

EXUMA



**RESEARCH AND STATISTICS DEPARTMENT
BAHAMAS MINISTRY OF TOURISM
2012**

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.”¹

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?

- 66% of stopover visitors came to Exuma for a vacation;
- 20% of stopover visitors came to Exuma for a Honeymoon and 4% to attend a wedding;
- 3% of them came to visit friends or relatives;
- 2% of them came on a business trip.

¹ Source: 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
2012

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	Exuma
Beaches	65%	64%	64%	66%	75%
Climate	53%	54%	52%	52%	56%
Rest and Relaxation	43%	42%	44%	45%	51%
Hotel Facilities	26%	30%	14%	20%	39%
Never Been Here Before	24%	25%	27%	21%	29%
Friendly People	27%	25%	28%	34%	28%
Safety of Islands	19%	17%	19%	26%	26%
Exotic Islands	15%	14%	12%	19%	24%
Easy to Get to	24%	25%	24%	20%	23%
Good Package Deals	17%	18%	24%	9%	18%
Sports	10%	7%	11%	21%	14%
Travel Agent/TO	6%	6%	3%	6%	12%
Friend recommended Bah.	11%	11%	8%	14%	12%
Heard a lot about Bahamas	9%	9%	8%	8%	8%
Had Friends in Bah.	7%	5%	8%	12%	7%
Best Value for Money	11%	11%	18%	6%	7%
Other	9%	9%	9%	10%	6%
Bahamas Website	3%	3%	3%	3%	4%
Saw Ad on TV	4%	5%	1%	2%	3%
Shopping	5%	5%	6%	2%	1%
Nightlife	3%	4%	3%	2%	1%
Casinos	9%	11%	6%	1%	0%

Source: Tour Operator and Media Exit Survey 2012 Research and Statistics Dept.

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.

- Three in four (75%) stopover visitors to Exuma were influenced to visit The Bahamas because of the beaches and roughly six in ten (56%) were influenced to visit by the climate;
- Approximately half (51%) of them were influenced to visit by the rest and relaxation they expected to enjoy on the island and approximately four in ten (39%) were influenced to visit by the hotel facilities in Exuma;
- Approximately three in ten stopover visitors to Exuma were influenced to visit by the fact that they had never been there before (29%) and by the friendly people (28%) in Exuma.

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

- Most of the stopover visitors to Exuma intended to enjoy the beaches (93%) and rest and relax (81%) while they were on the island;
- Some stopover visitors to the island also wanted to enjoy some sporting activities. Approximately half (48%) of them wanted to go snorkeling and

approximately two in ten (23%) intended to go golfing while on the island. Fifteen percent (15%) of the stopover visitors to Exuma intended to go sailing, 12% intended to go diving, 7% intended to go bone-fishing and 5% intended to go deep sea fishing while on the island;

- Approximately three in ten (28%) stopovers to Exuma intended to go on an island tour once they arrived on the island and 15% of them intended to go shopping.

**ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS
ISLANDS OF THE BAHAMAS
2012**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	<i>Exuma</i>
Enjoy Beaches	87%	88%	87%	84%	93%
Rest and Relax	76%	77%	76%	71%	81%
Go Snorkeling	35%	31%	37%	48%	48%
Go on Island Tour	16%	14%	20%	19%	28%
Go Golfing	5%	4%	5%	10%	23%
Shop	35%	38%	46%	18%	15%
Go Sailing	8%	6%	6%	16%	15%
Go Diving	9%	7%	10%	15%	12%
Go Bonefishing	4%	2%	3%	13%	7%
Go Deep Sea Fishing	6%	4%	7%	9%	5%
Other Activities	6%	6%	7%	5%	4%
Go Birdwatching	2%	2%	4%	4%	3%
Go to Casinos	21%	27%	20%	1%	1%

Source: Tour Operator and Media Exit Survey 2012 Research and Statistics Dept., Ministry of Tourism

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

**WHEN DID YOU MAKE YOUR RESERVATIONS
STOPOVER VISITORS
2012**

	All Bah.	Nassau/P.I.	Grand Bah.	Out Isl.	<i>Exuma</i>
Same Week of Travel	7%	7%	7%	6%	4%
Same Month of Travel	15%	15%	15%	13%	12%
1 to 3 Months Before Travel	46%	47%	50%	43%	44%
4 to 7 Months Before Travel	24%	24%	19%	27%	29%
8 to 12 Months Before Travel	6%	6%	6%	8%	9%
More than 12 months Before Travel	1%	1%	2%	2%	1%
Non-Response	2%	1%	2%	2%	1%

Source: Tour Operator and Media Exit Survey 2012, 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 (12%) stopovers booked their reservations the same month of travel and roughly four in ten (44%) booked their reservations one to three months before travel.
- Roughly three in ten (29%) 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 (59%) 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
2012

sandals.com	americanexpress.com	homeaway.com
aa.com	aol.com	hotwire.com
expedia.com	atlantis.com	itravel2000.com
aircanada.com/aircanadavacations.com	bahamasvacations.com	jetblue.com
delta.com/deltavacations.com	BCDtravel.com	martimetravel.ca
united.com	beachbumvacation.com	navtours.com
bahamas.com	bookit.com	priceline.com
orbitz.com	britishairways.com	redtag.ca
travelocity.com	carlsonwagonlit.com	selloffvacations.com
kayak.com	cheapcaribbean.com	sheraton.com
continental.com	cheapflights.com	tripadvisors.com
bahamasair.com	cheapoair.com	tripcentral.ca
VRBO.com	classicvacations.com	usairwaysvacations.com
hotels.com	flightcentre.com	vacationoutlet.com
cheaptickets.com	grandisleresort.com	watermakersair.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, 2012)

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
2012

	All Bah.	Nassau/P.I.	Grand Bahama	Out Islands	Exuma
Used Travel Agent	34%	36%	28%	30%	47%
Did Not Use Travel Agent	64%	62%	68%	68%	51%

Source: Tour Operator and Media Exit Survey 2012, Research and Statistics, Dept Ministry of Tourism

- Nearly half (47%) the stopover visitors to Exuma used a travel agent to book some or all of their reservations to the destination. Some stopovers to Exuma are obviously using a combination of online and travel agent booking services to make their reservations. They are 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, Triple AAA Travel, Flight Centre, Unique Vacations, Air Canada Vacations, Marlin Travel, Liberty Travel, American Express Travel, Travel Impressions, GoGo Tours, Travel Leaders, Viaggi Del Ventaglio, CAA Travel, Uniglobe Travel, Sears Travel, Club Voyages, Funjet Vacations, VIP Travel, Majestic Tours and Carlson Wagonlit Travel.

7. What Electronic Media Did Stopover Visitors to Exuma 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.
- Approximately one in ten (9%) stopovers used Network television and 7% of them used Specialty Cable Channels the most when planning their vacations. Five percent (5%) of them used Specialty News Channels 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
2012

	Bahamas	% Informants	Exuma	% Informants
1	ESPN	22%	ESPN	28%
2	NBC	21%	NBC	21%
3	ABC	19%	ABC	17%
4	CBS	14%	CBS	14%
5	FOX	14%	CNN	14%
6	CNN	13%	HGTV (Home & Garden Network)	14%
7	HBO	12%	FOX	13%
8	HGTV (Home & Garden Network)	10%	FOOD (Food Network)	11%
9	DISC (Discovery Channel)	8%	DISC (Discovery Channel)	10%
10	FOOD (Food Network)	7%	HBO	9%
11	FOXN	6%	FOXN	9%
12	TNT	6%	TNT	6%
13	HIST(History Channel)	5%	HIST(History Channel)	6%
14	USA	5%	Travel Channel	5%
15	BRAVO	5%	MTV (Music Television)	5%
	Nassau/P.I.	% Informants	Grand Bahama	% Informants
1	ESPN	22%	NBC	22%
2	NBC	22%	ABC	21%
3	ABC	20%	CBS	16%
4	FOX	14%	ESPN	16%
5	CBS	14%	CNN	13%
6	CNN	13%	FOX	12%
7	HBO	13%	HGTV (Home & Garden Network)	10%
8	HGTV (Home & Garden Network)	11%	HBO	10%
9	DISC (Discovery Channel)	8%	DISC (Discovery Channel)	9%
10	FOOD (Food Network)	7%	FOOD (Food Network)	8%
11	TNT	6%	USA	6%
12	USA	6%	FOXN	6%
13	HIST(History Channel)	5%	HIST(History Channel)	6%
14	FOXN	5%	TNT	6%
15	BRAVO	5%	LIFE (Lifetime)	5%

Source: Tour Operator and Media Exit Survey 2012. Percentages based on informants who watched TV.

- Approximately three in ten (28%) stopovers to Exuma watched ESPN.
- Approximately two in ten stopovers watched NBC (21%) or ABC (17%).

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 (43%) stopovers watched

television during that time.

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

- Approximately two in ten (21%) 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 three (34%) used newspapers and approximately eight in ten (81%) used magazines. Some stopover visitors obviously used both.

11. Use of Newspapers

**TOP 20 FAVORITE NEWSPAPERS READ BY VISITORS
ISLANDS OF THE BAHAMAS
2012**

	Bahamas	% Informants	<i>Exuma</i>	% Informants
1	USA Today	34%	USA Today	29%
2	New York Times	25%	New York Times	22%
3	Wall Street Journal	17%	Wall Street Journal	20%
4	Other	7%	Globe & Mail	9%
5	Washington Post	6%	Toronto Star	9%
6	Daily News	6%	Other	7%
7	Toronto Star	6%	Daily News	6%
8	New York Post	5%	Washington Post	6%
9	Globe & Mail	5%	Local	4%
10	Boston Globe	4%	Chicago Tribune	4%
11	Local	4%	New York Post	4%
12	Miami Herald	3%	Miami Herald	3%
13	Times	3%	Boston Globe	2%
14	Newsday	3%	Dallas Morning News	2%
15	Chicago Tribune	2%	Times	2%
16	New York Daily News	2%	Denver Post	2%
17	Atlanta Journal Constitution	2%	Sun Sentinel	2%
18	Sun/The Sun News	2%	New York Daily News	2%
19	Denver Post	1%	Atlanta Journal Constitution	2%
20	Post	1%	Newsday	2%
	Nassau/P.I.	% Informants	Grand Bahama	% Informants
1	USA Today	36%	USA Today	28%
2	New York Times	23%	New York Times	20%
3	Wall Street Journal	15%	Wall Street Journal	14%
4	Other	7%	Other	8%
5	Daily News	7%	Daily News	7%
6	Washington Post	7%	Washington Post	6%
7	Toronto Star	6%	Local	6%
8	New York Post	5%	Toronto Star	4%
9	Globe & Mail	5%	New York Post	4%
10	Boston Globe	4%	Boston Globe	4%
11	Times	3%	Globe & Mail	4%
12	Local	3%	Chicago Tribune	4%
13	Newsday	3%	Miami Herald	3%
14	Miami Herald	3%	Times	3%
15	New York Daily News	3%	Sun Sentinel	2%
16	Chicago Tribune	2%	Sun/The Sun News	2%
17	Atlanta Journal Constitution	2%	Palm Beach Post	2%
18	Sun/The Sun News	2%	Freeport News	2%
19	Post	1%	New York Daily News	2%
20	Dallas Morning News	1%	Courier Journal	1%

Source: Tour Operator and Media Exit Survey 2012. Percentages based on informants who read newspapers.

In 2012, La Press (Montreal, Canada) was the number 21 top newspaper read by stopovers to Exuma.

1.6% of stopover visitors to Exuma read this newspaper

- Although only 21% of stopover visitors to Exuma used print media when planning their vacations, roughly six in ten (56%) stopovers read newspapers for their personal enjoyment and edification. Some of these newspapers would have been online and not just in print form. Three in every ten (29%) stopovers to Exuma read USA Today and approximately two in ten read the New York Times (22%) or the Wall Street Journal (20%).

12. Use of Magazines

- Although only 21% of stopover visitors to Exuma used print media when planning their vacations approximately seven in ten (68%) 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.

TOP 20 FAVORITE MAGAZINES READ BY VISITORS
ISLANDS OF THE BAHAMAS
2012

	Bahamas	% Informants	Exuma	% Informants
1	People	22%	People	26%
2	Better Homes & Gardens (BHG)	15%	Men's Health	16%
3	In Style	13%	Better Homes & Gardens (BHG)	15%
4	Glamour	11%	In Style	15%
5	Good Housekeeping	11%	Glamour	13%
6	Cosmopolitan (Cosmo)	11%	Cosmopolitan (Cosmo)	12%
7	Men's Health	10%	Sports Illustrated	11%
8	National Geographic (Explorer)	10%	Food & Wine	11%
9	Time Magazine	9%	Golf Digest	10%
10	Food & Wine	9%	National Geographic (Explorer)	10%
11	Sports Illustrated	9%	Conde Nast Travel	9%
12	O (Oprah)	7%	Good Housekeeping	9%
13	Conde Nast Travel	7%	Golf	9%
14	Bon Appetit	7%	Bon Appetit	8%
15	Travel & Leisure	6%	Architectural Digest	7%
16	Reader's Digest	6%	Southern Living	7%
17	Southern Living	6%	Economist	7%
18	Architectural Digest	6%	Time Magazine	7%
19	In Touch/In Touch Weekly	6%	Travel & Leisure	7%
20	Economist	6%	In Touch/In Touch Weekly	6%
	Nassau/P.I.	% Informants	Grand Bahama	% Informants
1	People	23%	People	22%
2	Better Homes & Gardens (BHG)	15%	Better Homes & Gardens (BHG)	18%
3	In Style	13%	Good Housekeeping	14%
4	Good Housekeeping	12%	Cosmopolitan (Cosmo)	11%
5	Glamour	12%	In Style	11%
6	Cosmopolitan (Cosmo)	12%	National Geographic (Explorer)	11%
7	Men's Health	11%	Food & Wine	11%
8	National Geographic (Explorer)	9%	Glamour	10%
9	Time Magazine	9%	Time Magazine	9%
10	Sports Illustrated	9%	Men's Health	9%
11	Food & Wine	8%	Reader's Digest	9%
12	O (Oprah)	7%	O (Oprah)	8%
13	Reader's Digest	6%	Sports Illustrated	8%
14	In Touch/In Touch Weekly	6%	Woman's Day	7%
15	Travel & Leisure	6%	Travel & Leisure	6%
16	Woman's Day	6%	Bon Appetit	6%
17	Bon Appetit	6%	Southern Living	6%
18	Conde Nast Travel	6%	Conde Nast Travel	6%
19	Southern Living	6%	In Touch/In Touch Weekly	5%
20	US/US Weekly	5%	Real Simple	5%

Source: Tour Operator and Media Exit Survey 2012, Research and Statistics Dept. Ministry of Tourism
Percentages based on informants who read magazines.

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

TOURIST COMMENTS
POSITIVE VS. NEGATIVE COMMENTS
EXUMA ISLANDS

TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2012	2011		2012	2011
General Positive	36%	34%	Prices (neg)	11%	10%
People	23%	25%	Service (neg)	9%	14%
Scenery/Sightseeing	8%	12%	Food (neg)	9%	8%
Beaches	8%	9%	Litter (neg)	8%	5%
Sea/Water	5%	3%	Airport (neg)	8%	4%
Hotel	5%	4%	Environment (neg)	7%	2%
No. of Comments	643	362	No. of Comments	176	73

Source: Tour Operator and Media Exit Survey, 2012

- Approximately one in every ten complaints received about Exuma was about the prices (11%), the service (9%) or the food (9%).
- Stopovers who complained about the prices mentioned i.e., expensive food, expensive taxis, airfare too expensive, tours expensive, etc.
- Stopovers visitors who complained about the poor service mentioned, i.e., slow service, hotel service too slow, hotel staff not attentive, employees needed better training, customer service needed improving.
- Stopovers visitors who complained about the food mentioned i.e. food was expensive; food wasn't good, food not hot, wanted more local food, etc.
- 8% of the complaints received were about the litter in Exuma; e.g. garbage along the roads and houses, too much trash on the beach, etc.
- 8% of the complaints received were about the airport in Exuma i.e., airport upgrades needed, airport too hot need a/c, toilets do not flush, no hand towels in bathrooms, poor airport services, luggage pick up area too small, unaccommodating airport employees, etc.

14.How Did Stopover Visitors Rate Their Product Experiences?

PRODUCT SATISFACTION RATINGS
2012

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%	61%	65%	70%	77%	4%	4%	4%	2%	1%
Attitude of People	67%	65%	66%	72%	75%	6%	7%	8%	3%	3%
Climate	52%	51%	52%	56%	60%	9%	10%	11%	7%	7%
Hotel Service	45%	48%	39%	40%	54%	10%	10%	12%	6%	9%
Hotel Rooms	38%	39%	34%	37%	51%	10%	12%	14%	4%	4%
Easy to Get to	40%	40%	44%	39%	47%	7%	7%	8%	8%	6%
Restaurant Service	44%	44%	44%	46%	46%	11%	12%	13%	7%	9%
Food in Restaurants	47%	46%	48%	49%	44%	10%	10%	11%	8%	12%
Food in Hotels	37%	38%	29%	36%	42%	14%	15%	17%	8%	15%
Overall Value for Money	33%	31%	40%	36%	40%	16%	19%	13%	11%	9%
Value for Money in Hotels	27%	26%	32%	25%	34%	16%	20%	13%	8%	8%
Bahamas Overall	61%	59%	61%	67%	68%	5%	5%	6%	2%	3%

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 2012

- The beaches and the people were the two most highly rated product experiences in Exuma. Roughly eight in ten (77%) stopovers thought that the beaches were much better or better than they had expected them to be.
- Three in four (75%) 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 (68%) 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 (61%) stopovers to the Bahamas Overall who thought this way. Only 3% of the stopovers to Exuma thought that it was not as good or worse than they had expected.
- Stopovers to Exuma rated the hotel rooms more highly than stopovers to the Bahamas Overall. Approximately half (51%) the stopovers to Exuma thought that the hotel rooms were much better or better than expected. Only 4% of them thought that the rooms were not as good as or worse than expected.
- More than half (54%) the stopovers to Exuma thought that the hotel service was much better or better than expected. However, approximately one in ten (9%) thought that the hotel service was not as good as or worse than expected.
- Fifteen percent (15%) of stopovers to Exuma thought that the food in the hotels was not as good as or worse than they had expected it to be. Approximately one in ten stopovers thought that the food in the restaurants (12%) and the restaurant service (9%) were not as good, or worse than they had expected them to be.
- Approximately one in ten stopover visitors to Exuma thought that the hotel value for money (8%) and overall value for money (9%) 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 (86%) of stopover visitors to Exuma travelled to Exuma via a commercial airline.
- Approximately one in ten (9%) 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?

- Six in ten (60%) stopovers to Exuma stayed in a hotel and approximately two in ten (17%) stayed in an apt/villa. Fourteen percent (14%) of stopovers stayed on a private boat/yacht, 3% in their own property, and 4% with friends or relatives.
- 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 (2012)?

- On average, stopovers to Exuma from Australasia stayed the longest 17.4 nights and those from Africa stayed 15.2 nights;
- Stopover visitors from Europe stayed 12.2 nights and those from Canada stayed an average of 9.0 nights;
- Stopovers from the Caribbean stayed an average of 8.8 nights;

- Stopovers from the United States stayed an average of 8.0 nights and those from Latin America an average of 7.2 nights.

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

- Although stopover visitors visit Exuma all year round, March to July are normally the busiest months. March is normally the busiest month for stopovers to visit the island in any given year. In 2012, December was the 2nd busiest month of the year and that is not normally the case 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 (2012)?

- In total, Exuma received 38,419 stopover visitors in 2012.

United States: Approximately seven in ten (73% or 28,215 stopovers) stopover visitors came from the United States. Stopovers to Exuma from the United States primarily came from the states of Florida (19%), Texas (9%), California (6%), New York (5%), Pennsylvania (4%), North Carolina (4%), Virginia (4%) and Georgia (4%).

Canada: Approximately two in ten (17% or 6,443 stopovers) stopover visitors came from Canada. Stopovers to Exuma from Canada primarily came from the Canadian Provinces of Ontario (50% of them), Quebec (14%), Alberta (6%), British Columbia (4%) and Nova Scotia (3%).

Europe: 6% (2,331) of the stopover visitors came from Europe. Stopovers to Exuma from Europe primarily came from the UK (28% of them), Italy (25%), France (14%), Germany (10%), Switzerland (5%), Austria (3%) and Sweden (2%).

Latin America: 1% (411) of the stopover visitors came from Latin America. Stopover Visitors to Exuma from Latin America primarily came from Venezuela (24%), Brazil (23%), Argentina (16%), Mexico (10%), Columbia (6%), Peru (5%), Ecuador (5%) and Chile (3%).

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
2012

	Exuma	All Bah.
MAIN PURPOSE OF VISIT		
Vacation	66%	76%
Honeymoon	20%	6%
Visiting friends and relatives	3%	4%
Business	2%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	75%	65%
Climate	56%	53%
Rest and Relaxation	51%	43%
Hotel Facilities	39%	26%
Never Been Here Before	29%	24%
Friendly People	28%	27%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	93%	87%
Rest and Relax	81%	76%
Go Snorkeling	48%	35%
Go on Island Tour	28%	16%
Go Golfing	23%	5%
Shop	15%	35%
Go Sailing	15%	8%
Go Diving	12%	9%
Go Bonefishing	7%	4%
LIKELY RETURN IN 1-5 YEARS	90%	85%
LIKELY RECOMMEND TO FRIENDS/REL	96%	93%
USED ONLINE SERVICE	59%	68%
USED TRAVEL AGENT	47%	34%
AGE*		
25 - 54 years old	60%	54%
55 years old or older	27%	21%
SEX*		
Male	50%	48%
Female	47%	49%
RACE		
White	87%	83%
Black	3%	4%
Hispanic	3%	5%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	2%	4%
American Indian/Alaska Native	0%	0%
Other	1%	0%
EDUCATION		
College Graduate or Above	75%	69%
ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	5%	8%
\$50,001 to \$75,000	7%	10%
\$75,001 or more	64%	60%

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE ISLANDS OF THE BAHAMAS 2012

	Exuma	All Bah.
PREVIOUS VISITS		
First Time Visitor	46%	44%
Repeat Visitor	53%	55%
TRAVELLING PARTY SIZE		
One	13%	16%
Two	64%	45%
Three or more	21%	36%
HOUSEHOLD SIZE		
One	7%	12%
Two	54%	40%
Three-Four	28%	36%
COUNTRY OF ORIGIN		
USA	73%	79%
Canada	17%	9%
Europe	6%	6%
Other Countries	4%	6%
AVERAGE LENGTH OF STAY	8.5 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 2012, Ministry of Tourism. Some rounding may have occurred

Approximately one in ten (9.1%) stopovers to Exuma said that they were somewhat unlikely or not at all likely to return to the Bahamas in 1-5

Approximately 3% of the stopovers to Exuma said that they would not recommend the island destination to friends or relatives.

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

In 2009, the Four Seasons was in operation but from 2010 to 2012, the Sandals Resort Emerald Bay was in operation.



Information in this brochure is based on the Tour Operator & Media Exit Survey 2012, The Bahamas Immigration Card, The Bahamas Tourist Office Exuma, and myoutislands.com.

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