

# EXUMA



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

The island of Exuma is not just one island. It is really a chain of over 360 islands and cays with sandbars, flats, pristine beaches, aquamarine water, and land and sea parks. The islands of Exuma are a 120 mile long chain of breath taking beauty. Exuma is also called the Exumas because of its many islands and cays. The Exumas boasts some of the most beautiful beaches in the world.

The beaches in Exuma are so renowned for their beauty that the filmmakers of the movie Pirates of the Caribbean chose the destination to film parts of the very popular movie sequels there. Some of the best beaches in the world are on Stocking Island. The Exumas are known for the shifting sandbars that have been featured in Ministry of Tourism Advertising as well as in movies.

Exuma is also home to the Thunderball Grotto which is a spectacular underwater cave system located on Staniel Cay that was featured in the James Bond Movies “Thunderball” and “Never Say Never” and Ron Howard’s movie “Splash.”<sup>1</sup>

Exuma is home to the Exuma Cays Land and Sea Park. It is also home to the native iguanas which look like very big dragon lizards. On the main island, there are beautiful cliffs and vistas all along the pristine coastline. The Exumas are known to be great for snorkeling, boating/sailing and kayaking. Visitors to the island also have the opportunity to go golfing, bone-fishing, diving and deep sea fishing.

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

- The two primary reasons that stopover visitors came to the Exuma Islands was to vacation or to enjoy their honeymoon;
- Approximately seven in ten (72%) stopover visitors came to Exuma for a vacation and approximately one in seven (14%) stopovers came to Exuma to enjoy their honeymoon;
- 3% of stopovers came to attend a wedding and 2% of them came to get married;
- 4% of stopovers to Exuma came on a business trip, 1% of them came for a convention/conference and 1% of them came to visit friends or relatives.

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<sup>1</sup> Source:[www.thewaterfrontlife.com/Staniel\\_Cay](http://www.thewaterfrontlife.com/Staniel_Cay)

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

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

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	<i>Exuma</i>
Beaches	64%	63%	65%	67%	75%
Climate	55%	57%	52%	52%	56%
Rest and Relaxation	40%	38%	45%	44%	50%
Hotel Facilities	23%	27%	14%	17%	40%
Friendly People	29%	27%	27%	35%	30%
Safety of Islands	18%	16%	15%	24%	28%
Never Been Here Before	21%	21%	25%	20%	26%
Easy to Get to	22%	22%	23%	20%	26%
Exotic Islands	13%	12%	10%	21%	24%
Good Package Deals	13%	14%	16%	8%	16%
Sports	10%	6%	12%	21%	12%
Travel Agent/TO	5%	5%	2%	5%	12%
Friend recommended Bah.	11%	10%	9%	14%	12%
Heard a lot about Bah.	9%	9%	8%	9%	7%
Best Value for Money	8%	8%	13%	6%	7%
Had Friends in Bah.	9%	8%	11%	14%	7%
Other	10%	10%	11%	8%	5%
Bahamas Website	2%	2%	2%	2%	3%
Saw Ad on TV	2%	3%	0%	1%	2%
Shopping	4%	5%	4%	2%	1%
Saw Ad in Magazine	1%	1%	1%	1%	1%
Nightlife	4%	5%	3%	2%	1%
Casinos	9%	13%	4%	1%	0%

Source: Tour Operator and Media Exit Survey 2013, Research and Statistics Dept. Sandals Emerald Bay opened in Exuma in February 2011. In 2009, only 0.4% of stopovers were influenced to visit Exuma because of a Travel Agent/TO but from 2010 when Sandals Emerald Bay came on stream that all changed. In 2012, 12.3% of stopovers to the island were influenced to visit Exuma because of a Travel Agent/TO. In 2009, only 15.9% of stopovers visited Exuma for the Hotel Facilities but by 2010 that percentage increased and by 2012 it was 38.9%. In 2009, only 4.2% of stopovers who visited Exuma were influenced to visit by the good package deals offered. That changed in 2010. By 2012 17.9% of stopovers who visited Exuma were influenced to visit by the good package deals offered.

- The four top influences that helped stopover visitors to choose the Exumas were the beaches, the climate, the perceived rest and relaxation to be had on the island and the hotel facilities there.
- Three in every four (75%) stopovers to Exuma were influenced to visit The Bahamas because of the beaches and roughly six in ten (56%) were influenced to visit because of the climate;
- Half (50%) of them were influenced to visit by the rest and relaxation they expected to enjoy on the island and four in ten (40%) were influenced to visit by the hotel facilities in Exuma;
- Approximately three in ten stopover visitors to Exuma were influenced to visit by the friendly people (30%) and the perceived safety (28%) of the Exumas;
- Approximately one in every four stopovers to Exuma was influenced to visit by the fact that they had never been there before (26%), it was easy to get to (26%), and the perception that the Exuma islands were exotic (24%);

- Approximately one in every six (16%) stopovers to Exuma was influenced to visit because of the good package deals offered;
- Approximately one in eight stopovers were influenced to visit by the sporting activities (12%) available on island, a travel agent/Tour operator (12%) or a friend had recommended it (12%).

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

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

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>	<b><i>Exuma</i></b>
Enjoy Beaches	84%	84%	84%	85%	92%
Rest and Relax	73%	73%	74%	71%	78%
Go Snorkeling	34%	29%	34%	51%	46%
Go on Island Tour	16%	14%	18%	20%	31%
Go Golfing	5%	4%	4%	8%	21%
Go Diving	9%	6%	8%	19%	15%
Go Sailing	8%	6%	6%	16%	13%
Shop	31%	34%	43%	17%	12%
Go Bonefishing	5%	3%	4%	10%	5%
Go Deep Sea Fishing	5%	3%	6%	11%	5%
Other Activities	5%	5%	9%	5%	3%
Go Birdwatching	3%	2%	4%	4%	2%
Go to Casinos	19%	25%	16%	1%	1%
Non Response	4%	4%	8%	4%	3%

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

- Most of the stopover visitors to Exuma intended to enjoy the beaches (92%) and rest and relax (78%) while they were on the island;
- Some stopover visitors to the island also wanted to enjoy some sporting activities.
  - Roughly half (46%) of them wanted to go snorkeling and approximately two in ten (21%) intended to go golfing while on the island;
  - Approximately one in every seven stopovers to Exuma intended to go diving (15%) or sailing (13%);
  - One in every twenty stopovers to Exuma intended to go bone-fishing (5%) or go deep sea fishing (5%) while on the island;
- Approximately three in ten (31%) stopovers to Exuma intended to go on an island tour once they arrived on the island and one in every eight (12%) stopovers intended to go shopping.

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

##### WHEN DID YOU MAKE YOUR RESERVATIONS STOPOVER VISITORS 2013

	All Bah.	Nassau/P.I.	Grand Bah.	Out Isl.	<i>Exuma</i>
Same Week of Travel	7%	7%	6%	7%	5%
Same Month of Travel	17%	18%	18%	13%	9%
1 to 3 Months Before Travel	47%	48%	47%	42%	42%
4 to 7 Months Before Travel	22%	21%	22%	25%	30%
8 to 12 Months Before Travel	5%	5%	4%	8%	11%
More than 12 months Before Travel	1%	1%	1%	2%	3%
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 Exuma primarily booked their reservations anywhere from the same month of travel to seven months in advance of travel. Approximately one in ten (9%) stopovers booked their reservations the same month of travel and approximately four in ten (42%) booked their reservations one to three months before travel.
- Three in ten (30%) stopovers booked their reservations four to seven months in advance of travel.

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

- Approximately six in ten (58%) stopover visitors to Exuma used an online service to book some or all of their reservations.

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

##### MOST POPULAR ONLINE BOOKING SERVICES USED EXUMA 2013

Sandals.com	Aircanadavacations.com	Grandisleresort.com
Watermakersair.com	Americanexpress.com	Homeaway.com
Aircanada.com	Atlantis.com	Hotels.com
Expedia.com	Bahamas.com	Itravel2000.com
Aa.com	Bahamasair.com	Kayak.com
Orbitz.com	Bahamasvacations.com	Navtours.com
Carlsonwagonlit.com	Booking.com	Priceline.com
Delta.com/deltavacations.com	Britishairways.com	Redtag.ca
United.com	Cheapair.com	Selloffvacations.com
Travelocity.com	Cheapcaribbean.com	Tripadvisors.com
Itravel2000.com	Cheapflights.com	United.com
Beachbumvacation.com	Cheapoair.com	Usairwaysvacations.com
Vrbo.com	Cheaptickets.com	Ustravel.us
Maritimetravel.ca	Classicvacations.com	Westjet.com/westjet.ca
Tripcentral.ca	Continental.com	Worldtvl.com

Some online services listed for Exuma 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 Exuma 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>Exuma</i>
Used Travel Agent	29%	31%	22%	26%	46%
Did Not Use Travel Agent	70%	68%	76%	72%	53%

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

- Roughly half (46%) the stopover visitors to Exuma used a travel agent or tour operator to book some or all of their reservations to the destination. Some stopovers to Exuma were obviously using a combination of online and travel agent booking services to make their reservations. They were using online services for some items and TA/TO for other items.
- Some stopovers to Exuma who used tour operators/travel agents used the following: Sandals/Sandals Unique Vacations, Unique Vacations, AAA Travel/Triple AAA Travel, Liberty Travel, Flight Centre, American Express Travel, Marlin Travel, Travel Leaders, Travel Impressions, Uniglobe Travel, GoGo Tours, CAA Travel, Viaggi Del Ventaglio, Sears Travel, Funjet Vacations, Majestic Tours, Air Canada Vacations, Carlson Wagonlit Travel and All Seasons Travel, etc.

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

- Approximately eight in ten (83%) stopover visitors used the Internet as the electronic media most frequently used when planning their vacation.
- Approximately one in ten (9%) stopovers used Network television when planning their vacations.
- Approximately one in every twenty of them used Specialty Cable Channels (6%) or Specialty News Channels (6%) the most when planning their vacations.

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

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

	<b>Bahamas</b>	<b>% Informants</b>	<b><i>Exuma</i></b>	<b>% Informants</b>
1	ESPN	20%	ESPN	32%
2	NBC	19%	NBC	22%
3	ABC	18%	ABC	21%
4	CNN	16%	HGTV (Home & Garden Network)	16%
5	CBS	15%	FOX	15%
6	FOX	14%	CNN	14%
7	HBO	12%	CBS	14%
8	HGTV(Home & Garden Network)	10%	HBO	11%
9	DISC (Discovery Channel)	8%	DISC (Discovery Channel)	9%
10	TNT	8%	FOXN	8%
11	FOXN	7%	FOOD (Food Network)	8%
12	FOOD (Food Network)	6%	BRAVO	6%
13	USA	6%	TNT	6%
14	HIST (History Channel)	6%	HIST(History Channel)	6%
15	BRAVO	5%	CBC (Canada)	5%
	<b>Nassau/P.I.</b>	<b>%Informants</b>	<b>Grand Bahama</b>	<b>%Informants</b>
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 three in ten (32%) stopovers to Exuma watched ESPN.
- Approximately two in ten stopovers watched NBC (22%) or ABC (21%).

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

- Stopover visitors to Exuma were most likely to watch television between the hours of 7:00 am to 8:59 am and 6 pm to 10:59 pm at night. The hour of 8:00 pm to 8:59 pm was the most popular; four in ten (41%) stopovers to Exuma watched television during that time.

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

- Approximately two in ten (18%) stopover visitors to Exuma used print media when they were planning their vacations. Of the stopover visitors to Exuma who used print media to plan their vacations, approximately one in four (26%) stopovers used newspapers and roughly eight in ten (77%) used magazines. Some stopover visitors obviously used both.

## 11. Use of Newspapers

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

	<b>Bahamas</b>	<b>% Informants</b>	<b><i>Exuma</i></b>	<b>% Informants</b>
1	<b>USA Today</b>	<b>30%</b>	<b>New York Times</b>	<b>24%</b>
2	<b>New York Times</b>	<b>25%</b>	<b>USA Today</b>	<b>24%</b>
3	<b>Wall Street Journal</b>	<b>17%</b>	<b>Wall Street Journal</b>	<b>17%</b>
4	<b>Washington Post</b>	<b>6%</b>	<b>Globe &amp; Mail</b>	<b>10%</b>
5	<b>Daily News</b>	<b>6%</b>	<b>Toronto Star</b>	<b>8%</b>
6	<b>New York Post</b>	<b>6%</b>	<b>Daily News</b>	<b>5%</b>
7	Toronto Star	5%	Washington Post	5%
8	Globe & Mail	5%	New York Post	4%
9	Boston Globe	4%	Atlanta Journal Constitution	4%
10	Times	3%	Local	3%
11	Local	3%	Newsday	3%
12	Miami Herald	3%	Miami Herald	3%
13	New York Daily News	3%	Chicago Tribune	3%
14	Newsday	2%	Boston Globe	3%
15	Chicago Tribune	2%	La Press (Montreal, Quebec)	3%
16	Atlanta Journal Constitution	2%	New York Daily News	2%
17	Orlando Sentinel	1%	Times	2%
18	Dallas Morning News	1%	Sun/The Sun News	2%
19	Sun/The Sun News	1%	Dallas Morning News	2%
20	Denver Post	1%	Denver Post	1%
	<b>Nassau/P.I.</b>	<b>% Informants</b>	<b>Grand Bahama</b>	<b>% Informants</b>
1	<b>USA Today</b>	<b>31%</b>	<b>USA Today</b>	<b>27%</b>
2	<b>New York Times</b>	<b>23%</b>	<b>New York Times</b>	<b>23%</b>
3	<b>Wall Street Journal</b>	<b>16%</b>	<b>Wall Street Journal</b>	<b>14%</b>
4	<b>New York Post</b>	<b>6%</b>	<b>Boston Globe</b>	<b>7%</b>
5	<b>Daily News</b>	<b>6%</b>	<b>Local</b>	<b>6%</b>
6	<b>Toronto Star</b>	<b>6%</b>	<b>Daily News</b>	<b>6%</b>
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.

- Although only 18% of stopover visitors to Exuma used print media when planning their vacations, approximately half (49%) of the stopovers read newspapers for their personal enjoyment and edification. Some of these newspapers would have been online and not just in print form. Approximately one in four stopovers to Exuma read New York Times (24%) or USA Today (24%) and two in ten (17%) read the Wall Street Journal.



## 12. Use of Magazines

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

	<b>Bahamas</b>	<b>% Informants</b>	<b><i>Exuma</i></b>	<b>% Informants</b>
1	<b>People</b>	<b>22%</b>	<b>People</b>	<b>26%</b>
2	<b>Better Homes &amp; Gardens (BHG)</b>	<b>16%</b>	<b>In Style</b>	<b>15%</b>
3	<b>Good Housekeeping</b>	<b>12%</b>	<b>Better Homes &amp; Gardens (BHG)</b>	<b>15%</b>
4	<b>In Style</b>	<b>11%</b>	<b>Men's Health</b>	<b>14%</b>
5	<b>Cosmopolitan (Cosmo)</b>	<b>10%</b>	<b>Food &amp; Wine</b>	<b>13%</b>
6	<b>National Geographic (Explorer)</b>	<b>10%</b>	<b>Golf Digest</b>	<b>12%</b>
7	Food & Wine	10%	Cosmopolitan (Cosmo)	11%
8	O (Oprah)	9%	Conde Nast Travel	11%
9	Glamour	9%	Glamour	11%
10	Bon Appetit	9%	Southern Living	10%
11	Men's Health	9%	National Geographic (Explorer)	9%
12	Time Magazine	8%	O (Oprah)	9%
13	Sports Illustrated	8%	Bon Appetit	9%
14	Architectural Digest	7%	Good Housekeeping	9%
15	Travel & Leisure	7%	Sports Illustrated	9%
16	Economist	7%	<b>Golf</b>	<b>8%</b>
17	Conde Nast Travel	7%	Time Magazine	7%
18	Southern Living	6%	Travel & Leisure	6%
19	Golf Digest	6%	<b>Real Simple</b>	<b>6%</b>
20	Reader's Digest	6%	Economist	6%
	<b>Nassau/P.I.</b>	<b>% Informants</b>	<b>Grand Bahama</b>	<b>% Informants</b>
1	<b>People</b>	<b>22%</b>	<b>People</b>	<b>21%</b>
2	<b>Better Homes &amp; Gardens (BHG)</b>	<b>16%</b>	<b>Better Homes &amp; Gardens (BHG)</b>	<b>20%</b>
3	<b>Good Housekeeping</b>	<b>13%</b>	<b>Good Housekeeping</b>	<b>15%</b>
4	<b>In Style</b>	<b>11%</b>	<b>Food &amp; Wine</b>	<b>11%</b>
5	<b>Cosmopolitan (Cosmo)</b>	<b>11%</b>	<b>National Geographic (Explorer)</b>	<b>11%</b>
6	<b>O (Oprah)</b>	<b>10%</b>	<b>Travel &amp; Leisure</b>	<b>10%</b>
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.

- Although only 18% of stopover visitors to Exuma used print media when planning their vacations approximately six in ten (63%) stopovers read magazines for their enjoyment or personal edification;
- Approximately one in every four (26%) stopover visitors to Exuma read People magazine whether they were planning their vacations or not;
- Approximately one in seven stopover visitors to Exuma read In Style (15%), Better Homes and Gardens (15%), Men's Health (14%) and Food and Wine (13%). Approximately one in eight (12%) stopovers read Golf Digest for their reading enjoyment.

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

**TOURIST COMMENTS  
POSITIVE VS. NEGATIVE COMMENTS  
EXUMA ISLANDS**

<b>TOP 6 COMPLIMENTS</b>			<b>TOP 6 COMPLAINTS</b>		
	<b>2013</b>	<b>2012</b>		<b>2013</b>	<b>2012</b>
General Positive	30%	36%	Hotel (neg)	17%	6%
People	29%	23%	Litter (neg)	11%	8%
Scenery/Sightseeing	9%	8%	Food (neg)	10%	9%
Beaches	5%	8%	Prices (neg)	8%	11%
Sea/Water	4%	5%	Service (neg)	8%	9%
Hotel	4%	5%	People (neg)	8%	3%
<b>No. of Comments</b>	<b>397</b>	<b>643</b>	<b>No. of Comments</b>	<b>115</b>	<b>176</b>

- In 2013, the top six complaints that visitors made about Exuma were about the hotel, litter on the island, the food, high prices, poor service and poor attitudes of some of the people on the island. Hotel complaints and service complaints were often intertwined with each other.
- Roughly two in every ten complaints received about Exuma was about the hotel (17%), e.g. hotel concierge was not good, food in hotel was hard to come by at times, hotel food quality was not good, hotel service was inconsistent, hotel service was poor, hotel customer service needed to improve;
- Approximately one in every ten complaints received from stopovers was about the litter (11%) or the food (10%) in Exuma. Stopovers who complained about litter mentioned: garbage along the roads, too much trash on the beach, no garbage management system in place, etc. Stopover visitors who complained about the food mentioned i.e. food was expensive; food wasn't good, etc.
- Approximately one in ten complaints received was about the high prices (8%), poor service (8%) or poor attitudes of the people (8%).
- Stopovers who complained about the prices mentioned i.e., expensive food, everything overpriced, tours expensive, restaurants expensive, etc.
- Stopovers visitors who complained about the poor service mentioned, i.e., slow service, poor customer service, service not as advertised, etc.

## 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	Exuma	The Bah.	Nassau/ P.I.	Grand Bahama	Out Islands	Exuma
Beaches	63%	60%	66%	70%	78%	3%	4%	3%	2%	2%
Attitude of People	68%	67%	67%	73%	76%	6%	7%	6%	3%	3%
Climate	56%	56%	51%	58%	62%	6%	6%	8%	6%	5%
Hotel Service	44%	47%	38%	39%	59%	8%	9%	11%	4%	7%
Hotel Rooms	38%	39%	30%	36%	57%	11%	12%	14%	4%	5%
Restaurant Service	47%	48%	42%	46%	50%	9%	8%	11%	7%	8%
Easy to Get to	41%	43%	40%	38%	49%	7%	6%	7%	9%	6%
Food in Restaurants	47%	47%	44%	50%	47%	8%	8%	10%	7%	10%
Food in Hotels	37%	39%	28%	35%	47%	12%	13%	16%	6%	11%
Overall Value for Money	33%	32%	36%	38%	42%	15%	16%	12%	11%	10%
Value for Money in Hotels	26%	26%	28%	26%	38%	16%	19%	13%	7%	9%
<b>Bahamas Overall</b>	<b>63%</b>	<b>61%</b>	<b>60%</b>	<b>68%</b>	<b>71%</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>	<b>2%</b>	<b>2%</b>

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

- The beaches and the people were the two most highly rated product experiences in Exuma.
- Roughly eight in ten (78%) stopovers thought that the beaches were much better or better than they had expected them to be.
- Approximately three in four (76%) stopover visitors thought that the attitude of the people was much better or better than they had expected.
- Visitors to Exuma also rated the destination higher than visitors to the Bahamas Overall. Approximately seven in ten (71%) stopover visitors to Exuma thought that the destination was much better or better than they had expected it to be compared to six in ten (63%) stopovers to the Bahamas Overall who thought this way. Only 2% of the stopovers to Exuma thought that it was not as good as or worse than they had expected.
- Stopovers to Exuma rated the hotel rooms more highly than stopovers to the Bahamas Overall. Roughly six in ten (57%) stopovers to Exuma thought that the hotel rooms were much better or better than expected. Only 5% of them thought that the rooms were not as good as or worse than expected.
- Approximately six in ten (59%) stopovers to Exuma thought that the hotel service was much better or better than expected. However, 7% thought that the hotel service was not as good as or worse than expected.
- Approximately one in ten stopovers to Exuma thought that the food in the hotels (11%), the food in the restaurants (10%) and the restaurant service (8%) were not as good as or worse than they had expected them to be.
- Approximately one in ten stopover visitors to Exuma thought that the hotel value for money (9%) and overall value for money (10%) in the island were not as good as or worse than they had expected them to be.

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

- The majority (87%) of stopover visitors to Exuma travelled to Exuma via a commercial airline.
- Approximately one in ten (8%) stopovers travelled to the island destination via a private plane and 2% by a yacht/private boat.

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

- Approximately six in ten (57%) stopovers to Exuma stayed in a hotel and approximately two in ten (19%) stayed in an apt/villa. Fourteen percent (14%) of stopovers stayed on a private boat/yacht, 4% with friends or relatives and 3% in their own property.
- It is obvious that some stopover visitors who are staying on a boat/yacht are not coming in on their boats but are flying into Exuma.

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

- On average, stopovers to Exuma from Africa stayed the longest 28 nights and those from Australasia stayed 20.8 nights;
- Stopover visitors from Europe stayed 10.6 nights and those from Canada stayed an average of 8.8 nights;
- Stopovers from the Caribbean stayed an average of 8.3 nights;
- Stopovers from the United States stayed an average of 7.7 nights and those from Latin America an average of 7.4 nights.
- The average length of stay in Exuma overall was 8.2 nights.

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

- Although stopover visitors visit Exuma all year round, February to July and the month of December are normally the busiest months. March is normally the busiest month for stopovers to visit the island in any given year

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

- The slowest months for stopover visitors to visit Exuma are normally during the months of September and October and it is not unusual for some hotel properties to close during these months.

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

- In total, Exuma received 41,062 stopover visitors in 2013.

**United States:** Approximately seven in ten (73% or 30,048 stopovers) stopover visitors to Exuma came from the United States. Stopovers to Exuma from the United States primarily came from the states of Florida (18%), Texas (8%), New York (5%), California (5%), Georgia (4%), North Carolina (4%), Virginia (4%) and Pennsylvania (4%).

**Canada:** Approximately two in ten (17% or 7,003 stopovers) stopover visitors to Exuma came from Canada. Stopovers to Exuma from Canada primarily came from the Canadian Provinces of Ontario (50% of them), Quebec (16%), Alberta (5%), British Columbia (4%) and Nova Scotia (2%).

**Europe:** 6% (2,479) of the stopover visitors came from Europe. Stopovers to Exuma from Europe primarily came from Italy (26%), the UK (25% of them), France (14%), Germany (10%), Switzerland (8%), Sweden (3%), Spain (2%) and Austria (1%).

**Latin America:** 1% (452) of the stopover visitors came from Latin America. Stopover Visitors to Exuma from Latin America primarily came from Venezuela (17%), Brazil (18%), Peru (15%), Argentina (10%), Mexico (14%), Columbia (6%), Ecuador (5%) and Chile (4%).

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

	<b>Exuma</b>	<b>All Bah.</b>
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	72%	73%
Honeymoon	14%	4%
Business Trip	4%	6%
Attend a wedding	3%	2%
Convention/Conference	1%	3%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	75%	64%
Climate	56%	55%
Rest and Relaxation	50%	40%
Hotel Facilities	40%	23%
Friendly People	30%	29%
Safety of the Islands	28%	18%
Never Been Here Before	26%	21%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	92%	84%
Rest and Relax	78%	73%
Go Snorkeling	46%	34%
Go on Island Tour	31%	16%
Go Golfing	21%	5%
Go Diving	15%	9%
Go Sailing	13%	8%
Shop	12%	31%
Go Bonefishing	5%	5%
<b>LIKELY RETURN IN 1-5 YEARS</b>	<b>91%</b>	<b>89%</b>
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>	<b>97%</b>	<b>94%</b>
<b>USED ONLINE SERVICE</b>	<b>58%</b>	<b>66%</b>
<b>USED TRAVEL AGENT</b>	<b>46%</b>	<b>29%</b>
<b>AGE*</b>		
25 - 54 years old	59%	53%
55 years old or older	27%	23%
<b>SEX*</b>		
Male	50%	49%
Female	47%	48%
<b>RACE</b>		
White	86%	82%
Black	4%	6%
Hispanic	4%	5%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	1%	2%
American Indian/Alaska Native	0%	1%
Other	1%	1%
<b>EDUCATION</b>		
College Graduate or Above	74%	69%

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

	<b>Exuma</b>	<b>All Bah.</b>
<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	5%	8%
\$50,001 to \$75,000	7%	9%
\$75,001 or more	63%	58%
<b>PREVIOUS VISITS</b>		
First Time Visitor	42%	41%
Repeat Visitor	57%	58%
<b>TRAVELLING PARTY SIZE</b>		
One	14%	17%
Two	61%	45%
Three or more	23%	34%
<b>HOUSEHOLD SIZE</b>		
One	7%	12%
Two	49%	43%
Three-Four	32%	33%
<b>COUNTRY OF ORIGIN</b>		
USA	73%	78%
Canada	17%	9%
Europe	6%	6%
Other Countries	4%	7%
<b>AVERAGE LENGTH OF STAY</b>		
	8.2 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 2013, Ministry of Tourism. Some rounding may have occurred

One in every twelve (8.3%) stopovers to Exuma said that they were somewhat unlikely or not at all likely to return to the Bahamas in 1-5 years. Approximately 3% of the stopovers to Exuma said that they would not recommend the island destination to friends or relatives.

In 2009, 12% of stopovers to Exuma had incomes of \$500,000 or more a year compared to 4.6% of the stopovers in 2012 & 5.3% in 2013.

In 2009, the Four Seasons was in operation but from 2010 to 2013, the Sandals Resort Emerald Bay was in operation.



Information in this brochure is based on the Tour Operator & Media Exit Survey 2013, The Bahamas Immigration Card, The Bahamas Tourist Office Exuma, and myoutislands.com.

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