

# **ELEUTHERA**



**RESEARCH AND STATISTICS DEPARTMENT  
MINISTRY OF TOURISM  
2011**

Eleuthera is located in the eastern region of the Bahamas archipelago. It is east of New Providence. The island of Eleuthera is 110 miles long and two miles wide.<sup>1</sup> Eleuthera has a raw beauty that is breathtaking. Like The Exumas, and the Abacos, Eleuthera which consists of Harbour Island (3.5 miles long and 1.5 miles wide)<sup>2</sup>, Spanish Wells, Current Island, Windermere Island, Princess Cay, and others is really a chain of islands.

The island of Eleuthera was once called “Eleutheria” meaning freedom (Eleutheria came from a Greek word) by the Puritans otherwise known as the Eleutherian Adventurers who settled there in 1648 after their boat hit a reef near the island.<sup>3</sup> The Eleutherian Adventurers were Puritans who sought freedom of religion. They were led by Captain William Sayle.<sup>4</sup>

Eleuthera is not only an island that is rich in history but it is beautiful as well. Eleuthera has many enchantments that have endeared visitors to the islands for years. One of the enchantments of the island is the famous Glass Window Bridge in Gregory Town which has the deep waters of the Atlantic Ocean on one side and the shallow waters of the Bahama Bank on the other side. Eleuthera boasts some of the most beautiful pink sand beaches in the world. It has pristine beaches, aquamarine water, reefs, many shipwrecks, pineapple fields, rolling hills, beautiful cliffs, caves and beautiful coves that are perfect romantic hideaways. Eleuthera has these beautiful cliffs and vistas all along the pristine coastline.

The caves of Eleuthera such as Preacher’s Cave and Hatchet Bay Cave are worth a visit. The Cave at Hatchet Bay has stalactites (on ceiling of cave) and stalagmites (on floor of cave).<sup>5</sup> Another enchantment is Pink Sands Beach in Harbour Island, Eleuthera which is known to be one of the most beautiful beaches in the world and is renowned for its pink sand. Surfer’s Beach is another enchantment and is great for surfing.<sup>6</sup> Another delight in Eleuthera is James Cistern Beach which is also great for surfing and has a ship wreck really close to shore.<sup>7</sup> Lighthouse Beach is another charm of the island and is purported to be one of the best beaches on the island.<sup>8</sup> Ocean Hole which is a salt water blue hole located in Rock Sound, Eleuthera is another enchantment of the island.<sup>9</sup> It is an oasis of water with fish and turtles and is purported to have medicinal powers.<sup>10</sup> The Cow and the Bull rock formations located a mile away from Gregory Town is another attraction in Eleuthera. It got its name because the rocks look just like cows and bulls when you look at them a certain way.<sup>11</sup> Other attractions include Roundheads (a 17<sup>th</sup> century battery), the Loyalist Cottage, St John’s Anglican Church (built in 1768), Chapel

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<sup>1</sup> Source: [www.bahamas.com/out-islands/eleuthera-harbour-island](http://www.bahamas.com/out-islands/eleuthera-harbour-island)

<sup>2</sup> Source: [www.bahamas.com/out-islands/eleuthera-harbour-island](http://www.bahamas.com/out-islands/eleuthera-harbour-island)

<sup>3</sup> Source: *The Making of the Bahamas*, Philip Cash, Don Maples and Alison Packer, Collins Clear-Type Press 1978

<sup>4</sup> Source: *The Making of the Bahamas*, Philip Cash, Don Maples and Alison Packer, Collins Clear-Type Press 1978

<sup>5</sup> Source: [www.bahamas.com/out-islands/eleuthera-harbour-island/attractions](http://www.bahamas.com/out-islands/eleuthera-harbour-island/attractions)

<sup>6</sup> Source: [www.bahamas.com/out-islands/eleuthera-harbour-island/attractions](http://www.bahamas.com/out-islands/eleuthera-harbour-island/attractions)

<sup>7</sup> Source: [www.bahamas.com/out-islands/eleuthera-harbour-island/attractions](http://www.bahamas.com/out-islands/eleuthera-harbour-island/attractions)

<sup>8</sup> Source: [www.bahamas.com/out-islands/eleuthera-harbour-island/attractions](http://www.bahamas.com/out-islands/eleuthera-harbour-island/attractions)

<sup>9</sup> Source: [www.bahamas.com/out-islands/eleuthera-harbour-island/attractions](http://www.bahamas.com/out-islands/eleuthera-harbour-island/attractions) & [www.Eleuthera.com/oceanhole.html](http://www.Eleuthera.com/oceanhole.html)

<sup>10</sup> Source: [www.bahamas.com/out-islands/eleuthera-harbour-island/attractions](http://www.bahamas.com/out-islands/eleuthera-harbour-island/attractions)

<sup>11</sup> Source: [www.bahamas.com/out-islands/eleuthera-harbour-island/attractions](http://www.bahamas.com/out-islands/eleuthera-harbour-island/attractions)

Street Cemetary (contains graves that are very old) and the Lone Tree all of which are located in Harbour Island.<sup>12</sup>

One of the islands of Eleuthera, Harbour Island otherwise known as “Briland” is well known for its pink sand beaches and its unique architecture. The architecture in Harbour Island is lovely. Harbour Island has wooden houses painted in colourful pastel colours with picket fences. The architecture in Harbour Island was inspired by the Loyalists. Celebrities and the rich and famous are well acquainted with the enchantments of Harbour Island.

Eleuthera is a well known destination for hosting fashion and swimsuit photo shoots for Sports Illustrated and the like. The cliffs on the island have often been the backdrops of timeless photographs.

In order to enjoy all of the wonderful activities and attractions in Eleuthera, selecting the right transportation is easy. One of the major forms of transportation in Eleuthera is the golf cart which is used to navigate through the small quaint streets on Harbour Island and other small settlements. Rental cars and taxis are also important modes of transportation in Eleuthera. There is also a ferry service on the Bo Hengy that runs between Nassau/P.I. and the islands of Eleuthera.

Eleuthera is indeed a vacationer’s paradise. With so much to see and so much to do, it is no surprise that it attracts so many repeat visitors year after year.

## **1. Why Did Stopover Visitors Come to Eleuthera?**

- 71% of stopover visitors came to Eleuthera for a vacation;
- 7% came to attend a wedding;
- 6% came to visit friends and relatives;
- 4% of them came on a business trip;
- 3% of them came on a honeymoon;
- 3% came for other reasons;
- 1% of them came to get married.

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<sup>12</sup> Source:[www.bahamas.com/out-islands/eleuthera-harbour-island/attractions](http://www.bahamas.com/out-islands/eleuthera-harbour-island/attractions)

## 2. What Influenced Stopover Visitors to Visit Eleuthera?

### TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2011

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
Beaches	59.5%	58.4%	59.2%	70.3%
Climate	52.7%	54.6%	45.7%	54.6%
Rest and Relaxation	42.1%	42.3%	42.1%	45.5%
Friendly People	26.5%	25.1%	27.4%	37.0%
Safety of Islands	17.6%	16.7%	15.1%	25.7%
Easy to Get to	21.1%	22.3%	19.4%	23.6%
Exotic Islands	14.5%	13.6%	12.8%	18.9%
Never Been Here Before	22.2%	22.3%	24.5%	18.9%
Friend recommended Bah.	10.8%	10.8%	7.5%	17.2%
Had Friends in Bah.	8.5%	7.8%	8.4%	16.9%
Hotel Facilities	24.7%	28.8%	13.5%	10.8%
Sports	10.4%	7.4%	11.8%	8.7%
Heard a lot about Bahamas	8.6%	9.3%	6.9%	5.9%
Best Value for Money	10.2%	10.4%	14.3%	5.2%
Good Package Deals	15.1%	15.8%	20.2%	1.0%
Casinos	9.3%	12.3%	6.2%	0.8%

Source: Tour Operator and Media Exit Survey 2011

- Approximately seven in ten (70%) stopover visitors to Eleuthera were influenced to visit the Bahamas because of the beaches;
- More than half (55%) of them were influenced to visit by the climate;
- Almost half (46%) of them were influenced to visit by the rest and relaxation that they expected to enjoy in Eleuthera;
- Roughly four in ten (37%) of them were influenced to visit by the friendly people in Eleuthera;
- Approximately one in four stopover visitors were influenced to visit Eleuthera because of the perceived safety of the islands (26%) and the ease of getting to the island (24%). Approximately two in ten stopovers were influenced to visit Eleuthera because they had friends there (17%), the perception that the islands were exotic (19%) and the fact that they had never been there before (19%).

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

- Most of the stopover visitors to Eleuthera intended to enjoy the beaches (89%) and rest and relax (80%);
- Approximately four in ten (42%) of them wanted to go snorkeling;
- Roughly three in ten (27%) stopovers intended to go shopping on their visit;
- Approximately one in ten stopovers wanted to go on an island tour (12%), go diving (12%), go bone-fishing (11%) and go deep sea fishing (9%).

**ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS  
ISLANDS OF THE BAHAMAS  
2011**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
Enjoy Beaches	82.3%	82.5%	85.0%	89.4%
Rest and Relax	72.4%	73.5%	73.8%	80.1%
Go Snorkeling	32.7%	29.4%	32.9%	42.2%
Shop	34.8%	36.8%	45.3%	26.7%
Go on Island Tour	16.0%	14.5%	21.6%	11.8%
Go Diving	9.5%	7.2%	11.0%	11.6%
Go Bonefishing	4.2%	2.5%	2.8%	10.8%
Go Deep Sea Fishing	5.0%	3.8%	6.2%	8.5%
Other Activities	3.3%	3.3%	4.6%	4.1%
Go Birdwatching	3.1%	2.8%	3.5%	3.8%
Go Sailing	8.5%	7.1%	8.6%	3.6%
Go Golfing	4.3%	3.5%	4.5%	1.3%
Go to Casinos	21.2%	26.9%	20.5%	0.5%

Source: Tour Operator and Media Exit Survey 2011

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

**WHEN DID YOU MAKE YOUR RESERVATIONS  
STOPOVER VISITORS  
2011**

	<b>All Bah.</b>	<b>Nassau/P.I.</b>	<b>Grand Bah.</b>	<b><i>Eleuthera</i></b>
Same Week of Travel	7%	7%	11%	7%
Same Month of Travel	16%	17%	17%	14%
1 to 3 Months Before Travel	46%	47%	44%	44%
4 to 7 Months Before Travel	22%	22%	18%	24%
8 to 12 Months Before Travel	5%	5%	5%	8%
More than 12 months Before Travel	1%	0%	3%	2%
Non-Response	2%	2%	2%	2%

Source: Tour Operator and Media Exit Survey 2011

- Stopover visitors to Eleuthera primarily booked their reservations anywhere from the same month of travel to seven months in advance of travel. Roughly four in ten (44%) stopovers booked their reservations one to three months before travel.

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

- Approximately seven in ten (71%) stopover visitors to Eleuthera used an online service to book some or all of their reservations.

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

**MOST POPULAR ONLINE BOOKING SERVICES USED  
ELEUTHERA  
2011**

Aa.com	Usairwaysvacations.com	Caldwelltravel.com
Expedia.com	Cheaptickets.com	Cheapair.com
Orbitz.com	Carlsonwagonlit.com	Cheapcaribbean.com
Continental.com	Bahamas.com	Cheapflights.com
Travelocity.com	Bahamasvacations.com	Coralsands.com
VRBO.com	Kayak.com	Fourseasons.com
Watermakersair.com	Flighthoptions.com	Hilton.com
Jetblue.com	United.com	Hotelplan.com
Cheapair.com	Delta.com/deltavacations.com	Mtstravel.com
ba.com/britishairways.com	Hotels.com	Onetravel.com
Westjet.com/westjet.ca	FTI.de	RCI.com
Priceline.com	Airjamaica.ca	Sheraton.com
Bahamasair.com	Americanexpress.com	Southernair.com
Homeaway.com	Aspentravel.com	Spiritair.com
Aircanada.com	Atlantis.com	Wyndham.com

Some online services listed for Eleuthera 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 services and the other top online services are listed in alphabetical order.  
(Source: Immigration Cards and Tour Media Exit Survey, 2011)

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

**ISLANDS OF THE BAHAMAS  
USE OF TRAVEL AGENT  
2011**

	All Bah.	Nassau/P.I.	Grand Bah.	<i>Eleuthera</i>
Used Travel Agent	31%	32%	30%	19%
Did Not Use Travel Agent	65%	64%	68%	79%

Source: Tour Operator and Media Exit Surveys 2011

- Approximately two in ten (19%) stopover visitors used a travel agent/tour operator to book some or all of their reservations to Eleuthera. Some stopover visitors to Eleuthera booked their travel plans directly (e.g. phone) without using online or travel agent services.
- Some stopovers to Eleuthera who used tour operators/travel agents used the following: American Express Travel, Twin Air, Viaggi Del Ventaglio, AAA Travel, Pro Travel, Carnival Cruise line, Flight Center, Majestic Tours, Liberty Travel, Kuoni, Sanders Travel, RCI travel and Tzell Travel.

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

- Roughly nine in ten (86%) stopover visitors used the Internet as the electronic media most frequently used when planning their vacation.
- Roughly one in twenty stopover visitors used Network television (6%),

Specialty Cable Channels (6%) and Specialty News Channels (5%) when planning their vacations.

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

### TOP 15 FAVORITE TELEVISION STATIONS BY VISITORS ISLANDS OF THE BAHAMAS 2011

	All Bahamas	<i>Eleuthera</i>
1	<b>ESPN</b>	CNN
2	<b>ABC</b>	<b>ESPN</b>
3	<b>NBC</b>	NBC
4	<b>CNN</b>	<b>ABC</b>
5	<b>CBS</b>	<b>FOX</b>
6	<b>FOX</b>	<b>HGTV (Home &amp; Garden Network)</b>
7	HBO	HBO
8	HGTV (Home & Garden Network)	DISC (Discovery Channel)
9	FOOD (Food Network)	<b>MSNBC</b>
10	DISC (Discovery Channel)	CBS
11	FOXN	FOOD (Food Network)
12	TNT	FOXN
13	MTV (Music Television)	<b>BRAVO</b>
14	USA	<b>TWC (The Weather Channel)</b>
15	LIFE (Lifetime)	<b>Travel Channel</b>

History channel was number 16 for Eleuthera.

Source: Tour Operator and Media Exit Surveys 2011

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

- Stopover visitors to Eleuthera were most likely to watch television between the hours of 7:00 am to 8:59 am and 6:00 pm to 10:59 pm at night. The hours of 8:00 pm to 8:59 pm were of course the most popular and approximately four in ten (40%) stopovers watched television during that time.

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

- Approximately three in ten (27%) stopover visitors to Eleuthera used print media when they were planning their vacations. Of the stopover visitors to Eleuthera who used print media to plan their vacations, approximately four in ten (41%) used newspapers and roughly seven in ten (74%) used magazines.

## 11. Use of Newspapers

**TOP 16 FAVORITE NEWSPAPERS READ BY VISITORS  
ISLANDS OF THE BAHAMAS  
2011**

	All Bahamas	<i>Eleuthera</i>
1	USA Today	New York Times
2	New York Times	Wall Street Journal
3	Wall Street Journal	USA Today
4	Daily News	Washington Post
5	New York Post	Miami Herald
6	Other	Other
7	Miami Herald	New York Post
8	Globe & Mail	Boston Globe
9	Toronto Star	Chicago Tribune
10	Washington Post	Palm Beach Post
11	Boston Globe	Daily News
12	Times	Local
13	Local	Atlanta Journal Constitution
14	Chicago Tribune	Sun Sentinel
15	New York Daily News	Globe & Mail
16	Newsday	Dallas Morning News

Source: Tour Operator and Media Exit Surveys 2011

- Although only 27% of stopover visitors to Eleuthera used print media when planning their vacations, approximately six in ten (64%) stopovers read newspapers for their personal enjoyment and edification.

## 12. Use of Magazines

- Although only 27% of stopover visitors to Eleuthera used print media when planning their vacations approximately three in four (75%) stopovers read magazines for their enjoyment or personal edification.



**TOP 20 FAVORITE MAGAZINES READ BY VISITORS  
ISLANDS OF THE BAHAMAS  
2011**

All Bahamas	<i>Eleuthera</i>
1 <b>People</b>	Architectural Digest
2 <b>Better Homes &amp; Gardens</b>	Better Homes & Gardens (BHG)
3 <b>Cosmopolitan (Cosmo)</b>	Bon Appetit
4 <b>In Style</b>	Conde Nast Travel
5 <b>Good Housekeeping</b>	In Style
6 <b>National Geographic (Explorer)</b>	Food & Wine
7 Glamour	People
8 Men's Health	National Geographic (Explorer)
9 Time Magazine	<b>New Yorker</b>
10 Sports Illustrated	Economist
11 Food & Wine	<b>Vanity Fair</b>
12 O (Oprah)	<b>Travel &amp; Leisure</b>
13 Architectural Digest	<b>Coastal</b>
14 Bon Appetit	<b>Vogue/Vogue Living</b>
15 Reader's Digest	Glamour
16 Economist	<b>Real Simple</b>
17 Conde Nast Travel	<b>Elle Decor</b>
18 Newsweek	Good Housekeeping
19 In Touch/In Touch Weekly	Time Magazine
20 Golf Digest	<b>Southern Living</b>

Cosmopolitan, Sports Illustrated and O (Oprah)magazines were 21st, 22th and 23rd respectively for stopover visitors to Eleuthera.

Source: Tour Operator and Media Exit Surveys 2011

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

**TOURIST COMMENTS  
POSITIVE VS. NEGATIVE COMMENTS  
ELEUTHERA ISLAND**

TOP 6 COMPLIMENTS		TOP 6 COMPLAINTS	
2011		2011	
General Positive	36%	Prices (neg)	18%
People	26%	Roads/Traffic (neg)	11%
Beaches	10%	Litter (neg)	10%
Scenery/Sightseeing	8%	People (neg)	7%
Relaxation	3%	Environment (neg)	6%
Food	2%	Restaurants (neg)	5%
<b>No. of Comments</b>	<b>207</b>	<b>No. of Comments</b>	<b>57</b>

- Approximately two in ten (18%) complaints received from stopovers to Eleuthera were about high prices. It was the number one complaint of stopover visitors to Eleuthera;

- Approximately one in ten (11%) complaints received from stopovers were about the roads/traffic in Eleuthera, e.g. poor road conditions. It was the second highest complaint made by stopovers to the island;
- One in ten (10%) complaints received about Eleuthera from stopovers were about litter, i.e. trash and garbage in the island destination.

#### 14. How Did Stopover Visitors Rate Their Product Experiences?

### PRODUCT SATISFACTION RATINGS 2011

Rating Area	Much Better or Better		Not as Good or Worse	
	The Bah.	Eleuthera	The Bah.	Eleuthera
Hotel Rooms	37%	31%	10%	3%
Food in Hotels	36%	30%	11%	5%
Hotel Service	44%	32%	8%	5%
Value for Money in Hotels	26%	18%	15%	8%
Easy to Get to	40%	33%	7%	8%
Beaches	62%	77%	3%	1%
Climate	54%	59%	6%	6%
Attitude of People	67%	76%	6%	3%
Food in Restaurants	46%	60%	9%	6%
Restaurant Service	45%	51%	10%	8%
Overall Value for Money	32%	34%	16%	17%
Bahamas Overall	62%	72%	4%	2%

Source: Tour Operator and Media Exit Survey, 2011

- Approximately seven in ten (72%) stopover visitors thought that Eleuthera overall was much better or better than they had expected it to be;
- The beaches and the people of Eleuthera received the highest ratings of all the product experiences in Eleuthera. Roughly eight in ten stopovers thought that the beaches (77%) and the attitude of the people (76%) were much better or better than expected;
- Eleuthera like many islands in The Bahamas did have issues with providing value for money to stopover visitors. Approximately two in ten (17%) stopovers thought that the overall value for money in the island was not as good or worse than they had expected it to be.
- Roughly one in ten (8%) stopover visitors to Eleuthera thought that the hotel value for money was not as good or worse than they had expected it to be.

#### 15. How Did Stopover Visitors to Eleuthera Get There?

- Roughly eight in ten (77%) stopover visitors to Eleuthera travelled to Eleuthera via a commercial airline.
- Approximately two in ten (19%) stopovers travelled to the island destination via a private plane and 2% by a yacht/private boat.

## 16. Where Did Visitors to Eleuthera Stay While There?

- Approximately four in ten (41%) stopovers to Eleuthera stayed in a hotel, 24% stayed in an apt/villa, 10% on a private boat/yacht, 8% in their own property, and 10% with friends or relatives.

## 17. Which Stopover Visitors to Eleuthera Tended to Stay the Longest?

- On average, stopover visitors from Africa stayed the longest 21.6 nights;
- Stopovers from Canada stayed an average of 10.9 nights;
- Stopovers from Latin America stayed an average of 10.6 nights;
- Stopover visitors from Europe stayed an average 10.0 nights;
- Stopover visitors from the United States stayed 8.9 nights and
- Stopovers from the Caribbean stayed an average of 8.3 nights.

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

- Stopover visitors to Eleuthera come all year round. The busiest month is normally March;
- Although visitors to Eleuthera from the US come all year round the busiest month is normally March.

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

- The slowest months for stopover visitors to visit Eleuthera is normally September and October. It is not unusual for some hotel properties to close during these months.

## 20. How Many Stopover Visitors Did Eleuthera Receive and Where Did They Come From (2011)?

- In total, Eleuthera received 35,791 stopover visitors.

**United States:** 86% (30,763) of the stopover visitors came from the United States. Stopovers to Eleuthera from the United States primarily came from the states of Florida (30%), New York (10%), Texas (7%) and California (5%).

**Canada:** 4% (1,316) of the stopover visitors came from Canada. Stopovers to Eleuthera from Canada primarily came from the Canadian Provinces of Ontario (57% of them), Quebec (13%), Alberta (7%) and British Columbia (6%)

**Europe:** 8% (2,672) of the stopover visitors came from Europe. Stopovers to Eleuthera from Europe primarily came from the UK (28% of them), Italy (20%), France (18%), Germany (10%) and Switzerland (6%).

**Latin America:** 1% (190) of the stopover visitors came from Latin America. Stopover Visitors to Eleuthera from Latin America primarily came from El Salvador (21%), Argentina (19%), Colombia (17%), Mexico (15%), Brazil (6%), Venezuela (6%), Panama (3%), and Ecuador (3%).

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
ISLANDS OF THE BAHAMAS  
2011**

	<b>Eleuthera</b>	<b>All Bah.</b>
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	71%	72%
To attend a Wedding	7%	3%
Visiting friends and relatives	6%	6%
Business	4%	5%
Honeymoon	3%	5%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	70%	60%
Climate	55%	53%
Rest and Relaxation	46%	42%
Friendly People	37%	27%
Safety of Islands	26%	18%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	89%	82%
Rest and Relax	80%	72%
Go Snorkeling	42%	33%
Shop	27%	35%
Go on Island Tour	12%	16%
Go Diving	12%	10%
Bonefishing	11%	4%
<b>LIKELY RETURN IN 1-5 YEARS</b>	91%	88%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>	97%	94%
<b>USED ONLINE SERVICE</b>	71%	65%
<b>USED TRAVEL AGENT</b>	19%	31%
<b>AGE*</b>		
25 - 54 years old	51%	54%
55 years old or older	28%	21%
<b>SEX*</b>		
Male	50%	48%
Female	47%	48%
<b>RACE</b>		
White	90%	80%
Black	1%	8%
Hispanic	4%	4%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	1%	3%
American Indian/Alaska Native	1%	0%
Other	1%	0%
<b>EDUCATION</b>		
College Graduate or Above	77%	66%
<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	4%	9%
\$50,001 to \$75,000	9%	11%
\$75,001 or more	60%	54%
<b>PREVIOUS VISITS</b>		
First Time Visitor	33%	41%
Repeat Visitor	67%	58%
<b>TRAVELLING PARTY SIZE</b>		
One	20%	18%
Two	34%	39%
Three or more	42%	37%
<b>HOUSEHOLD SIZE</b>		
One	14%	12%
Two	43%	40%
Three-Four	31%	34%
<b>COUNTRY OF ORIGIN</b>		
USA	86.0%	79%
Canada	3.7%	9%
Europe	7.5%	6%
Other Countries	2.8%	6%
<b>AVERAGE LENGTH OF STAY</b>	9.1 nts.	6.8 nts.

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

\*Source: Tour Operator & Media Exit Study 2011. Some rounding may have occurred

Information in this brochure is based on the Tour Operator & Media Exit Survey 2011, Immigration Card.



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