ship During Their Visit?

Yes, approximately one in every ten (10%) 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 Nassau/Paradise Island?

CRUISE VISITORS EXPENDITURE BY MAJOR CATEGORY 2014 & 2013

Expenditure by Category	2014		2013		14/13
	Expenditure (\$mln)	% SHR	Expenditure (\$mln)	% SHR	% CHG
Shopping	\$132.60	49.3%	\$154.41	47.6%	-14.1%
Activities/Tours/Excursions	\$72.80	27.1%	\$99.85	30.8%	-27.1%
Meals and Drinks off Ship	\$33.95	12.6%	\$42.07	13.0%	-19.3%
Transportation	\$14.98	5.6%	\$13.02	4.0%	15.0%
Casino	\$14.68	5.5%	\$15.26	4.7%	-3.8%
Nightlife	\$0.00	0.0%	\$0.00	0.0%	0.0%
Total New Providence	\$269.01	100.0%	\$324.60	100.0%	-17.1%

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

Cruise visitors spent most of their money on shopping and activities/tours/excursions. Approximately half (49%) of the money spent by cruise visitors in Nassau/P.I. was on shopping. Approximately thirty percent (27%) of the money spent by cruise visitors was on activities/tours/excursions.

Cruise Visitors to Nassau/Paradise Island spent the rest of their money on meals and drinks they bought off the ship (13% on this), transportation (6% on this), and playing in the on island casino (6% of expenditure was on this).

10. What Were Some of the Reasons for the Decline In Total Cruise Expenditure Between 2014 And 2013?

- Festival Place located at the major entry port of Nassau/Paradise Island on Prince George Wharf was closed from July 30, 2014.¹ The closure of Festival Place would have impacted expenditures that would have been made by persons who wanted to go shopping but wanted to stay close to the ship and not venture far from the cruise port.
- The number of cruise arrivals (all ports of call) to Nassau/Paradise Island declined between 2014 (3.57 million) and 2013 (3.60 million).
- The average expenditure per person declined by -16.5% in 2014 compared to 2013.
- Cruise Visitors to Nassau/Paradise Island spent less money on shopping, activities/tours/excursions, meals and drinks off the ship, and in the on-island casinos.
- The percentage of cruise visitors that went shopping while in Nassau/Paradise Island has been in decline since 2012 i.e., 61% in 2012, 56% in 2013 and 54% in 2014. In 2014, a smaller percentage of cruise visitors bought t-shirts, straw work, perfumes and cosmetics, and liquor than in 2013.
- The percentage of cruise visitors that did an Activity/Tour/Excursion in Nassau/Paradise Island declined between 2013 and 2014. Activities/Tours/Excursions make up a large percentage of the visitor spend of a cruise visitor.

¹ Source: Mrs. Erica Ingraham, Cruise Development Department, Bahamas Ministry of Tourism

- Although the percentage of cruise visitors gambling in the on-island casinos did not change, the amount spent by them did and this contributed to the decline in the overall cruise visitor expenditure in 2014.

10. How Many Cruise Visitors To Nassau/Paradise Island Went Shopping?

In 2014, more than half (54%) the cruise visitors who got off the ship did some form of shopping while they were in Nassau/Paradise Island compared to roughly nine in ten (88%) in Grand Bahama. The percentage of cruise visitors that did some form of shopping while in Nassau/Paradise Island has been trending downwards since 2012. In 2012, 61% of the cruise visitors to the island went shopping compared to 56% in 2013, and 54% in 2014.

11. How Much Did Cruise Visitors Spend On Shopping In Nassau/Paradise Isl.?

In 2014, Cruise Visitors spent \$132.60 million on shopping in Nassau/P.I. compared to \$154.41 million in 2013.

12. What Did Cruise Visitors To Nassau/Paradise Island 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%	39.4%	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, more than half of the cruise visitors (54%) who got off the ship in Nassau/Paradise Island went shopping. Cruise Visitors to Nassau/Paradise Island bought T-shirts, clothing, jewelry, straw work, perfumes and cosmetics, liquor, linen, tobacco, leather goods and china/crystal and a host of other goods.

13. How Many Cruise Visitors Bought T-Shirts While In Nassau/Paradise Island?

Of the 54% of the cruise visitors who had done some form of shopping in Nassau/Paradise Island, approximately seven in ten (68%) cruise visitors bought t-shirts while on the island in 2014 compared to three in every four (75%) in 2013.

Cruise Expenditure Survey 2014 Research & Statistics Dept. Ministry of Tourism

14.How Many Cruise Visitors Bought Jewelry While In Nassau/Paradise Island?

In 2014, approximately one in three (32%) cruise visitors who got off the ship bought jewelry and this percentage was little changed from 2013 (31%).

15.How Many Cruise Visitors Bought Straw Work While In Nassau/Paradise Island?

In 2014, approximately two in ten (22%) cruise visitors to Nassau/P.I. bought straw work, compared to approximately three in ten (29%) in 2013.

16.How Many Cruise Visitors Bought Liquor While In Nassau/Paradise Island?

In 2014, approximately two in ten (22%) cruise visitors who got off the ship and shopped bought liquor compared to approximately three in ten (27%) in 2013.

17.How Many Cruise Visitors Bought Perfumes And Cosmetics While In Nassau/Paradise Island?

In 2014, approximately two in ten (20%) cruise visitors who got off the ship in Nassau/Paradise Island and shopped bought perfumes or cosmetics during their visit, compared to one in four (25%) in 2013.

18.How Many Cruise Visitors Bought Linen While In Nassau/Paradise Island?

One percent (1%) of cruise visitors who got off the ship and shopped bought linen.

19.How Many Cruise Visitors Bought Tobacco While In Nassau/Paradise Island?

One in every twenty-five (4%) cruise visitors who got off the ship bought tobacco products.

20.How Many Cruise Visitors bought Leather Goods while in Nassau/Paradise Island?

One in every twenty-five (4%) of them bought leather goods.

21.How Many Cruise Visitors Bought China Crystal While In Nassau/Paradise Island?

The percentage of cruise visitors that purchased china/crystal has declined over the last few years and only 0.2% of them made this purchase in 2014.

22.What Other Goods Did Cruise Visitors To Nassau/Paradise Island Purchase?

Of the cruise visitors who purchased other goods the most popular item was rum cake/cake purchased by approximately half (52%) the cruise visitors who had bought other items. Some of the cruise visitors also bought other items like hand bags/purses/wallets/tote bags (19% of the cruise visitors purchased this item), postcards (9%), shot glasses (7%), beach towel/towels (6%), mugs/cups (6%),

Cruise Expenditure Survey 2014 Research & Statistics Dept. Ministry of Tourism

hats/caps (5%), sunglasses (3%), beach bags (3%), wooden carvings, and key chains (2%).

Less popular items purchased by cruise visitors to Nassau/Paradise Island included shoes/slippers/tennis shoes, candy, conch shells, fans (handmade), nail polish, cameras, flutes, tea/coffee, magnets, pictures/paintings, pens/pencils, seasonings, and hair accessories, etc.

23. How Many Cruise Visitors Got Their Hair Braided While In Nassau/Paradise Island?

Approximately one in ten (11%) cruise visitors got their hair braided in Nassau/Paradise Island compared to 3% of cruise visitors to Grand Bahama. There is a hair braiding center right in front of the Cruise Docking area at Festival Place, this is not the case in Grand Bahama.

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

In 2014, Cruise Visitors spent \$72.80 million on Activities/Tours/Excursions in Nassau/Paradise Island compared to \$99.85 million in 2013. The percentage of cruise visitors that did an activity/Tour/Excursion declined from 33% in 2013 to 26% in 2014.

25. How Did Cruise Visitors book Their Activities/Tours/Excursions?

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

How Activity/Tour Booked	Nassau/P.I.				Grand Bahama			
	2014	2013	2012	2011	2014	2013	2012	2011
Booked on Board Ship Booked	37%	35%	44%	47%	62%	70%	61%	73%
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 Nassau/Paradise Island booking their activities/tours/excursions on board the cruise ship has been trending downwards since 2011. In 2011, roughly half (47%) of the cruise visitors who got off the ship in Nassau/Paradise Island booked their activity/tour/excursion on board the ship compared to roughly four in ten (37%) in 2014. The percentage of cruise visitors to Nassau/Paradise Island booking once they got off the ship on shore has been trending upwards since 2011.

26. How Much Did Cruise Visitors Spend On Transportation?

In 2014, Cruise Visitors to Nassau/Paradise Island spent \$14.98 million on Transportation compared to \$13.02 million in 2013.

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

The amount that cruise visitors spent in the on island casino has declined over the years. In 2014, Cruise Visitors spent \$14.68 million playing in the on-island casino in Nassau/Paradise Island compared to \$15.26 in 2013 and \$32.09 million in 2012.

28. 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 declined over the last couple of years. In 2014, Cruise Visitors to Nassau/Paradise Island spent \$33.95 million on meals and drinks that they had purchased when they got off the ship compared to \$42.07 million that they had spent in 2013.

29. How Many Cruise Visitors Bought Food And Drinks When They Got Off The Ship In Nassau/Paradise Island?

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 ship has increased over the years even though the amount of money spent on this item has declined. In 2011, roughly four in ten (40%) cruise visitors who got off the ship in Nassau/Paradise Island bought food or drink on the island compared to six in ten (60%) in 2012, two in every three (64%) in 2013 and seven in ten (71%) in 2014.

In 2014, a higher percentage of cruise visitors than in 2013, purchased lower priced food items like water (33% in 2013 compared to 38% in 2014) instead of full meals and snacks while they were off the ship,

30. What Were Some Of The Most Popular Restaurants Where Cruise Visitors Ate In Nassau/Paradise Island?

Señor Frogs was the most popular restaurant where cruise visitors dined while they were in Nassau/Paradise Island. The next most popular restaurants were Sharkeez Bar and Grill, and Via Caffè. In 2013, the Hard Rock Café was the 2nd most popular restaurant but not in 2014.

The other popular restaurants where cruise visitors ate or drank while they were in Nassau/Paradise Island were: Athena's Café, Burger King, Chill 'N' Grill Café, Conch Fritters, Dunkin Donuts, Fish Fry (e.g. Anchorage, Candies Restaurant, Curly's Restaurant & Bar, Oh Andros, Twin Brothers, Seafood Haven, etc.), Green Parrot Bar Grill, Fat Tuesday, Jimmy's Takeaway, Johnny Rockets, McDonalds, Olives Mediterranean Café & Bar, Starbucks, Subway, Van Breugal's Restaurant & Bistro, etc. *(listed in alphabetical order. All restaurants are not listed.)*

31. How Many Cruise Visitors To Nassau/P.I. Bought Water On The Island?

In 2014, approximately four in every ten (38%) cruise visitors who got off the ship in Nassau/P.I. and bought food or drinks bought water during their time ashore on the island compared to one in every three (33%) cruise visitors in 2013.

Cruise Expenditure Survey 2014 Research & Statistics Dept. Ministry of Tourism

32.How Many Cruise Visitors To Nassau/Paradise Island Bought Soda/Juice/Drinks On The Island?

In 2014, roughly one in every ten (13%) cruise visitors who got off the ship and bought food or drinks in Nassau/Paradise Island bought soda/juice or some kind of drink compared to roughly two in every ten (17%) cruise visitors who did this in 2013.

33.How Many Cruise Visitors To Nassau/P.I. Bought Ice Cream On The Island?

The percentage of cruise visitors that purchased ice cream on island did not change significantly in 2014 compared to 2013. In 2014, approximately one in ten (8%) cruise visitors who got off the ship bought ice cream while ashore in Nassau/Paradise Island compared to 7% in 2013.

34.How Many Cruise Visitors To Nassau/P.I. Were Repeat Visitors?

The percentage of cruise visitors that were repeat visitors did not change significantly in 2014 compared to 2013. Almost half (45%) the cruise visitors who visited Nassau/Paradise Island had visited The Bahamas before compared to 48% of them in 2013.

35.How Many Times Had Cruise Visitors To Nassau/Paradise Island Visited The Bahamas Before?

Of the cruise visitors that had visited The Bahamas before, roughly four in ten (36%) had visited one time before. Approximately two in ten (21%) cruise visitors had visited The Bahamas two times before, and roughly four in ten (44%) had visited three or more times before.

36.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?

			Nassau
When You Came Before Was it on a Cruise Visit or Did You Stay On-shore	Cruise	Count	187
		Col %	42.8%
	Stayed on shore	Count	88
		Col %	20.1%
	Both	Count	160
		Col %	36.6%
Non Response	Count	2	
	Col %	.5%	
Total	Count	437	
	Col %	100.0%	

- The percentage of cruise visitors that have come to the Bahamas before on a cruise ship has declined over the years but the percentage of them that have come to stay on shore or who have done both i.e., cruised to The Bahamas or stayed on shore at one time or another has increased over the years.
- Of the repeat cruise visitors who came to The Bahamas before, in 2014, roughly four in ten (43%) had visited before on a cruise ship compared to 59% in 2013 and 66% of them in 2012.
- Of the repeat cruise visitors who came to The Bahamas before, in 2014, two in every ten (20%) cruise visitors who had been to the Bahamas before had stayed on shore before compared to 16% of them in 2013 and 18% in 2012.
- Roughly four in ten (37%) cruise visitors to Nassau/Paradise Island who had visited The Bahamas before had done both compared to 25% of them in 2013, i.e., cruised to The Bahamas or stayed on shore at one time or another.

37. Did Cruise Visitors To Nassau/Paradise Island 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?

Roughly nine in ten (89% i.e., 65.8% definitely would & 22.7% probably would) cruise visitors who came ashore in Nassau/Paradise Island indicated that they would return to The Bahamas as a vacation destination either as part of a cruise or for a longer land based stay in a hotel.

38. How Many Cruise Visitors To Nassau/Paradise Island Who Indicated That They Would Return, Said That They Would Come Back On A Cruise?

Of the cruise visitors to Nassau/Paradise Island who indicated that they would definitely or probably return, approximately half (49%) of them indicated that they would come back on a cruise ship again.

39. How Many Cruise Visitors To Nassau/Paradise Island Who Indicated That They Would Return Said That They Would Come Back And Stay In A Hotel?

Of the cruise visitors to Nassau/Paradise Island who indicated that they would definitely or probably return, approximately three in ten (32%) indicated that they would stay in a hotel when they returned.

40. How Many Cruise Visitors To Nassau/Paradise Island That 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 that had been to the Bahamas before, approximately one in seven (15%) indicated that they would do both, come back and stay in a hotel or come back on a cruise.

41. How Many Cruise Visitors To Nassau/Paradise Island Who Came Ashore Said That They Would Recommend The Bahamas To Their Friends And Relatives As A Place To Visit?

The majority (99% i.e., 75.3% definitely would & 24.1% probably would) of cruise visitors who had come ashore in Nassau/Paradise Island indicated that they would recommend The Bahamas as a place for their friends/relatives to visit.

41. Did Cruise Visitors To Nassau/Paradise Island 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?

			Nassau
Before Getting off Ship Did You Attend a talk/lecture About What to See or Do While Here?	Yes	Count	545
		Col %	56.3%
	No	Count	423
		Col %	43.7%
Total		Count	968
		Col %	100.0%

More than half (56%) of the cruise visitors to Nassau/Paradise Island who had gotten off the ship 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 Nassau/Paradise Island Say That They Had Obtained Other Information About What To See And Do While They Were On Island?

Roughly, six in ten (63%) cruise visitors to Nassau/Paradise Island 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 Nassau/Paradise Island Come From?

The most popular means for cruise visitors to find out information on what to see or do while in Nassau/Paradise Island other than a talk/lecture on the ships included: Brochures/pamphlets/flyers, maps, the Internet, television on board the ship, cruise directors and tour directors. Many cruise visitors used more than one of these means to obtain information.

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

		Nassau	
		Count	Col %
Other	Brochures/Pamphlets/Flyers/Booklets	354	58.5%
Information	Maps	354	58.5%
	Internet/Online	154	25.5%
	Television on board ship	105	17.4%
	Cruise Director	30	5.0%
	Tour Director	26	4.3%
	Other people/neighbours	7	1.2%
	Shopping Lectures	3	.5%
	Other	2	.3%
	Obtained information off the ship	1	.2%
	Non Response	13	2.1%

Approximately six in ten cruise visitors obtained information on what to see and do while in Nassau/Paradise Island from the brochures/pamphlets/flyers/booklets (59%) or maps (59%).

44. How Many Times Did Cruise Passengers Get Off The Ship When They Were Docked In Nassau/Paradise Island?

Three in every four (75%) cruise passengers who got off the ship did so one time and approximately two in ten (23%) got off two times.

45. What Did Cruise Visitors To Nassau/P.I. Say Would Have Made Their Trip Better?

Length of Stay: Four in ten (39%) negative comments received from cruise visitors to Nassau/P.I. about what would have made their trip more enjoyable were about length of stay. These cruise visitors thought that their length of stay in Nassau/P.I. was not long enough i.e. they needed more time, more time to shop, more time to explore, more time to do a tour, etc. Length of stay was a negative for them but a positive for Nassau/Paradise Island as it is desired that the cruise visitors would want a longer stay.

46.Cruise Visitor Demographics:

**DEMOGRAPHICS
NASSAU/PARADISE ISLAND
CRUISE VISITORS
2014**

	2014	2013
CRUISE VISITORS LIKELY TO RETURN	89%	90%
Those Who Would Return and Stay in a Hotel	32%	27%
Those Who Would Return by Cruise ship	49%	55%
Those Who Would Return & Do a Cruise or a Land Stay	15%	12%
CRUISE VISITORS LIKELY TO RECOMMEND	99%	99%
REPEAT VISITORS	45%	48%
AGE		
18-24	2%	2%
25-34	12%	12%
35-44	23%	31%
45-54	31%	29%
55-64	20%	17%
65 yrs. & over	13%	10%
AGE OF CHILD TRAVELLING		
Under 12 months	6%	7%
Age 1 to 5	18%	18%
Age 6 to 11	37%	36%
Age 12 to 17	28%	31%
Over 17 yrs.	12%	9%
SEX		
Male	20%	23%
Female	80%	77%
TRAVELLING PARTY SIZE		
One	1%	1%
Two	59%	58%
Three	10%	12%
Four or More	31%	29%
AVERAGE TRAVELLING PARTY SIZE	4.0	3.0
HOW VISITORS WERE TRAVELLING (Travel Type)		
Alone	1%	1%
As a couple	55%	53%
As a family	36%	36%
As a group	9%	10%

**DEMOGRAPHICS
NASSAU/PARADISE ISLAND
CRUISE VISITORS
2014**

	2014	2013
HOUSEHOLD INCOME*		
\$25,001-\$50,000	24%	22%
\$50,001-\$75,000	22%	21%
\$75,001 and Over	17%	10%
TOP STATES: WHERE YOU LIVE		
Florida	19%	17%
Ohio	7%	9%
Georgia	8%	9%
New York	7%	8%
Illinois	6%	6%
Pennsylvania	6%	5%
South Carolina	3%	5%
California	5%	4%
New Jersey	2%	4%
Massachusetts	4%	4%
Texas	3%	3%
Tennessee	4%	3%
North Carolina	4%	3%
Virginia	3%	3%
COUNTRY OF RESIDENCE		
USA	94%	94%
Canada	3%	4%
Europe	1%	2%
Other	1%	0%

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 visitors.

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 Nassau/Paradise Island Cruise Expenditure Exit Surveys 2014, 2013, and 2012. If you have any questions about this report, you may contact the Director, Research and Statistics Department using the following information below:



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