

ELEUTHERA



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2014**

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.¹ 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)², 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 Eleutheran Adventurers who settled there in 1648 after their boat hit a reef near the island.³ The Eleutheran Adventurers were Puritans who sought freedom of religion. They were led by Captain William Sayle.⁴

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).⁵ 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.⁶ Another delight in Eleuthera is James Cistern Beach which is also great for surfing and has a ship wreck really close to shore.⁷ Lighthouse Beach is another charm of the island and is purported to be one of the best beaches on the island.⁸ Ocean Hole which is a salt water blue hole located in Rock Sound, Eleuthera is another enchantment of the island.⁹ It is an oasis of water with fish and turtles and is purported to have medicinal powers.¹⁰ 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.¹¹ Other attractions include Roundheads (a 17th century battery), the Loyalist Cottage, St John’s Anglican Church (built in 1768), Chapel Street Cemetery (contains graves that are very old) and the Lone Tree all of which are located in Harbour Island.¹²

¹ Source: www.bahamas.com/out-islands/eleuthera-harbour-island

² Source: www.bahamas.com/out-islands/eleuthera-harbour-island

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

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

⁵ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

⁶ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

⁷ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

⁸ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

⁹ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions & www.Eleuthera.com/oceanhole.html

¹⁰ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

¹¹ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

¹² Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

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?

- Roughly seven in ten (73%) stopover visitors came to Eleuthera for a vacation;
- Approximately one in ten (11%) stopovers to Eleuthera came to visit friends and relatives;
- One in every twenty-five (4%) stopovers came to attend a wedding and 2% of them came on a honeymoon;
- One in every twenty-five (4%) stopovers came on a business trip.

2. What Influenced Stopover Visitors to Visit Eleuthera?

TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2014

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	ELEUTHERA
Beaches	66%	66%	68%	65%	78%
Climate	57%	58%	57%	51%	64%
Rest and Relaxation	43%	41%	47%	45%	52%
Friendly People	27%	24%	28%	35%	47%
Safety of Islands	20%	19%	21%	24%	32%
Easy to Get to	22%	23%	23%	21%	24%
Exotic Islands	13%	11%	11%	19%	18%
Had Friends in Bah.	8%	6%	8%	13%	18%
Never Been Here Before	23%	23%	28%	18%	16%
Friend recommended Bah.	12%	12%	10%	14%	13%
Sports	9%	6%	10%	20%	13%
Other	10%	9%	9%	13%	11%
Heard a lot about Bahamas	9%	10%	9%	7%	7%
Hotel Facilities	25%	30%	16%	15%	6%
Nightlife	4%	5%	2%	3%	4%
Good Package Deals	16%	16%	27%	7%	4%
Best Value for Money	10%	9%	21%	6%	4%
Saw Ad on TV	3%	4%	1%	1%	2%
Shopping	4%	5%	6%	2%	1%
Culture	3%	3%	1%	2%	0%
Casinos	9%	13%	5%	1%	0%
Travel Agent/TO	5%	4%	5%	5%	0%
Bahamas Website	2%	2%	3%	2%	2%
Saw Ad in Magazine	1%	1%	1%	1%	0%
Junkanoo/Other Festival	0%	0%	0%	1%	0%

Source: Tour Operator and Media Exit Survey 2014, Research & Statistics Dept.

- Approximately eight in ten (78%) stopover visitors to Eleuthera were influenced to visit because of the beaches and approximately two in three (64%) were influenced to visit by the climate;
- Roughly half of them were influenced to visit by the rest and relaxation (52%) that they expected to enjoy in Eleuthera and the friendly people (47%) on the island;
- Approximately one in three (32%) stopovers were influenced to visit because of the perceived safety of the island and approximately one in every four (24%) were influenced to visit because it was easy to get there;
- Approximately two in ten stopovers were influenced to visit Eleuthera because of the perception that the islands were exotic (18%), or they had friends there (18%) and approximately one in six (16%) were influenced to visit because of the fact that they had never been there before;
- Roughly one in ten (13%) stopovers were influenced to visit Eleuthera because a friend had recommended it;
- Some stopover visitors were influenced to visit Eleuthera because of the sporting activities like snorkeling, deep sea fishing bone-fishing and diving etc., available on the island. Roughly one in ten (13%) stopover visitors were influenced to visit the island because of the sporting activities available.

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

ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS ISLANDS OF THE BAHAMAS 2014

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	<i>ELEUTHERA</i>
Enjoy Beaches	83%	81%	89%	83%	92%
Rest and Relax	73%	72%	78%	71%	79%
Go Snorkeling	34%	28%	34%	52%	49%
Shop	30%	30%	45%	18%	15%
Go Deep Sea Fishing	5%	4%	7%	10%	14%
Go Bonefishing	4%	2%	3%	12%	14%
Go Diving	8%	7%	7%	15%	14%
Go on Island Tour	16%	13%	22%	20%	13%
Other Activities	7%	6%	9%	6%	6%
Go Sailing	8%	5%	6%	18%	6%
Go Birdwatching	3%	2%	4%	5%	4%
Go Golfing	5%	3%	5%	10%	1%
Go to Casinos	20%	26%	21%	1%	0%
Go to Junkanoo/Other Festival	1%	1%	1%	1%	0%
Non Response	5%	5%	5%	5%	3%

Source: Tour Operator and Media Exit Survey 2014, Research and Statistics Dept., Ministry of Tourism

- Most of the stopover visitors to Eleuthera intended to enjoy the beaches (92%) and rest and relax (79%);
- Some stopover visitors intended to participate in sporting activities while in Eleuthera. Approximately half (49%) the stopover visitors wanted to go snorkeling and approximately one in every seven stopovers wanted to go deep sea fishing (14%), bone-fishing (14%) or diving (14%). Approximately one in twenty (6%) wanted to go sailing;
- Approximately one in six (15%) stopovers intended to go shopping while they were in Eleuthera;
- Roughly one in ten (13%) stopovers to Eleuthera wanted to go on an island tour while on the island.

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

WHEN DID YOU MAKE YOUR RESERVATIONS STOPOVER VISITORS 2014

	All Bah.	Nassau/P.I.	Grand Bah.	Out Isl.	<i>ELEUTHERA</i>
Same Week of Travel	5%	5%	5%	6%	6%
Same Month of Travel	15%	17%	15%	11%	16%
1 to 3 Months Before Travel	45%	46%	48%	40%	38%
4 to 7 Months Before Travel	24%	23%	23%	28%	29%
8 to 12 Months Before Travel	7%	7%	5%	9%	6%
More than 12 months Before Travel	1%	1%	2%	3%	3%
Non-Response	2%	2%	2%	3%	2%

Source: Tour Operator and Media Exit Survey 2014, Research and Statistics, Dept Ministry of Tourism

- Stopover visitors to Eleuthera primarily booked their reservations anywhere

from the same month of travel to seven months in advance of travel. Approximately four in every ten (38%) stopover visitors booked their reservations one to three months before travel and three in ten (29%) booked their reservations four to seven months before travel.

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

- Three in every four (75%) 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
2014**

Expedia.com	Aircanada.com	Airjourney.com
Aa.com	Usairwaysvacations.com	Atlantis.com
Orbitz.com	Ba.com	Brownelltravel.com
United.com	Homeaway.com	Canusatours.com
Silverairways.com	Westjet.com	Dialaflight.com
Vrbo.com	Hotels.com	Fti.de
Travelocity.com	Flighthoptions.com	Harborsideresort.com
Jetblue.com	Bahamas.com	Highpointtravel.com
Delta.com/delta vacations.com	Bahamasvacations.com	Hotelplan.com
Booking.com	Cheaptickets.com	Interturnet.com.br
Kayak.com	Trailfinders.com	Itravel2000.com
Bahamasair.com	Carlsonwagonlit.com	Opodo.com
Priceline.com	Onetravel.com	Ovationtravel.com
Watermakersair.com	Ebookers.com	Polotravelltd.com
Cheapoair.com	Vwti.com	Thetravelstore.ca

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 30 and the other top online services are listed in alphabetical order.
(Source: Immigration Cards and Tour Media Exit Survey, 2014)

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

**ISLANDS OF THE BAHAMAS
USE OF TOUR OPERATOR/TRAVEL AGENT
2014**

	All Bah.	Nassau/P.I.	Grand Bahama	Out Islands	ELEUTHERA
Used Travel Agent	31%	32%	34%	26%	17%
Did Not Use Travel Agent	68%	67%	65%	73%	82%

Source: Tour Operator and Media Exit Survey 2014, Research and Statistics, Dept Ministry of Tourism

- Roughly two in ten (17%) 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, AAA Travel, Uniglobe Travel, Flight Center, Four Seasons Travel, Viaggi Del Ventaglio, Liberty Travel, Pro Travel, Travel Leaders, Kuoni, Altour International, Travel Connections, STA Travel, CAA, Student City, Majestic Tours, VIP Travel, Tzell Travel, Thomas Cook and Travel Associates, etc.

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

- The majority (88%) of stopover visitors used the Internet as the electronic media most frequently used when planning their vacation;
- Roughly one in twenty-five stopovers used Network TV (4%), Specialty Cable (3%) and Specialty News Channels (3%) when planning vacations.

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

**TOP 20 FAVORITE TELEVISION STATIONS BY VISITORS
ISLANDS OF THE BAHAMAS
2014**

Bahamas		% Informants	<i>Eleuthera</i>		% Informants
1	ESPN	21%	ABC		22%
2	ABC	19%	NBC		20%
3	NBC	18%	ESPN		20%
4	HBO	14%	CBS		14%
5	CNN	13%	CNN		13%
6	CBS	13%	FOX		13%
7	HGTV(Home & Garden Network)	13%	HBO		13%
8	FOX	12%	HGTV(Home & Garden Network)		9%
9	FOOD (Food Network)	7%	PBS (Public Broadcasting Station)		9%
10	TNT	6%	FOOD (Food Network)		8%
11	DISC (Discovery Channel)	6%	HIST (History Channel)		6%
12	FOXN	6%	MSNBC		5%
13	USA	5%	SHW (Showtime)		5%
14	BRAVO	5%	DISC (Discovery Channel)		5%
15	HIST (History Channel)	5%	BBCA (BBC America)		4%
16	TLC (The Learning Channel)	4%	FOXN		4%
17	SHW (Showtime)	4%	TNT		4%
18	TBS	4%	LIFE (Lifetime)		3%
19	A & E (Arts & Entertainment Network)	3%	Travel Channel		3%
20	E! (E! Entertainment)	3%	TWC (The Weather Channel)		3%
Nassau/P.I.		% Informants	Grand Bahama		% Informants
1	ESPN	21%	ABC		20%
2	ABC	18%	NBC		18%
3	NBC	18%	HBO		17%
4	HBO	14%	ESPN		17%
5	CNN	14%	CBS		15%
6	FOX	13%	HGTV(Home & Garden Network)		14%
7	CBS	13%	CNN		12%
8	HGTV(Home & Garden Network)	13%	FOX		12%
9	FOOD (Food Network)	7%	DISC (Discovery Channel)		7%
10	TNT	7%	FOOD (Food Network)		7%
11	USA	6%	TNT		6%
12	DISC (Discovery Channel)	5%	FOXN		6%
13	BRAVO	5%	TLC (The Learning Channel)		5%
14	TLC (The Learning Channel)	5%	A & E (Arts & Entertainment Network)		5%
15	FOXN	5%	CBC (Canada)		4%
16	SHW (Showtime)	5%	USA		4%
17	HIST (History Channel)	5%	BRAVO		4%
18	TBS	4%	LIFE (Lifetime)		4%
19	E! (E! Entertainment)	3%	HIST (History Channel)		4%
20	A & E (Arts & Entertainment Network)	3%	TBS		4%

Source: Tour Operator and Media Exit Survey 2014. Percentages based on informants who watched TV.

- Approximately two in ten stopovers to Eleuthera indicated that ABC (22%), NBC (20%) and ESPN (20%) were their favorite television stations and roughly one in seven indicated that CBS (14%), CNN (13%), FOX (13%) and HBO (13%) were their favorites to watch.

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 roughly six in ten (56%) stopovers watched television during that time.

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

- Approximately two in ten (22%) 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, eight in ten (80%) used magazines and approximately three in ten (31%) used newspapers.

11. Use of Newspapers

TOP 20 FAVORITE NEWSPAPERS READ BY VISITORS ISLANDS OF THE BAHAMAS 2014

	Bahamas	% Informants	<i>ELEUTHERA</i>	% Informants
1	New York Times	26%	New York Times	47%
2	USA Today	26%	Wall Street Journal	29%
3	Wall Street Journal	17%	USA Today	27%
4	New York Post	11%	New York Post	8%
5	Daily News	8%	Washington Post	6%
6	Toronto Star	6%	Daily News	6%
7	Globe & Mail	5%	Sun Sentinel	6%
8	Washington Post	5%	New York Daily News	4%
9	New York Daily News	4%	Palm Beach Post	4%
10	Newsday	4%	Globe & Mail	3%
11	Times	4%	Guardian	3%
12	Boston Globe	3%	Tribune	3%
13	Post	2%	German Paper (FAZ)	3%
14	Miami Herald	2%	Atlanta Journal Constitution	2%
15	Chicago Tribune	2%	Times	2%
16	Atlanta Journal Constitution	2%	Sun/The Sun News	2%
17	Sun Sentinel	2%	Los Angeles Time (L.A. Times)	2%
18	Sun/The Sun News	1%	S.F. Chronicle	2%
19	Daily Mail	1%	Star Ledger	2%
20	Orlando Sentinel	1%	Toronto Star	2%
	Nassau/P.I.	% Informants	Grand Bahama	% Informants
1	New York Times	25%	USA Today	25%
2	USA Today	25%	New York Times	23%
3	Wall Street Journal	15%	Wall Street Journal	16%
4	New York Post	14%	Toronto Star	8%
5	Daily News	9%	Daily News	7%
6	Toronto Star	6%	Washington Post	7%
7	New York Daily News	5%	Globe & Mail	6%
8	Newsday	5%	New York Post	4%
9	Globe & Mail	5%	Boston Globe	4%
10	Times	4%	Sun/The Sun News	3%
11	Washington Post	4%	Times	2%
12	Post	3%	Chicago Tribune	2%
13	Boston Globe	3%	Atlanta Journal Constitution	2%
14	Chicago Tribune	2%	Miami Herald	2%
15	Miami Herald	2%	Richmond Times	2%
16	Sun Sentinel	1%	Sun Sentinel	2%
17	Atlanta Journal Constitution	1%	New York Daily News	1%
18	Sun/The Sun News	1%	Newsday	1%
19	Daily Mail	1%	Edmonton Journal	1%
20	Star Ledger	1%	Freeport News	1%

Source: Tour Operator and Media Exit Survey 2014. Percentages based on informants who read newspapers.

- Although only 22% of stopover visitors to Eleuthera used print media when planning their vacations, roughly six in ten (56%) stopovers read newspapers for their personal enjoyment and edification;
- Roughly half (47%) of the stopovers to Eleuthera who read newspapers read the New York Times and approximately three in ten read the Wall Street Journal (29%) or USA Today (27%). Roughly one in ten (8%) stopovers to Eleuthera read the New York Post and approximately one in every twenty read the Washington Post (6%), the Daily News or the Sun Sentinel (6%).

12. Use of Magazines

- Although only 22% of stopover visitors to Eleuthera used print media when planning their vacations approximately seven in ten (71%) stopovers read magazines for their enjoyment or personal edification.

TOP 20 FAVORITE MAGAZINES READ BY VISITORS ISLANDS OF THE BAHAMAS 2014

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

Source: Tour Operator and Media Exit Survey 2014, Research and Statistics Dept. Ministry of Tourism

Percentages based on informants who read magazines.

- Approximately two in ten stopovers to Eleuthera who read magazines read Food & Wine (22%), Conde Nast Travel (19%), People Magazine (19%), Better Homes & Gardens (18%), Bon Appetit (17%) and one in six (16%) read Architectural Digest.

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

TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS ELEUTHERA ISLANDS

	TOP 6 COMPLIMENTS		TOP 6 COMPLAINTS		
	2014	2013		2014	2013
General Positive	35%	39%	Litter (neg)	17%	11%
People	21%	26%	Prices (neg)	11%	19%
Beaches	11%	6%	People (neg)	11%	0%
Scenery/Sightseeing	6%	11%	Beaches (neg)	9%	11%
Will Return/Can't Wait to Come Back	5%	4%	Environment (neg)	9%	3%
Food	5%	2%	Food (neg.)	6%	5%
No. of Comments	107	144	No. of Comments	35	35

Source: Tour Operator and Media Exit Survey 2014, Research and Statistics Dept.

- Thirty-five complaints were received about Eleuthera from stopover visitors. Of these complaints, roughly two in every ten (17%) complaints were about litter i.e. trash and garbage;
- Approximately one in ten (11%) complaints received from stopovers to Eleuthera were about high prices;
- Approximately one in ten complaints received about Eleuthera from stopovers was about the poor attitude of the people (11%, i.e. unfriendly people) the beaches (9%, i.e., beaches were dirty), and the environment (9%, i.e. bug bites). Approximately one in twenty (6%) complaints were about the food i.e. food was expensive;
- Although some visitors complained about poor attitudes of the people and the dirty beaches, these two product features were among the highest rated among the majority of visitors to the island;
- Complaints about beaches and litter were often intertwined.

14. How Did Stopover Visitors Rate Their Product Experiences?

PRODUCT SATISFACTION RATINGS 2014

Rating Area	Much Better or Better				Not as Good or Worse			
	The Bah.	Nassau/ P.I.	Grand Bahama	Eleuthera	The Bah.	Nassau/ P.I.	Grand Bahama	Eleuthera
Attitude of People	66%	65%	67%	79%	6%	7%	8%	1%
Beaches	66%	64%	70%	73%	3%	3%	3%	5%
Climate	58%	59%	58%	65%	6%	6%	6%	3%
Food in Restaurants	48%	47%	49%	54%	9%	9%	12%	6%
Restaurant Service	48%	49%	44%	51%	10%	9%	14%	4%
Easy to Get to	45%	46%	47%	27%	5%	4%	6%	11%
Overall Value for Money	34%	34%	38%	24%	14%	15%	13%	17%
Hotel Rooms	38%	40%	33%	23%	10%	11%	19%	3%
Hotel Service	45%	49%	40%	22%	9%	10%	15%	6%
Food in Hotels	38%	41%	31%	21%	12%	12%	19%	6%
Value for Money in Hotels	29%	30%	32%	13%	15%	18%	12%	7%
Bahamas Overall	64%	63%	63%	66%	3%	3%	5%	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 2014

- The people and the beaches of Eleuthera received the highest ratings of all product experiences in Eleuthera. Approximately eight in ten (79%) stopovers thought that the attitudes of the people were much better or better than expected and roughly seven in ten (73%) thought that the beaches were much better or better than expected;
- Approximately two in three (65%) stopovers thought that the climate was much better or better than expected;
- Roughly half (54%) the stopover visitors thought that the food in restaurants in Eleuthera was much better or better than expected but roughly one in twenty (6%) thought that it was not as good as or worse than expected;
- Approximately half (51%) of stopover visitors to Eleuthera thought that the restaurant service was much better or better than expected but approximately one in twenty-five (4%) thought that it was not as good as or worse than expected;
- Approximately two in ten stopover visitors to Eleuthera thought that the food in the hotels (21%), hotel service (22%), and hotel rooms (23%) were much better or better than expected. Approximately one in twenty (6%) stopovers thought that the hotel food and the hotel service (6%) were not as good as or worse than expected;
- Eleuthera like many islands in The Bahamas did have issues with providing value for money to stopover visitors. Roughly two in every ten (17%) stopovers thought that the overall value for money in the island was not as good as or worse than they had expected and roughly one in ten (7%) thought that the hotel value for money in Eleuthera was not as good as or worse than expected;
- Two in every three (66%) stopover visitors to Eleuthera thought that the Bahamas overall was much better or better than they had expected it to be.

15. How Did Stopover Visitors to Eleuthera Get There?

- Roughly eight in ten (76%) 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?

- Stopover visitors to Mainland Eleuthera differed from Harbour Island when it came to the type of accommodation used while they stayed on the island. In mainland Eleuthera stopover visitors primarily stayed in either a hotel (24%) or an apt/villa (33%) but in Harbour Island the majority of visitors stayed in a hotel (87%) and only a small percentage stayed in an apt./villa (4%);
- Roughly one in ten stopovers that stayed in Mainland Eleuthera (12%) and Harbour Island (8%) stayed on a private boat/yacht;
- In Mainland Eleuthera one in ten stopovers stayed with friends or relatives (10%) or in their own property (9%) but in Harbour Island virtually no visitors stayed with friends/relatives or in their own property;
- In Eleuthera overall (including Mainland Eleuthera and Harbour Island) four in ten (42%) stopovers stayed in a hotel, 25% stayed in an apt/villa, 11% stayed on a private boat/yacht or 7% with friends/relatives and 6% stayed in their own property.

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

- On average, stopover visitors from Africa stayed the longest 23.5 nights;
- Stopovers from Australasia stayed an average of 16.6 nights;
- Stopovers from Canada stayed an average of 12.4 nights;
- Stopover visitors from Europe stayed an average 10.4 nights;
- Stopovers from Asia stayed an average of 9.3 nights;
- Stopovers from the Caribbean stayed an average of 8.8 nights;
- Stopover visitors from the United States stayed 8.7 nights;
- Stopover visitors from the Middle East stayed 7.2 nights;
- Stopovers from Latin America stayed an average of 6.2 nights;
- On average, stopover visitors to the Islands of Eleuthera as a whole stayed 9.0 nights but the average length of stay for stopovers to Mainland Eleuthera (10.1 nts.) differed from Harbour Island (6.1 nts.) primarily because the type of accommodation used differed.

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.

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 (2014)?

- In total, Eleuthera received 39,997 stopover visitors.

United States: 85% (33,921) of the stopover visitors came from the United States. Stopovers to Eleuthera from the United States primarily came from the states of Florida (27%), New York (11%), Texas (7%) and California (5%).

Canada: 4% (1,691) of the stopover visitors came from Canada. Stopovers to Eleuthera from Canada primarily came from the Canadian Provinces of Ontario (55% of them), Quebec (14%), British Columbia (6%) and Alberta (4%).

Europe: 8% (3,026) of the stopover visitors came from Europe. Stopovers to Eleuthera from Europe primarily came from the UK (35% of them), Italy (16%), France (13%), Germany (11%) and Switzerland (6%).

Latin America: 1% (404) of the stopover visitors came from Latin America. Stopover Visitors to Eleuthera from Latin America primarily came from Brazil (25%), Argentina (19%), Mexico (17%), Guatemala (10%), Venezuela (7%), and Colombia (5%).

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
2014

	Eleuthera	All Bah.
MAIN PURPOSE OF VISIT		
Vacation	73%	73%
Visiting Friends/Rel.	11%	5%
To Attend Wedding	4%	3%
Business Trip	4%	5%
Honeymoon	2%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	78%	66%
Climate	64%	57%
Rest and Relaxation	52%	43%
Friendly People	47%	27%
Safety of Islands	32%	20%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	92%	83%
Rest and Relax	79%	73%
Go Snorkeling	49%	34%
Shop	15%	30%
Go Deep Sea Fishing	14%	5%
Go Bonefishing	14%	4%
Go Diving	14%	8%
Go on Island Tour	13%	16%
LIKELY RETURN IN 1-5 YEARS	93%	88%
LIKELY RECOMMEND TO FRIENDS/REL	99%	95%
USED ONLINE SERVICE	75%	64%
USED TRAVEL AGENT	17%	31%
AGE*		
25 - 54 years old	50%	53%
55 years old or older	27%	23%
SEX*		
Male	50%	49%
Female	47%	48%
RACE		
White	95%	81%
Black	1%	6%
Hispanic	2%	5%
Mixed Race/Mixed Heritage	1%	3%
Asian/Pacific Islander	1%	3%
American Indian/Alaska Native	0%	0%
Other	1%	1%
EDUCATION		
College Graduate or Above	79%	67%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
2014**

	Eleuthera	All Bah.
ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	9%	9%
\$50,001 to \$75,000	6%	11%
\$75,001 or more	64%	57%
PREVIOUS VISITS		
First Time Visitor	25%	40%
Repeat Visitor	74%	59%
TRAVELLING PARTY SIZE		
One	22%	17%
Two	33%	44%
Three or more	42%	35%
HOUSEHOLD SIZE		
One	17%	11%
Two	55%	44%
Three-Four	27%	32%
COUNTRY OF ORIGIN		
USA	85%	78%
Canada	4%	10%
Europe	8%	6%
Other Countries	3%	7%
AVERAGE LENGTH OF STAY	9.0 nts.	6.7 nts.

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

*Source: Tour Operator & Media Exit Study 2014. Some rounding may have occurred

Information in this brochure is based on the Tour Operator & Media Exit Survey 2014 and the Immigration Card. If you have any questions about this report you may call the number below.



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