

# **ISLANDS OF THE BAHAMAS**

## **TOUR OPERATOR & MEDIA SURVEY**



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

## 1. Why Did Visitors Come to The Bahamas?

- Approximately three in four (76%) stopover visitors came to The Bahamas on a vacation;
- 6% of them came on a honeymoon
- 5% of them came on a business trip and 4% came to visit friends & relatives.

## 2. What Influenced Stopover Visitors to Visit The Bahamas?

### TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2012

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Beaches	64.6%	64.1%	64.1%	66.4%
Climate	53.4%	54.1%	52.0%	51.6%
Rest and Relaxation	42.9%	42.1%	44.3%	45.0%
Hotel Facilities	26.2%	30.1%	14.4%	20.0%
Friendly People	27.1%	25.2%	28.3%	33.5%
Easy to Get to	24.0%	25.1%	23.7%	20.2%
Never Been Here Before	24.2%	24.5%	27.1%	21.1%
Safety of Islands	19.1%	17.3%	18.5%	25.9%
Good Package Deals	16.8%	17.6%	23.8%	9.3%
Exotic Islands	14.6%	13.8%	11.7%	19.2%
Friend recommended Bah.	11.2%	10.9%	8.1%	14.3%
Sports	10.3%	7.3%	10.6%	21.1%
Best Value for Money	10.9%	11.0%	17.5%	6.1%
Casinos	8.6%	11.4%	5.5%	0.5%
Had Friends in Bah.	7.1%	5.4%	8.1%	12.4%
Heard a lot about Bahamas	8.7%	9.3%	7.5%	7.7%
Other	8.8%	8.6%	8.7%	9.5%
Shopping	4.7%	5.3%	5.7%	1.8%
Travel Agent/TO	5.5%	6.0%	3.1%	5.5%
Nightlife	3.4%	4.0%	3.0%	1.9%
Saw Ad on TV	3.9%	5.0%	1.2%	1.5%
Bahamas Website	3.2%	3.2%	3.3%	3.2%

Source: Tour Operator and Media Exit Survey 2012

- Approximately two in three (65%) stopover visitors to the Bahamas were influenced to visit the Bahamas because of the beaches;
- More than half (53%) of them were influenced to visit by the climate;
- Roughly four in ten (43%) stopovers were influenced to visit by the rest and relaxation that they expected to enjoy in the destination;
- Approximately one in four (27%) stopovers were influenced to visit by the friendly people in The Bahamas;
- Approximately one in four (26%) stopover visitors were influenced to visit by the hotel facilities in the destination.

### 3. What Activities Did They Intend to Do While in The Bahamas?

- Roughly nine in ten (87%) stopovers to The Bahamas intended to enjoy the beaches and approximately three in four (76%) intended to rest and relax;
- Approximately one in three (35%) stopovers intended to go shopping and approximately one in three (35%) of them wanted to go snorkeling;
- Two in ten (21%) of them wanted to go to the casinos;
- Sporting activities like diving, sailing, deep sea fishing and bone fishing were especially of interest to some of the visitors to the Out Islands

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

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Enjoy Beaches	86.8%	87.5%	87.4%	83.7%
Rest and Relax	75.5%	76.7%	76.1%	70.7%
Shop	35.3%	38.2%	45.6%	17.5%
Go Snorkeling	35.2%	31.4%	36.8%	48.0%
Go to Casinos	21.1%	26.8%	20.4%	0.9%
Go on Island Tour	15.9%	14.3%	19.8%	18.9%
Go Diving	9.1%	7.4%	9.5%	15.3%
Go Sailing	7.9%	5.9%	6.4%	16.0%
Go Deep Sea Fishing	5.5%	4.1%	6.9%	9.3%
Go Golfing	5.3%	4.1%	5.0%	10.1%
Other Activities	6.1%	6.2%	6.8%	5.2%
Go Bonefishing	4.4%	2.4%	3.4%	12.5%
Go Birdwatching	2.3%	1.5%	3.9%	4.0%
Non Response	2.7%	2.8%	3.4%	2.3%

Source: Tour Operator and Media Exit Survey 2012

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

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

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

Source: Tour Operator and Media Exit Survey 2012

- Stopover visitors to The Bahamas primarily booked their reservations anywhere from the same month of travel to seven months in advance of

travel. Roughly one half (46%) of them booked their reservations one to three months before travel. Fifteen percent (15%) of them booked their reservations the same month of travel.

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

- Approximately seven in ten stopover visitors to The Bahamas (68%) and Nassau/Paradise Island (68%) used an online service to book some or all of their reservations in 2012 compared to 72% of stopovers to Grand Bahama and 64% of stopovers to the Out Islands.

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

#### MOST POPULAR ONLINE BOOKING SERVICES USED STOPOVERS TO THE ISLANDS OF THE BAHAMAS 2012

Atlantis.Com	Airmiles.Co.Uk	Funjet.Com	Searstravel.Ca
Expedia.Com	Americanexpress.Com	Gobahama.Com	Selloffvacations.Com
Cheapcaribbean.Com	Aol.Com	Gradcity.Com	Sheraton.Com
Orbitz.Com	Ba.Com	Hilton.Com	Signature.Ca
Travelocity.Com	Bahamas.Com	Homeaway.Com	Spg.Com
Jetblue.Com	Bahamasvacations.Com	Hotels.Com	Spiritair.Com
Sandals.Com	Bcdtravel.Com	Hotwire.Com	Starwood.Com/Westin.Com
Aa.Com	Booking.Com	Interturnet.Com.Br	Starwoodvacationownership.Com
Priceline.Com	Bramaleatravel.Com	Intervalinternational.Com	Sunwing.Ca
Delta.Com/Deltavacations.Com	Breezes.Com	Intervalworld.Com	Travelzoo.Com
Celebration-Cruise-Line.Com	Britishairways.Com	Istours.Com	Tripadvisors.Com
Bookit.Com	Canyoncreektravel.Com	Itravel2000.Com	Tripcentral.Ca
Westjet.Com	Caribbean-Airlines.Com	Kayak.Com	Tui.Com
Carlsonwagonlit.Com	Cheapair.Com	Libertytravel.Com	Vacationstogo.Com
Aircanada.Com	Cheapflights.Com	Maritimetravel.Ca	Vrbo.Com
Usairwaysvacations.Com	Cheaptickets.Com	Onetravel.Com	Westjet.Com/Westjet.Ca
Itravel2000.Com	Classicvacations.Com	Pleasantoholidays.Com	Wildquest.Com
Bahamasair.Com	Clubmed.Com/Clubmed.Ca	Rbctravelmanagement.Com	Worldtvl.Com
United.Com	Continental.Com	Rci.Com	Wyndham.Com
Cheapoair.Com	Copaair.Com	Redtag.Ca	Xtremetrips.Com
Watermakersair.Com	Flybahamasexpress.Com	Riu.Com	

(Source: Immigration Cards and Tour Media Exit Survey, 2012). This is not an all inclusive list of every online service used, only the top 83.

## 6. Did Stopover Visitors to the Bahamas use a Tour Operator/Travel Agent to Book Any of Their Reservations?

- Approximately one in three (34%) stopovers used a travel agent to book some or all of their reservations in 2012.

#### ISLANDS OF THE BAHAMAS USE OF TRAVEL AGENT 2012

	All Bahamas		Nassau/P.I.		Grand Bahama		Out Islands	
	2012	2011	2012	2011	2012	2011	2012	2011
Used Travel Agent	34%	31%	36%	32%	28%	30%	30%	28%
Did Not Use Travel Agent	64%	65%	62%	64%	68%	68%	68%	69%
	USA		Canada		Europe		Other Countries	
Used Travel Agent	30%	28%	49%	42%	49%	47%	53%	36%
Did Not Use Travel Agent	68%	68%	49%	55%	50%	50%	43%	59%

Source: Tour Operator and Media Exit Surveys 2012 & 2011

Some stopovers to The Bahamas who used tour operators/travel agents used the following: American Express Travel, Liberty Travel, AAA Travel, Club Med, Flight Centre, Costco Travel, AirTran, Unique Vacations, RCI Travel, GOGO Tours, Marlin Travel, Thomas Cook, Apple Vacations, Sunquest, Funjet Vacations, Travel Leaders, Sears Travel, Viaggi Del Ventaglio, Travel Impressions, Pro Travel, Student City, Uniglobe Travel, Majestic Tours, CAA, Bel Air Travel, Autec, Executive Tour and Travel, Kuoni, Altour International, Pair a Dice Travel and Maritz Travel.

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

- Roughly eight in ten (84%) 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 the most when planning their vacation.

**8. What Were the Favorite Television Stations Watched by Stopover Visitors to The Bahamas?**

**TOP 15 FAVORITE TELEVISION STATIONS BY VISITORS  
ISLANDS OF THE BAHAMAS  
2012**

	<b>Bahamas</b>	<b>% Informants</b>	<b>Nassau/P.I.</b>	<b>% Informants</b>
1	ESPN	22%	ESPN	22%
2	NBC	21%	NBC	22%
3	ABC	19%	ABC	20%
4	CBS	14%	FOX	14%
5	FOX	14%	CBS	14%
6	CNN	13%	CNN	13%
7	HBO	12%	HBO	13%
8	HGTV (Home & Garden Network)	10%	HGTV (Home & Garden Network)	11%
9	DISC (Discovery Channel)	8%	DISC (Discovery Channel)	8%
10	FOOD (Food Network)	7%	FOOD (Food Network)	7%
11	FOXN	6%	TNT	6%
12	TNT	6%	USA	6%
13	HIST(History Channel)	5%	HIST(History Channel)	5%
14	USA	5%	FOXN	5%
15	BRAVO	5%	BRAVO	5%
	<b>Grand Bahama</b>	<b>% Informants</b>	<b>Out Islands</b>	<b>% Informants</b>
1	NBC	22%	ESPN	24%
2	ABC	21%	NBC	19%
3	CBS	16%	ABC	17%
4	ESPN	16%	CNN	15%
5	CNN	13%	FOX	15%
6	FOX	12%	CBS	13%
7	HGTV (Home & Garden Network)	10%	DISC (Discovery Channel)	9%
8	HBO	10%	HGTV (Home & Garden Network)	9%
9	DISC (Discovery Channel)	9%	FOXN	9%
10	FOOD (Food Network)	8%	FOOD (Food Network)	9%
11	USA	6%	HBO	8%
12	FOXN	6%	HIST(History Channel)	6%
13	HIST(History Channel)	6%	TNT	6%
14	TNT	6%	Travel Channel	5%
15	LIFE (Lifetime)	5%	BRAVO	5%

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

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

Stopover visitors to the Bahamas 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 key prime time hour and approximately four in ten (44%) stopovers watched television during that time.

## **10. Did Stopover Visitors Use Print Media Such as Newspapers and Magazines When They Were Planning Their Vacations?**

Two in ten (20%) stopover visitors to The Bahamas used print media when they were planning their vacations. Of these stopovers approximately four in ten (43%) used newspapers and approximately seven in ten (68%) used magazines.

## 11. Use of Newspapers

Although only 20% of stopover visitors used print media when planning their vacations, six in ten (60%) stopovers read newspapers for their personal enjoyment and edification.

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

	<b>Bahamas</b>	<b>% Informants</b>	<b>Nassau/P.I.</b>	<b>% Informants</b>
1	<b>USA Today</b>	<b>34%</b>	<b>USA Today</b>	<b>36%</b>
2	<b>New York Times</b>	<b>25%</b>	<b>New York Times</b>	<b>23%</b>
3	<b>Wall Street Journal</b>	<b>17%</b>	<b>Wall Street Journal</b>	<b>15%</b>
4	<b>Other</b>	<b>7%</b>	<b>Other</b>	<b>7%</b>
5	<b>Washington Post</b>	<b>6%</b>	<b>Daily News</b>	<b>7%</b>
6	<b>Daily News</b>	<b>6%</b>	<b>Washington Post</b>	<b>7%</b>
7	Toronto Star	6%	Toronto Star	6%
8	New York Post	5%	New York Post	5%
9	Globe & Mail	5%	Globe & Mail	5%
10	Boston Globe	4%	Boston Globe	4%
11	Local	4%	Times	3%
12	Miami Herald	3%	Local	3%
13	Times	3%	Newsday	3%
14	Newsday	3%	Miami Herald	3%
15	Chicago Tribune	2%	New York Daily News	3%
16	New York Daily News	2%	Chicago Tribune	2%
17	Atlanta Journal Constitution	2%	Atlanta Journal Constitution	2%
18	Sun/The Sun News	2%	Sun/The Sun News	2%
19	Denver Post	1%	Post	1%
20	Post	1%	Dallas Morning News	1%
	<b>Grand Bahama</b>	<b>% Informants</b>	<b>Out Islands</b>	<b>% Informants</b>
1	<b>USA Today</b>	<b>28%</b>	<b>New York Times</b>	<b>34%</b>
2	<b>New York Times</b>	<b>20%</b>	<b>USA Today</b>	<b>30%</b>
3	<b>Wall Street Journal</b>	<b>14%</b>	<b>Wall Street Journal</b>	<b>26%</b>
4	<b>Other</b>	<b>8%</b>	<b>Washington Post</b>	<b>6%</b>
5	<b>Daily News</b>	<b>7%</b>	<b>Other</b>	<b>6%</b>
6	<b>Washington Post</b>	<b>6%</b>	<b>Miami Herald</b>	<b>5%</b>
7	Local	6%	New York Post	5%
8	Toronto Star	4%	Daily News	4%
9	New York Post	4%	Globe & Mail	4%
10	Boston Globe	4%	Boston Globe	4%
11	Globe & Mail	4%	Local	3%
12	Chicago Tribune	4%	Sun Sentinel	3%
13	Miami Herald	3%	Toronto Star	3%
14	Times	3%	Chicago Tribune	3%
15	Sun Sentinel	2%	Denver Post	3%
16	Sun/The Sun News	2%	Atlanta Journal Constitution	2%
17	Palm Beach Post	2%	Times	2%
18	Freeport News	2%	Dallas Morning News	2%
19	New York Daily News	2%	Palm Beach Post	2%
20	Courier Journal	1%	New York Daily News	1%

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

## 12. Use of Magazines

Although only 20% of stopover visitors used print media when planning their vacations approximately two in three (67%) stopovers read magazines for their personal enjoyment.

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

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

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



### 13. How Did Stopover Visitors Rate Their Product Experiences Compared to What They Expected?

#### PRODUCT SATISFACTION RATINGS 2012

Rating Area	Much Better or Better				Not as Good or Worse			
	The Bah.	Nassau/ P.I.	Grand Bahama	Out Islands	The Bah.	Nassau/ P.I.	Grand Bahama	Out Islands
Attitude of People	67%	65%	66%	72%	6%	7%	8%	3%
Beaches	63%	61%	65%	70%	4%	4%	4%	2%
Climate	52%	51%	52%	56%	9%	10%	11%	7%
Food in Restaurants	47%	46%	48%	49%	10%	10%	11%	8%
Hotel Service	45%	48%	39%	40%	10%	10%	12%	6%
Restaurant Service	44%	44%	44%	46%	11%	12%	13%	7%
Easy to Get to	40%	40%	44%	39%	7%	7%	8%	8%
Hotel Rooms	38%	39%	34%	37%	10%	12%	14%	4%
Food in Hotels	37%	38%	29%	36%	14%	15%	17%	8%
Overall Value for Money	33%	31%	40%	36%	16%	19%	13%	11%
Value for Money in Hotels	27%	26%	32%	25%	16%	20%	13%	8%
<b>Bahamas Overall</b>	<b>61%</b>	<b>59%</b>	<b>61%</b>	<b>67%</b>	<b>5%</b>	<b>5%</b>	<b>6%</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 2012

- Six in ten (61%) stopover visitors thought that The Bahamas overall was much better or better than they had expected it to be.
- Stopovers to the Out Islands gave higher ratings than those to Nassau/Paradise Island and Grand Bahama on the overall Bahamas experience, the attitude of the people, the beaches and climate.
- A higher percentage of stopover visitors to Grand Bahama rated the island worse than those to Nassau/Paradise Island and the Out Islands on hotel rooms (14% vs. 12% and 4%), hotel food (17% vs. 15% and 8%), and hotel service (12% vs. 10% and 6%).
- The Bahamas did not receive very high ratings on hotel value for money (only 27% or one in four stopovers thought it was MB or B), or overall value for money (only 33% or one in three stopovers thought it was MB or B) but Grand Bahama rated higher than Nassau/Paradise Island in these areas.

### 14. What Were the Top Compliments and Complaints Given by Stopover Visitors to The Bahamas?

#### TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS ALL BAHAMAS

TOP 6 COMPLIMENTS	TOP 6 COMPLAINTS	
	2012	2011
General	38%	38%
People	27%	27%
Scenery/Sightseeing	7%	7%
Beaches	5%	5%
Hotel	3%	3%
Food	2%	2%
<b>No. of Comments</b>	<b>4,312</b>	<b>2,614</b>
Prices (neg)	14%	16%
Hotel (neg)	12%	10%
People (neg)	9%	9%
Food (neg.)	7%	7%
Service (neg)	7%	6%
Litter (neg)	6%	5%
<b>No. of Comments</b>	<b>1,712</b>	<b>987</b>

## 15. Visitor Demographics

### DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE ISLANDS OF THE BAHAMAS

	2012	2011
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	76%	72%
Business	5%	5%
Honeymoon	6%	5%
Visiting friends and relatives	4%	6%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	65%	60%
Climate	53%	53%
Rest and Relaxation	43%	42%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	87%	82%
Rest and Relax	76%	72%
Shop	35%	35%
Go Snorkeling	35%	33%
Go To Casinos	21%	21%
Go on Island Tour	16%	16%
<b>LIKELY RETURN IN 1-5 YEARS</b>	85%	88%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>	93%	94%
<b>USED ONLINE SERVICE TO BOOK</b>	68%	65%
<b>USED TRAVEL AGENT</b>	34%	31%
<b>AGE*</b>		
25 - 54 years old	54%	54%
55 years old or older	21%	21%
<b>SEX*</b>		
Male	48%	48%
Female	49%	48%
<b>RACE</b>		
White	83%	80%
Black	4%	8%
Hispanic	5%	4%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	4%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
<b>EDUCATION</b>		
College Graduate or Above	69%	66%
<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	8%	9%
\$50,001 to \$75,000	10%	11%
\$75,001 or more	60%	54%
<b>PREVIOUS VISITS</b>		
First Time Visitor	44%	41%
Repeat Visitor	55%	58%
<b>TRAVELLING PARTY SIZE</b>		
One	16%	18%
Two	45%	39%
Three or more	36%	37%
<b>HOUSEHOLD SIZE</b>		
One	12%	12%
Two	40%	40%
Three-Four	36%	34%
<b>COUNTRY OF ORIGIN</b>		
USA	79%	79%
Canada	9%	9%
Europe	6%	6%
Other Countries	6%	6%
<b>AVERAGE LENGTH OF STAY</b>	6.8 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.

In 2012, Likelihood to return: Very Likely=57.5% and Somewhat Likely=27.7%, Likelihood to Recommend: VL= 68.3% and SL=24.6%. All numbers are subject to revision.

All information in this brochure is based on the Tour Operator & Media Exit Survey 2012.

Research and Statistics Department

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