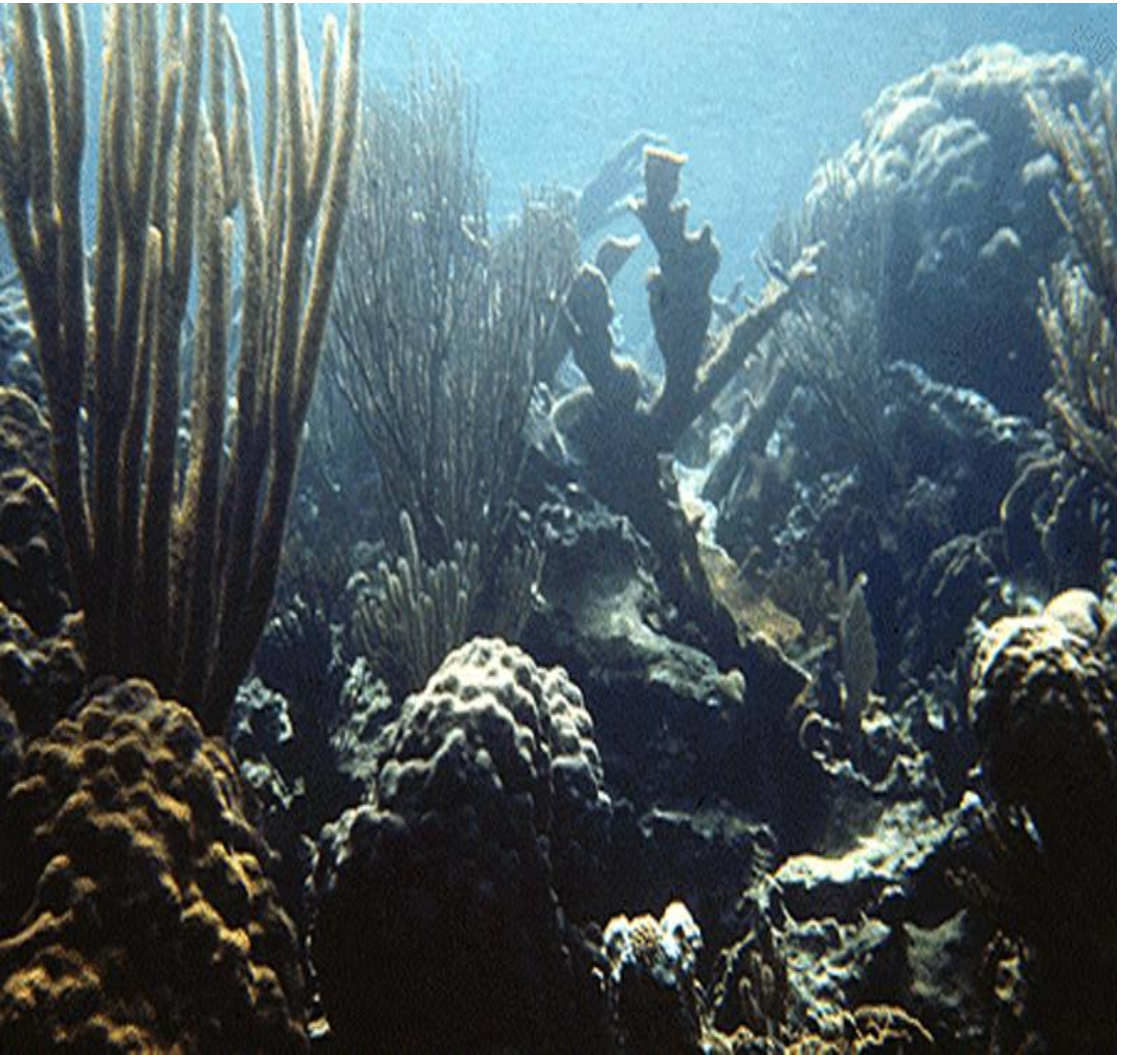


ANDROS



**RESEARCH AND STATISTICS DEPARTMENT
BAHAMAS MINISTRY OF TOURISM
2013**

The island of Andros is the largest island in the Bahamas and lies west of the island of New Providence and south of Bimini and the Berry Islands. It is approximately 2,300 sq. miles or 104 miles long and 40 miles wide.¹ The population of Andros is approximately 8,000 and is small compared to the size of the island.² Much of the water used in the island of New Providence and other islands in the Bahamas is barged in from the island of Andros.

The island of Andros has a rich history. Some of the residents of the island were descendents of Seminole Indians and Seminole Blacks who settled in Red Bays, Andros Island after migrating from Florida because of the oppression that they felt there. The talent of the people of Red Bay which includes many of these Seminole descendents is famous. Red Bays, Andros is known for its internationally renowned authentic basket weaving and wood carvings some of which are now on display in the Smithsonian.³ Many of the people in Red Bays live off the land by farming their own food, fishing and crabbing and following the traditions of their ancestors. In addition to the descendants of the Seminoles, the Mennonites out of the United States have set up a farm where they grow fruits and vegetables and make honey from the bees. The Mennonites also operate a carpentry shop where they build furniture, etc. and a mechanic shop where they fix cars.⁴

The island of Andros is not like any other island in the Bahamas. Visitors to the island have a plethora of activities that they can enjoy. They can go bone-fishing, diving, snorkeling, bird-watching, deep sea fishing, sailing, kayaking, windsurfing, or go on nature or eco-tours.

Andros is a sports enthusiast's paradise and is the ideal dream of the visitor who wants to escape from everyday life to a bone-fishing, diving, and snorkeling paradise. Andros is known as the "Bone-fishing Capital of the World." The bone-fishing flats of Andros are well known among the Fly Fishing aficionados and Anglers of the world and are thought to be some of the best for fly fishing and angling. Andros is also great for deep sea fishing. Fish like Wahoo, tuna, mahi-mahi, dolphin, marlin and snapper abound off the coast of Andros.⁵

In addition to the bone-fishing flats of Andros and the deep sea fishing opportunities that abound on the island, there are many underwater attractions that attract visitors to the island from all over the world. Visitors to Andros can dive in the beautiful underwater world and swim through the underwater caves of the island. The cerulean water off the island of Andros is the home of the third largest barrier reef in the world. This reef is resplendent with coral, sponges and underwater wildlife. The waters off Andros Island are also home to the Tongue of the Ocean (6,000 ft in depth and 100 miles long) which is a very deep canyon in the ocean floor between the islands of New Providence and Andros.⁶ The Andros Barrier Reef and the Tongue of the Ocean are spectacular sites to visit for divers who want to explore a whole new world under the sea.

Andros is an eco paradise for all of the eco enthusiasts who have already discovered the natural eco system of the island. In addition to the natural underwater eco-system Andros has blue holes, mangroves and marshlands all over the island. The

¹ www.bahamas.com/out-islands/andros & Wikipedia, the Free Encyclopedia

² Peter Douglas, Andros Tourist Office

³ Peter Douglas, Andros Tourist Office

⁴ Francia Oliver, former resident of Andros

⁵ www.bahamas.com/out-islands/andros

⁶ Wikipedia, the Free Encyclopedia

island has iguanas, wild boars, land crabs and a myriad of birds. Andros is also an ideal island to enjoy bird-watching. Birds like *flamingoes, hummingbirds, ibis, spoonbills, the Bahama Parrot, Woodstars, “the West Indian Woodpecker, Loggerhead Kingbird, LaSagre's Flycatcher, the Great Antillean Pewee, the Bahama Swallow, the Bahama Mockingbird, The Red-legged Thrush, the Thick-billed Vireo, the Black-whiskered Vireo, the Olive-capped Warbler, Kirtland Warbler, the Bahama Yellowthroat, the Black-cowled Oriole, the Great Antillean Bullfinch, the Black-faced Grassquit, the Melodious Grassquit, the Least Grebe, Olivaceous Cormorant, the Flamingo, the Bahama Pintail, Osprey, Kestel, Sooty Tern, Roseate Tern, Noddy Tern, White Crowned Pigeon, Zenaida Dove, White-bellied Dove, the Key West Quail Dove, the Great Lizard Cuckoo, the Smooth-billed Ani and the Cuban Emerald Hummingbird”* can be discovered in the forests and near the mangroves in Andros.⁷

Andros is home to the International Field Studies Organization field station and the Atlantic Undersea Testing and Evaluation Centre (AUTECH). The International Field Studies Organization is a “public non-profit scientific and educational organization established in 1970.”⁸ The Forfar Research Field Station which is a part of the International Field Studies Organization is a field training facility for High-school and college students who are conducting field research in education and the sciences.⁹ “Andros provides an outstanding environmental setting for a weeklong (or longer) program. Studies such as marine biology, archeology, oceanography, botany, ornithology, ecology, tropical studies, etc. can be covered in a broad overview or broken into individual topics.”¹⁰ Andros is also home for the Atlantic Undersea Testing and Evaluation Centre (AUTECH) which conducts extensive underwater testing for the US Navy antisubmarine research programs.¹¹ Because of its natural eco-system and geological makeup Andros is also known to have the potential to be great as a carbon sink. Carbon sinks absorb CO₂ out of the atmosphere. Scientists are researching Andros’ potential as a carbon sink now.¹²

1. Why Did Stopover Visitors Come to Andros?

- Approximately three in four (74%) stopover visitors came to Andros for a vacation;
- 13% of them came to Andros for other reasons;
- 3% of them came on a business trip;
- 3% came to visit friends and relatives;
- 2% came to attend a honeymoon.

⁷ www.smallhope.com/aboutandros.html & www.bahamas.com/out-islands/andros

⁸ www.intlfieldstudies.org

⁹ www.intlfieldstudies.org

¹⁰ www.intlfieldstudies.org

¹¹ Wikipedia, the Free Encyclopedia

¹² Peter Douglas, Andros Tourist Office

2. What Influenced Stopover Visitors to Visit Andros?

TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2013

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	<i>Andros</i>
Sports	10%	6%	12%	21%	50%
Climate	55%	57%	52%	52%	48%
Beaches	64%	63%	65%	67%	43%
Friendly People	29%	27%	27%	35%	37%
Rest and Relaxation	40%	38%	45%	44%	30%
Safety of Islands	18%	16%	15%	24%	20%
Other	10%	10%	11%	8%	19%
Easy to Get to	22%	22%	23%	20%	18%
Hotel Facilities	23%	27%	14%	17%	14%
Never Been Here Before	21%	21%	25%	20%	13%
Exotic Islands	13%	12%	10%	21%	13%
Friend recommended Bah.	11%	10%	9%	14%	11%
Best Value for Money	8%	8%	13%	6%	10%
Good Package Deals	13%	14%	16%	8%	10%
Heard a lot about Bahamas	9%	9%	8%	9%	7%
Had Friends in Bah.	9%	8%	11%	14%	6%
Bahamas Website	2%	2%	2%	2%	4%
Travel Agent/TO	5%	5%	2%	5%	4%
Casinos	9%	13%	4%	1%	2%
Shopping	4%	5%	4%	2%	1%
Nightlife	4%	5%	3%	2%	1%
Saw Ad in Magazine	1%	1%	1%	1%	1%
Saw Ad on TV	2%	3%	0%	1%	0%

Source: Tour Operator and Media Exit Survey 2013, Research and Statistics Dept. Ministry of Tourism

- Half (50%) the stopover visitors to Andros were influenced to visit the Bahamas because of the sporting activities available on the island;
- Half (48%) the stopover visitors to Andros were influenced to visit because of the climate;
- Approximately four in ten stopover visitors to Andros were influenced to visit the Bahamas because of the beaches (43%) and the friendly people (37%);
- Three in ten (30%) stopovers to Andros were influenced to visit because of the rest and relaxation that they expected to receive on island;
- Two in ten stopovers to Andros were influenced to visit because of the perceived safety of the islands (20%) and the ease of getting to the island (18%).

3. What Activities Did Visitors Intend to Do While in Andros?

ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS ISLANDS OF THE BAHAMAS 2013

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	<i>Andros</i>
Enjoy Beaches	84%	84%	84%	85%	54%
Rest and Relax	73%	73%	74%	71%	48%
Go Bonefishing	5%	3%	4%	10%	45%
Go Diving	9%	6%	8%	19%	39%
Go Snorkeling	34%	29%	34%	51%	36%
Go on Island Tour	16%	14%	18%	20%	8%
Go Birdwatching	3%	2%	4%	4%	7%
Go Deep Sea Fishing	5%	3%	6%	11%	6%
Shop	31%	34%	43%	17%	5%
Other Activities	5%	5%	9%	5%	4%
Go Sailing	8%	6%	6%	16%	3%
Go to Casinos	19%	25%	16%	1%	2%
Go Golfing	5%	4%	4%	8%	0%
Non Response	4%	4%	8%	4%	3%

Source: Tour Operator and Media Exit Survey 2013, Research and Statistics Dept.

- Roughly half the stopover visitors to Andros intended to enjoy the beaches (54%) and rest and relax (48%);
- Sporting activities in Andros were of particular interest to visitors to the island and as such were among the top activities visitors intended to do while on the island. Roughly half (45%) of the stopover visitors to Andros intended to go bone-fishing while in Andros. Roughly four in ten stopovers to Andros wanted to go diving (39%) or snorkeling (36%). Approximately one in twenty (6%) stopovers intended to go deep sea fishing and 3% intended to go sailing;
- Approximately one in twenty (7%) stopovers intended to go bird-watching while they were in Andros.

4. When Did the Stopover Visitors to Andros Make Their Reservations?

WHEN DID YOU MAKE YOUR RESERVATIONS STOPOVER VISITORS 2013

	All Bah.	Nassau/P.I.	Grand Bah.	Out Isl.	<i>Andros</i>
Same Week of Travel	7%	7%	6%	7%	4%
Same Month of Travel	17%	18%	18%	13%	9%
1 to 3 Months Before Travel	47%	48%	47%	42%	40%
4 to 7 Months Before Travel	22%	21%	22%	25%	35%
8 to 12 Months Before Travel	5%	5%	4%	8%	10%
More than 12 months Before Travel	1%	1%	1%	2%	1%
Non-Response	2%	2%	2%	2%	1%

Source: Tour Operator and Media Exit Survey 2013, Research and Statistics, Dept Ministry of Tourism

- Stopover visitors to Andros primarily booked their reservations anywhere from the same month of travel to 12 months in advance of travel. Approximately one in ten (9%) stopovers to Andros booked their reservations the same month of travel. Approximately four in ten (40%) stopovers booked their reservations one to three months before travel. Roughly one in three (35%) booked their reservations four to seven months in advance of travel to the island. One in ten (10%) stopovers to Andros booked their reservations eight to 12 months in advance of travel.

5. Did Stopovers Use an Online Service to Book Their Reservations to Andros?

- Approximately half (52%) the stopover visitors to Andros used an online service to book some or all of their reservations.

a) Which Online Services Were Used Most by Stopover Visitors to Andros?

MOST POPULAR ONLINE BOOKING SERVICES USED

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Watermakersair.com	Aeroplan.com	Hotels.com
Expedia.com	Aircanada.com	Hotwire.com
Angleradventures.com	Aircanada.com	Interturnet.com.br
Jetblue.com	Bahamas.com	Kamalame.com
Travelocity.com	Bahamasair.com	Maritimetravel.ca
Frontierstravel.com	Bahamasvacations.com	Nwa.com
Delta.com/deltavacations.com	Booking.com	Opodo.com
Kayak.com	Canusatours.com	Orbitz.com
Sandals.com	Carlsonwagonlit.com	Paradisetravelservices.com
Priceline.com	Cheapflights.com	Rbctravelmanagement.com
Ba.com/british airways.com	Cheapoair.com	Smallhope.com
Brownelltravel.com	Cheaptickets.com	Thompsontravel.com
Usairwaysvacations.com	Continental.com	Travelcorpusa.com
United.com	Ebookers.com	Vrbo.com
Aa.com	Homeaway.com	Westjet.com/westjet.ca

Some online services listed for Andros were also used by visitors to book their reservations for Nassau because of the fact that some stopovers visited both destinations during their visit. Online services with yellow background were the top 15 and the other top online services are listed in alphabetical order.
(Source: Immigration Cards and Tour Media Exit Survey, 2013)

6. Did Stopover Visitors to Andros Use a Tour Operator/Travel Agent to Book Any of Their Reservations?

ISLANDS OF THE BAHAMAS

USE OF TRAVEL AGENT

2013

	All Bah.	Nassau/P.I.	Grand Bahama	Out Islands	<i>Andros</i>
Used Travel Agent	29%	31%	22%	26%	21%
Did Not Use Travel Agent	70%	68%	76%	72%	78%

Source: Tour Operator and Media Exit Survey 2013, Research and Statistics, Dept Ministry of Tourism

- Approximately two in ten (21%) stopover visitors used a travel agent to book some or all of their reservations to Andros.
- Some stopovers to Andros who used tour operators/travel agents used the following: AUTECH (a Research facility), IFS, American Express Travel, Altour International, Frontiers Travel, CI Travel, Liberty Travel, AAA Travel, Airtran, Travel World, Majestic Tours, Yellow Dog, etc.

7. What Electronic Media Did Stopover Visitors to Andros Use Most When Planning Their Vacation?

- The majority (84%) of stopover visitors used the Internet as the electronic media most frequently used when planning their vacation.

8. What Were the Favorite TV Stations Watched by Stopovers to Andros?

**TOP 15 FAVORITE TELEVISION STATIONS BY VISITORS
ISLANDS OF THE BAHAMAS
2013**

	Bahamas	% Informants	Andros	% Informants
1	ESPN	20%	ESPN	26%
2	NBC	19%	NBC	19%
3	ABC	18%	CNN	17%
4	CNN	16%	HBO	16%
5	CBS	15%	DISC (Discovery Channel)	13%
6	FOX	14%	ABC	12%
7	HBO	12%	FOX	11%
8	HGTV(Home & Garden Network)	10%	CBS	9%
9	DISC (Discovery Channel)	8%	HGTV(Home & Garden Network)	7%
10	TNT	8%	MSNBC	6%
11	FOXN	7%	Travel Channel	6%
12	FOOD (Food Network)	6%	NGEO (National Geographic Channel)	5%
13	USA	6%	USA	4%
14	HIST (History Channel)	6%	PBS (Public Broadcasting Station)	3%
15	BRAVO	5%	FOXN	3%
	Nassau/P.I.	%Informants	Grand Bahama	%Informants
1	NBC	19%	ABC	20%
2	ESPN	19%	NBC	19%
3	ABC	18%	ESPN	18%
4	CNN	16%	CNN	16%
5	CBS	15%	CBS	14%
6	FOX	15%	HBO	13%
7	HBO	12%	HGTV (Home & Garden Network)	11%
8	HGTV(Home & Garden Network)	10%	FOX	11%
9	TNT	9%	USA	8%
10	DISC (Discovery Channel)	7%	DISC (Discovery Channel)	8%
11	FOXN	6%	FOXN	7%
12	HIST (History Channel)	6%	TWC (The Weather Channel)	6%
13	FOOD (Food Network)	6%	TNT	6%
14	TLC (The Learning Channel)	6%	A & E (Arts & Entertainment Network)	6%
15	USA	5%	LIFE (Lifetime)	5%

Source: Tour Operator and Media Exit Survey 2013. Percentages based on informants who watched TV.

- Approximately one in four (26%) stopovers to Andros indicated that ESPN was their favorite television station. Approximately two in ten stopovers indicated that their favorite television stations were NBC (19%) or CNN (17%) and approximately one in six (16%) stopovers indicated that HBO was their favorite television station.

9. What Time Were Stopover Visitors Most Likely to Watch Television?

- Stopover visitors to Andros were most likely to watch television between the hours of 6 pm to 10:59 pm at night. The hour of 8:00 pm to 8:59 pm was of course the most popular time; approximately four in ten (45%) stopovers watched television during that time.

10. Did Stopover Visitors Use Print Media When They Were Planning Their Vacations?

- Approximately one in four (26%) stopover visitors to Andros used print media when they were planning their vacations. Of the stopover visitors to Andros who used print media to plan their vacations, approximately one in four (26%) used newspapers and roughly eight in ten (78%) used magazines.

11. Use of Newspapers

- Although only 26% of stopover visitors to Andros used print media when planning their vacations, approximately six in ten (63%) stopovers read newspapers for their personal enjoyment and edification. Some of these newspapers would have been online newspapers.

TOP 20 FAVORITE NEWSPAPERS READ BY VISITORS ISLANDS OF THE BAHAMAS 2013

	Bahamas	% Informants	<i>Andros</i>	% Informants
1	USA Today	30%	New York Times	44%
2	New York Times	25%	Wall Street Journal	34%
3	Wall Street Journal	17%	USA Today	23%
4	Washington Post	6%	Washington Post	9%
5	Daily News	6%	Boston Globe	8%
6	New York Post	6%	Local	4%
7	Toronto Star	5%	Chicago Tribune	4%
8	Globe & Mail	5%	Miami Herald	4%
9	Boston Globe	4%	New York Post	3%
10	Times	3%	Dallas Morning News	3%
11	Local	3%	Toronto Star	3%
12	Miami Herald	3%	Atlanta Journal Constitution	3%
13	New York Daily News	3%	New York Daily News	2%
14	Newsday	2%	Globe & Mail	2%
15	Chicago Tribune	2%	Palm Beach Post	2%
16	Atlanta Journal Constitution	2%	Orlando Sentinel	1%
17	Orlando Sentinel	1%	Sun Sentinel	1%
18	Dallas Morning News	1%	Denver Post	1%
19	Sun/The Sun News	1%	Great Falls Tribune	1%
20	Denver Post	1%	Raleigh NC News	1%
	Nassau/P.I.	% Informants	Grand Bahama	% Informants
1	USA Today	31%	USA Today	27%
2	New York Times	23%	New York Times	23%
3	Wall Street Journal	16%	Wall Street Journal	14%
4	New York Post	6%	Boston Globe	7%
5	Daily News	6%	Local	6%
6	Toronto Star	6%	Daily News	6%
7	Washington Post	6%	Washington Post	5%
8	Globe & Mail	6%	Miami Herald	4%
9	Times	4%	New York Daily News	4%
10	Boston Globe	4%	Toronto Star	4%
11	Local	3%	Globe & Mail	4%
12	Newsday	3%	Times	2%
13	New York Daily News	3%	New York Post	2%
14	Chicago Tribune	2%	Sun Sentinel	2%
15	Miami Herald	2%	Denver Post	2%
16	Atlanta Journal Constitution	1%	Sun/The Sun News	2%
17	Orlando Sentinel	1%	Newsday	2%
18	Post	1%	Chicago Tribune	2%
19	Sun/The Sun News	1%	Dallas Morning News	2%
20	Dallas Morning News	1%	Atlanta Journal Constitution	1%

Source: Tour Operator and Media Exit Survey 2013. Percentages based on informants who read newspapers.

- Roughly four in ten (44%) stopovers read the New York Times and approximately one in three (34%) read the Wall Street Journal.

12. Use of Magazines

- Although only 26% of stopover visitors to Andros used print media when planning their vacations approximately two in three (65%) stopovers read magazines for their enjoyment or personal edification.

**TOP 20 FAVORITE MAGAZINES READ BY VISITORS
ISLANDS OF THE BAHAMAS
2013**

	Bahamas	% Informants	Andros	% Informants
1	People	22%	Fly Fishing	29%
2	Better Homes & Gardens (BHG)	16%	National Geographic (Explorer)	17%
3	Good Housekeeping	12%	Bon Appetit	14%
4	In Style	11%	New Yorker	13%
5	Cosmopolitan (Cosmo)	10%	Economist	13%
6	National Geographic (Explorer)	10%	Time Magazine	11%
7	Food & Wine	10%	Food & Wine	10%
8	O (Oprah)	9%	Salt Water Fisherman	10%
9	Glamour	9%	People	10%
10	Bon Appetit	9%	Sports Illustrated	9%
11	Men's Health	9%	Better Homes & Gardens (BHG)	9%
12	Time Magazine	8%	Men's Health	7%
13	Sports Illustrated	8%	Business Week	7%
14	Architectural Digest	7%	Golf	7%
15	Travel & Leisure	7%	Architectural Digest	7%
16	Economist	7%	Conde Nast Travel	6%
17	Conde Nast Travel	7%	Scuba	6%
18	Southern Living	6%	Newsweek	6%
19	Golf Digest	6%	Golf Digest	5%
20	Reader's Digest	6%	Good Housekeeping	5%
	Nassau/P.I.	% Informants	Grand Bahama	% Informants
1	People	22%	People	21%
2	Better Homes & Gardens (BHG)	16%	Better Homes & Gardens (BHG)	20%
3	Good Housekeeping	13%	Good Housekeeping	15%
4	In Style	11%	Food & Wine	11%
5	Cosmopolitan (Cosmo)	11%	National Geographic (Explorer)	11%
6	O (Oprah)	10%	Travel & Leisure	10%
7	National Geographic (Explorer)	9%	In Style	10%
8	Glamour	9%	Cosmopolitan (Cosmo)	9%
9	Food & Wine	9%	Time Magazine	9%
10	Bon Appetit	8%	O (Oprah)	9%
11	Sports Illustrated	8%	Ebony	8%
12	Men's Health	8%	Bon Appetit	8%
13	Architectural Digest	7%	Glamour	8%
14	Time Magazine	7%	Men's Health	8%
15	Economist	7%	Essence	7%
16	Travel & Leisure	6%	Reader's Digest	7%
17	Reader's Digest	6%	Conde Nast Travel	6%
18	Conde Nast Travel	5%	Woman's Day	6%
19	Forbes	5%	Southern Living	6%
20	Vogue/Vogue Living	5%	Architectural Digest	6%

Source: Tour Operator and Media Exit Survey 2013, Research and Statistics Dept. Ministry of Tourism

Percentages based on informants who read magazines.

- Approximately three in ten (29%) stopovers to Andros read Fly Fishing. Approximately two in ten (17%) stopovers read National Geographic Explorer. One in seven stopovers read Bon Appetit (14%), New Yorker (13%) and the Economist (13%). Approximately one in ten stopovers read Time Magazine (11%), Food & Wine (10%), Salt Water Fisherman (10%) People (10%), Sports Illustrated (9%) and Better Homes and Gardens (9%).

13. What Were the Top Compliments & Complaints Given by Visitors to Andros?

TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS ANDROS ISLAND

	TOP 6 COMPLIMENTS		TOP 6 COMPLAINTS		
	2013	2012		2013	2012
General	34%	41%	Roads/Traffic (neg.)	32%	0%
People	21%	30%	Litter (neg)	14%	18%
Hotel	8%	4%	Environment (neg)	9%	6%
Sports	6%	5%	Prices (neg)	9%	1%
Beaches	4%	2%	Airlines (neg.)	5%	22%
Sea/Water	4%	2%	Development (neg)	5%	8%
No. of Comments	95	154	No. of Comments	24	27

Source: Tour Operator and Media Exit Survey 2013.

- The top compliments about Andros included general things, the people, hotel, sports, beaches and sea/water. Four in ten (41%) compliments received about the island were general positive things. Three in ten (30%) compliments received about Andros were about the people on the island.
- The top complaints about Andros included the roads/traffic, litter, environment, high prices, airlines and development. Approximately one in three complaints received about Andros from stopover visitors were about the roads (32%). One in seven (14%) complaints received was about litter. One in ten complaints received was about the environment (9%) and high prices (9%).

14. How Did Stopover Visitors Rate Their Product Experiences?

PRODUCT SATISFACTION RATINGS 2013

Rating Area	Much Better or Better					Not as Good or Worse				
	The Bah.	Nassau/ P.I.	Grand Bahama	Out Islands	Andros	The Bah.	Nassau/ P.I.	Grand Bahama	Out Islands	Andros
Attitude of People	68%	67%	67%	73%	77%	6%	7%	6%	3%	1%
Food in Hotels	37%	39%	28%	35%	56%	12%	13%	16%	6%	3%
Hotel Service	44%	47%	38%	39%	54%	8%	9%	11%	4%	2%
Climate	56%	56%	51%	58%	49%	6%	6%	8%	6%	10%
Beaches	63%	60%	66%	70%	47%	3%	4%	3%	2%	6%
Overall Value for Money	33%	32%	36%	38%	41%	15%	16%	12%	11%	4%
Hotel Rooms	38%	39%	30%	36%	39%	11%	12%	14%	4%	6%
Value for Money in Hotels	26%	26%	28%	26%	39%	16%	19%	13%	7%	6%
Food in Restaurants	47%	47%	44%	50%	29%	8%	8%	10%	7%	2%
Restaurant Service	47%	48%	42%	46%	29%	9%	8%	11%	7%	1%
Easy to Get to	41%	43%	40%	38%	28%	7%	6%	7%	9%	11%
Bahamas Overall	63%	61%	60%	68%	63%	4%	4%	5%	2%	2%

Research & Statistics Dept., Ministry of Tourism, includes cruise stopover visitors e.g. Bah. Celebration & Baleria Bah. Express in GBI

Source: Tour Operator and Media Exit Survey 2013

- Attitude of the people in Andros received the highest ratings of the 12 product experiences of stopover visitors to the island. Seven in ten (77%) stopovers thought that the attitude of the people was much better or better

than they had expected it to be but 1% thought that it was not as good as or worse than expected;

- Roughly six in ten (56%) stopovers rated the food in the hotels as much better or better than expected and three percent (3%) of them thought that the hotel food was not as good as or worse than expected;
- Roughly half (54%) the stopovers rated the hotel service as much better or better than expected and 2% thought that the hotel service was not as good as or worse than expected;
- Approximately four in every ten (39%) stopover visitors rated the hotel rooms in Andros as much better or better than expected but approximately one in every twenty (6%) thought that they were not as good as or worse than expected;
- Approximately four in every ten (39%) stopover visitors rated the hotel value for money in Andros as much better or better than expected but approximately one in every twenty (6%) thought that it was not as good as or worse than expected;
- Approximately six in ten (63%) stopover visitors to Andros thought that the Bahamas Overall was much better or better than they had expected it to be but 2% thought that it was not as good as or worse than expected.

15. How Did Stopover Visitors to Andros Get There?

- Approximately half (54%) stopover visitors to Andros traveled to Andros via a commercial airline;
- Approximately two in ten (23%) stopovers traveled to the island destination via a private plane and 4% by a yacht/private boat.

16. Where Did Visitors to Andros Stay While There?

- Approximately half (49%) the stopovers to Andros stayed in a hotel, 16% on a private boat/yacht, 9% with friends and relatives, 6% in an apt/villa, 5% in their own property and 4% in other accommodations.

17. Which Stopover Visitors to Andros Tended to Stay the Longest (2013)?

- Stopovers from the Caribbean stayed 18.7 nights;
- Stopovers from Canada stayed an average of 17.6 nights;
- On average, stopovers from Australasia stayed an average 16.9;
- On average, stopovers from Asia stayed 11.7 nights;
- Stopover visitors from Europe stayed an average of 10.9 nights;
- On average, stopovers from Africa stayed 9.6 nights;
- On average, stopovers from the United States stayed 9.4 nights.
- Stopover visitors from Latin America stayed an average of 6.8 nights;
- Stopovers to Andros on average stayed 9.9 nights.

18. What Were the Busiest Months for Stopover Visitors to Andros?

- Stopover visitors to Andros come all year round. The months of March to June are normally the busiest months for stopovers to visit the island but March is normally the busiest.

19. What Were the Slowest Months for Stopover Visitors to Andros?

- The slowest months for stopover visitors to visit Andros were September and October.

20. How Many Stopover Visitors Did Andros Receive and Where Did They Come From (2013)?

- In total, Andros received 6,913 stopover visitors.

United States: 89% (6,137) of the stopover visitors came from the United States. Stopovers to Andros from the United States primarily came from the states of Florida (40%), Texas (5%), New York (5%), Georgia (4%), California (4%), Pennsylvania (3%), North Carolina (3%), Massachusetts (3%), Ohio (3%) and Virginia (3%).

Canada: 3% (189) of the stopover visitors came from Canada. Stopovers to Andros from Canada primarily came from the Canadian Provinces of Ontario (54% of them), British Columbia (8%), Alberta (8%) and Quebec (7%).

Europe: 5% (371) of the stopover visitors came from Europe. Stopovers to Andros from Europe primarily came from the UK (42% of them), France (17%), Switzerland (7%), Italy (7%) and Germany (7%).

Latin America: 0.7 % (50) of the stopover visitors came from Latin America. Stopover Visitors to Andros from Latin America primarily came from Mexico (38%), Argentina (30%), Brazil (10%) and Columbia (10%).

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
2013

	Andros	All Bah.
MAIN PURPOSE OF VISIT		
Vacation	74%	73%
Other	13%	3%
Business Trip	3%	6%
Visiting friends and relatives	3%	5%
Honeymoon	2%	4%
DECISION TO VISIT INFLUENCED BY:		
Sports	50%	10%
Climate	48%	55%
Beaches	43%	64%
Friendly People	37%	29%
Rest and Relaxation	30%	40%
Safety of the Island	20%	18%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	54%	84%
Rest and Relax	48%	73%
Bonefishing	45%	5%
Go Diving	39%	9%
Go Snorkeling	36%	34%
Go on Island Tour	8%	16%
Go Birdwatching	7%	3%
Go Deep Sea Fishing	6%	5%
LIKELY RETURN IN 1-5 YEARS	94%	89%
LIKELY RECOMMEND TO FRIENDS/REL	96%	94%
USED ONLINE SERVICE	52%	66%
USED TRAVEL AGENT	21%	29%
AGE*		
25 - 54 years old	48%	53%
55 years old or older	33%	23%
SEX*		
Male	58%	49%
Female	39%	48%
RACE		
White	91%	82%
Black	0%	6%
Hispanic	0%	5%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	5%	2%
American Indian/Alaska Native	0%	1%
Other	0%	1%
EDUCATION		
College Graduate or Above	78%	69%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
2013**

	Andros	All Bah.
ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	5%	8%
\$50,001 to \$75,000	6%	9%
\$75,001 or more	60%	58%
PREVIOUS VISITS		
First Time Visitor	28%	41%
Repeat Visitor	70%	58%
TRAVELLING PARTY SIZE		
One	14%	17%
Two	36%	45%
Three or more	45%	34%
HOUSEHOLD SIZE		
One	15%	12%
Two	44%	43%
Three-Four	29%	33%
COUNTRY OF ORIGIN		
USA	89%	78%
Canada	3%	9%
Europe	5%	6%
Other Countries	3%	7%
AVERAGE LENGTH OF STAY	9.9 nts.	6.8 nts.

*Information on age, sex and avg. length of stay were obtained from immigration card data.

Information in this brochure is based on the Tour Operator & Media Exit Survey 2013 and the Immigration Card.



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