

**ELEUTHERA**  
**EXIT SURVEY REPORT**  
**2008**



**MINISTRY OF TOURISM**  
**RESEARCH AND STATISTICS DEPT.**

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## EXECUTIVE SUMMARY

- ✚ The main reason visitors to Eleuthera came to the island was for a vacation.
- ✚ The majority of the visitors (83%) to Eleuthera said that they were on a beach/pool/relax vacation.
- ✚ Visitors to Eleuthera were *influenced* to visit the island because of the beaches, the climate, the need for rest and relaxation, the friendly people, the perceived safety of the island, the fact that they had never been there before, the ease of getting to the island, the fact that a friend had recommended the island, the fact that they had friends on the island, the perception that Eleuthera was exotic, and the sporting activities available on the island.
- ✚ Before arriving in Eleuthera, most of the visitors intended to enjoy the beaches. Some of them wanted to rest and relax, go snorkeling, go shopping, go on an island tour, go bone-fishing, or go diving.
- ✚ A higher percentage of stopover visitors to Eleuthera wanted to enjoy bone-fishing or snorkeling than visitors to Nassau/Paradise Island and Grand Bahama.
- ✚ A higher percentage of stopover visitors to Nassau/P.I. and Grand Bahama wanted to go shopping and to the casinos than visitors to Eleuthera.
- ✚ Visitors to Eleuthera really liked the beaches, the people, and the ocean on the island chain. Many of the visitors thought that the people were friendly and helpful.
- ✚ Stopover visitors to Eleuthera liked that the island was relaxing. More than half of the stopover visitors also liked the weather and the safety that they felt while on the island. Some of them also liked the landscape/scenery.
- ✚ Some liked that the island appeared to be clean although some visitors did not agree. Some of the stopover visitors liked the architecture and some of them thought that Eleuthera was just as they had hoped it would be and liked that fact. Some of the visitors liked that Eleuthera was unusual and not like anywhere else. Some of them liked that there was plenty to do.

- ✦ Almost one-third (30%) of the visitors to Eleuthera did not dislike anything in particular. Some of the things that visitors to Eleuthera disliked were also disliked by visitors to the Bahamas as a whole.
- ✦ Some visitors (30% of them) disliked that Eleuthera was expensive/pricy. Although visitors to Eleuthera were not influenced to visit because of the shopping some of them did intend to enjoy some shopping while on island doing the things that made them come to the destination. Some visitors (13% of them) to Eleuthera disliked the fact that there were a limited variety of shops on the island and that the shops closed too early (10% of them).
- ✦ Some of the visitors thought that the service in Eleuthera was slow. 8% disliked the slow service on the island. Some of the visitors to Eleuthera thought that the island was not clean. 8% of them disliked that the island was not clean.
- ✦ 22% of the stopover visitors to Eleuthera thought that the overall value for money was much better or better than expected. 15% thought that it was not as good or much worse than expected.
- ✦ Visitors to Eleuthera complimented the island on the friendly people, the scenery, the beaches, the food, and the relaxation available on the island. Some of the visitors to the island complained about the roads/traffic (bad roads), litter, dirty beaches, and development.
- ✦ More than two-thirds (70%) of the stopover visitors to Eleuthera were repeat visitors. 30% of them were first time visitors. The only islands with a repeat visitor rate higher than Eleuthera was Bimini, Abaco and Andros. More than half of the stopover visitors to Eleuthera had visited the Bahamas 4 or more times before.
- ✦ Visitors to Eleuthera appeared to be loyal about returning and recommending the Bahamas. The majority of the stopover visitors to Eleuthera said that they would return to the Bahamas in 1-5 years and they did. The majority of them also said that they would recommend the Bahamas to friends and relatives and they did.

- ✚ Visitors to Eleuthera as a whole primarily came to the island by commercial airline or private plane and most of them stayed in a hotel, or in an apt/villa. Some of them stayed on a private boat, or with friends/relatives or on their own property.
- ✚ Harbour Island differed from Mainland Eleuthera when it came to where visitors stayed. 86% of the stopover visitors to Harbour Island, Eleuthera stayed in a hotel, and 4% stayed in an apt/villa.
- ✚ On Mainland Eleuthera, only 18% of the stopover visitors stayed in a hotel. The majority of the visitors stayed in an apt/villa (32% of them), 14% stayed with friends/relatives, 13% stayed in their own property, and 12% stayed in a private boat/yacht.
- ✚ The average length of stay of the stopover visitors to Eleuthera (mainland and Harbour Island) was 9.5 nights. The average length of stay for stopovers to Harbour Island Eleuthera was 6.6 nights and Mainland Eleuthera 10.8 nights.
- ✚ Only 15% of the stopover visitors to Eleuthera used a travel agent to make some of their travel plans.
- ✚ The peak months for visitors to visit Eleuthera were February, March, April, May, June, July and December.
- ✚ 79% of the stopover visitors to Eleuthera used the Internet when they were planning their vacations.
- ✚ 68% of the stopover visitors to Eleuthera indicated that they watched television.
  - The stopover visitors to Eleuthera who did watch television listed CNN, ESPN (a sports network), ABC, NBC, FOX, and HBO. They also watched channels on news, sports, food, home and garden, music and entertainment, travel, history, nature and learning.
- ✚ 27% of the stopovers to Eleuthera said that they used print media when they were planning their vacations. Of the 27% of the stopover visitors who used

print media to plan their vacations, the preferred print media that was used was magazines. 78% of the stopover visitors to Eleuthera used magazines when they were planning their vacations and 33% used newspapers.

- ✚ 61% of the stopover visitors to Eleuthera read magazines for their reading enjoyment or edification.
- ✚ Stopover visitors to Eleuthera who read magazines read magazines on travel like Travel and Leisure, Conde Nast Travel, Travel. They also read magazines on home design/living/gardening, etc. They read magazines on business, entertainment, nature, fashion, and simply life.
- ✚ 61% of the stopover visitors to Eleuthera read newspapers either printed or online.
- ✚ The most popular newspapers read by visitors to Eleuthera included: the New York Times, the Wall Street Journal, USA Today and the Washington Post.
- ✚ Most of the stopover visitors to Eleuthera tended to be over 25 (with a higher percentage of people over 55 than the Bahamas as a whole), and white. More than two-thirds (70%) of them were college educated, and more than half of them were male. More than one half of them (60%) had household incomes well over \$75,000. In fact, a large percentage of them had household incomes of \$100,000 or more. Many of the stopover visitors to Eleuthera were repeat visitors who travelled in groups of two or more. In fact Eleuthera received more visitors who travelled as a party of three or more than the Bahamas overall. Eleuthera also received a higher percentage of singles than the Bahamas overall. The majority of the visitors to Eleuthera were from the United States.
- ✚ The top States for Eleuthera included: Florida, New York, Texas, California, Massachusetts, Georgia and Connecticut.
- ✚ The top DMA's included: Miami-Ft. Lauderdale, New York, West Palm Beach-Ft. Pierce, Boston (Manchester), Tampa-St. Pete (Sarasota)



## **INTRODUCTION**

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

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

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

The caves of Eleuthera such as Preacher’s Cave and Hatchet Bay Cave are worth a visit. The Cave at Hatchet Bay has stalactites (on ceiling of cave) and stalagmites (on floor of cave).<sup>5</sup> Another enchantment is Pink Sands Beach in Harbour Island, Eleuthera which is known to be one of the most beautiful beaches in the world and is renowned for its pink sand. Surfer’s Beach is another enchantment and is great for surfing.<sup>6</sup> Another delight in Eleuthera is James

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

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

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

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

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

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



Cistern Beach which is also great for surfing and has a ship wreck really close to shore.<sup>7</sup> Lighthouse Beach is another charm of the island and is purported to be one of the best beaches on the island.<sup>8</sup> Ocean Hole which is a salt water blue hole located in Rock Sound, Eleuthera is another enchantment of the island.<sup>9</sup> It is an oasis of water with fish and turtles and is purported to have medicinal powers.<sup>10</sup> The Cow and the Bull rock formations located a mile away from Gregory Town is another attraction in Eleuthera. It got its name because the rocks look just like cows and bulls when you look at them a certain way.<sup>11</sup> Other attractions include Roundheads (a 17<sup>th</sup> century battery), the Loyalist Cottage, St John's Anglican Church (built in 1768), Chapel Street Cemetary (contains graves that are very old) and the Lone Tree all of which are located in Harbour Island.<sup>12</sup>

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

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

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

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

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

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

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

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

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

## METHODOLOGY

The Research Unit of the Ministry of Tourism conducts a survey of stopover visitors to The Bahamas to gather information about their characteristics.

The Exit Survey samples consist of stopover visitors to The Bahamas. Stopover Visitors consists of non-residents travelling in the islands to stay in land-based accommodations and/or pleasure crafts other than cruise ships for 24 hours or more. In 2008, Eleuthera received an estimated 36,027 stopover visitors compared to 40,780 in 2007, a decline of 11.7%. The majority of stopover visitors 87.2% (31,409) were from the U.S.A. The other stopovers to The Bahamas were: 3.1% (1,125) from Canada, 7.0% (2,533) from Europe, 0.3% (101) from the Caribbean, 0.5% (169) from Latin America and 1.9% (690) from Other Countries.

The information contained in this report was derived from several different Exit Surveys and the Immigration Card. The surveys used to compile this report include the Tour Operator and Media Exit Survey (344 surveys, Eleuthera), and the Visitor Satisfaction Survey (344 surveys, Eleuthera). All of these surveys used a two-staged Systematic Probability Sampling. With this method every kth element in the sampling frame was selected. Interviews of exiting stopover visitors were conducted on a year round basis at major airports and marinas throughout the country. The islands in the surveys included Nassau/Paradise Island, Grand Bahama, Eleuthera, Exuma, Abaco, Andros, Bimini, and San Salvador. Interviews during the sampling process were conducted in the mornings, afternoons and evenings.

### SAMPLING TOLERANCES FOR PERCENTAGES AT OR NEAR THESE LEVELS\* 2008

Place of Stay	Base	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
All Bahamas	5,279	± 0.8%	± 1.1%	± 1.2%	± 1.3%	± 1.4%
Nassau/P.I.	1,565	± 1.5%	± 2.0%	± 2.3%	± 2.4%	± 2.5%
Grand Bahama	2,160	± 1.3%	± 1.7%	± 1.9%	± 2.1%	± 2.1%
Eleuthera	344	± 3.2%	± 4.2%	± 4.8%	± 5.2%	± 5.3%

\* 95% Confidence level

Tour Operator and Media Exit Survey 2008

**SAMPLING TOLERANCES  
FOR PERCENTAGES AT OR NEAR THESE LEVELS\*  
2008**

<b>Place of Stay</b>	<b>Base</b>	<b>10% or 90%</b>	<b>20% or 80%</b>	<b>30% or 70%</b>	<b>40% or 60%</b>	<b>50%</b>
All Bahamas	5,680	± 0.8%	± 1.0%	± 1.2%	± 1.3%	± 1.3%
Nassau/P.I.	1,852	± 1.4%	± 1.8%	± 2.1%	± 2.2%	± 2.3%
Grand Bahama	2,184	± 1.3%	± 1.7%	± 1.9%	± 2.1%	± 2.1%
Eleuthera	344	± 3.2%	± 4.2%	± 4.8%	± 5.2%	± 5.3%

\* 95% Confidence level

Visitor Satisfaction Exit Survey 2008

**MAIN REASON FOR VISIT**

**MAIN REASON FOR THIS VISIT TO THE BAHAMAS  
STOPOVER VISITORS  
2008**

	Bahamas	Nassau/P.I	Grand Bahama	<i>Eleuthera</i>
<b>Vacation</b>	<b>70%</b>	<b>71%</b>	<b>68%</b>	<b>75%</b>
Visiting Friends/Rel.	4%	4%	4%	9%
Business Trip	7%	7%	9%	4%
Honeymoon	5%	6%	4%	3%
To Attend Wedding	2%	2%	4%	2%
To Get Married	1%	2%	0%	0%
Convention/Conf.	3%	3%	4%	0%
Casino Excursion	0%	1%	0%	0%
Other	2%	1%	2%	3%

No Response not listed in the table above. Source:Tour Media Exit Survey Report 2008.

- 75% of stopovers to Eleuthera were on vacation.
  - 83% of the stopover visitors to Eleuthera described their vacation as a beach/pool/relax vacation.
- 9% of the stopovers came to visit friends and relatives.
- 4% of the stopovers were on a Business trip
- 3% of them were on a honeymoon.

## WHAT INFLUENCED THEIR DECISION TO VISIT?

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

2008

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Eleuthera</i>
Beaches	60%	60%	60%	77%
Climate	51%	51%	50%	61%
Rest and Relaxation	43%	43%	43%	48%
Friendly People	26%	24%	24%	42%
Safety of Islands	15%	14%	14%	27%
Never Been Here Before	21%	21%	23%	20%
Easy to Get to	21%	21%	21%	18%
Friend recommended Bah.	11%	11%	10%	18%
Had Friends in Bah.	8%	7%	8%	18%
Exotic Islands	13%	12%	11%	12%
Sports	11%	6%	12%	11%
Other	11%	9%	13%	8%
Best Value for Money	8%	7%	14%	6%
Hotel Facilities	28%	34%	15%	6%
Bahamas Website	4%	4%	3%	6%
Heard a lot about Bahamas	9%	11%	8%	6%
Shopping	6%	7%	6%	2%
Nightlife	4%	5%	4%	2%
Saw Ad in Magazine	1%	1%	1%	1%
Good Package Deals	11%	13%	13%	1%
Saw Ad on TV	2%	2%	1%	0%
Travel Agent/Tour Operator	4%	5%	3%	0%
Casinos	12%	16%	8%	0%
No Response	5%	5%	6%	4%

Source: Tour Operator and Media Exit Survey 2008

- 77% of the visitors to Eleuthera were *influenced* to visit because of the beaches, and the climate (61%). Some of them (48%) were influenced by the need for rest and relaxation and the friendly people (42%) there. Some were influenced to visit because they felt that the island was safe (27%). Some were influenced by the ease of getting to the island (18%), the fact that a friend had recommended the island (18%), their friends on the island (18%), the perception that Eleuthera was exotic (12%), and sporting activities (11%).

**WHAT ACTIVITIES DID THEY INTEND TO DO WHILE IN  
ELEUTHERA?**

**ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
Enjoy Beaches	83%	84%	84%	88%
Rest and Relax	74%	75%	75%	76%
Go Snorkeling	32%	27%	34%	50%
Shop	37%	41%	45%	23%
Go on Island Tour	16%	15%	19%	16%
Go Bonefishing	5%	2%	3%	12%
Go Diving	10%	7%	10%	10%
Go Deep Sea Fishing	6%	4%	7%	7%
Other Activities	8%	8%	10%	6%
Go Birdwatching	3%	2%	3%	4%
Go Sailing	7%	5%	7%	3%
Go Golfing	5%	4%	8%	2%
Go to Casinos	28%	36%	25%	0%
No Response	5%	5%	5%	4%

Source: Tour Operator and Media Exit Survey 2008

- Before arriving in Eleuthera, most of the visitors intended to enjoy the beaches (88% of them). Some of them wanted to rest and relax (76%), go snorkeling (50%), go shopping (23%), go on an island tour (16%), go bonefishing (12%), go diving (10%), and go deep sea fishing (7%).
- *Visitors to Eleuthera differed from the rest of the Bahamas on the following:*
  - A higher percentage of visitors to Eleuthera wanted to go snorkeling and go bonefishing than visitors to Nassau/Paradise Island and Grand Bahama.
  - A higher percentage of visitors to Nassau/Paradise Island and Grand Bahama wanted to go shopping and to the casinos than visitors to Eleuthera.

## WHAT DID THEY LIKE ABOUT THE BAHAMAS?

### WHAT PEOPLE SAID THAT THEY LIKED STOPOVER VISITORS 2008

	Eleuthera	Abaco	Andros	Bimini	Exuma	Nassau/P.I	GBI	All Bah.
Beaches	93%	77%	53%	76%	90%	79%	81%	81%
Friendly people	86%	68%	84%	72%	82%	74%	74%	76%
Ocean	83%	72%	81%	85%	87%	76%	73%	77%
Relaxing	72%	60%	59%	61%	74%	64%	67%	66%
Weather	66%	49%	43%	44%	60%	59%	57%	57%
Felt safe	60%	45%	48%	43%	46%	33%	43%	41%
Helpful people	56%	42%	50%	44%	51%	45%	47%	47%
Landscape/Scenery	50%	42%	35%	33%	39%	38%	30%	36%
Clean	26%	34%	18%	10%	25%	26%	35%	29%
Architecture	24%	16%	3%	4%	6%	15%	8%	11%
Just as I hoped	24%	22%	20%	14%	17%	15%	15%	16%
Unusual-not like anywhere else	23%	15%	15%	21%	10%	7%	6%	9%
Plenty to do	14%	20%	16%	13%	8%	27%	19%	20%
Value for money	7%	12%	11%	7%	5%	9%	15%	11%
Variety of shops	7%	5%	0%	3%	1%	9%	12%	8%
Cheap to shop/Good deals	2%	2%	1%	1%	1%	6%	8%	6%
Other	5%	3%	11%	8%	5%	4%	4%	5%
Didn't like anything in particular	0%	1%	0%	0%	0%	0%	0%	0%

Source: Visitor Satisfaction Exit Survey 2008

- Visitors to Eleuthera seemed to like a number of things about the island. They especially seemed to like the beaches, the people and the ocean there.
- Most of them (93%) liked the beaches. 86% liked the friendly people, 56% liked that the people were helpful. 83% said that they liked the ocean.
- 72% liked the relaxing they were able to do. Two-thirds (66%) of them liked the weather and the safety that they felt while on the island (60% of them). Some of them (50%) liked the landscape/scenery.
- Some liked that the island appeared to be clean but some visitors did not agree that the island was clean. Some of the stopover visitors liked the architecture and some of them thought that Eleuthera was just as they had hoped it would be and liked that fact. Some of the visitors liked that Eleuthera was unusual and not like anywhere else.



## WHAT DID THEY DISLIKE ABOUT THE BAHAMAS?

### WHAT PEOPLE SAID THAT THEY DISLIKED STOPOVER VISITORS 2008

	Eleuthera	Abaco	Andros	Bimini	Exuma	Nassau/P.I	GBI	All Bah.
Expensive/Pricey	30%	26%	13%	8%	21%	39%	22%	28%
Limited variety of shops	13%	9%	12%	15%	27%	8%	16%	14%
Shops closed early	10%	15%	5%	10%	8%	13%	19%	14%
Slow service	8%	9%	7%	25%	15%	15%	18%	15%
Not clean	8%	4%	10%	25%	9%	9%	6%	8%
Felt ripped off	2%	3%	3%	1%	2%	9%	6%	6%
Weather	2%	4%	5%	3%	4%	4%	5%	4%
Boring, not enough to do	2%	2%	3%	1%	7%	2%	5%	4%
Didn't feel safe	1%	0%	0%	1%	1%	3%	2%	2%
Landscape/Scenery	1%	1%	0%	4%	3%	2%	3%	2%
Salespeople were pushy	1%	1%	1%	3%	1%	9%	15%	9%
Architecture	1%	1%	4%	7%	3%	1%	2%	2%
Ocean	1%	1%	1%	3%	1%	1%	1%	1%
Beaches	0%	1%	3%	3%	2%	2%	2%	2%
Felt hassled	0%	0%	2%	0%	0%	7%	8%	5%
Wasn't anything special	0%	1%	0%	1%	2%	1%	3%	2%
Unfriendly people	0%	1%	0%	0%	1%	4%	4%	3%
Unhelpful/rude people	0%	1%	0%	0%	0%	5%	5%	4%
Not what I expected	0%	0%	0%	0%	1%	1%	3%	2%
Other	8%	4%	11%	18%	9%	10%	11%	10%
Didn't dislike anything in particular	30%	29%	37%	28%	29%	22%	22%	24%

Source: Visitor Satisfaction Exit Survey 2008

- Visitors to Eleuthera did have some things that they disliked. Some of the things that visitors to Eleuthera disliked were also disliked by visitors to the Bahamas as a whole.
- 30% of the stopover visitors to the island said that they did not dislike anything in particular.
- *The things that visitors to Eleuthera disliked included things like:*
  - It was expensive/pricey (30% of them said this, 28% All Bah.)
  - Limited variety of shops (13% of them said this, 14% All Bah.)
  - Shops closed too early (10% of them said this, 14% All Bah.)
  - Slow service (8% of them said this, 15% All Bah.)
  - Not clean (8% of them said this)

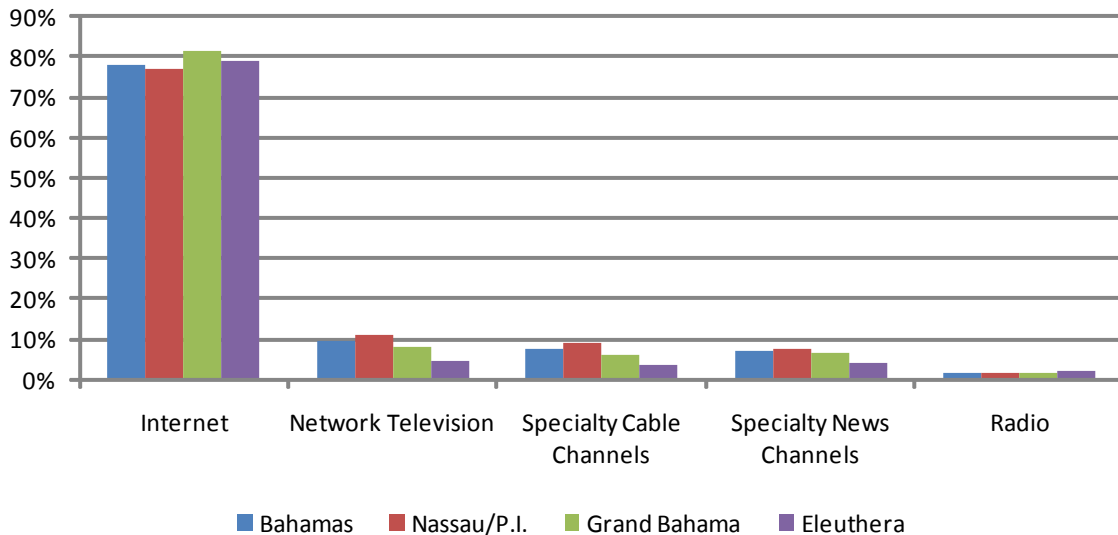
## MEDIA HABITS

### WHAT WERE THE MEDIA HABITS OF VISITORS TO ELEUTHERA?

**ELECTRONIC MEDIA MOST FREQUENTLY USED  
WHEN PLANNING YOUR VACATION  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
Internet	78%	77%	82%	79%
Network Television	9%	11%	8%	5%
Specialty Cable Channels	8%	9%	6%	4%
Specialty News Channels	7%	8%	7%	4%
Radio	2%	2%	1%	2%

\*Source: Tour Operator and Media Exit Survey 2008, No Response not listed in above table



- 79% of the stopover visitors to Eleuthera used the Internet when they were planning their vacations.

## DO VISITORS TO ELEUTHERA WATCH TELEVISION?

### DO YOU WATCH TELEVISION ISLANDS OF THE BAHAMAS 2008

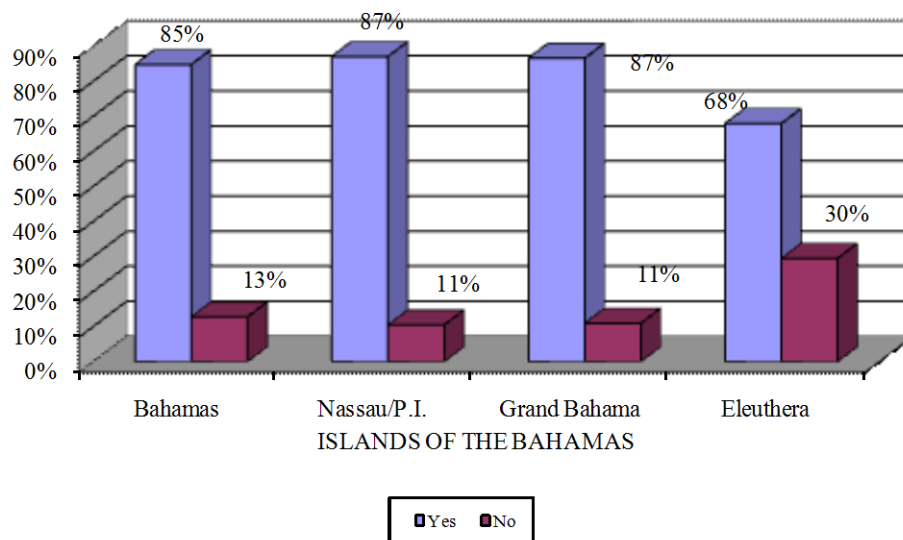
	Bahamas	Nassau/P.I.	Grand Bahama	Eleuthera
Yes	85%	87%	87%	68%
No	13%	11%	11%	30%
No Response	2%	2%	2%	3%
Total	100%	100%	100%	100%

Visitors to the Out Islands in general watch less television than those to Nassau/P.I. and Grand Bahama.

75% of the stopover visitors to the Out Islands indicated that they watched television.

Source: Tour Operator and Media Exit Survey 2008

### DO YOU WATCH TELEVISION ISLANDS OF THE BAHAMAS



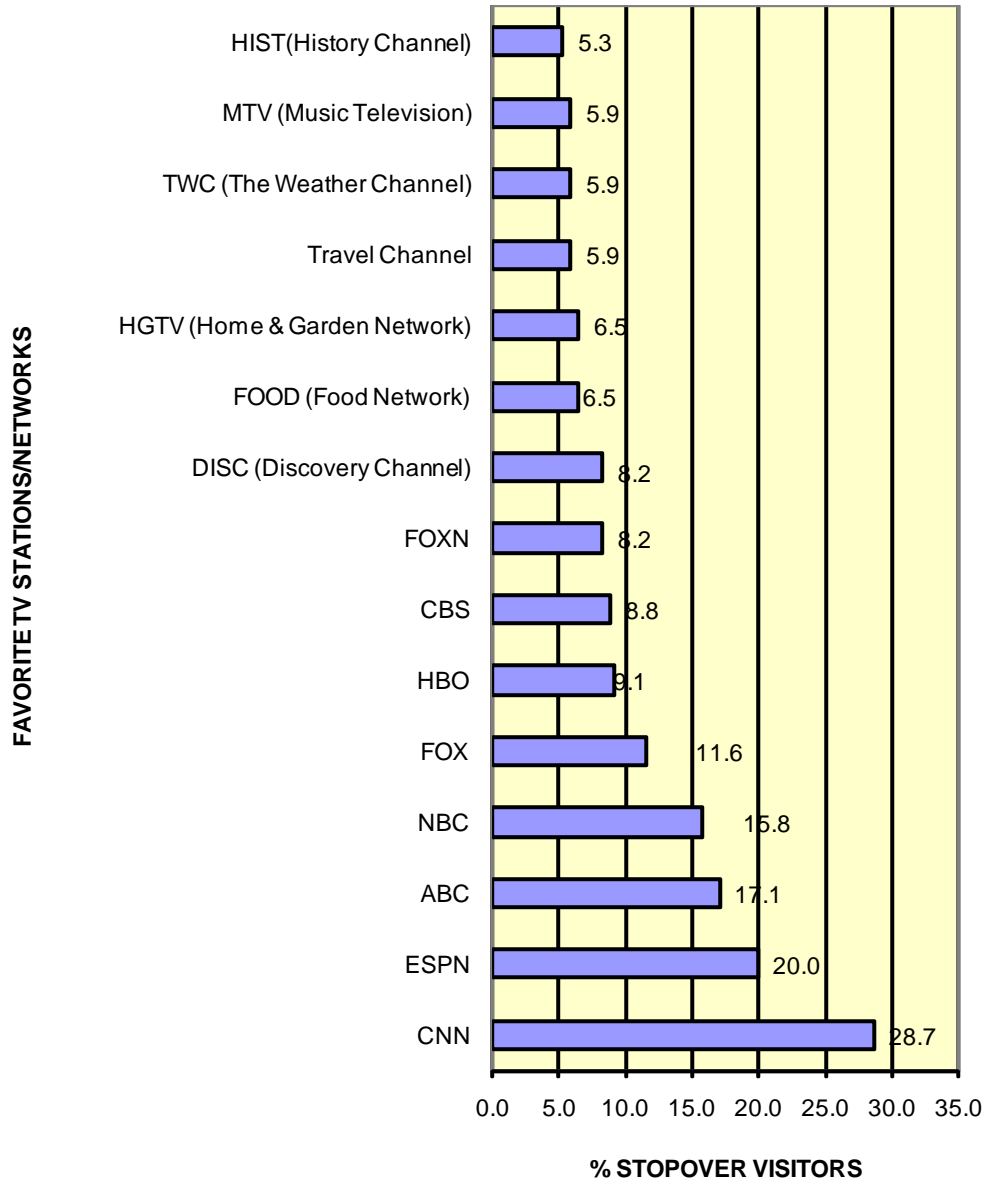
- Visitors to Eleuthera appeared to be less inclined to watch television than visitors to Nassau/Paradise Island and Grand Bahama.
- 68% of the stopover visitors to Eleuthera indicated that they watched television.

**TOP 30 FAVORITE TELEVISION NETWORKS/STATIONS/CHANNELS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
1	CNN	CNN	CNN	CNN
2	NBC	ESPN	NBC	ESPN
3	ESPN	NBC	ABC	ABC
4	ABC	ABC	ESPN	NBC
5	FOX	FOX	FOX	FOX
6	CBS	CBS	CBS	HBO
7	HBO	HBO	DISC (Discovery Channel)	CBS
8	DISC (Discovery Channel)	DISC (Discovery Channel)	HBO	FOXN
9	HGTV (Home & Garden Network)	HGTV (Home & Garden Network)	HGTV (Home & Garden Network)	DISC (Discovery Channel)
10	FOOD (Food Network)	FOOD (Food Network)	FOXN	FOOD (Food Network)
11	FOXN	FOXN	MTV (Music Television)	HGTV (Home & Garden Network)
12	MTV (Music Television)	TNT	FOOD (Food Network)	Travel Channel
13	TNT	MTV (Music Television)	TNT	TWC (The Weather Channel)
14	MSNBC	USA	HIST(History Channel)	MTV (Music Television)
15	USA	MSNBC	Other Local Channels	HIST(History Channel)
16	TBS	TBS	Travel Channel	Other Specialty Cable Channels
17	Travel Channel	LIFE (Lifetime)	USA	MSNBC
18	Other Local Channels	Other Local Channels	TLC (The Learning Channel)	<b>TLC (The Learning Channel)</b>
19	LIFE (Lifetime)	Travel Channel	LIFE (Lifetime)	<b>Other Movie Networks</b>
20	HIST(History Channel)	E! (E! Entertainment)	NGEO (National Geographic Channel)	TNT

- CNN was a popular station for stopover visitors to Eleuthera and most of the other islands of the Bahamas.
- ESPN (a sports network), ABC, NBC, FOX, and HBO were some of the favorite television stations watched by visitors to Eleuthera
- Visitors to Eleuthera watched channels on news, sports, food, home and garden, music and entertainment travel, history, nature and learning.

# FAVORITE TELEVISION NETWORKS/STATIONS ELEUTHERA



## **DID THEY USE PRINT MEDIA TO PLAN THEIR VACATIONS?**

**DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION?**

**ISLANDS OF THE BAHAMAS**

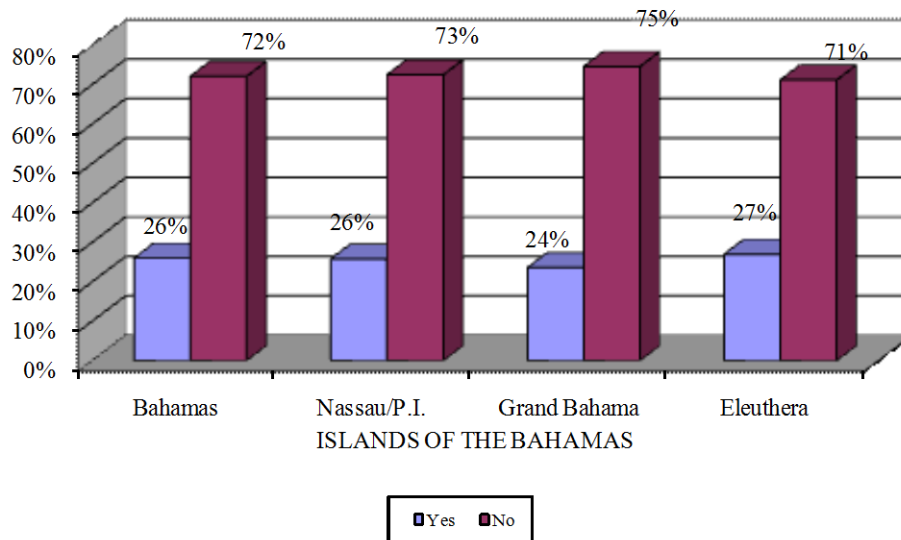
**2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
Yes	26%	26%	24%	27%
No	72%	73%	75%	71%
No Response	2%	2%	2%	2%
Total	100%	100%	100%	100%

Source: Tour Operator and Media Exit Survey 2008

**DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION?**

**ISLANDS OF THE BAHAMAS**



- 27% of them said that they used print media when they were planning their vacations.

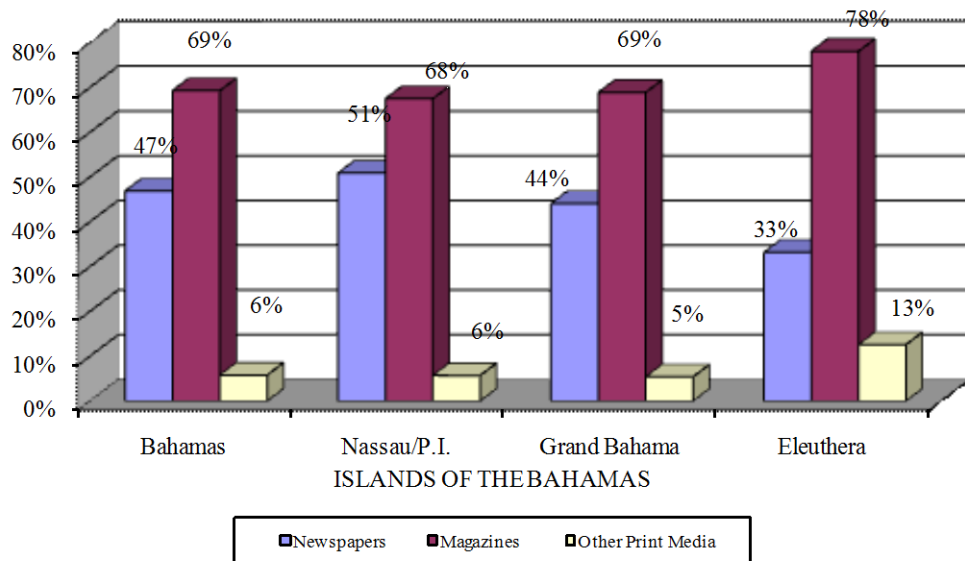
**PRINT MEDIA USED WHEN PLANNING YOUR VACATION  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
<b>Newspapers</b>	47%	51%	44%	33%
<b>Magazines</b>	69%	68%	69%	78%
<b>Other Print Media</b>	6%	6%	5%	13%

Stopover visitors to the Bahamas were more likely to use magazines when planning their vacations than newspapers.

No Response has been factored out of the responses. Source: Tour Operator and Media Exit Survey 2008

**PRINT MEDIA USED WHEN PLANNING YOUR VACATION**



- The stopover visitors who used print media to plan their vacations tended to use magazines.
- 78% of the stopover visitors to Eleuthera used magazines when they were planning their vacations.



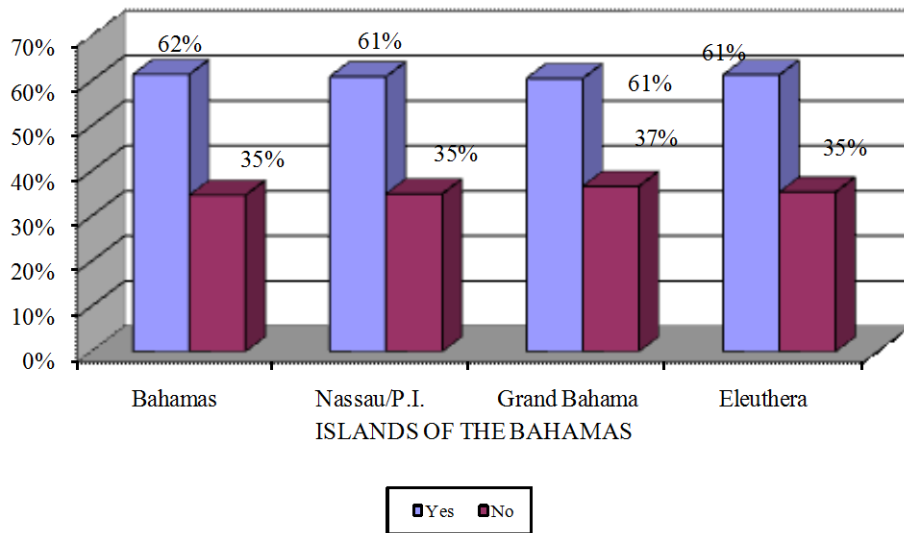
## DO THEY READ MAGAZINES?

### DO YOU READ MAGAZINES ISLANDS OF THE BAHAMAS 2008

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
Yes	62%	61%	61%	61%
No	35%	35%	37%	35%
No Response	4%	4%	3%	3%
Total	100%	100%	100%	100%

Source: Tour Operator and Media Exit Survey 2008

### DO YOU READ MAGAZINES ISLANDS OF THE BAHAMAS



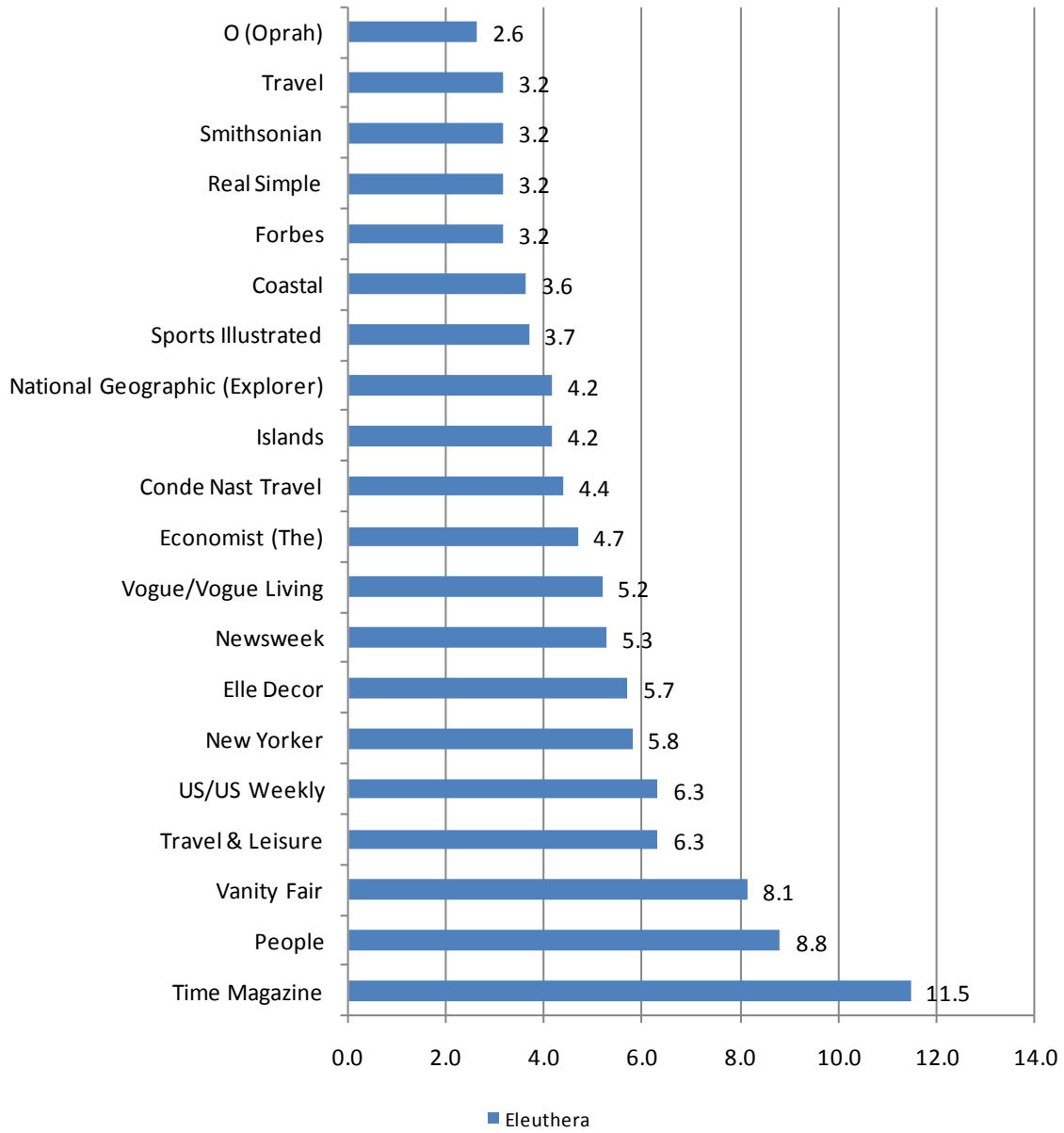
- 61% of the stopover visitors to Eleuthera read magazines for their reading enjoyment or edification.

**TOP 20 FAVORITE MAGAZINES READ BY VISITORS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Eleuthera</b>
1	People	People	People	Time Magazine
2	Time Magazine	Cosmopolitan (Cosmo)	Time Magazine	People
3	Cosmopolitan (Cosmo)	Time Magazine	Cosmopolitan (Cosmo)	Vanity Fair
4	US/US Weekly	US/US Weekly	US/US Weekly	Travel & Leisure
5	Newsweek	Glamour	Newsweek	US/US Weekly
6	Sports Illustrated	Sports Illustrated	O (Oprah)	New Yorker
7	Glamour	Newsweek	Sports Illustrated	Elle Decor
8	O (Oprah)	Men's Health	National Geographic (Explorer)	Newsweek
9	Vogue/Vogue Living	In Style	Glamour	Vogue/Vogue Living
10	National Geographic (Explorer)	O (Oprah)	Good Housekeeping	Economist (The)
11	Men's Health	Good Housekeeping	Vogue/Vogue Living	Conde Nast Travel
12	In Style	Vogue/Vogue Living	Better Homes & Gardens (BHG)	Islands
13	Vanity Fair	Vanity Fair	Southern Living	National Geographic (Explorer)
14	Economist (The)	Better Homes & Gardens (BHG)	Ebony	Sports Illustrated
15	Good Housekeeping	GQ	Men's Health	Coastal
16	Better Homes & Gardens (BHG)	National Geographic (Explorer)	In Style	Forbes
17	New Yorker	Essence	Essence	Real Simple
18	GQ	Fitness	Reader's Digest	Smithsonian
19	Fitness	Economist (The)	Conde Nast Travel	Travel
20	Essence	OK! Magazine	Fitness	O (Oprah)

- Stopover visitors to Eleuthera who read magazines read magazines on travel like Travel and Leisure, Conde Nast Travel, Travel. They read magazines on home design/living/gardening, etc like Coastal. They read magazines on business, entertainment, nature, fashion, and simply life.

## Eleuthera (%)

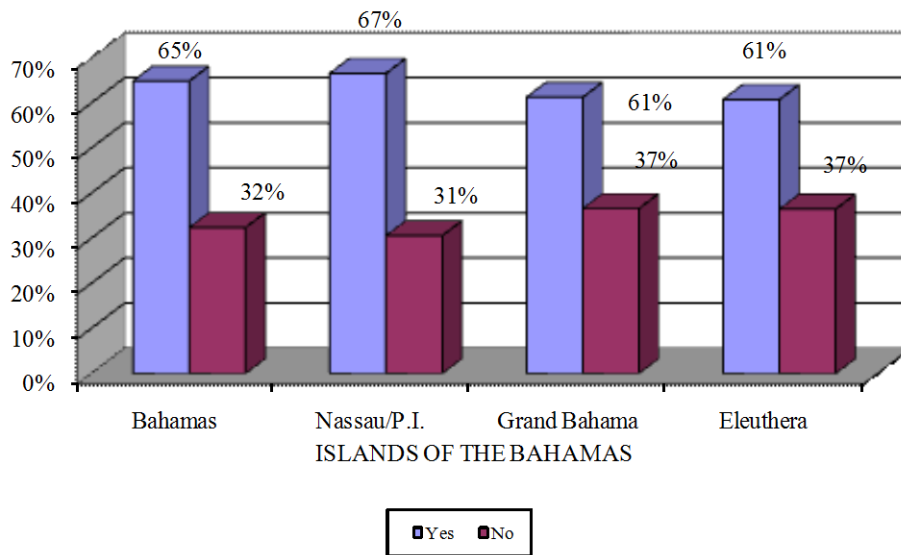


## DO THEY READ NEWSPAPERS?

### DO YOU READ NEWSPAPERS ISLANDS OF THE BAHAMAS 2008

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Eleuthera</i>
Yes	65%	67%	61%	61%
No	32%	31%	37%	37%
No Response	3%	3%	2%	3%
Total	100%	100%	100%	100%

### DO YOU READ NEWSPAPERS ISLANDS OF THE BAHAMAS

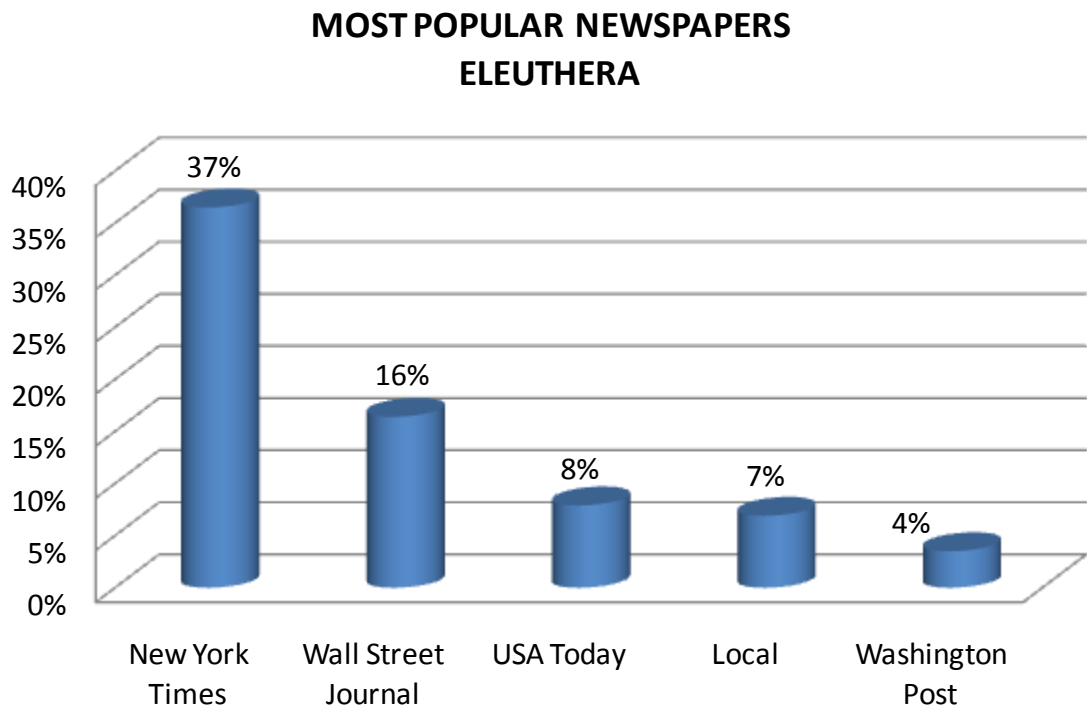


- 61% of the stopover visitors to Andros read newspapers either printed or online. This percentage was higher than the national average for Americans in general.

In the United States printed newspaper readership has been declining for years. Americans have found other ways to obtain the news that they want. Many of them get the news they need through television stations like CNN, FOXN, MSNBC, etc., or through the Internet via online newspapers & news

(for example the Associated Press, CNN News online, Reuters News, etc.) and web portals like Yahoo and MSN.

**WHAT WERE THE MOST POPULAR NEWSPAPERS READ BY VISITORS TO ELEUTHERA?**



- The most popular newspapers read by visitors to Eleuthera included: the New York Times, the Wall Street Journal, USA Today and the Washington Post.

## DID VISITORS TO THE ISLAND HAVE E-MAIL ADDRESSES?

### DO YOU HAVE E-MAIL ADDRESS?

#### ISLANDS OF THE BAHAMAS

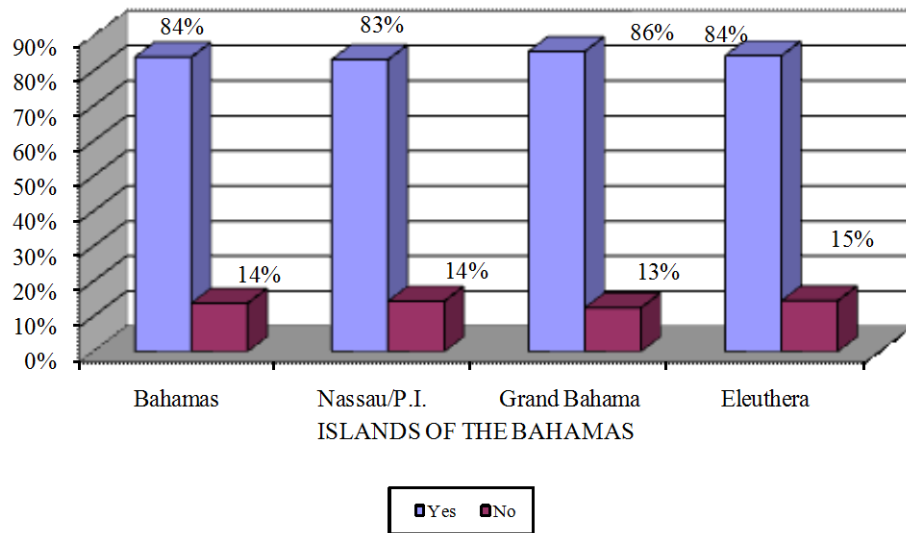
2008

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
Yes	84%	83%	86%	84%
No	14%	14%	13%	15%
No Response	2%	2%	2%	1%
Total	100%	100%	100%	100%

Source: Tour Operator and Media Exit Survey 2008

### DO YOU HAVE E-MAIL?

#### ISLANDS OF THE BAHAMAS



84% of the stopover visitors to Andros said that they had an e-mail address.

## DID VISITORS TO THE ISLAND SURF THE INTERNET?

### DO YOU SURF THE INTERNET?

#### ISLANDS OF THE BAHAMAS

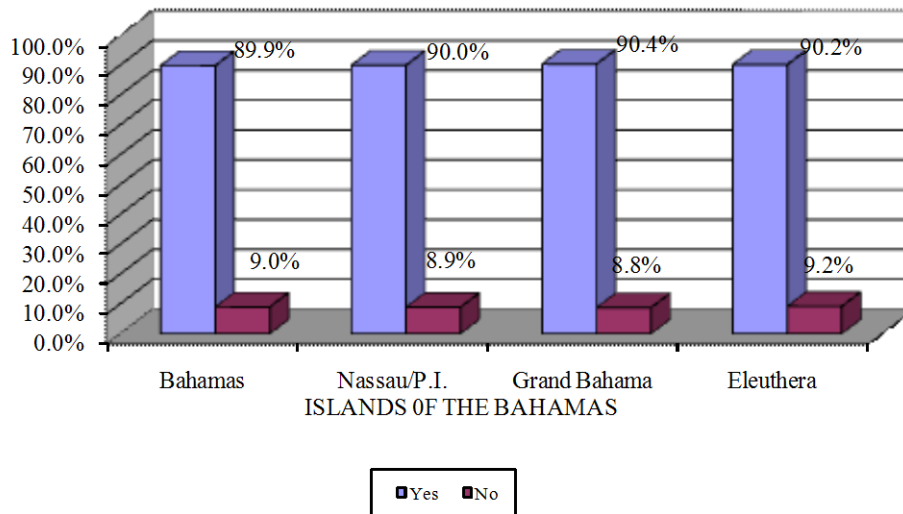
2008

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
<b>Yes</b>	89.9%	90.0%	90.4%	90.2%
<b>No</b>	9.0%	8.9%	8.8%	9.2%
<b>No Response</b>	1.1%	1.1%	0.8%	0.6%
<b>Total</b>	100.0%	100.0%	100.0%	100.0%

Source: Tour Operator and Media Exit Survey 2008

### DO YOU SURF THE INTERNET?

#### ISLANDS OF THE BAHAMAS



- 90% of the stopover visitors to Eleuthera said that they “surfed” the Internet.

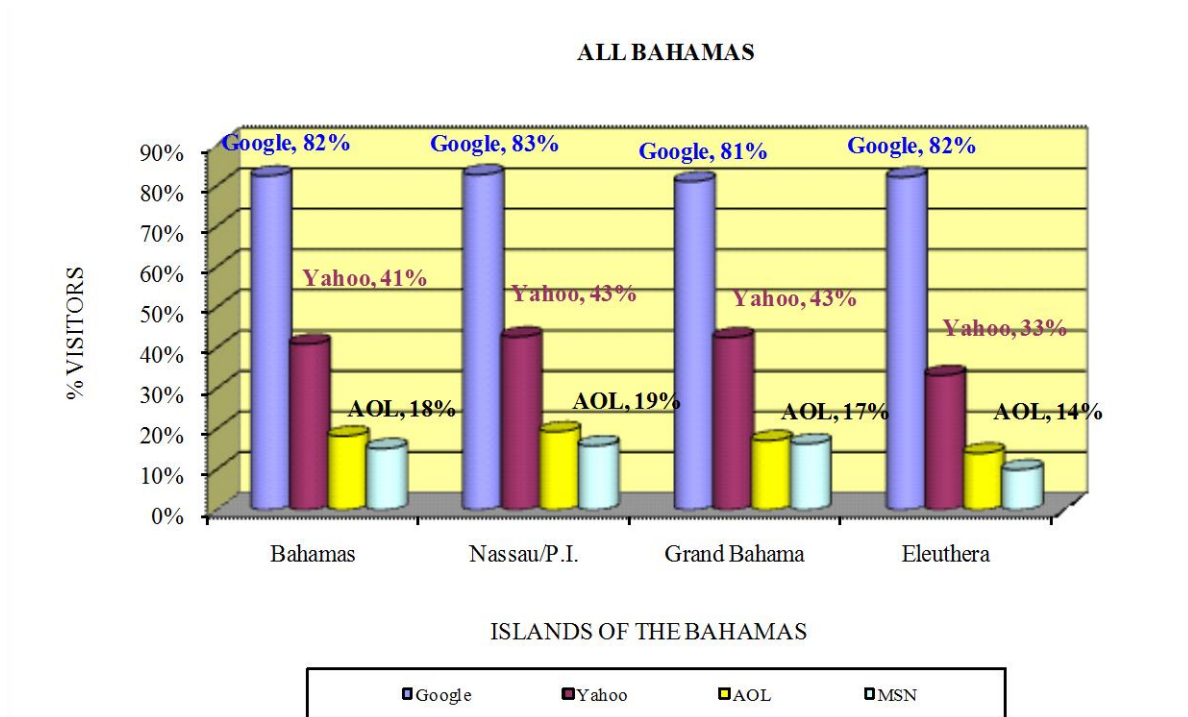


**WHAT SEARCH ENGINES AND/OR CONTENT PROVIDERS DID THEY USE WHEN THEY SURFED THE INTERNET?**

**INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS  
ISLANDS OF THE BAHAMAS  
2008**

		<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
1	<b>Google</b>	82%	83%	81%	82%
2	<b>Yahoo</b>	41%	43%	43%	33%
3	<b>AOL</b>	18%	19%	17%	14%
4	<b>MSN</b>	15%	16%	16%	10%

Source: Tour Operator and Media Exit Survey 2008



- The most popular Internet search engines &/Or Content provider for visitors to Eleuthera was Google. 82% of the stopover visitors to Eleuthera used Google.
- Yahoo was the next most popular search engines &/Or Content provider for visitors to Eleuthera.

## BOOKING HABITS

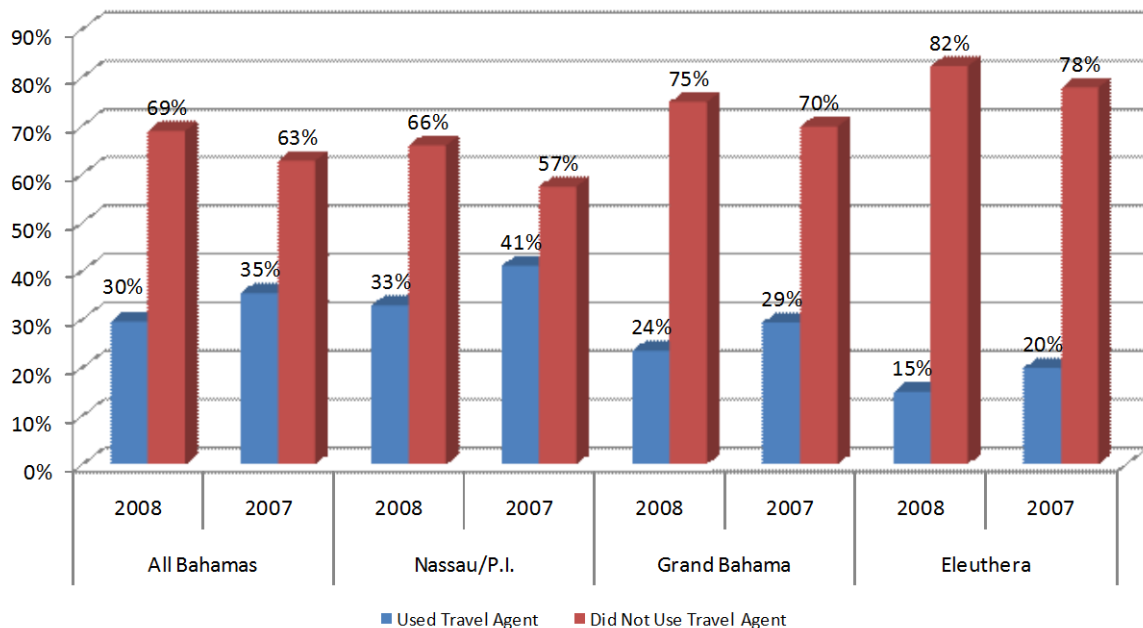
### DID VISITORS TO ELEUTHERA USE A TRAVEL AGENT?

#### ISLANDS OF THE BAHAMAS USE OF TRAVEL AGENT 2008

	All Bahamas		Nassau/P.I.		Grand Bahama		<i>Eleuthera</i>	
	2008	2007	2008	2007	2008	2007	2008	2007
Used Travel Agent	30%	35%	33%	41%	24%	29%	15%	20%
Did Not Use Travel Agent	69%	63%	66%	57%	75%	70%	82%	78%

Source: Tour Operator and Media Exit Survey 2008 & Exit Survey 2007

#### USE OF TRAVEL AGENT 2008



- The use of travel agents has been declining rapidly over the years. The Internet has revolutionized the Travel Industry by making it so easy for people to search out their vacation experiences and then book them online.
- In 2008 only 15% of the stopover visitors to Eleuthera said that they had used a travel agent to book their reservations.

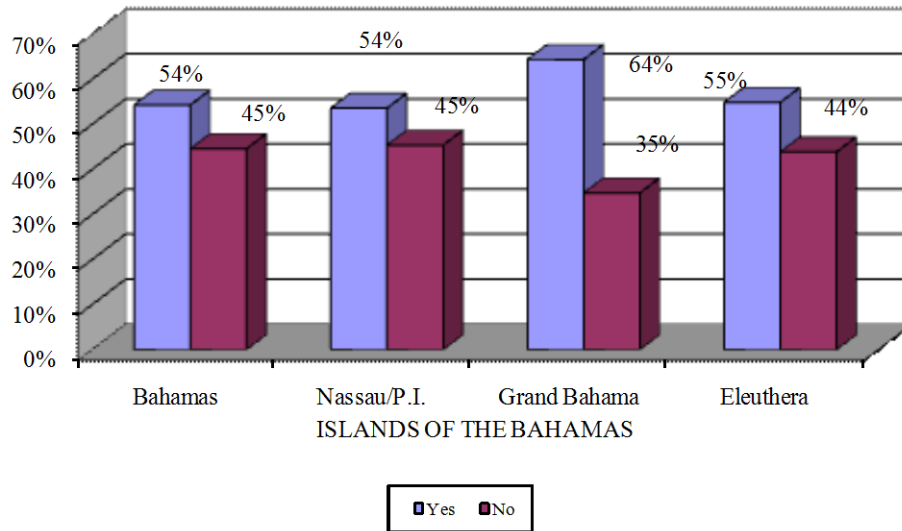
**DID VISITORS TO ELEUTHERA USE AN ONLINE SERVICE TO BOOK THEIR RESERVATIONS?**

**DID YOU USE AN ONLINE SERVICE TO BOOK ANY OF YOUR RESERVATIONS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b><i>Eleuthera</i></b>
Yes	54%	54%	64%	55%
No	45%	45%	35%	44%
No Response	1%	1%	1%	1%
Total	100%	100%	100%	100%

Source: Tour Operator and Media Exit Survey 2008

**DID YOU USE AN ONLINE SERVICE TO BOOK ANY OF YOUR RESERVATIONS  
ISLANDS OF THE BAHAMAS**



- 55% of the stopover visitors to Eleuthera used an online service to book their travel reservations to the Bahamas.
- Because many of the visitors to Eleuthera were repeat visitors (70%), many of them already knew what was available on the island before they got there and were also able to book their travel plans directly.

**TOP 35 TOUR OPERATORS/TRAVEL AGENTS/ONLINE SERVICES USED BY VISITORS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Abaco</b>	<b>Andros</b>	<b>Bimini</b>	<b>Total Eleuthera</b>
1	ORBITZ.COM	EXPEDIA.COM	CONTINENTAL.COM	CONTINENTAL.COM
2	EXPEDIA.COM	CONTINENTAL.COM	EXPEDIA.COM	ORBITZ.COM
3	CONTINENTAL.COM	ORBITZ.COM	TRAVELOCITY.COM	EXPEDIA.COM
4	TRAVELOCITY.COM	TRAVELOCITY.COM	ORBITZ.COM	TRAVELOCITY.COM
5	AA.COM	USAIRWAYS VACATIONS.COM	USAIRWAYS VACATIONS.COM	DELTA.COM
6	BAHAMAS AIR.COM	JETBLUE.COM	RCI TRAVEL	AMERICAN EXPRESS TRAVEL
7	CHEAPTICKETS.COM	AMERICAN EXPRESS TRAVEL	CHEAPTICKETS.COM	CHEAPTICKETS.COM
8	AMERICAN EXPRESS TRAVEL	CHEAPTICKETS.COM	AA.COM	JETBLUE.COM
9	AAA TRAVEL	DELTA.COM	SPIRITAIR.COM	BAHAMAS.COM
10	CARLSONWAGONLIT.COM	AIRCANADA.COM	AIRCANADA.COM	CARLSONWAGONLIT.COM
11	BAHAMAS.COM	BA.COM	JETBLUE.COM	BA.COM
12	LIBERTY TRAVEL	AAA TRAVEL	DELTA.COM	AA.COM
13	USAIRWAYS VACATIONS.COM	BAHAMAS AIR.COM	AMERICAN EXPRESS TRAVEL	AAA TRAVEL
14	DELTA.COM	CARLSONWAGONLIT.COM	BAHAMAS.COM	USAIRWAYS VACATIONS.COM
15	RCI TRAVEL	AA.COM	CARLSONWAGONLIT.COM	BAHAMAS AIR.COM
16	NWA.COM	BAHAMAS.COM	AAA TRAVEL	BAHAMAS VACATIONS.COM
17	BA.COM	SPIRITAIR.COM	BAHAMAS AIR.COM	LIBERTY TRAVEL
18	AIRCANADA.COM	GARBER TRAVEL	BA.COM	NWA.COM
19	FIRSTCHOICE.CO.UK	UNITED.COM	LIBERTY TRAVEL	VIRGIN-ATLANTIC.COM
20	SPIRITAIR.COM	FIRSTCHOICE.CO.UK	YAHOO.COM	AIRCANADA.COM
21	JETBLUE.COM	THOMAS COOK	STA TRAVEL	VIP TRAVEL
22	UNIGLOBE TRAVEL	VIP TRAVEL	THOMAS COOK	THOMAS COOK
23	YAHOO.COM	UNIGLOBE TRAVEL	AOL.COM	UNITED.COM
24	THOMAS COOK	DISCOVERY CRUISE LINE	TRAVEL IMPRESSIONS	LINDEN TRAVEL
25	VIRGIN-ATLANTIC.COM	LIBERTY TRAVEL	VIRTUALLYTHERE.COM	DESTINATIONS TRAVEL
26	VIRTUALLYTHERE.COM	YAHOO.COM	UNIGLOBE TRAVEL	UNIGLOBE TRAVEL
27	UNITED.COM	MACYSTRAVEL.COM	ATLANTIS.COM	GOGO TOURS
28	VIP TRAVEL	AOL.COM	DESTINATIONS TRAVEL	SPIRITAIR.COM
29	BAHAMAS VACATIONS.COM	n/a	NWA.COM	ATLANTIS.COM
30	AOL.COM	n/a	PARADISEISLAND VACATIONS.COM	GARBER TRAVEL
31	DESTINATIONS TRAVEL	n/a	DISCOVERY CRUISE LINE	RCI TRAVEL
32	CI TRAVEL	n/a	GOGO TOURS	FOUR SEASONS TRAVEL
33	STA TRAVEL	n/a	FIRSTCHOICE.CO.UK	NAVIGANT
34	GOGO TOURS	n/a	FOUR SEASONS TRAVEL	WYNDHAM.COM
35	SEARS TRAVEL	n/a	n/a	SPRING BREAK TRAVEL

**TOP 34 TOUR OPERATORS/TRAVEL AGENTS/ONLINE SERVICES USED BY VISITORS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Exuma</b>	<b>Harbour Island, Eleuthera</b>	<b>San Salvador</b>
1	AA.COM	EXPEDIA.COM	CLUB MED
2	EXPEDIA.COM	CONTINENTAL.COM	THOMAS COOK
3	AMERICAN EXPRESS TRAVEL	ORBITZ.COM	CARLSONWAGONLIT.COM
4	CONTINENTAL.COM	AMERICAN EXPRESS TRAVEL	BAHAMASAIR.COM
5	ORBITZ.COM	TRAVELOCITY.COM	LIBERTY TRAVEL
6	FOUR SEASONS TRAVEL	DELTA.COM	UNIGLOBE TRAVEL
7	TRAVELOCITY.COM	JETBLUE.COM	AMERICAN EXPRESS TRAVEL
8	CARLSONWAGONLIT.COM	CARLSONWAGONLIT.COM	BAHAMAS.COM
9	DELTA.COM	CHEAPTICKETS.COM	EXPEDIA.COM
10	COLPITTSWORLDTRAVEL.COM	BA.COM	ORBITZ.COM
11	BAHAMASAIR.COM	USAIRWAYS VACATIONS.COM	SPIRITAIR.COM
12	BAHAMAS.COM	BAHAMAS.COM	AAA TRAVEL
13	CHEAPTICKETS.COM	AA.COM	SEARS TRAVEL
14	AAA TRAVEL	AAA TRAVEL	AIRFRANCE.COM
15	LIBERTY TRAVEL	LIBERTY TRAVEL	TRAVELOCITY.COM
16	JETBLUE.COM	VIRGIN-ATLANTIC.COM	AA.COM
17	BA.COM	BAHAMASAIR.COM	CONTINENTAL.COM
18	USAIRWAYS VACATIONS.COM	THOMAS COOK	ATLANTIS.COM
19	MARITZ TRAVEL	AIRCANADA.COM	USAIRWAYS VACATIONS.COM
20	UNIGLOBE TRAVEL	GOGO TOURS	STA TRAVEL
21	DESTINATIONS TRAVEL	VIP TRAVEL	BA.COM
22	AIRCANADA.COM	RCI TRAVEL	JETBLUE.COM
23	YAHOO.COM	ATLANTIS.COM	PARADISEISLANDVACATIONS.COM
24	GOGO TOURS	NAVIGANT	CHEAPTICKETS.COM
25	VIRGIN-ATLANTIC.COM	LINDEN TRAVEL	VIRTUALLYTHERE.COM
26	SPIRITAIR.COM	UNIGLOBE TRAVEL	CI TRAVEL
27	AA VACATIONS	UNITED.COM	BEST TRAVEL
28	GARBER TRAVEL	COLPITTSWORLDTRAVEL.COM	VIP TRAVEL
29	NAVIGANT	NWA.COM	DELTA.COM
30	BLACKBEARDS CHARTERS	AIRFRANCE.COM	n/a
31	FIRSTCHOICE.CO.UK	FOUR SEASONS TRAVEL	n/a
32	ATLAS TRAVEL	STA TRAVEL	n/a
33	CREATIVE TRAVEL	ATLAS TRAVEL	n/a
34	SANDALS.COM	OMEGA TRAVEL	n/a

Source: Immigration Cards

**TOP 35 TOUR OPERATORS/TRAVEL AGENTS/ONLINE SERVICES USED BY VISITORS  
ISLANDS OF THE BAHAMAS  
2008**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
1	EXPEDIA.COM	EXPEDIA.COM	DISCOVERY CRUISE LINE	CLUB MED
2	ATLANTIS.COM	ATLANTIS.COM	EXPEDIA.COM	EXPEDIA.COM
3	ORBITZ.COM	LIBERTY TRAVEL	ORBITZ.COM	CONTINENTAL.COM
4	LIBERTY TRAVEL	ORBITZ.COM	TRAVELCITY.COM	ORBITZ.COM
5	TRAVELCITY.COM	AMERICAN EXPRESS TRAVEL	SECURITY TRAVEL	AA.COM
6	AMERICAN EXPRESS TRAVEL	TRAVELCITY.COM	USAIRWAYS VACATIONS.COM	TRAVELCITY.COM
7	DISCOVERY CRUISE LINE	JETBLUE.COM	SPIRITAIR.COM	AMERICAN EXPRESS TRAVEL
8	AA.COM	AAA TRAVEL	AA.COM	CHEAPTICKETS.COM
9	JETBLUE.COM	AA.COM	RCI TRAVEL	BAHAMASAIR.COM
10	AAA TRAVEL	SANDALS.COM	CHEAPTICKETS.COM	CARLSONWAGONLIT.COM
11	USAIRWAYS VACATIONS.COM	USAIRWAYS VACATIONS.COM	LIBERTY TRAVEL	DELTA.COM
12	CLUB MED	CARLSONWAGONLIT.COM	STUDENT CITY	AAA TRAVEL
13	CONTINENTAL.COM	DELTA.COM	CONTINENTAL.COM	BAHAMAS.COM
14	SANDALS.COM	SPIRITAIR.COM	DELTA.COM	THOMAS COOK
15	SPIRITAIR.COM	BAHAMASAIR.COM	AMERICAN EXPRESS TRAVEL	USAIRWAYS VACATIONS.COM
16	CARLSONWAGONLIT.COM	CONTINENTAL.COM	AAA TRAVEL	FOUR SEASONS TRAVEL
17	DELTA.COM	CHEAPTICKETS.COM	BAHAMAS.COM	JETBLUE.COM
18	CHEAPTICKETS.COM	AIRCANADA.COM	SPECIAL T TRAVEL	LIBERTY TRAVEL
19	BAHAMASAIR.COM	BAHAMAS.COM	CARLSONWAGONLIT.COM	BA.COM
20	BAHAMAS.COM	GOGO TOURS	MARITZ TRAVEL	SPIRITAIR.COM
21	AIRCANADA.COM	BA.COM	JETBLUE.COM	AIRCANADA.COM
22	RCI TRAVEL	FIRSTCHOICE.CO.UK	BAHAMASAIR.COM	RCI TRAVEL
23	SECURITY TRAVEL	APPLE VACATIONS	GARBER TRAVEL	NWA.COM
24	GOGO TOURS	GRADCITY.COM	GRANDBAHAMA VACATIONS.COM	UNIGLOBE TRAVEL
25	BA.COM	RCI TRAVEL	WYNDHAM.COM	COLPITTSWORLDTRAVEL.COM
26	APPLE VACATIONS	THOMAS COOK	GOGO TOURS	VIRGIN-ATLANTIC.COM
27	FIRSTCHOICE.CO.UK	UNIGLOBE TRAVEL	APPLE VACATIONS	FIRSTCHOICE.CO.UK
28	STUDENT CITY	TRAVEL IMPRESSIONS	AIRCANADA.COM	BAHAMAS VACATIONS.COM
29	GRADCITY.COM	NWA.COM	THOMAS COOK	YAHOO.COM
30	THOMAS COOK	BEL AIR TRAVEL	VIP TRAVEL	DESTINATIONS TRAVEL
31	UNIGLOBE TRAVEL	SEARS TRAVEL	VIRGIN-ATLANTIC.COM	VIP TRAVEL
32	TRAVEL IMPRESSIONS	FUNJET VACATIONS	UNIGLOBE TRAVEL	UNITED.COM
33	NWA.COM	VIRGIN-ATLANTIC.COM	BLACKBEARDS CHARTERS	VIRTUALLYTHERE.COM
34	MARITZ TRAVEL	MARITZ TRAVEL	YAHOO.COM	GOGO TOURS
35	BEL AIR TRAVEL	YAHOO.COM	BA.COM	MARITZ TRAVEL

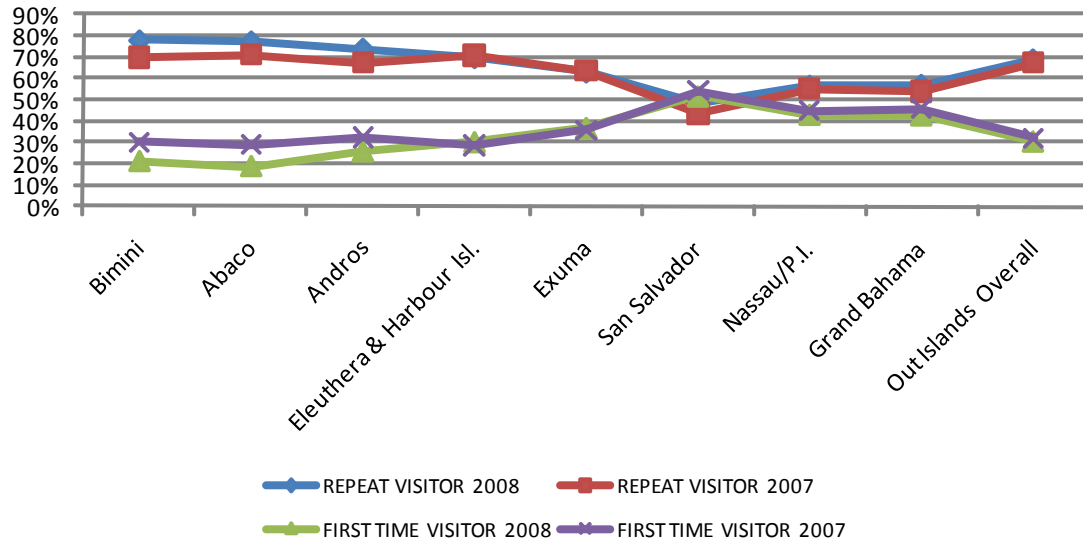
**WHAT IS THE REPEAT VISITOR RATE FOR THE ISLAND?**

**ISLANDS OF THE BAHAMAS  
REPEAT VS. FIRST TIME VISITOR  
STOPOVER VISITORS  
2008**

	REPEAT VISITOR		FIRST TIME VISITOR	
	2008	2007	2008	2007
Bimini	78%	70%	21%	30%
Abaco	77%	71%	19%	29%
Andros	74%	67%	26%	32%
<b>Eleuthera &amp; Harbour Isl.</b>	<b>70%</b>	<b>71%</b>	<b>30%</b>	<b>29%</b>
Exuma	63%	64%	37%	36%
San Salvador	48%	44%	52%	54%
Nassau/P.I.	57%	55%	43%	45%
Grand Bahama	57%	54%	43%	46%
Out Islands Overall	69%	67%	30%	32%
<b>All Bahamas</b>	<b>59%</b>	<b>58%</b>	<b>41%</b>	<b>42%</b>

Source: Tour Media Exit Survey 2008 and Exit Survey 2007

**REPEAT VS. FIRST TIME VISITOR  
2008**





- Eleuthera has a high repeat visitor rate compared to some of the other Islands of the Bahamas.
- 70% of the stopovers to Eleuthera were repeat visitors to the Bahamas. Only 30% were first time visitors.
- 59% of the stopover visitors to The Bahamas as a whole were repeat visitors and 41% were first time visitors.

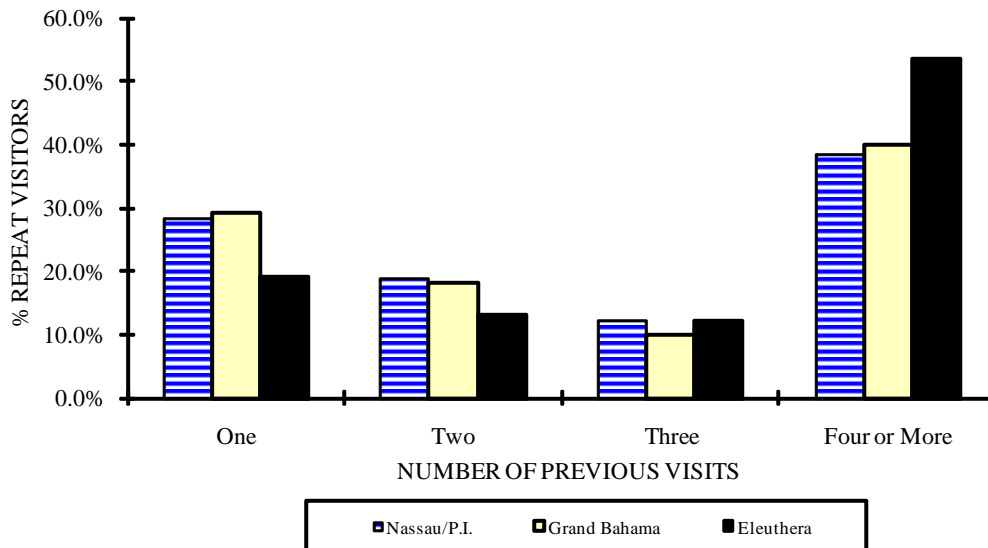
## HOW MANY TIMES HAD VISITORS BEEN TO THE BAHAMAS?

### NUMBER OF PREVIOUS VISITS EVER MADE TO THE BAHAMAS REPEAT VISITORS 2008

	Number of Times			
	One	Two	Three	Four or More
Nassau/P.I.	28.4%	18.7%	12.3%	38.4%
Grand Bahama	29.2%	18.2%	10.0%	40.1%
<b><i>Eleuthera</i></b>	19.2%	13.1%	12.3%	<b>53.5%</b>
All Bahamas	26.9%	17.9%	12.1%	40.9%

Source: Tour Operator and Media Exit Survey 2008

### NUMBER OF PREVIOUS VISITS EVER MADE TO THE BAHAMAS REPEAT VISITORS 2008



- 54% of the stopover visitors to Eleuthera had visited the Bahamas 4 or more times compared to 41% of those to the Bahamas as a whole.

## DID VISITORS SAY THEY WOULD RETURN TO THE BAHAMAS?

### ISLANDS OF THE BAHAMAS LIKELIHOOD TO RETURN STOPOVER VISITORS 2008

	Likely to Return		Not at all Likely to Return	
	2008	2007	2008	2007
Abaco	97%	91%	3%	8%
Andros	96%	90%	4%	8%
Bimini	94%	90%	5%	9%
<b><i>Eleuthera &amp; Harbour Island</i></b>	<b>92%</b>	<b>92%</b>	<b>7%</b>	<b>7%</b>
San Salvador	91%	87%	7%	10%
Exuma	89%	87%	11%	12%
Out Islands Overall	92%	90%	7%	9%
Nassau/P.I.	86%	79%	13%	20%
Grand Bahama	82%	78%	17%	21%
<b>All Bahamas</b>	<b>87%</b>	<b>81%</b>	<b>13%</b>	<b>18%</b>

Likely Return percentages include those persons who said they were **very likely or somewhat likely** to return.

Not Likely Return percentages include those persons who said they were **somewhat unlikely or Not at all likely** to return

Source: Tour Media Exit Survey 2008 & Exit 2007

### LIKELY RETURN 2008



- The majority of the visitors (92%) to Eleuthera said that they would return to the Bahamas in 1-5 years. 77.7% said that they were very likely to return and 14.3% said that they were somewhat likely to return.

## DID VISITORS SAY THEY WOULD RECOMMEND THE BAHAMAS?

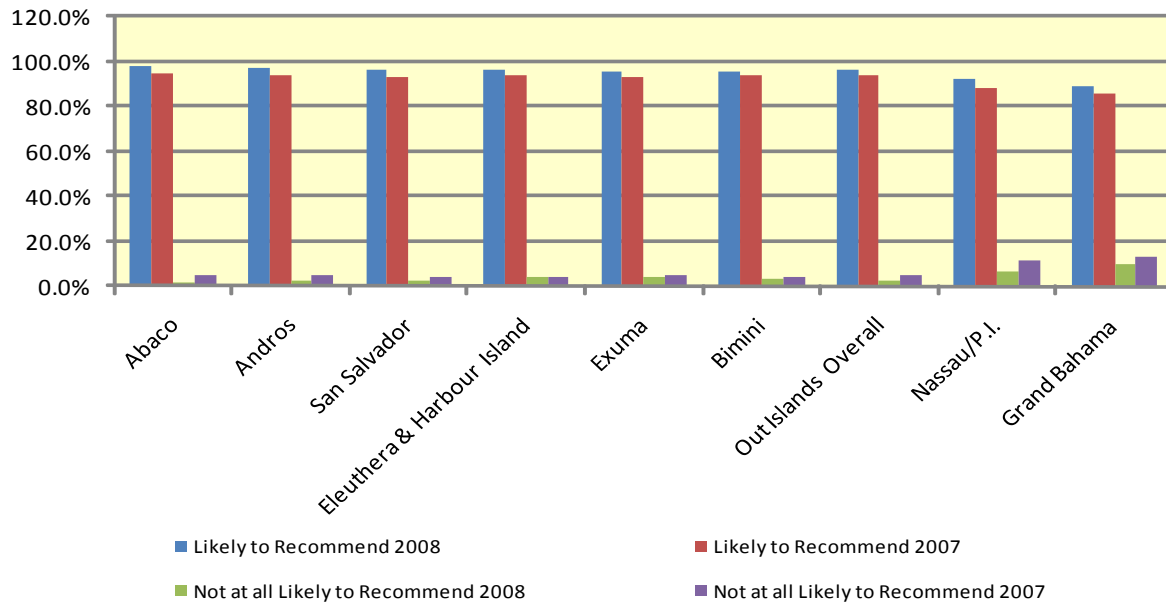
### ISLANDS OF THE BAHAMAS LIKELIHOOD TO RECOMMEND STOPOVER VISITORS 2008

	Likely to Recommend		Not at all Likely to Recommend	
	2008	2007	2008	2007
Abaco	98.0%	94.5%	2.0%	4.5%
Andros	97.3%	93.8%	2.5%	4.5%
San Salvador	96.2%	93.1%	2.1%	4.0%
<b><i>Eleuthera &amp; Harbour Island</i></b>	<b>96.0%</b>	<b>93.8%</b>	<b>4.0%</b>	<b>4.2%</b>
Exuma	95.8%	93.4%	3.8%	5.3%
Bimini	95.6%	94.0%	3.3%	4.3%
Out Islands Overall	96.6%	94.0%	2.8%	4.5%
Nassau/P.I.	92.3%	87.9%	6.9%	11.2%
Grand Bahama	88.8%	85.9%	9.8%	13.3%
<b>All Bahamas</b>	<b>92.5%</b>	<b>88.7%</b>	<b>6.6%</b>	<b>10.3%</b>

Likely Recommend percentages include those persons who said they were **very likely** or **somewhat likely** to recommend.

Not Likely to Recommend percentages include those persons who said they were **somewhat unlikely** or **Not at all likely** to recommend. **Source: Tour Media Exit Survey 2008 & Exit 2007**

### LIKELIHOOD OF RECOMMENDING 2008



- The majority of the visitors (96%) to Eleuthera said that they would recommend the Bahamas to their friends or relatives. 82.2% to Eleuthera said that they were very likely to recommend and 13.8% said that they were somewhat likely to recommend the Bahamas to their friends or relatives.

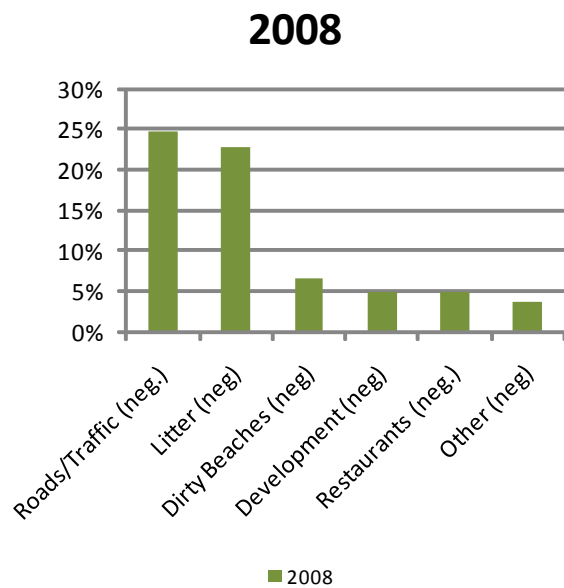
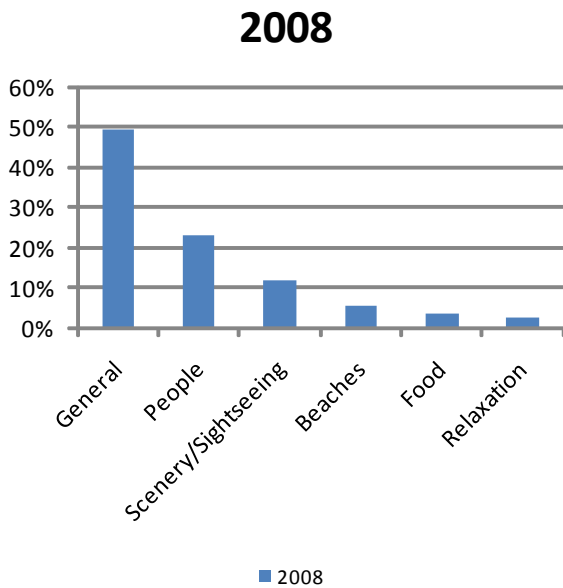
**WHAT WERE VISITORS SAYING ABOUT ELEUTHERA?**

**TOURIST COMMENTS  
POSITIVE VS. NEGATIVE COMMENTS**

**ELEUTHERA**

<b>TOP 6 COMPLIMENTS</b>		<b>TOP 6 COMPLAINTS</b>	
	<b>2008</b>		<b>2008</b>
General	49%	Roads/Traffic (neg.)	25%
People	23%	Litter (neg)	23%
Scenery/Sightseeing	12%	Dirty Beaches (neg)	7%
Beaches	5%	Development (neg)	5%
Food	3%	Restaurants (neg.)	5%
Relaxation	3%	Other (neg)	4%
<b>No. of Comments</b>	<b>143</b>	<b>No. of Comments</b>	<b>61</b>

Source: Tour Media Exit Survey 2008



- Visitors to Eleuthera complimented the island on the friendly people, scenery, beaches, food, and the rest & relaxation available on the island.
- They complained about the roads, litter on the island, trash on the beaches, development, and restaurants.

### **WHAT DID VISITORS THINK OF THE VALUE FOR MONEY IN ELEUTHERA?**

- The *overall value for money* in Eleuthera was also in need of some work. 22% of the visitors to Eleuthera thought that the overall value for money that they got was much better or better than they had expected compared to 26% of the stopover visitors to the Bahamas as a whole. However, 15% of them thought that the overall value for money was not as good as or much worse than expected.



## HOW DID VISITORS TO ELEUTHERA GET THERE?

### MODE OF ARRIVAL ISLANDS OF THE BAHAMAS STOPOVER VISITORS 2008

	Abaco		Andros		Bimini		Exuma	
	2008	2007	2008	2007	2008	2007	2008	2007
Airline	70,130	82,265	6,114	6,356	10,092	9,958	27,013	29,779
Cruise Ship*	260	251	11	14	792	432	36	9
Private Plane	18,987	19,644	2,438	2,331	5,326	4,155	5,630	6,823
Yacht/Private Boat	6,465	6,694	199	280	25,187	25,355	887	923
No Response	1,829	1,899	442	461	1,034	937	343	387
<b>Total</b>	<b>97,671</b>	<b>110,753</b>	<b>9,204</b>	<b>9,442</b>	<b>42,431</b>	<b>40,837</b>	<b>33,909</b>	<b>37,921</b>

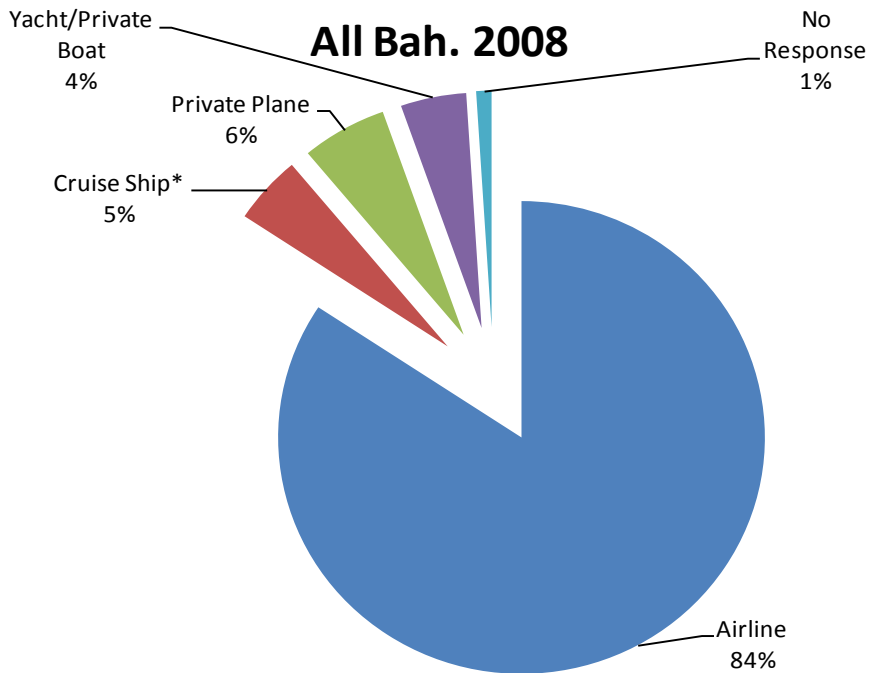
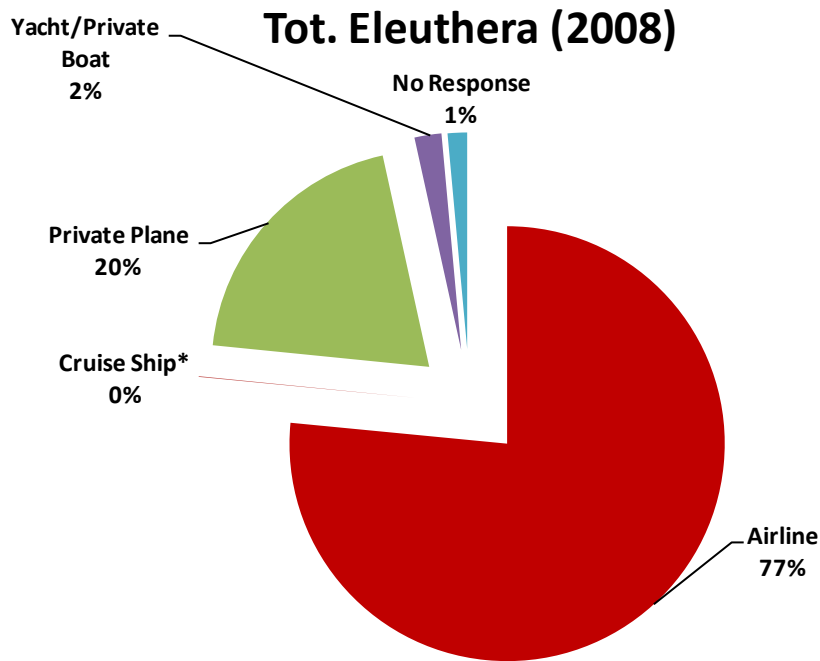
	Total Eleuthera*		Harbour Isl.		Mainland Eleuthera		San Salvador	
	2008	2007	2008	2007	2008	2007	2008	2007
Airline	27,573	31,138	9,295	9,846	18,278	21,292	15,805	16,840
Cruise Ship*	19	24	14	13	5	11	60	40
Private Plane	7,192	8,139	1,918	2,210	5,274	5,929	473	493
Yacht/Private Boat	721	716	280	225	441	491	264	176
No Response	522	763	131	164	391	599	1,738	649
<b>Total</b>	<b>36,027</b>	<b>40,780</b>	<b>11,638</b>	<b>12,458</b>	<b>24,389</b>	<b>28,322</b>	<b>18,340</b>	<b>18,198</b>

\*When you add Harbour Island with Mainland Eleuthera you will get Total Eleuthera.

\*These persons came by ship, stayed 24 hrs. or more in the destination, and did not use the ship for Accommodation purposes, i.e. they were stopovers.

Source: Immigration Cards

- Most of the visitors to the island came via commercial airline or private plane.



- In 2008, 77% of the stopovers to Eleuthera came to the island on a commercial plane and 20% came on a private plane.

## WHERE DID VISITORS TO ELEUTHERA STAY WHEN ON THE ISLAND?

### STOPOVER VISITORS BY TYPE OF ACCOMMODATION THE ISLANDS OF THE BAHAMAS

	Abaco		Andros		Bimini		Total Eleuthera		Exuma		San Salvador	
	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
Apt/Villa	27,929	32,197	438	392	834	784	8,428	9,058	3,418	3,359	15	35
Hotel	27,365	33,210	4,627	5,124	28,291	26,420	14,438	17,836	20,892	24,368	15,669	15,835
Private Boat/Yacht	18,869	20,262	925	1,004	6,326	6,296	3,969	3,914	5,103	5,648	224	192
Own Property	9,185	9,153	455	500	3,522	3,329	3,103	3,233	1,375	1,384	85	83
Friends/Relatives	8,308	9,346	1,066	1,127	1,764	1,760	3,358	3,540	1,735	1,747	68	67
Timeshare	1,533	2,216	9	8	24	18	74	113	20	19	3	1
Other	1,236	1,383	480	404	446	546	721	993	372	432	1,597	1,561
Non-Response	3,246	2,986	1,204	883	1,224	1,684	1,936	2,093	994	964	679	424

It is possible for stopover visitors to stay in more than one type of accommodation during their visit.

\*Harbour Island stopovers are included in the overall numbers for Eleuthera. In 2008, stopovers to Harbour Isl. Stayed in: Hotel=9,965, Private/Boat=1,165, Apt/Villa=508

In 2007, stopovers to Harbour Isl. Stayed in: Hotel=11,118, Private/Boat=714, Apt/Villa=626

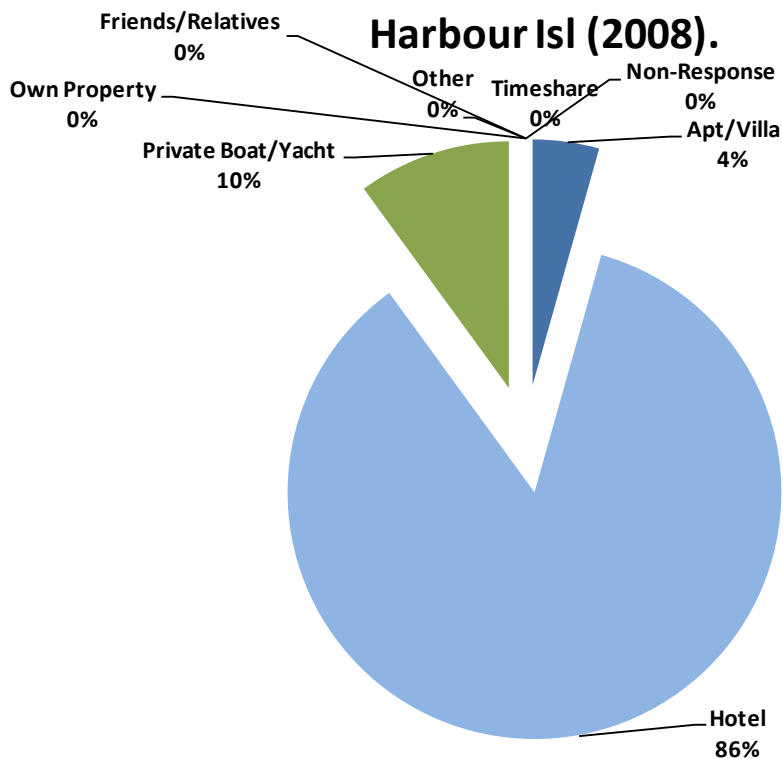
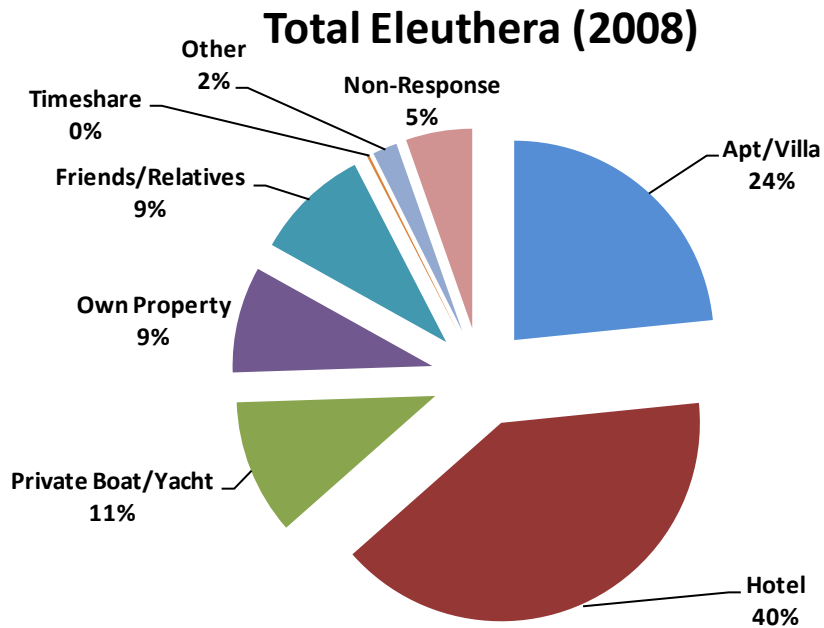
- 40% of the stopover visitors to Eleuthera as a whole stayed in a hotel, and 24% in an apt/villa. Some of them (11%) stayed on a private boat, with friends or relatives (9%) or on their own property (9%).
- On Mainland Eleuthera, only 18% of the stopover visitors stayed in a hotel but on Harbour Island 86% of them stayed in a hotel.
- Stopover visitors to the Bahamas Overall differed from Eleuthera when it came to where the visitors stayed. Stopovers to the Bahamas Overall stayed in a hotel (72% of them), timeshare (8%), with friends/relatives (5%), private boat (5%), apt/villa (4%), own property (2%), other (1%).

**STOPOVER VISITORS BY TYPE OF ACCOMMODATION  
THE ISLANDS OF THE BAHAMAS**

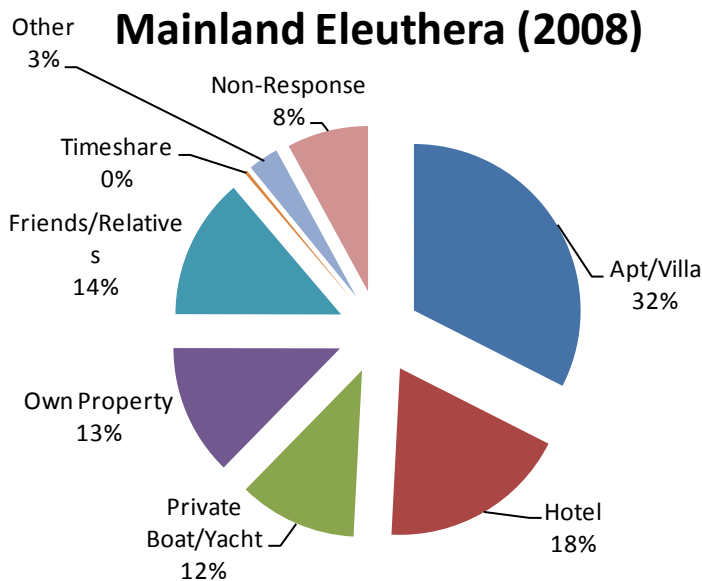
	Nassau		Grand Bahama		Out Islands		All Bahamas		% CHG
	2008	2007	2008	2007	2008	2007	2008	2007	08/07
Hotel	761,294	789,586	180,155	189,501	119,273	130,719	1,060,722	1,109,806	-4%
Timeshare	67,980	68,643	44,293	48,551	1,689	2,388	113,962	119,582	-5%
Friends/Relatives	41,646	43,365	9,811	9,885	18,559	19,691	70,016	72,941	-4%
Private Boat/Yacht	15,339	15,430	10,893	11,970	41,268	44,534	67,500	71,934	-6%
Apt/Villa	12,143	11,876	7,761	7,304	43,660	47,397	63,564	66,577	-5%
Own Property	7,338	6,546	3,906	3,767	21,501	20,977	32,745	31,290	5%
Other	5,112	5,298	2,296	2,333	5,307	5,626	12,715	13,257	-4%
Non-Response	18,397	20,024	6,061	5,882	17,324	16,434	41,782	42,340	-1%

\*It is possible for stopover visitors to stay in more than one type of accommodation during their visit.

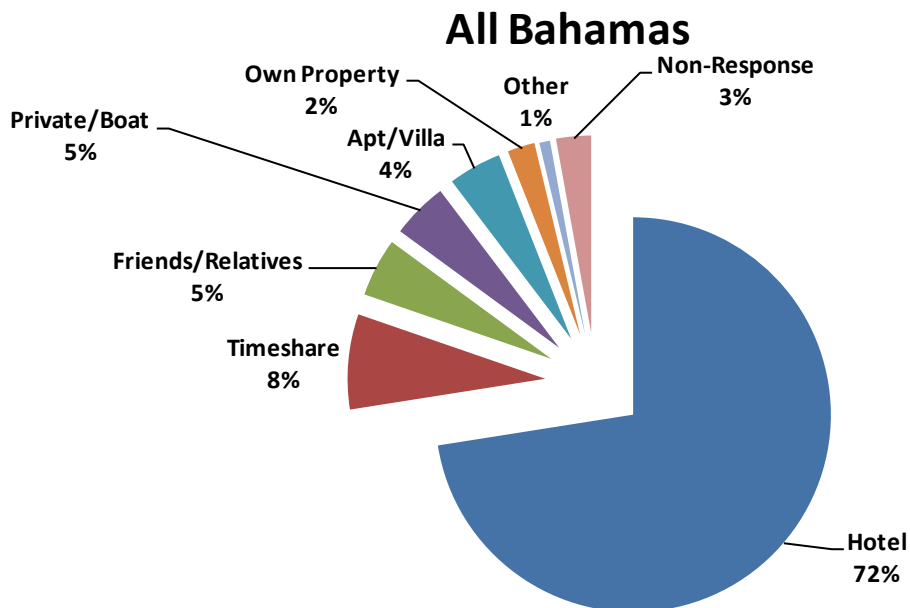
Source: Immigration Cards



- Harbour Island differed from Mainland Eleuthera when it came to where visitors stayed. 86% of the stopover visitors to Harbour Island, Eleuthera stayed in a hotel, and 4% stayed in an apt/villa.



- On Mainland Eleuthera, only 18% of the stopover visitors stayed in a hotel. The majority of the visitors stayed in an apt/villa (32% of them), 14% stayed with friends/relatives, 13% stayed in their own property, and 12% stayed in a private boat/yacht.

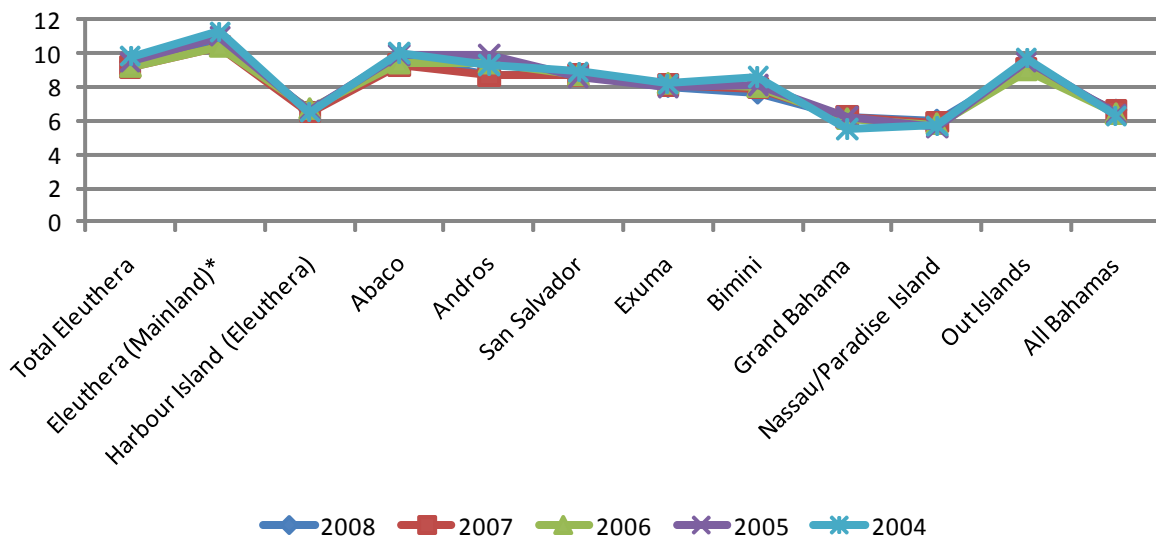


## HOW LONG DID THE VISITORS STAY WHILE ON THE ISLAND?

### AVERAGE LENGTH OF STAY ISLANDS OF THE BAHAMAS

	2008	2007	2006	2005	2004
Total Eleuthera	9.5	9.2	9.2	9.5	9.8
Eleuthera (Mainland)*	10.8	10.4	10.4	11.0	11.3
Harbour Island (Eleuthera)	6.6	6.5	6.7	6.6	6.5
Abaco	9.8	9.3	9.4	9.9	10.0
Andros	8.7	8.7	9.4	9.9	9.3
San Salvador	8.7	8.7	8.7	8.6	8.9
Exuma	8.0	8.1	8.2	8.0	8.2
Bimini	7.6	7.9	8.0	8.1	8.6
Grand Bahama	6.2	6.2	6.1	6.2	5.5
Nassau/Paradise Island	6.0	5.9	5.8	5.6	5.7
Out Islands	9.2	9.1	9.0	9.5	9.7
All Bahamas	6.6	6.6	6.4	6.4	6.3

The total Eleuthera average stay includes Mainland Eleuthera and Harbour Island Eleuthera.



- Stopover visitors to Total Eleuthera stayed on average 9.5 nights.

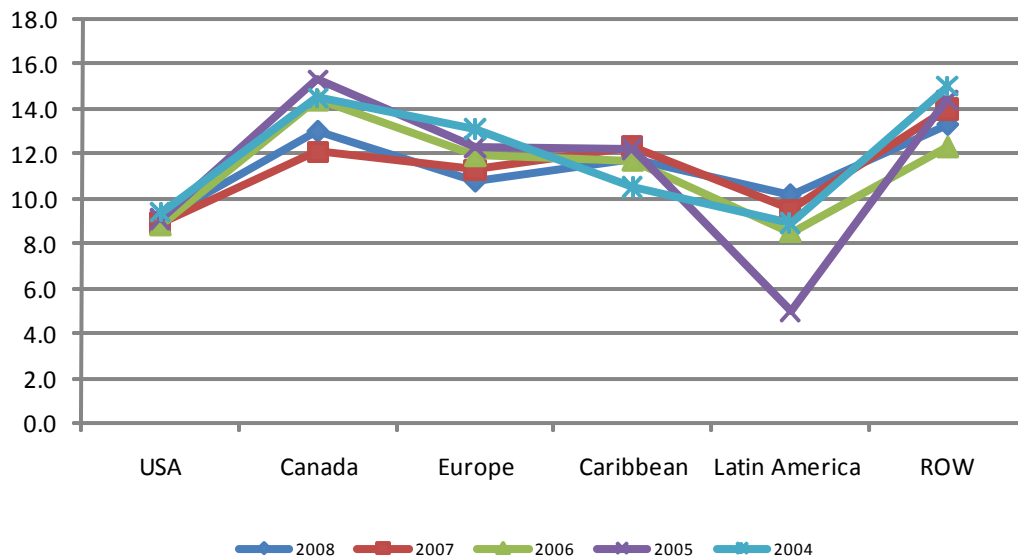
## AVERAGE LENGTH OF STAY BY MAJOR REGION

### AVERAGE LENGTH OF STAY ELEUTHERA

	2008	2007	2006	2005	2004
USA	9.1	8.9	8.8	9.1	9.4
Canada	13.0	12.1	14.4	15.3	14.5
Europe	10.8	11.3	11.9	12.3	13.1
Caribbean	11.8	12.3	11.7	12.2	10.5
Latin America	10.2	9.5	8.5	5.0	8.9
ROW	13.3	14.0	12.3	14.4	15.0

\*The average stay above for Eleuthera does not include Harbour Island.

Source: Immigration Cards



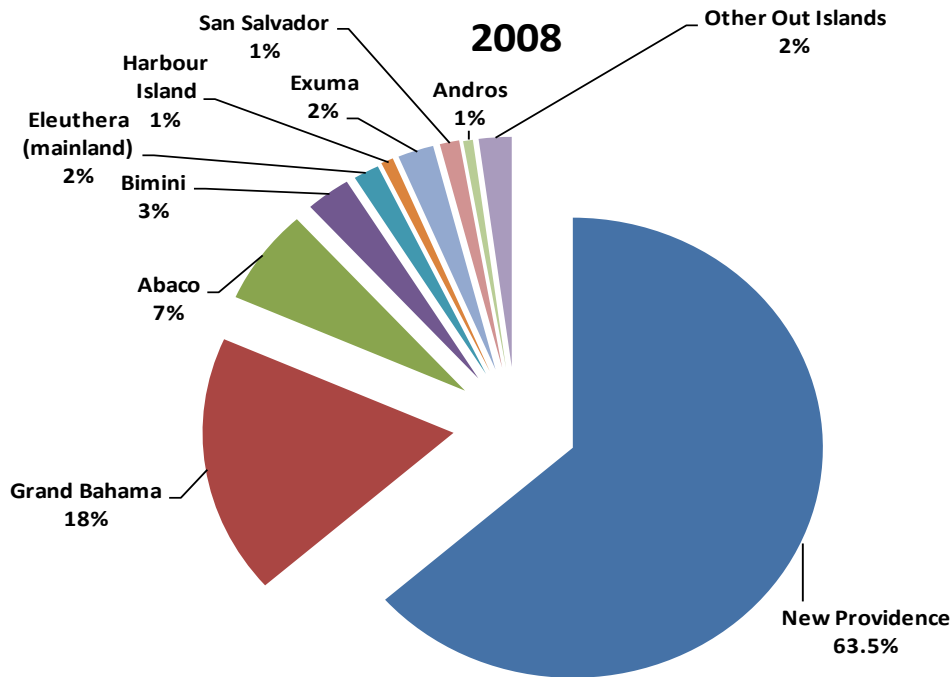


**WHICH ISLAND IN THE BAHAMAS HAD THE HIGHEST PERCENTAGE OF THE MARKET SHARE OF STOPOVER VISITORS?**

**ISLANDS OF THE BAHAMAS  
STOPOVER VISITORS**

	2008	% SHR	2007	% SHR	% CHG
New Providence	929,249	63.5%	960,768	62.9%	-3.3%
Grand Bahama	265,176	18.1%	279,193	18.3%	-5.0%
Abaco	97,671	6.7%	110,753	7.2%	-11.8%
Bimini	42,431	2.9%	40,837	2.7%	3.9%
Eleuthera (mainland)	24,389	1.7%	28,322	1.9%	-13.9%
Harbour Island	11,638	0.8%	12,458	0.8%	-6.6%
Exuma	33,909	2.3%	37,921	2.5%	-10.6%
San Salvador	18,340	1.3%	18,198	1.2%	0.8%
Andros	9,204	0.6%	9,442	0.6%	-2.5%
Other Out Islands	30,999	2.1%	29,835	2.0%	3.9%
<b>All Bahamas</b>	<b>1,463,006</b>	<b>100.0%</b>	<b>1,527,727</b>	<b>100.0%</b>	<b>-4.2%</b>

\*Eleuthera numbers exclude Harbour Island stopovers.



- Stopover visitors to Nassau/P.I. had the highest percentage of the market share of visitors to the Bahamas.

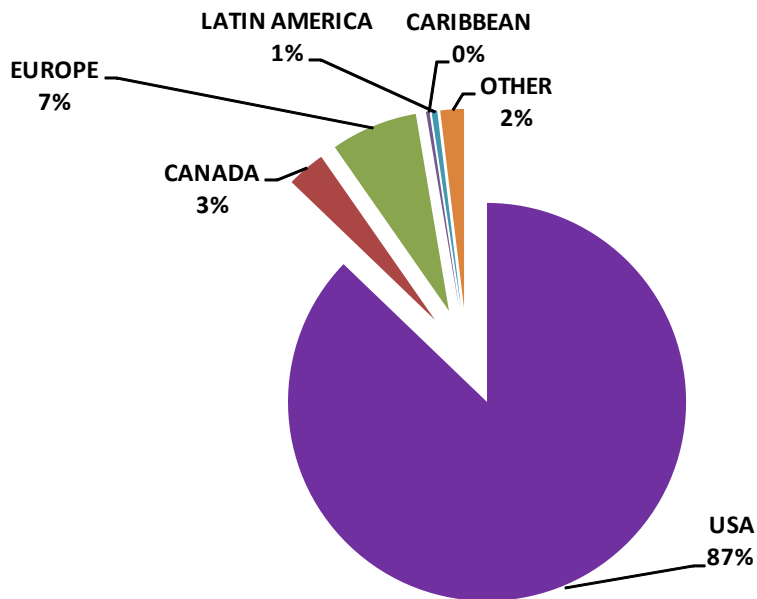
## WHERE DID THE VISITORS TO ELEUTHERA COME FROM?

### WHERE DO THE STOPOVER VISITORS COME FROM ELEUTHERA 2008

		2008	% SHR
1	USA	31,409	87.2%
2	CANADA	1,125	3.1%
3	EUROPE	2,533	7.0%
4	CARIBBEAN	101	0.3%
5	LATIN AMERICA	169	0.5%
6	OTHER	690	1.9%
	<b>TOTAL STOPOVERS</b>	36,027	100.0%

Source: Immigration Cards

### WHERE DO THE STOPOVER VISITORS COME FROM ELEUTHERA 2008



- Most of the visitors (87%) to Eleuthera came from the United States.
- 7% of them came from Europe and 3% came from Canada.

**ISLANDS OF THE BAHAMAS  
ELEUTHERA**

		<b>2008</b>	<b>2007</b>	<b>% CHG 08/07</b>
1	USA	31,409	36,074	-12.9%
2	CANADA	1,125	1,368	-17.8%
3	EUROPE	2,533	2,386	6.2%
4	CARIBBEAN	101	88	14.8%
5	LATIN AMERICA	169	196	-13.8%
6	OTHER COUNTRIES	690	668	3.3%
	<b>TOTAL STOPOVERS</b>	36,027	40,780	-11.7%

- In 2008, Eleuthera did not receive any growth in stopover visitors from the United States, Canada or Latin America.
- Growth in stopover visitors was seen from Europe, the Caribbean, and some other countries.

**STATES (UNITED STATES OF AMERICA)**  
**TOTAL ELEUTHERA**  
**2001 TO 2008**

<b>State</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
FLORIDA	7,280	7,070	8,114	10,348	11,679	11,887	11,768	9,850
NEW YORK	1,803	2,107	2,637	2,874	2,991	3,610	3,641	3,154
TEXAS	633	605	789	940	1,244	1,300	1,553	1,365
CALIFORNIA	798	809	1,002	1,075	1,333	1,501	1,491	1,200
MASSACHUSETTS	959	864	1,093	1,174	1,237	1,352	1,275	1,100
GEORGIA	737	824	807	939	1,199	1,044	1,271	1,056
CONNECTICUT	548	623	729	941	919	961	1,068	1,001
NEW JERSEY	588	735	762	885	865	1,110	1,094	988
SOUTH CAROLINA	520	518	675	936	877	1,146	1,177	910
NORTH CAROLINA	753	757	788	903	839	999	951	893
ILLINOIS	554	565	655	941	962	803	863	867
PENNSYLVANIA	696	672	810	994	802	987	983	805
VIRGINIA	714	775	705	1,012	987	1,004	1,006	790
MICHIGAN	480	537	538	717	704	711	713	634
MARYLAND	476	419	546	622	657	633	691	625
COLORADO	273	317	287	425	378	469	477	550
TENNESSEE	295	380	406	516	527	464	609	537
OHIO	454	403	521	582	611	524	581	497
MINNESOTA	217	289	257	343	335	406	327	352
KENTUCKY	164	192	286	369	314	280	320	338
WISCONSIN	300	330	319	339	445	373	377	315
ALABAMA	242	247	291	407	382	312	332	304
LOUISIANA	161	167	162	231	211	242	260	281
WASHINGTON DC					256	247	260	233
MISSOURI	146	168	120	248	238	212	249	232
INDIANA	217	233	166	279	276	257	318	230
MAINE	159	178	197	272	306	250	193	214
NEW HAMPSHIRE	140	169	172	207	212	272	204	207
WASHINGTON	126	164	145	180	198	213	203	195
RHODE ISLAND	117	98	162	169	211	188	169	160
VERMONT	135	172	171	222	158	154	158	159
OREGON	87	83	104	124	144	169	155	120
DELAWARE	67	60	56	64	122	114	121	103
KANSAS	56	58	86	105	103	91	48	103
IOWA	56	72	44	58	65	63	86	102
ARIZONA	75	85	108	95	113	123	121	96
UTAH	37	58	48	90	58	73	100	95
NEBRASKA	55	25	37	38	67	98	63	88
OKLAHOMA	40	29	52	67	63	79	78	78
NEVADA	40	29	37	57	61	55	87	65
MISSISSIPPI	78	110	71	116	165	132	134	62
NEW MEXICO	67	65	66	95	56	97	57	61
IDAHO	29	37	32	26	50	38	38	52
MONTANA	29	20	41	44	56	40	39	49
WEST VIRGINIA	41	73	51	93	54	57	53	43
ARKANSAS	42	82	58	77	84	65	69	43

**STATES  
STOPOVERS  
2001 TO 2008**

<b>State</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
WYOMING	29	41	39	39	54	39	83	41
HAWAII	13	8	8	20	17	17	27	27
ALASKA	20	18	19	28	13	37	22	19
SOUTH DAKOTA	14	4	23	4	9	9	10	16
NORTH DAKOTA		2	5	9	3	4	2	3
NON RESPONSE	1,387	1,816	1,997	1,185	99	105	99	101
<b>TOTAL USA</b>	<b>22,947</b>	<b>24,162</b>	<b>27,294</b>	<b>32,524</b>	<b>33,809</b>	<b>35,416</b>	<b>36,074</b>	<b>31,409</b>

DMA'S are designated market areas and may cover more than one state, hence, the DMA's will not necessarily equal the state totals.

District of Columbia (Washington DC) is technically not considered a state according to the US Embassy in Nassau, but because it is where the President resides it is included in the above numbers separately.

Source: Immigration Cards

- The state of Florida was by far the biggest supplier of stopover visitors from the United States.
- Florida has been the biggest supplier for Eleuthera for many years.

**STATES (UNITED STATES OF AMERICA)**  
**HARBOUR ISLAND, ELEUTHERA**  
**2001 TO 2008**

<b>State</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
FLORIDA	1,794	1,422	2,186	2,816	3,339	3,492	3,034	2,701
NEW YORK	798	912	1,053	1,263	1,483	1,627	1,602	1,496
TEXAS	207	200	309	331	416	494	498	467
CALIFORNIA	291	281	379	395	456	535	441	421
CONNECTICUT	199	229	262	375	344	440	449	397
MASSACHUSETTS	305	228	297	334	367	478	467	375
NEW JERSEY	204	202	219	279	319	412	335	354
ILLINOIS	135	141	223	337	408	305	283	326
VIRGINIA	222	305	218	410	397	402	440	285
NORTH CAROLINA	152	198	216	258	263	236	244	278
GEORGIA	178	185	180	236	321	296	258	213
MARYLAND	149	105	157	201	194	163	188	169
PENNSYLVANIA	144	139	191	261	212	241	203	166
OHIO	151	109	172	185	201	178	153	161
SOUTH CAROLINA	110	75	84	189	222	271	244	156
KENTUCKY	45	46	62	134	100	113	112	137
COLORADO	77	74	67	161	146	138	146	125
MICHIGAN	99	94	99	133	145	174	117	120
ALABAMA	41	43	54	96	103	73	88	118
MINNESOTA	55	91	50	89	106	148	95	115
TENNESSEE	78	78	103	109	100	79	150	100
WASHINGTON DC					118	103	129	99
LOUISIANA	62	27	57	66	73	90	91	93
MAINE	17	49	25	75	67	48	57	64
WISCONSIN	55	38	46	63	89	76	62	52
NEW HAMPSHIRE	11	27	44	34	47	80	51	50
VERMONT	44	60	45	66	46	55	57	44
RHODE ISLAND	21	27	29	56	52	71	61	43
INDIANA	32	68	38	44	68	64	54	42
OREGON	19	22	15	25	44	36	31	31
KANSAS	28	23	40	38	33	31	15	30
WASHINGTON	63	42	38	35	41	58	59	27
MISSOURI	36	53	32	65	68	59	69	27
MISSISSIPPI	8	19	27	26	55	53	37	24
IOWA	14	18	8	12	18	26	10	23
ARIZONA	11	9	34	25	46	42	40	22
OKLAHOMA	7	1	14	18	14	26	27	21
UTAH	14	10	5	27	8	8	24	21
DELAWARE	14	10	7	7	20	10	20	20
IDAHO	3	5	7	10	12	5	18	18
NEW MEXICO	15	20	15	23	20	40	8	18
NEVADA	7	14	5	13	24	21	16	17
ARKANSAS	17	19	25	17	15	24	19	15
NEBRASKA	11	2	10	5	14	6	7	14
WYOMING	11	7	11	13	27	7	25	13
WEST VIRGINIA	13	31	8	34	23	21	30	12

**STATES  
STOPOVERS (HARBOUR ISLAND)  
2001 TO 2008**

<b>State</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
MONTANA	3	3	9	10	22	5	6	6
SOUTH DAKOTA	1		3	3	2		4	3
NORTH DAKOTA		1		4	2	1	2	2
HAWAII	4	1	4	4	3	2	6	2
ALASKA	4	7	4	1		1		
NON RESPONSE	369	507	541	341	40	36	35	32
<b>TOTAL USA</b>	<b>6,348</b>	<b>6,277</b>	<b>7,727</b>	<b>9,752</b>	<b>10,753</b>	<b>11,400</b>	<b>10,617</b>	<b>9,565</b>

DMA'S are designated market areas and may cover more than one state, hence, the DMA's will not necessarily equal the state totals.

District of Columbia (Washington DC) is technically not considered a state according to the US Embassy in Nassau, but because it is where the President resides it is included in the above numbers separately.

Source: Immigration Cards

- The state of Florida was by far the biggest supplier of stopover visitors to Harbour Island, Eleuthera from the United States.

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**STOPOVER VISITORS: ELEUTHERA & HARBOUR ISLAND : BY MEDIA MARKET 2008**


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<b>MEDIA MARKET (DMA)</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>
1 MIAMI-FT. LAUDERDALE	4,416	5,297	5,552	5,479	5,128	4,418	3,531
2 NEW YORK	4,203	4,889	4,667	3,929	3,860	3,441	2,868
3 WEST PALM BEACH-FT. PIERCE	2,056	2,341	2,294	2,208	1,972	1,559	1,433
4 BOSTON (MANCHESTER)	1,165	1,309	1,454	1,277	1,238	1,133	923
5 TAMPA-ST. PETE (SARASOTA)	1,118	1,406	1,472	1,367	1,157	806	673
6 ORLANDO-DA YTONA BCH-MELBRN	963	1,288	1,172	1,291	946	677	744
7 WASHINGTON, DC (HAGRSTWN)	786	938	915	853	601	482	504
8 ATLANTA	759	967	734	867	713	591	595
9 PHILADELPHIA	732	887	856	699	785	636	551
10 CHICAGO	712	774	722	847	847	635	507
11 LOS ANGELES	613	762	687	668	480	439	375
12 FT. MYERS-NAPLES	498	545	453	481	411	270	247
13 DENVER	497	424	398	335	367	266	290
14 DALLAS-FT. WORTH	492	582	595	513	355	309	211
15 HOUSTON	450	511	331	334	286	299	191
16 HARTFORD & NEW HAVEN	412	370	425	372	336	295	224
17 JACKSONVILLE	411	453	497	459	386	296	274
18 BALTIMORE	408	450	407	419	418	359	263
19 CHARLESTON, SC	407	539	493	326	329	258	225
20 SAN FRANCISCO-OAK-SAN JOSE	338	448	437	337	365	335	287
21 NASHVILLE	327	323	289	261	238	144	155
22 MINNEAPOLIS-ST. PAUL	313	284	359	311	299	227	278
23 DETROIT	254	318	319	315	354	227	297
24 GRAND RAPIDS-KALMZOO-B.CRK	233	248	267	218	200	189	152
25 CHARLOTTE	225	301	243	191	236	175	197
26 RALEIGH-DURHAM (FAYETVILLE)	215	196	234	251	238	220	194
27 CLEVELAND-AKRON (CANTON)	202	224	157	249	245	208	214
28 GREENSBORO-H.POINT-W.SALEM	201	217	199	170	144	155	150
29 AUSTIN	200	236	160	173	177	98	116
30 NORFOLK-PORTSMTH-NEWPT NWS	196	241	227	220	233	157	137
31 GREENVLL-SPART-ASHEVLL-AND	193	211	298	225	245	193	145
32 PROVIDENCE-NEW BEDFORD	183	193	201	229	198	180	107
33 PORTLAND-AUBURN	182	163	208	253	228	157	150
34 BURLINGTON-PLATTSBURGH	174	167	178	140	203	184	186
35 MOBILE-PENSACOLA (FT WALT)	161	182	182	180	100	93	200
36 SAVANNAH	158	228	200	196	193	130	122
37 LOUISVILLE	153	138	135	158	187	130	91
38 TALLAHASSEE-THOMASVILLE	149	173	129	130	102	83	83
39 ST. LOUIS	148	155	147	126	154	55	90
40 LEXINGTON	136	152	118	138	135	129	82
41 RICHMOND-PETERSBURG	131	196	171	209	211	142	168
42 SEATTLE-TACOMA	128	164	161	129	150	116	143
43 NEW ORLEANS	121	101	156	122	152	105	77
44 COLUMBUS, OH	118	121	106	92	91	98	58
45 COLUMBIA, SC	113	129	138	110	111	54	46
46 KANSAS CITY	111	80	84	137	104	86	86
47 MILWAUKEE	106	141	148	160	127	130	130
48 BIRMINGHAM (ANN AND TUSC)	101	129	150	188	193	176	104
49 MEMPHIS	101	127	128	117	128	83	58
50 SAN DIEGO	98	88	148	105	63	86	64
51 INDIANAPOLIS	97	189	131	141	163	101	120
52 FLORENCE-MYRTLE BEACH	96	114	140	128	178	126	103



MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
53 SALT LAKE CITY	95	105	73	63	105	55	59
54 CINCINNATI	95	131	127	148	145	92	62
55 GREEN BAY-APPLETON	94	91	124	138	107	104	113
56 PORTLAND, OR	94	124	138	116	108	76	59
57 GREENVILLE-N.BERN-WASHNGTN	80	69	94	65	57	45	55
58 HARRISBURG-LNCSTR-LEB-YORK	77	121	94	53	103	93	83
59 PITTSBURGH	77	100	119	114	161	132	118
60 ALBANY-SCHENECTADY-TROY	73	83	88	89	63	108	62
61 PHOENIX (PRESCOTT)	73	103	100	91	77	86	72
62 BATON ROUGE	72	88	37	43	20	26	39
63 CHATTANOOGA	70	121	51	116	81	92	102
64 ROANOKE-LYNCHBURG	67	61	103	127	88	63	85
65 SALISBURY	66	75	79	77	41	55	41
66 PANAMA CITY	65	57	97	58	42	21	16
67 SAN ANTONIO	65	77	66	79	52	33	42
68 TRAVERSE CITY-CADILLAC	65	53	63	79	83	58	36
69 CHAMPAIGN&SPRNGFLD-DECATUR	64	40	26	59	35	11	9
70 CHARLOTTESVILLE	63	69	79	50	93	40	39
71 ALBUQUERQUE-SANTA FE	61	59	91	55	103	65	59
72 SOUTH BEND-ELKHART	60	58	57	73	57	25	49
73 GAINESVILLE	59	58	93	68	55	39	36
74 OMAHA	52	54	68	50	25	33	22
75 BUFFALO	48	63	66	58	73	63	49
76 BANGOR	46	39	50	72	63	47	40
77 WAUSAU-RHINELANDER	45	61	37	70	24	33	28
78 MONTGOMERY (SELMA)	45	45	18	38	50	23	17
79 WILMINGTON	45	66	66	54	85	105	73
80 MADISON	44	70	37	45	45	48	37
81 SACRAMENTO-STKTON-MODESTO	44	42	97	59	41	46	32
82 LAFAYETTE, LA	42	32	4	10	11	8	15
83 TULSA	42	39	37	42	31	23	5
84 DAYTON	42	42	70	59	53	55	28
85 SPRINGFIELD, MO	39	56	33	46	39	36	25
86 WICHITA-HUTCHINSON PLUS	38	6	29	32	27	22	11
87 JOHNSTOWN-ALTOONA	38	46	55	64	71	60	56
88 WILKES BARRE-SCRANTON	38	60	60	65	58	48	47
89 DES MOINES-AMES	38	32	20	18	22	3	33
90 KNOXVILLE	38	87	59	92	124	86	95
91 LINCOLN & HASTINGS-KRNY	37	9	31	15	14	4	1
92 CEDAR RAPIDS-WTRLO-IWC&DUB	36	34	23	36	25	30	23
93 PADUCAH-C.GIRD-HARBG-MT VN	36	18	17	12	29	27	22
94 SPRINGFIELD-HOLYOKE	35	56	68	63	75	54	53
95 SANTABARBRA-SANMAR-SANLUC	34	41	30	54	47	33	17
96 IDAHO FALLS-POCATELLO	32	40	31	42	24	32	28
97 TWIN FALLS	32	25	15	20	9	14	6
98 COLORADO SPRINGS-PUEBLO	32	31	37	18	40	25	27
99 MONTEREY-SALINAS	31	33	26	36	20	29	10
100 TYLER-LONGVIEW (LFKN&NCGD)	31	14	7	17	3	7	
101 RENO	30	23	34	18	17	17	7
102 AUGUSTA	29	43	24	37	25	42	12
103 WACO-TEMPLE-BRYAN	29	29	34	39	14	12	5
104 YAKIMA-PASCO-RCHLND-KNNWCF	28	16	24	28	17	19	12
105 DULUTH-SUPERIOR	28	17	10	14	22	14	13
106 JACKSON, TN	27	10	8	1		2	

MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
107 PEORIA-BLOOMINGTON	25	6	4	6	24		12
108 HONOLULU	25	25	16	17	20	8	8
109 TOLEDO	25	46	40	30	40	59	37
110 FT. SMITH-FA Y-SPRNGDL-RGRS	25	29	22	45	22	11	9
111 HUNTSVILLE-DECATUR (FLOR)	25	15	17	28	53	40	10
112 LAS VEGAS	25	52	18	41	26	16	22
113 LANSING	25	27	13	29	26	21	17
114 SYRACUSE	23	47	66	36	58	25	41
115 SPOKANE	23	6	13	34	9	17	20
116 SHREVEPORT	22	34	55	34	39	31	34
117 OKLAHOMA CITY	22	38	33	21	35	23	21
118 LIMA	22	26	18	15	13	15	7
119 COLUMBUS, GA	21	34	19	36	46	22	32
120 ROCHESTER, NY	21	21	53	49	61	59	56
121 CHARLESTON-HUNTINGTON	20	25	33	41	62	34	36
122 CORPUS CHRISTI	20	20	16	15	10	5	5
123 MACON	19	25	25	32	24	17	42
124 DAVENPORT-R.ISLAND-MOLINE	19	13	13	20	11	11	17
125 BUTTE-BOZEMAN	18	15	20	27	15	12	3
126 TRI-CITIES, TN-VA	18	31	18	32	23	29	10
127 FT. WAYNE	18	9	20	9	14	15	14
128 TUCSON (SIERRA VISTA)	17	15	21	22	17	22	13
129 ANCHORAGE	16	21	30	10	18	15	7
130 BEND, OR	16	9	13	13	6	9	7
131 LITTLE ROCK-PINE BLUFF	16	30	36	30	40	33	52
132 SIOUX FALLS(MITCHELL)	16	10	6	8	2	22	3
133 EUGENE	16	27	18	19	11	13	15
134 ROCHESTR-MASON CITY-AUSTIN	16	7	12	6	5	9	7
135 ROCKFORD	15	13	10	18	9	6	7
136 TERRE HAUTE	14	5	7	7	6	3	6
137 BILOXI-GULFPORT	14	10	26	10	31	7	28
138 BILLINGS	14	12	7	14	3	8	6
139 EVANSVILLE	14	11	19	11	13	6	19
140 AMARILLO	13	14	10	9	6	3	19
141 BEAUMONT-PORT ARTHUR	12		7	12	2	7	1
142 ALBANY, GA	12	3	21	9	8	3	17
143 JACKSON, MS	12	36	9	24	14	13	22
144 ERIE	11	13	6	7	19	16	12
145 MANKATO	11	12	11	7	13	8	7
146 HATTIESBURG-LAUREL	10	14	15	33	7	7	17
147 FLINT-SAGINAW-BA Y CITY	10	30	11	23	21	27	14
147 MISSOULA	10	14	12	17	21	19	7
149 LUBBOCK	9	7	5	1	5	3	1
150 MONROE-EL DORADO	9	1	3	6	2	3	13
151 PALM SPRINGS	9	16	7	12	10	7	9
152 WHEELING-STEUBENVILLE	8	5	2	6	6	2	4
153 MARQUETTE	8	6	7	6	4	5	3
154 BOISE	8	9	9	13	13	4	15
155 CASPER-RIVERTON	7	13	4	6	1	3	7
156 WATERTOWN	7	13	8	13	18	6	2
157 HARRISONBURG	7	10	10	17	13	6	19
158 LAFAYETTE, IN	7	4	2	4	2	3	8
159 BOWLING GREEN	6	2	3	2	6	3	12
160 DOTHAN	6	3	2	2	6	3	8

<b>MEDIA MARKET (DMA)</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>
161 BINGHAMTON	6	16	12	10	10	9	10
162 LAKE CHARLES	5	6	2		8	2	
163 WICHITA FALLS & LAWTON	5	4	4			1	1
164 LA CROSSE-EAU CLAIRE	5	5	15	18	29	2	6
165 COLUMBIA-JEFFERSON CITY	5	12	22	8	7	4	6
166 MEDFORD-KLAMATH FALLS	5	3	11	10	4	9	5
167 HARLINGEN-WSLCO-BRNSVL-MCA	5	11	7		3	1	5
168 GREAT FALLS	5	2	3		4	1	6
169 UTICA	4	5	6	8	5	6	9
170 GRAND JUNCTION-MONTROSE	4	11	4	4	4	1	4
171 COLUMBUS-TUPELO-WEST POINT	4	6	8	13	8	21	20
172 EL PASO	4	10	13	5	14	1	8
173 YOUNGSTOWN	4	4	18	18	19	10	12
174 BLUEFIELD-BECKLEY-OAK HILL	3	5	7	5	12	5	2
175 JOPLIN-PITTSBURG	3	7	6	5	2	2	11
176 ELMIRA	3	4	14	4	5	3	7
177 JUNEAU	3	1	7	3	4	1	7
178 ABILENE-SWEETWATER	2		1	8			
179 LAREDO	2	3				2	
180 MERIDIAN	2	6	3	4	1	1	1
181 QUINCY-HANNIBAL-KEOKUK	2	1	2	1	8		9
182 CHICO-REDDING	2		17	8	19	1	4
183 OTTUMWA-KIRKSVILLE	2		2	2	2		5
184 GREENWOOD-GREENVILLE	2			1	4	6	4
185 MINOT-BISMARCK-DICKINSON	2		2		4	5	1
186 TOPEKA	2	3	9	5	23	6	9
187 ST. JOSEPH	2		1				
188 SAN ANGELO	2			2	1		
189 ODESSA-MIDLAND	2	18	10	12	2	6	6
190 SHERMAN-ADA	2	2	3			3	2
191 CLARKSBURG-WESTON	1	5	3	7	5	4	4
192 SIOUX CITY	1	8	7	1	2	5	7
193 BAKERSFIELD	1	1		1	2	1	6
194 RAPID CITY	1	3	2	1	5	2	3
195 FRESNO-VISALIA	1	12	6	10	7	8	1
196 FARGO-VALLEY CITY	1	5	10	5	9	5	1
197 EUREKA	1	4	12	13	7	15	4
198 HELENA							1
199 ZANESVILLE		1		4	5		1
200 FAIRBANKS						2	
201 ALEXANDRIA, LA		5	7		1		
202 ALPENA			2		4	1	2
203 JONESBORO		1	1			6	5
204 CHEYENNE-SCOTTSBLUF		3			5	1	
205 VICTORIA				1			
206 YUMA-EL CENTRO		3	1		1		
207 PARKERSBURG		2	1	3	8	2	1
208 PRESQUE ISLE				6		1	1
209 NORTH PLATTE							1
210 OTHER	940	806	758	691	1,613	1,998	1,820
<b>GRAND TOTAL</b>	<b>31,409</b>	<b>36,074</b>	<b>35,416</b>	<b>33,809</b>	<b>32,524</b>	<b>27,294</b>	<b>24,162</b>

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**STOPOVER VISITORS:HARBOUR ISLAND : BY MEDIA MARKET 2008**


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MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
1 NEW YORK	1,964	2,132	2,159	1,887	1,693	1,370	1,214
2 MIAMI-FT. LAUDERDALE	1,518	1,738	1,887	1,839	1,571	1,271	752
3 WEST PALM BEACH-FT. PIERCE	544	592	671	617	563	480	287
4 BOSTON (MANCHESTER)	395	480	508	378	338	308	244
5 WASHINGTON, DC (HAGRSTWN)	287	426	345	355	221	145	164
6 CHICAGO	283	270	297	398	311	215	138
7 TAMPA-ST. PETE (SARASOTA)	241	254	359	351	254	183	146
8 LOS ANGELES	233	220	253	203	177	187	135
9 DALLAS-FT. WORTH	213	248	262	180	146	134	68
10 PHILADELPHIA	178	204	217	192	225	158	123
11 ATLANTA	171	199	219	232	173	147	156
12 HOUSTON	140	140	130	122	103	123	59
13 ORLANDO-DAYTONA BCH-MELBRN	126	161	247	258	145	116	115
14 SAN FRANCISCO-OAK-SAN JOSE	123	147	151	139	141	145	101
15 MINNEAPOLIS-ST. PAUL	113	94	141	99	86	45	89
16 DENVER	111	147	115	132	143	61	71
17 BALTIMORE	111	91	90	115	131	114	47
18 FT. MYERS-NAPLES	102	133	109	120	119	82	56
19 HARTFORD & NEW HAVEN	97	125	161	109	85	86	50
20 CHARLOTTE	95	124	78	55	83	43	80
21 LOUISVILLE	90	79	80	87	72	36	34
22 RICHMOND-PETERSBURG	75	88	86	109	104	46	84
23 RALEIGH-DURHAM (FA YETVLE)	70	46	78	75	74	50	64
24 CLEVELAND-AKRON (CANTON)	69	55	69	78	79	62	57
25 JACKSONVILLE	61	53	88	57	87	16	33
26 CHARLESTON, SC	60	123	132	110	90	41	41
27 AUSTIN	60	62	52	44	56	28	38
28 PORTLAND-AUBURN	57	44	38	57	49	27	41
29 MOBILE-PENSACOLA (FT WALT)	56	45	37	38	13	10	31
30 NEW ORLEANS	55	30	55	53	50	39	21
31 SAVANNAH	53	90	78	63	55	28	20
32 NASHVILLE	51	74	33	61	48	41	32
33 GREENSBORO-H.POINT-W.SALEM	51	34	23	35	25	49	31
34 PROVIDENCE-NEW BEDFORD	48	67	72	63	66	35	27
35 BURLINGTON-PLATTSBURGH	48	47	62	44	51	40	62
36 TALLAHASSEE-THOMASVILLE	46	30	33	46	11	15	10
37 GRAND RAPIDS-KALMZOO-B.CRK	45	35	66	61	43	14	18
38 BIRMINGHAM (ANN AND TUSC)	43	37	40	45	57	33	19
39 CINCINNATI	42	52	44	52	62	50	22
40 DETROIT	39	48	80	62	62	53	58
41 MEMPHIS	36	41	47	50	34	24	21
42 NORFOLK-PORTSMTH-NEWPT NWS	31	87	71	56	74	39	59
43 GREENVILLE-N.BERN-WASHNGTN	29	15	16	22	8	9	4
44 MILWAUKEE	28	35	61	57	33	26	18
45 ALBANY-SCHENECTADY-TROY	28	30	34	31	25	36	9
46 LEXINGTON	28	21	28	9	37	20	14
47 ST. LOUIS	26	42	41	35	47	16	27
48 CHAMPAIGN&SPRNGFLD-DECATUR	26	8	2	3	7	7	1
49 SEATTLE-TACOMA	25	54	50	38	28	35	39
50 SAN DIEGO	25	23	46	39	16	25	14
51 PITTSBURGH	24	39	36	36	43	37	38
52 KANSAS CITY	24	19	24	57	39	35	36

MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
53 COLUMBUS, OH	23	32	24	32	34	31	21
54 GREENVLL-SPART-ASHEVLL-AND	23	26	63	67	44	43	16
55 BATON ROUGE	22	45	18	11	3	15	2
56 CHARLOTTESVILLE	20	34	27	25	42	6	17
57 PHOENIX (PRESCOTT)	19	33	35	41	20	25	8
58 ALBUQUERQUE-SANTA FE	19	8	40	25	29	15	20
59 MONTGOMERY (SELMA)	19	8	5	9	22	11	2
60 COLUMBIA, SC	18	19	29	34	23	10	12
61 WILMINGTON	17	13	8	35	37	25	9
62 PORTLAND, OR	17	28	37	41	22	11	16
63 SALT LAKE CITY	17	23	8	8	27	5	10
64 FLORENCE-MYRTLE BEACH	16	5	9	12	22	6	
65 CEDAR RAPIDS-WTRLO-IWC&DUB	16	2	11	11	5	1	4
66 ROANOKE-LYNCHBURG	16	17	32	34	34	18	37
67 TULSA	16	10	14	5	5	8	
68 LANSING	16	14	6	7	9	3	6
69 KNOXVILLE	15	24	15	15	33	18	20
70 TYLER-LONGVIEW (LFKN&NCGD)	15	6	1	8	2	3	
71 INDIANAPOLIS	14	31	37	34	33	23	36
72 DAYTON	14	13	25	11	4	8	4
73 TOLEDO	13	4	15	18	7	15	4
74 SYRACUSE	13	5	18	11	23	9	14
75 SOUTH BEND-ELKHART	13	8	10	10	3	7	4
76 SAN ANTONIO	13	22	17	17	10	12	28
77 HARRISBURG-LNCSTR-LEB-YORK	12	11	17	11	18	8	9
78 TWIN FALLS	12	12	2	5	3	1	2
79 WICHITA-HUTCHINSON PLUS	11	3	12	3	5	14	2
80 GREEN BAY-APPLETON	10	9	7	16	4	9	8
81 BUFFALO	10	4	9	9	19	9	19
82 IDAHO FALLS-POCATELLO	10	8	6	19	9	11	6
83 SACRAMNTO-STKTON-MODESTO	10	11	36	12	22	7	16
84 LITTLE ROCK-PINE BLUFF	10	6	20	9	7	12	9
85 COLUMBUS, GA	10	9	7	12	14	5	8
86 MADISON	9	15	6	11	17	9	6
87 SANTABARBRA-SANMAR-SANLUOB	9	18	7	23	17	6	1
88 SHREVEPORT	9	5	11	4	2	3	2
89 MONTEREY-SALINAS	9	6	8	9	4	2	4
90 BANGOR	8	13	10	12	24	2	9
91 CHARLESTON-HUNTINGTON	8	18	16	22	27	5	9
92 BILOXI-GULFPORT	8		13	3	2		7
93 COLORADO SPRINGS-PUEBLO	8	3	17	5	12	5	4
94 RENO	7	6	11	2	5	4	3
95 LINCOLN & HASTINGS-KRNY	7	2	1	5	2		
96 ROCHESTER, NY	7	9	16	23	16	12	10
97 OMAHA	7	5	5	8	3	12	
98 CHATTANOOGA	6	17	9	14	15	17	6
99 LIMA	6	3	3	4	5	7	1
100 DAVENPORT-R.ISLAND-MOLINE	6	3	9		2	4	4
101 HUNTSVILLE-DECATUR (FLOR)	6		4	17	7	2	
102 GAINESVILLE	6	16	29	22	8	12	6
103 LAS VEGAS	6	5	12	22	8	2	11
104 TRAVERSE CITY-CADILLAC	6	6	8	8	14	15	4
105 SPOKANE	5		3	1	6	5	3
106 FT. SMITH-FAY-SPRNGDL-RGRS	5	12	2	6	9	7	2

MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
107 FT. WAYNE	5	2		5	2	4	6
108 EUGENE	5	3	2	2	3	4	1
109 CORPUS CHRISTI	5	4	5	10	4		
110 AMARILLO	4		1	9	1		2
111 BILLINGS	4	4	2	6			
112 BEND, OR	4			1			3
113 PANAMA CITY	4	9	18	4	6	11	8
114 WILKES BARRE-SCRANTON	4	7	12	13	11	9	10
115 MEDFORD-KLAMATH FALLS	4				2		3
116 OKLAHOMA CITY	4	17	12	9	13	6	1
117 ROCKFORD	4	2	7	4	3		
118 EVANSVILLE	4	7	4	4	2	1	
119 TRI-CITIES, TN-VA	3	10	4	2	2	10	4
120 BINGHAMTON	3	4	3	5	5	2	2
121 COLUMBUS-TUPELO-WEST POINT	3	4	3	2	2	10	
122 PEORIA-BLOOMINGTON	3			4	9		6
123 JACKSON, MS	3	12	4	6	2	4	8
124 LUBBOCK	3		3			3	
125 TUCSON (SIERRA VISTA)	3	7	7	5	5	9	1
126 SIOUX FALLS(MITCHELL)	3	2		2	1	2	
127 WACO-TEMPLE-BRYAN	3	3	4	2	1	2	
128 MANKATO	3				3		1
129 MERIDIAN	2	1	3	2			
130 ALBANY, GA	2	1	3	6	1	1	8
131 MINOT-BISMARCK-DICKINSON	2		1		1	2	1
132 SAN ANGELO	2			2	1		
133 SALISBURY	2	7	10	12	4	6	2
134 HONOLULU	2	5	1	3	4	4	1
135 CASPER-RIVERTON	2	6	1	6	1		1
136 PALM SPRINGS	2	1	4	3	2		6
137 BOISE	2	4	2	6	5	3	2
138 HATTIESBURG-LAUREL	2	2	6	1	1	1	
139 MACON	2	6	6	8	10	3	
140 BOWLING GREEN	2		2		6		4
141 TERRE HAUTE	2		1				
142 HARRISONBURG	2	7	4	6	7	4	7
143 YOUNGSTOWN	2	3	1	4		2	2
144 DES MOINES-AMES	2	7	8	4	6		7
145 SPRINGFIELD-HOLYOKE	2	11	16	6	19	11	5
146 PADUCAH-C.GIRD-HARBG-MT VN	2	3	1	1	5	8	3
147 MISSOULA	2	2	2	4	3	2	
147 OTTUMWA-KIRKSVILLE	2		2	2			5
149 DOTHAN	1					1	
150 WICHITA FALLS & LAWTON	1	3	1				
151 UTICA	1		3	3		2	2
152 CLARKSBURG-WESTON	1	5			2		4
153 QUINCY-HANNIBAL-KEOKUK	1		2		3		
154 LAFAYETTE, LA	1	7	2	4	6	1	3
155 JOHNSTOWN-ALTOONA	1	2	4	8	9	2	5
156 MONROE-EL DORADO	1		2			3	3
157 WAUSAU-RHINELANDER	1	1		1	2	2	
158 LAKE CHARLES	1	4	2		5	2	
159 ERIE	1	5	4			6	1
160 AUGUSTA	1	2	7	9	3	10	5

<b>MEDIA MARKET (DMA)</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>
161 EL PASO		2	2				
162 FRESNO-VISALIA		5		6	1	2	
163 TOPEKA			3		3	1	6
164 ABILENE-SWEETWATER				7			
165 VICTORIA				1			
166 GREENWOOD-GREENVILLE					3	5	
167 ROCHESTR-MASON CITY-AUSTIN						1	
168 EUREKA			10	10	2	3	4
169 JONESBORO			1			6	4
170 COLUMBIA-JEFFERSON CITY		1	4	2		2	1
171 BLUEFIELD-BECKLEY-OAK HILL		1	1	3	5	3	
172 SHERMAN-ADA			1			2	
173 JUNEAU			1		1		2
174 BEAUMONT-PORT ARTHUR			2	6	2	1	
175 WHEELING-STEUBENVILLE					3		1
176 SIOUX CITY						4	2
177 ALEXANDRIA, LA		1	3				
178 HARLINGEN-WSLCO-BRNSVL-MCA			3		2		2
179 DULUTH-SUPERIOR				5	2	3	2
180 GREAT FALLS						1	2
181 PARKERSBURG			1		1		
182 ODESSA-MIDLAND		2				1	2
183 MARQUETTE						3	3
184 CHICO-REDDING			7		5		
185 ELMIRA		1	2	1			3
186 LA CROSSE-EAU CLAIRE			1		4		5
187 JOPLIN-PITTSBURG		5	1			1	4
188 LAFAYETTE, IN				2			6
189 WATERTOWN		1	3	3	8		1
190 ZANESVILLE				4			
191 ANCHORAGE						4	5
192 FLINT-SAGINAW-BAY CITY		5	5	1	3	7	1
193 BAKERSFIELD					2	1	
194 CHEYENNE-SCOTTSBLUF					2		
195 JACKSON, TN		8	2	1		1	
196 SPRINGFIELD, MO		13	6	8	8	3	
197 YAKIMA-PASCO-RCHLND-KNNWCK		3		1	1	1	
198 GRAND JUNCTION-MONTROSE				4		1	1
199 YUMA-EL CENTRO		1					
200 FARGO-VALLEY CITY		2	3	4	4	1	
201 RAPID CITY		2			2	1	
202 BUTTE-BOZEMAN				12	6	4	1
203 OTHER	291	229	225	184	447	541	507
<b>GRAND TOTAL</b>	<b>9,565</b>	<b>10,617</b>	<b>11,400</b>	<b>10,753</b>	<b>9,752</b>	<b>7,727</b>	<b>6,277</b>

## WHERE ELSE DID VISITORS TO ELEUTHERA COME FROM?

### TOP CANADIAN PROVINCES STOPOVER VISITORS TOTAL ELEUTHERA

	PROVINCES	2008	2007	2006	2005	2004	% CHG 08/07
1	ONTARIO	597	725	741	498	499	-18%
2	QUEBEC	169	170	136	153	153	-1%
3	ALBERTA	99	106	57	45	48	-7%
4	BRITISH COLUMBIA	98	128	113	141	78	-23%
5	NOVA SCOTIA	28	41	44	26	18	-32%
6	MANITOBA	16	41	22	28	9	-61%
7	OTHER PROVINCES	118	157	134	107	134	-25%
	<b>TOTAL CANADA</b>	<b>1,125</b>	<b>1,368</b>	<b>1,247</b>	<b>998</b>	<b>939</b>	<b>-18%</b>

- Ontario was the biggest supplier of business to Eleuthera from Canada.
- None of the Canadian markets to Eleuthera grew between 2008 and 2007.

### TOP EUROPEAN COUNTRIES STOPOVER VISITORS TOTAL ELEUTHERA

		2008	2007	2006	2005	2004	% Chg 08/07
1	UK	862	1,070	1,021	1,001	1,025	-19.4%
2	ITALY	502	423	275	368	296	18.7%
4	FRANCE	451	299	261	288	264	50.8%
3	GERMANY	243	177	213	238	225	37.3%
5	SWITZERLAND	86	69	94	99	74	24.6%
7	SPAIN	54	69	33	47	38	-21.7%
6	SWEDEN	51	36	4	35	32	41.7%
8	NETHERLANDS	45	32	38	27	24	40.6%
9	BELGIUM	40	41	20	13	27	-2.4%
10	NORWAY	34	23	34	30	6	47.8%
11	DENMARK	33	19	2	26	11	73.7%
12	AUSTRIA	25	39	43	58	39	-35.9%
13	OTHER EUROPE	107	89	82	104	86	20.2%
	<b>TOTAL EUROPE</b>	<b>2,533</b>	<b>2,386</b>	<b>2,120</b>	<b>2,334</b>	<b>2,147</b>	<b>6.2%</b>

- The UK was the biggest supplier of business to Eleuthera from Europe.



## WHAT ARE THE PEAK MONTHS FOR THE ISLAND?

### STOPOVER VISITORS BY MONTH ISLANDS OF THE BAHAMAS 2006 TO 2008

Month	Abaco			Andros			Bimini			Total Eleuthera*		
	2008	2007	2006	2008	2007	2006	2008	2007	2006	2008	2007	2006
Jan	5,117	4,903	5,164	663	584	577	1,356	1,311	1,180	2,673	2,553	2,183
Feb	7,939	7,103	7,341	880	885	835	2,074	1,403	1,736	3,597	3,634	3,762
Mar	12,533	13,733	12,605	1,343	1,195	1,523	3,224	2,254	2,512	5,838	6,123	5,700
Apr	10,916	11,912	12,712	1,169	1,199	1,234	3,165	3,674	3,743	3,968	4,939	5,078
May	11,540	12,032	13,853	1,070	1,088	1,282	6,140	3,064	7,474	3,518	4,450	4,292
Jun	14,360	16,659	17,285	1,065	950	1,165	5,994	6,851	6,453	3,946	4,619	4,277
Jul	12,125	14,385	13,063	864	638	877	7,560	7,006	5,894	3,358	3,464	3,368
Aug	6,567	8,222	6,237	477	562	468	5,507	6,135	4,470	2,169	2,313	1,750
Sep	1,632	3,216	3,041	126	249	284	1,246	2,683	4,535	584	788	724
Oct	3,076	3,790	3,415	412	438	480	1,338	1,558	1,898	908	1,126	1,303
Nov	4,841	6,053	5,724	544	778	819	2,241	2,440	1,756	2,254	2,643	3,299
Dec	7,025	8,745	8,191	591	876	781	2,586	2,458	2,309	3,214	4,128	3,968
<b>Total</b>	<b>97,671</b>	<b>110,753</b>	<b>108,631</b>	<b>9,204</b>	<b>9,442</b>	<b>10,325</b>	<b>42,431</b>	<b>40,837</b>	<b>43,960</b>	<b>36,027</b>	<b>40,780</b>	<b>39,704</b>

All of the individual Out Islands are not listed in the above table. Source: Immigration Cards

\*Harbour Island included in above Eleuthera numbers.

- The peak months for visitors to visit Eleuthera Island are February, March, April, May, June, July and December.

**STOPOVER VISITORS BY MONTH  
ISLANDS OF THE BAHAMAS  
2006 TO 2008**

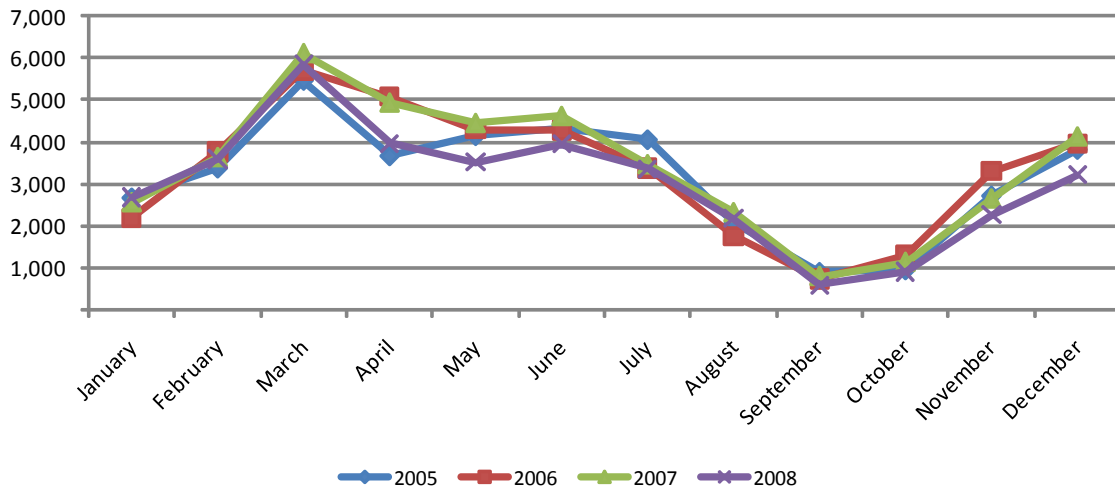
Month	Exuma			Harbour Isl. Eleuthera			San Salvador		
	2008	2007	2006	2008	2007	2006	2008	2007	2006
Jan	2,838	3,043	2,818	850	925	641	1,556	1,188	1,208
Feb	3,694	4,013	4,080	1,273	1,302	1,279	1,447	1,379	1,418
Mar	4,994	4,757	5,292	1,899	2,028	1,741	2,022	2,125	1,874
Apr	4,087	4,300	4,817	1,324	1,504	1,846	1,867	1,570	2,084
May	3,555	3,563	4,060	1,164	1,241	1,683	2,124	1,949	1,814
Jun	2,951	3,794	3,790	1,050	1,285	1,380	1,807	2,084	1,843
Jul	3,106	3,200	3,288	1,133	942	1,148	1,584	1,440	1,371
Aug	2,363	2,738	2,393	780	692	663	1,321	1,348	950
Sep	665	1,178	1,198	104	140	186	563	1,044	75
Oct	1,524	1,827	2,308	203	243	242	1,421	1,264	26
Nov	1,666	2,292	2,737	784	821	1,078	1,437	1,515	160
Dec	2,466	3,216	3,384	1,074	1,335	1,133	1,191	1,292	1,799
<b>Total</b>	<b>33,909</b>	<b>37,921</b>	<b>40,165</b>	<b>11,638</b>	<b>12,458</b>	<b>13,020</b>	<b>18,340</b>	<b>18,198</b>	<b>14,622</b>

All of the individual Out Islands are not listed in the above table. Source: Immigration Cards

**TOTAL ELEUTHERA (Mainland & Harbour Island)  
STOPOVER VISITORS**

	2005	2006	2007	2008
January	2,674	2,183	2,553	2,673
February	3,379	3,762	3,634	3,597
March	5,458	5,700	6,123	5,838
April	3,669	5,078	4,939	3,968
May	4,147	4,292	4,450	3,518
June	4,331	4,277	4,619	3,946
July	4,052	3,368	3,464	3,358
August	2,065	1,750	2,313	2,169
September	910	724	788	584
October	964	1,303	1,126	908
November	2,721	3,299	2,643	2,254
December	3,820	3,968	4,128	3,214
<b>Grand Total</b>	<b>38,190</b>	<b>39,704</b>	<b>40,780</b>	<b>36,027</b>

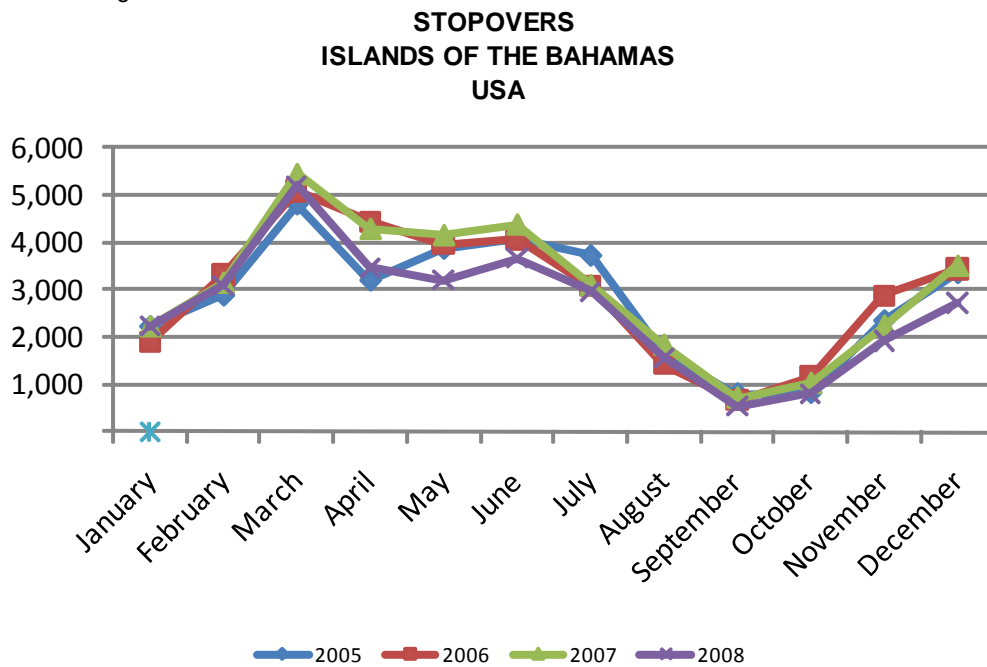
Source: Immigration Card



- The peak months for visitors to visit Eleuthera Island are February, March, April, May, June, July and December.

STOPOVERS TOTAL ELEUTHERA USA				
	2005	2006	2007	2008
January	2,224	1,899	2,224	2,231
February	2,883	3,315	3,150	3,093
March	4,812	5,094	5,458	5,203
April	3,201	4,438	4,293	3,472
May	3,873	3,967	4,159	3,202
June	4,087	4,065	4,387	3,672
July	3,726	3,074	3,099	2,966
August	1,676	1,423	1,832	1,568
September	802	662	708	540
October	820	1,160	1,018	806
November	2,348	2,880	2,237	1,926
December	3,357	3,439	3,509	2,730
<b>Grand Total</b>	<b>33,809</b>	<b>35,416</b>	<b>36,074</b>	<b>31,409</b>

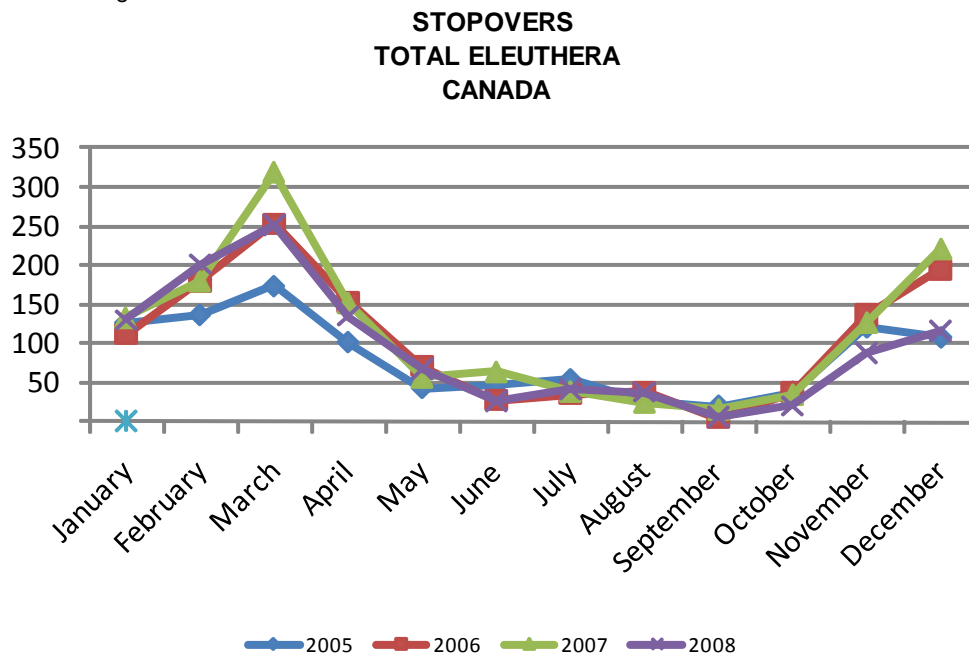
Source: Immigration Cards



- The peak months for visitors from the United States to visit Eleuthera are February, March, April, May, June, July and December.

STOPOVERS TOTAL ELEUTHERA CANADA				
	2005	2006	2007	2008
January	127	112	133	131
February	137	180	180	201
March	174	253	319	252
April	102	154	152	135
May	43	71	57	68
June	46	28	64	27
July	54	35	39	42
August	28	39	25	38
September	20	5	16	6
October	38	38	35	21
November	121	137	127	88
December	108	195	221	116
<b>Grand Total</b>	<b>998</b>	<b>1,247</b>	<b>1,368</b>	<b>1,125</b>

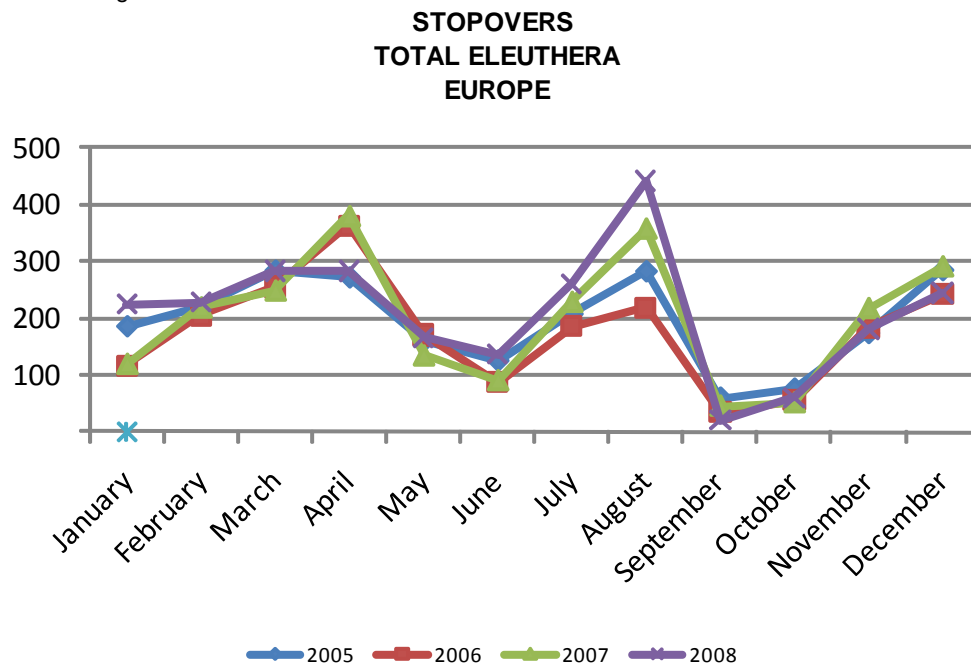
Source: Immigration Cards



- The peak months for visitors from Canada to visit Eleuthera were January, February, March, April, November and December.

STOPOVERS TOTAL ELEUTHERA EUROPE				
	2005	2006	2007	2008
January	186	117	119	225
February	219	205	219	228
March	285	255	249	283
April	273	363	381	284
May	160	171	134	166
June	125	87	90	137
July	208	186	229	261
August	284	219	359	442
September	59	35	45	21
October	75	56	51	60
November	174	184	218	181
December	286	242	292	245
<b>Grand Total</b>	<b>2,334</b>	<b>2,120</b>	<b>2,386</b>	<b>2,533</b>

Source: Immigration Cards



**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
ELEUTHERA (INCLUDING HARBOUR ISL.)  
2008**

	Eleuthera	All Bahamas
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	75%	70%
Friends and Relatives	9%	4%
Business	4%	7%
Other	3%	2%
Honeymoon	3%	5%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	77%	60%
Climate	61%	51%
Rest and Relaxation	48%	43%
Friendly People	42%	26%
Safety of Islands	27%	15%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	88%	83%
Rest and Relax	76%	74%
Go Snorkeling	50%	32%
Shop	23%	37%
Go on Island Tour	16%	16%
<b>LIKELY RETURN IN 1-5 YEARS</b>	92%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>	96%	93%
<b>USED TRAVEL AGENT</b>	15%	30%
<b>AGE*</b>		
25 - 54 years old	52%	56%
55 years old or older	26%	19%
<b>SEX*</b>		
Male	51%	49%
Female	45%	48%
<b>RACE</b>		
White	91%	82%
Black	1%	7%
Hispanic	3%	4%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	2%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
<b>EDUCATION</b>		
College Graduate or Above	70%	67%
<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	7%	7%
\$50,001 to \$75,000	10%	10%
\$75,001 or more	60%	62%
<b>PREVIOUS VISITS</b>		
First Time Visitor	30%	41%
Repeat Visitor	70%	59%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
ELEUTHERA (INCLUDING HARBOUR ISL.)  
2008**

<b>TRAVELLING PARTY SIZE</b>		
One	20%	16%
Two	34%	44%
Three or more	41%	37%
<b>HOUSEHOLD SIZE</b>		
One	17%	12%
Two	43%	38%
Three-Four	30%	38%
<b>COUNTRY OF ORIGIN</b>		
USA	87%	81%
Canada	3%	8%
Europe	7%	6%
Other Countries	3%	5%
<b>AVERAGE LENGTH OF STAY</b>	9.5 nts.	6.6 nts.

Source: Tour Operator and Media Exit Survey 2008. All numbers are subject to revision.

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

In 2008, Likelihood to return: Very Likely=77.7% and Somewhat Likely=14.3%, Likelihood to Recommend: VL= 82.2% and SL=13.8%

Avg. Stay of visitors to Harbour Island is 6.6 nts.



## **Conclusion**

Most of the stopover visitors to Eleuthera came to the island to vacation. Many of them described their vacation as a beach/pool/relax vacation.

Stopover visitors to Eleuthera were influenced to visit because of the beaches and the climate. Some of them were influenced to visit because of the desire to rest and relax, the friendly people on the island, the perceived safety of the island and the fact that they had never been there before. Some of the stopovers to Eleuthera were influenced to visit because of the ease of getting to the island, a friend had recommended it, they had friends there, the perception that the island was exotic, and the sporting attractions such as snorkeling, bone-fishing and diving available on the island.

Before their arrival on the island, visitors to Eleuthera intended to do a number of activities while they enjoyed their stay. Most of them wanted to enjoy the beaches as it was the number one reason for coming to the island. More than three-quarters (76%) of them also wanted to rest and relax. Half of them wanted to go snorkeling. Some of them wanted to do a little shopping, take an island tour, do a little bone-fishing, and do a little diving. A higher percentage of visitors to Nassau/P.I and Grand Bahama wanted to go shopping and to casinos than visitors to Eleuthera.

Visitors to Eleuthera really liked the beaches and that is good since the beaches influenced their decision to visit the island in the first place. They really liked the people; they thought that the people were friendly and helpful. The stopovers to Eleuthera really liked the ocean on the island chain. They really liked the relaxing they were able to do on the island. Many of them liked the weather that they had during their stay, the safety they felt on the island, and the scenery/landscape. Some of the visitors thought that the island was clean and liked that. Other visitors did not agree that the island was clean and listed litter as one of the top complaints of the island. Some of the visitors liked the architecture in the island destination (e. g. in Harbour Island). Some of them thought that Eleuthera was just as they had hoped it would be and liked that fact. Some thought that the island was unusual-not like anywhere else and liked that fact. The top compliments

received about Eleuthera were the friendly people, scenery, beaches, the food, and the relaxation available on the island.

Visitors to Eleuthera did dislike that the island was expensive/pricey. Some of them disliked that there were a limited variety of shops on the island and that the shops closed early even though shopping for the most part was not the reason for coming to the island. Some of them thought that they had received slow service and disliked that. Some of them thought that the island was not clean and disliked that. The top complaints about Eleuthera were: poor road conditions, too much litter on the island, dirty beaches, and development.

More than two-thirds of the visitors to Eleuthera were returning visitors or repeat visitors. Visitors to Eleuthera appeared to be very loyal about returning and recommending the Bahamas. The majority of the stopover visitors to Eleuthera said that they would return to the Bahamas in 1-5 years and they did. The majority of them also said that they would recommend the Bahamas to friends and relatives and they did. (There were a number of people who said that they were influenced to visit as a result of the recommendation of a friend or relative).

Visitors to Eleuthera primarily came to the island by commercial airline or private plane. On Harbour Island, Eleuthera most of the stopovers stayed in a hotel (86%), however this was not the case for Mainland Eleuthera where only 18% of them stayed in a hotel. Almost one third (32%) of the stopovers to Mainland Eleuthera stayed in an apt/villa compared to 4% of those to Harbour Island. Visitors to Mainland Eleuthera tended to stay longer than the visitors to Harbour Island. The average length of stay of the stopover visitors to Eleuthera as a whole was 9.5 nights (Mainland Eleuthera 10.8 nights and Harbour Island 6.6 nights). The peak months for stopover visitors to visit Eleuthera as a whole were February, March, April, May, June, and July.

The media habits of the stopover visitors to Eleuthera spanned a wide range. Many of them used the Internet and watched television. Some of them read magazines and newspapers.

Many of the stopover visitors to Eleuthera used the Internet when they were planning their vacations and the top search engine/content provider was Google.

The visitors to Eleuthera did not tend to use travel agents very much to book their reservations because many of them either booked their plans on the Internet or directly. This was in part due to the fact that many of the visitors to Eleuthera were returning visitors who already knew what and where everything was on the Eleuthera chain of islands.

More than two-thirds of the stopover visitors to Eleuthera watched television. Their favorite television stations were CNN, ESPN, ABC, NBC, FOX, HBO, CBS, FOXN (FOX News), DISC (Discovery Channel), FOOD Network, and HGTV (Home & Garden Network).

More than one-quarter of the stopover visitors to Eleuthera used print media when they were planning their vacations. The preferred print media used was magazines. Some of the stopover visitors just read magazines for their enjoyment and edification. The visitors who read magazines for their enjoyment and edification read a myriad of magazines on entertainment, fashion, travel, business/finance/money, nature, and home décor. Some of their favorite magazines were Time, People, Vanity Fair, Travel & Leisure, US/US Weekly, New Yorker, Elle Décor, Newsweek, Vogue/Vogue Living, The Economist, and Conde Nast Travel. In addition to magazines, some of the visitors to Eleuthera who used print media to plan their vacations used newspapers. The most popular newspapers that they read regardless of whether or not they were planning a vacation were the New York Times, the Wall Street Journal, USA Today, and the Washington Post.

Most of the stopover visitors to Eleuthera tended to be over 25 (with a higher percentage of people over 55 than the Bahamas as a whole), and white. More than two-thirds (70%) of them were college educated, and more than half of them were male. More than one half of them (60%) had household incomes well over \$75,000. In fact, a large percentage of them had household incomes of \$100,000 or more. Many of the stopover visitors to Eleuthera were repeat visitors who travelled in groups of two or more. In fact Eleuthera received more visitors who travelled as a party of three or more than the Bahamas overall. Eleuthera also received a higher percentage of singles than the Bahamas as a whole. The majority of the visitors to Eleuthera were from the United States.

# **APPENDIX**

## *Eleuthera Positive Comments 2008*

### *Islands*

#### **Eleuthera**

### *Commentcategory*

### *Positive Comments*

#### *Beaches*

Very nice beaches.  
Beaches very beautiful.  
Love the beaches.  
Beautiful Beaches  
The beaches were nice.  
The beaches are very pretty.  
Beaches are really beautiful.  
Beautiful beaches.  
The beaches are beautiful.

#### *Culture*

Enjoyed the Culture.

#### *Environment*

Keep Eleuthera family oriented and resort only development do not over develop like Harbour Island.

#### *Ferries*

Water taxis are very nice.

#### *Food*

Food is super great.  
Good food.

*Islands*  
**Eleuthera**

*Commentcategory*

*Positive Comments*

*Food*

Good food.  
Great food.  
Delicious food.

*General*

Very fun!  
Love it here!  
The Bahamas are the best place to vacation.  
It was fabulous.  
Everything was great.  
Keep it as is. It's already gorgeous enough.  
Can't wait to come back.  
It's the greatest place I've ever seen.  
Please let this island stay as it is! No high rise or commercialism.  
  
We love it!  
Wonderful experience.  
Only vacation.  
Thanks  
Wonderful!  
Loved it  
Great place don't screw it up.  
Always enjoy The Bahamas whether Business on pleasure.  
The greatest place in the world.

*Islands*  
**Eleuthera**

*Commentcategory*

*General*

*Positive Comments*

We loved Eleuthera.

Fish Fry on Eleuthera was great.

We loved Eleuthera. Natural beauty, simple not touristy.

We love it here because no one else is. I hope that never changes.

Fantastic.

Will definitely be back next year.

Always wonderful.

Eleuthera is very nice.

Beautiful. Full moon.

Everyone should be fortunate to experience this beautiful spot.

A wonderful island.

Love it here.

Love it!

I don't want to leave.

I'd like to come more often

Everything was great.

It was nice show

Been to Jamaica at least 10 times and this is much better. Jamaica advertises a lot, but Eleuthera is the place to go.

It is great I'm coming back Monday. I love the people. I love swimming more girls would be nice

We enjoyed ourselves.

Wonderful place.

*Islands*  
**Eleuthera**

*Commentcategory*

*Positive Comments*

*General*

Had a wonderful time.

Hope to come back.

We had a great visit we'll be back!

Our son is the Project Manager for Wind-Wic. We came to see his project.

We loved Eleuthera.

I'll be back soon.

Beautiful place.

Great!

Both visits have been to Harbour Island and I hope to return soon.

I love it.

Great place. Hate to leave.

A wonderful experience for the whole family.

What a beautiful place.

We love it in Eleuthera.

Love it here.

*People*

Beautiful people.

Wonderful locals are wonderful.

Wonderful people. Cannot wait to come back.

Beautiful and friendly people.

Beautiful and friendly thanks.



*Islands*  
**Eleuthera**

*Commentcategory*

*People*

*Positive Comments*

The people of the Bahamas are what made our visit a special one.

The people

People were very friendly.

Love the island. Everyone was very friendly.

Everyone does their best to help you.

Very friendly people.-enchanted and special Island.

Very friendly people.

Wonderful friendly people.

Great & helpful people.

Friendly people.

Beautiful people.

Great people.

Friendly people.

The people are friendly.

It was beautiful! Everyone was very friendly.

Americans think of Bahamas as Paradise Island. Yet it is much more varied and extensive-really something for everyone.

Very friendly people. Had a great family holiday.

Very friendly people.

Lovely people.

Very laid back, no hustle and bustle people are very friendly.

Everyone helpful to us.

*Islands*  
**Eleuthera**

*Commentcategory*

*Positive Comments*

*People*

The people are very nice.  
Some people very friendly.  
Very friendly nice peaceful people.

*Relaxation*

It was relaxing and fun.  
Very relaxing.

*Scenery/Sightseeing*

Overall it's beautiful.  
This is the most beautiful place in the world.  
The most amazing place so colorful beautiful etc.  
Beautiful.  
Lovely!  
It is pretty.  
This island is so beautiful.  
Its beautiful.  
Gorgeous Island Eleuthera)  
Beautiful island.  
Beautiful place.

*Sea/Water*

Beautiful turquoise water and white sand beaches.  
Exuma water most beautiful on earth.

*Service*

*Islands*  
**Eleuthera**

*Commentcategory*

*Positive Comments*

*Service*

Great service.

*Weather/Climate*

Beautiful weather.

Weather beautiful.

## *Eleuthera Negative Comments Report 2008*

*Islands*  
**Eleuthera**

*Commentcategories*

*Negative Comment*

*Activities*

Need more tourist things here in Eleuthera. Had to find tourist activities unlike Nassau.

*Airlines*

Eleuthera more flights please.

*Beaches*

Beaches on Northshore Drive were blocked from access, even Bahamians couldn't get in. That is not right.

*Crime*

We are concerned with increasing burglaries on Harbour Island.

*Development*

I hope that the foreign investors do not ruin the Bahamas. We come to be in the Bahamas, not on an island full of foreign investors! Foreign investors will make it difficult for the natives of the Bahamas to live in their own land. That would be a shame.

Three island dock needs repairs.

Too much construction on Harbour Island.

*Drugs*

Please do something about the drugs and burglaries. This is not acceptable.

*Environment*

But the dog situation is very sad.

*Islands*  
**Eleuthera**

*Commentcategories*

*Negative Comment*

*Food*

More fresh fruits and vegetables would be great.

The food surprisingly was very poor at the Island of Eleuthera. No fresh fish cooked very bad and the worst fried chicken I've ever had.

*General*

Credit cards rarely accepted.

I don't care much for some of these questions.

One problem, sand flies.

*Hotel*

Would highly recommend not staying at Valentine.

*Litter/Cleanliness*

One concern, too much litter/garbage and scrap metal.

Harbour Islanders should clean streets and alley ways of trash and debris. It's a lovely place and should be kept neat and tidy.

Sad to see all of the trash along highways and beaches.

Lots of trash.

Something needs to be done about the trash on roads, beaches, parking places at beaches.

I'm disappointed by all the garbage on the beaches.

It amazes me that there is so much trash at the beaches and at the side of the roads.

However there seemed to be a lot of dumped trash.

Sad to see trash on road and beaches.

Atlantis beaches covered with wash up garbage. Abandon stripped cars left in woods. Random piles of garbage - trash seems to be a problem.

*Islands*  
**Eleuthera**

*Commentcategories*

*Negative Comment*

*Litter/Cleanliness*

Need recycling.

*Prices*

Expensive.

The flights have gotten way too expensive out of site!

*Restaurants*

Need to have more eating places available after 3:00 p.m.

Island need more restaurants.

*Roads/Traffic*

Some of the roads in Eleuthera are very bad.

Roads need repair difficult in getting to see attractions.

Roads need work.

Roads need work.

Fix the road.

Need to improve roads.

Less golf carts, cars on Harbour Island please.

Travel would be easier if the roads in James Cistern were repaired.

Please fix the roads they are terrible even Queens Highway -but off are terrible. The \$ you take in needs to come back to the island.

Better roads.

Too many cars/trucks.

Bad roads.

Fix the roads they were awful.

*Islands*  
**Eleuthera**

*Commentcategories*

*Negative Comment*

*Roads/Traffic*

Too many pot holes fix the roads!

*Service*

They could use a little bit of better service.

*Weather/Climate*

The weather was too cold.

## *Suggestions Comments Report 2008*

### *Islands*

#### **Eleuthera**

### *Commentcategories*

#### *General*

### *Suggestioncomment*

WIFI Satellite, cable and satellite would make it better.

#### *Roads/Traffic*

I would prefer it if some of the roads had signs directing you to the beach.



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