

EXIT SURVEY SPECIAL EDITION



**THE ISLANDS OF THE BAHAMAS
RESEARCH DEPARTMENT
BAHAMAS MINISTRY OF TOURISM**

TABLE OF CONTENTS

1.	INTRODUCTION	3
2.	METHODOLOGY	4
3.	EXECUTIVE SUMMARY	5
4.	REASONS FOR VISIT TO THE BAHAMAS	8
	i) Primary Reason For Visit to Bahamas	8
5.	REPEAT VISITORS VS. FIRST TIME VISITORS	13
6.	VISITOR MEDIA CHOICES	14
	i) Electronic Media Used For Planning Vacations	14
	ii) Favourite Television Networks	16
	iii) Time Visitors Most Likely to Watch Television	21
	iv) Print Media Used When Planning Your Vacation	26
	v) Magazines Visitors Were Reading	27
	vi) Newspapers Visitors Were Reading	32
	vii) Newspapers and Some of the Top Producing Markets	35
7.	NUMBER OF PEOPLE WITH E-MAIL ADDRESSES	38
8.	NUMBER OF PEOPLE WHO SURF THE INTERNET	39
9.	FAVOURITE INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS	40
10.	LIKELIHOOD TO RETURN & RECOMMEND THE BAH.	51
	i) Likelihood To Return & Recommend Comments	55
11.	RESERVATION BOOKINGS	66
	i) How Did You Book Your Reservations	66
	ii) Amount of Time Between Reservation & Visitor Arrival	68
	iii) Tour Operators & Travel Agents	69
12.	DEMOGRAPHICS	108
13.	CONCLUSION	109

INTRODUCTION

The Ministry of Tourism has undertaken a survey of tourists leaving the Islands of The Bahamas since the early 1970's. The information contained in this report is based on a "special edition" of the Exit Survey. This survey was conducted by the Research Department of the Ministry of Tourism between October 2001 and February 2002.

RESEARCH OBJECTIVES

1. Obtain information on reservation bookings
2. Obtain information on Tour Operator &/or Travel Agents
3. Obtain information on electronic media used for planning a vacation
4. Obtain information on favorite television networks
5. Obtain information on the time visitors to the Bahamas were most likely to watch television
6. Obtain information on print media choices (e.g., newspapers & magazines read)
7. Obtain information on the number of people who had e-mail addresses
8. Obtain information on favorite internet search engines & or content providers
9. Obtain information on trip characteristics (reasons for visit, etc.)
10. Measure intention to return and recommend
11. Obtain demographic information on the stopover visitors (age, sex, education, household size, income).

METHODOLOGY

This report is based on a “special” Exit Survey that was conducted between October 2001 and February 2002. This “special” Exit Study sample consists of stopover visitors to The Islands of 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.

The method used in the selection of the sample for this “special edition” of the Exit Study can be described as a two-staged Systematic Probability Sampling. With this method every kth element (mainly every 5th person) in the sampling frame is selected. Interviews of exiting stopover visitors were conducted between October 2001 and February 2002 at major airports throughout the country. The Out Islands surveyed in this Exit Study include Eleuthera, Exuma, and San Salvador. Interviews during the sampling process were conducted in the mornings, afternoons and evenings. A total of 1,686 questionnaires were collected from stopover visitors and analyzed.

As with any survey dependent upon random sampling, the percentages and averages in this report are subject to sampling error. The sample is used to estimate the population and differences exist between the result of the sample and the true underlying population value that is unknown.

EXECUTIVE SUMMARY

- The main reason visitors to the Islands of the Bahamas came to the Islands of the Bahamas was to vacation.
- They chose to visit the Bahamas primarily because of the beaches, rest and relaxation, to enjoy the climate, because they had never been here before, hotel facilities, and good package deals that were offered.
- Visitors to Grand Bahama cited Best Value for Money instead of hotel facilities as a primary reason for visiting the Bahamas.
- The electronic media most frequently used when planning a vacation was the Internet, followed by Network Television, Specialty News Channels and Specialty Cable Channels.
- The favorite television networks/stations of visitors to the Islands of the Bahamas were: NBC (Network Station), ABC (Network Station), CNN (Specialty News Station) CBS (Network Station), ESPN (Specialty Cable Channel), FOX (Network Station), HBO (Specialty Cable Channel), and MSNBC (Specialty News Channel).
- Visitors to the Islands of the Bahamas watched television between 6:00 p.m. and 10:59 p.m. at night. The most popular time of day for watching television was between 8:00 p.m. to 8:59 p.m.
- The most popular print media used by visitors to the Islands of the Bahamas were newspapers and magazines.
- Some of the top magazines for visitors to the Bahamas were: Time Magazine, People, Cosmopolitan/Cosmo, Newsweek, Other Sports Magazines Sports Illustrated, Maximum/Maxim, Travel and Good Housekeeping.
- Some of the top newspapers read by visitors to the Bahamas were: USA Today, New York Times, Wall Street Journal, Toronto Star, Washington Post, Cleveland Plain Dealer, Miami Herald, Atlanta Journal-Constitution, Globe & Mail, Cincinnati Sun Enquirer,

Philadelphia Inquirer, Newsday, Toronto Sun, Chicago Tribune, Columbus Dispatch, and Daily News.

- 74% of the visitors to the Islands of the Bahamas had e-mail addresses.
- 78% of them surfed the Internet.
- Some of the top Internet search engines and content providers for visitors to the Bahamas were: Yahoo, AOL, Google, Excite, Alta Vista, Lycos and MSN.
- 53% of the visitors to the Islands of the Bahamas were repeat visitors.
- 51% of the visitors indicated that they were very likely to return to the Bahamas in 1-5 yrs. and 25% of them were somewhat likely.
- 13% of the visitors to the Islands of The Bahamas were somewhat unlikely to return to the Bahamas in 1-5 yrs., and 9% were not at all likely to return during this time period.
- 60% of the visitors indicated that they were very likely to recommend the Bahamas to friends and relatives and 23% were somewhat likely to recommend The Bahamas.
- 9% of the visitors to the Islands of The Bahamas were somewhat unlikely to recommend the destination to friends and relatives and 6% were not at all likely to recommend the Bahamas to friends and relatives.
- Visitors to the Bahamas who were not likely to return or recommend the Bahamas to friends and relatives gave these reasons: Prices (too expensive), people (e.g., bad attitudes & harassment by vendors and natives) poor service, they wanted to visit other places, hotel (e.g., poor accommodations, rude staff, poor hotel service), bad weather, litter/cleanliness (country was too dirty), poor food, airlines (rude front desk personnel, etc.), activities (not enough to do), poor value for money, automatic gratuity, shops (e.g., shops close too early).
- Visitors to the Bahamas seemed to prefer short lead times when booking their reservations.

- The highest percentage of visitors booked their reservations 1-3 months in advance or the very same month of travel.
- 67% of the visitors to the Bahamas used a tour operator or travel agent to book their reservations. Some visitors to the Bahamas booked their reservations directly with the hotel or airline, etc.
- Some visitors to the Bahamas booked their reservations directly on the Internet and others used a combination of methods.
- Some of the visitors to the Islands of the Bahamas who booked their reservations online used: Travelocity.com, Yahoo.com, Expedia.com, Flynow.com (Ireland), Lowestfare.com.
- Some of the popular tour operators/travel agents were: Liberty Travel, Triple AAA, Grand Bahama Vacations, Hallmark Tours, Ambassador Travel, Sunquest, GoGo Tours/Travel, Maritz Travel, Apple Vacations, RCI, Landmark, American Express, Majestic, Carlson Wagonlit Travel, Uniglobe, Delta Dream Vacations, Marlin Travel, 11th Hour Travel/Vacations, Thomas Cook, British Airways, Laker, Virgin Direct/Holidays (UK), Leisure Travel, Travel Lovers (Canada), Travel Sensations (Canada), and Conquest (Canada).
- Visitors to the Bahamas were primarily white, between 25-54, female, college educated, with annual household incomes over \$60,000.

REASONS FOR VISIT TO BAHAMAS

Seventy-two percent (72%) of all stopover visitors to the Islands of The Bahamas were on vacation. Seventy-one percent (71%) of the visitors to Nassau, 78% of them to Grand Bahama and 68% to the Out Islands were on vacation. Eight percent (8%) of the visitors to the Islands of the Bahamas were on honeymoon, 6% of them were on a business trip, and 4% were visiting friends and relatives.

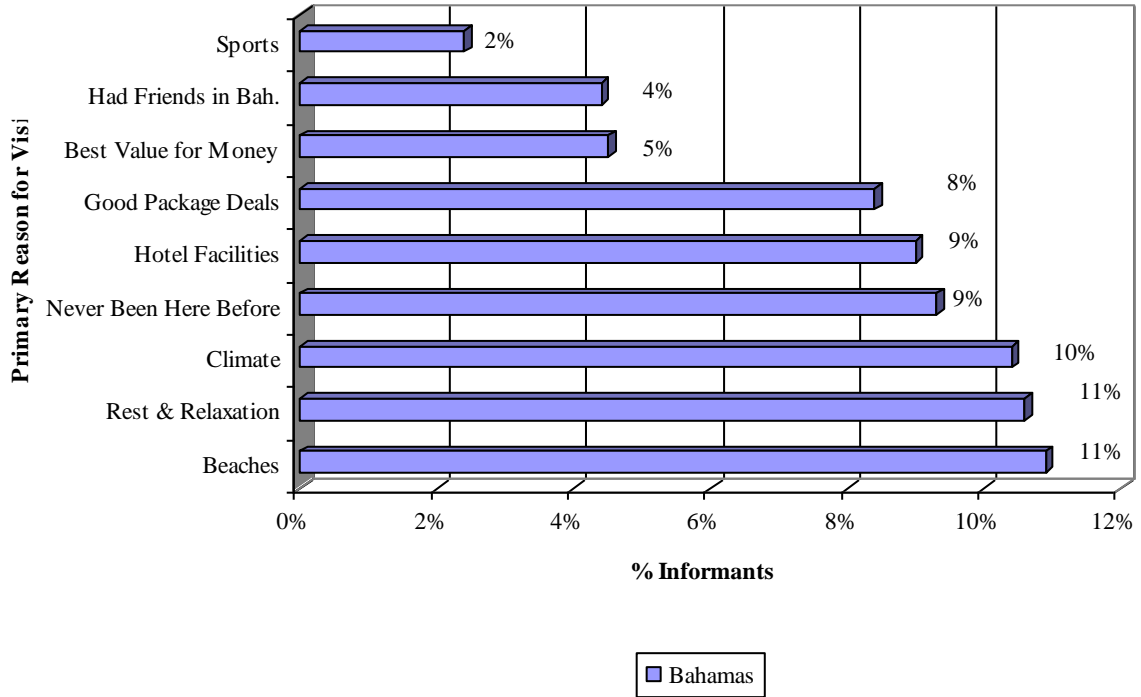
PRIMARY REASON FOR VISIT TO BAHAMAS

PRIMARY REASON FOR VISIT TO THE BAHAMAS ISLANDS OF THE BAHAMAS

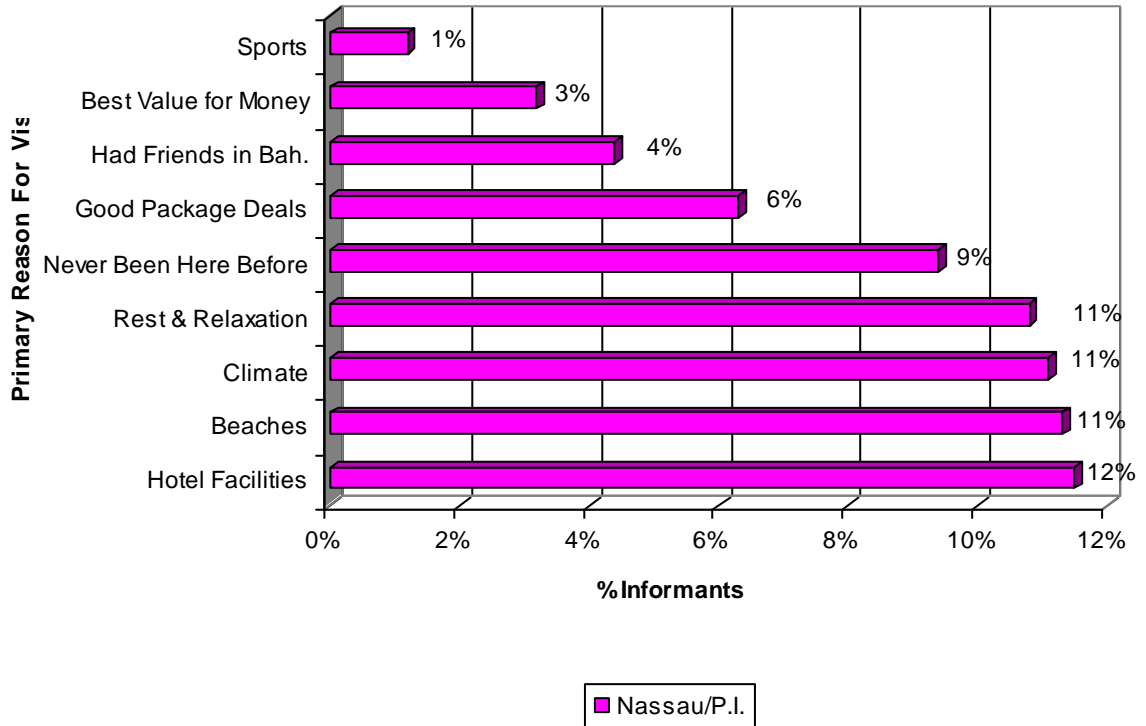
	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Beaches	11%	11%	10%	6%
Rest & Relaxation	11%	11%	9%	18%
Climate	10%	11%	8%	12%
Never Been Here Before	9%	9%	9%	9%
Hotel Facilities	9%	12%	1%	0%
Good Package Deals	8%	6%	17%	0%
Best Value for Money	5%	3%	10%	0%
Had Friends in Bah.	4%	4%	3%	15%
Sports	2%	1%	5%	18%

Visitors to the Islands of the Bahamas indicated that the primary reasons for visiting the Bahamas were beaches, rest & relaxation, climate, never been here before, hotel facilities, and good package deals. Eleven percent (11%) of the visitors indicated that they chose to visit the Bahamas because of the beaches, 11% came for rest & relaxation, 10% for the climate, 9% came because they had never been here before, 9% for the hotel facilities, and 8% because of the good package deals offered.

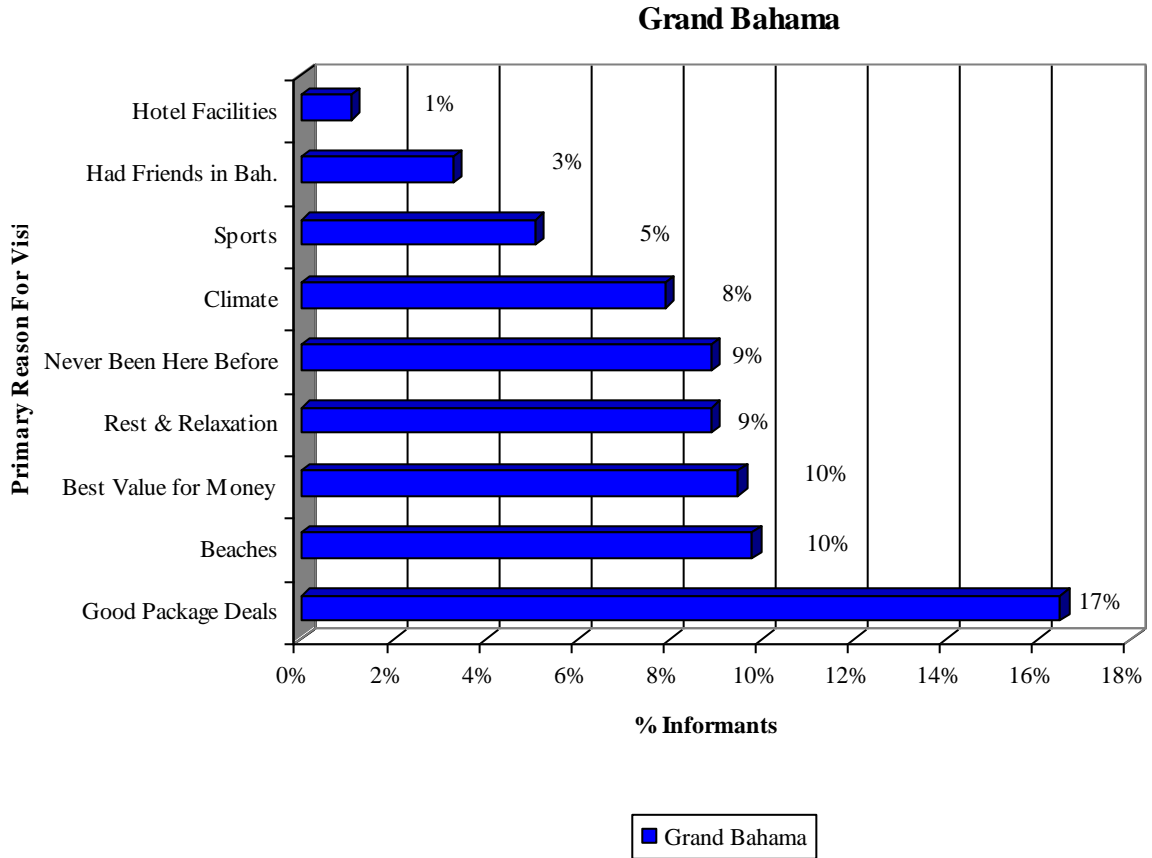
Bahamas



Nassau/P.I.

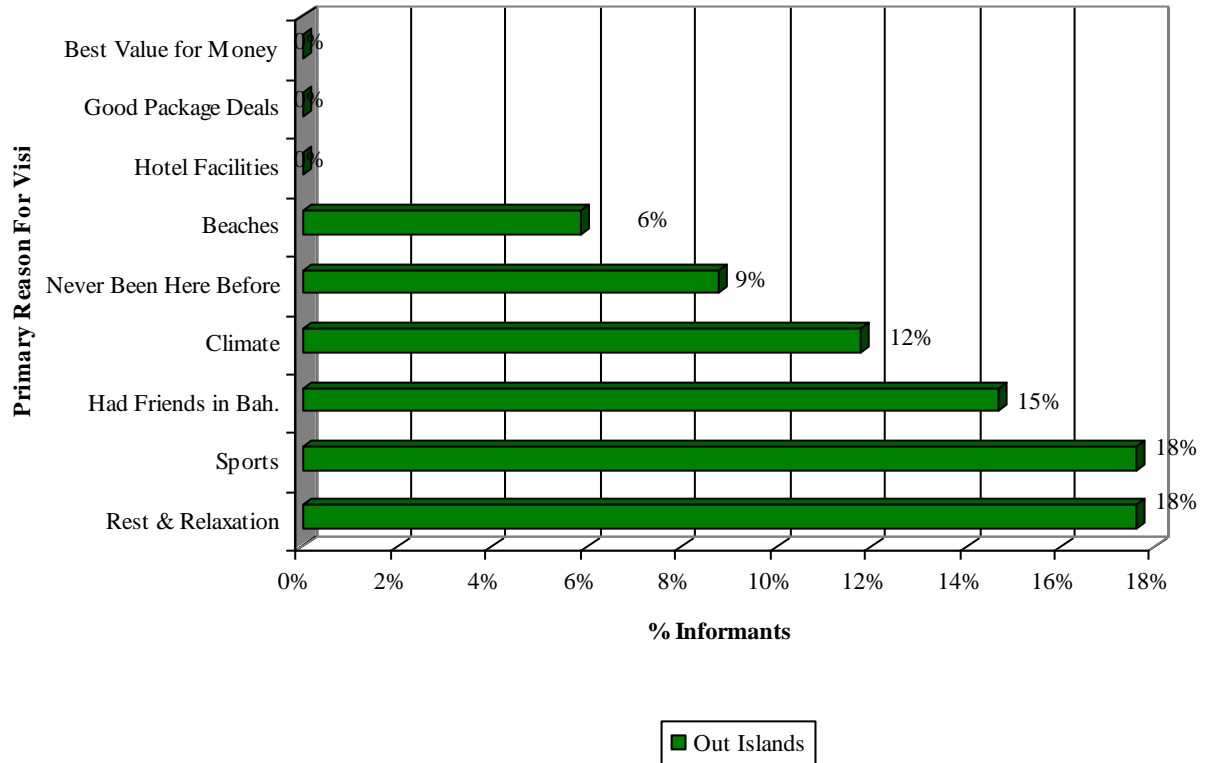


Visitors to Nassau/Paradise Island indicated that the primary reasons for visiting the Bahamas were the hotel facilities, beaches, climate, rest and relaxation, never been here before, and good package deals. Twelve percent (12%) of the visitors indicated that they chose to visit the Bahamas because of the hotel facilities. Eleven percent (11%) of the them indicated that they chose to visit the Bahamas because of the beaches, 11% for the climate, 11% came for rest & relaxation, 9% came because they had never been here before, and 6% because of the good package deals offered.



Visitors to Grand Bahama Island indicated that the primary reasons for visiting the Bahamas were the good package deals, beaches, perception of best value for money, rest and relaxation, never been here before, and climate. Unlike Nassau/P.I, hotel facilities were not a very important reason for choosing to visit Grand Bahama. Seventeen percent (17%) of the visitors indicated that they chose to visit the Bahamas because of the good package deals offered. Ten percent (10%) of them indicated that they chose to visit the Bahamas because of the beaches, 10% because they felt they would receive the best value for money, 9% came for rest & relaxation, 9% came because they had never been here before, and 8% because of the climate.

Out Islands



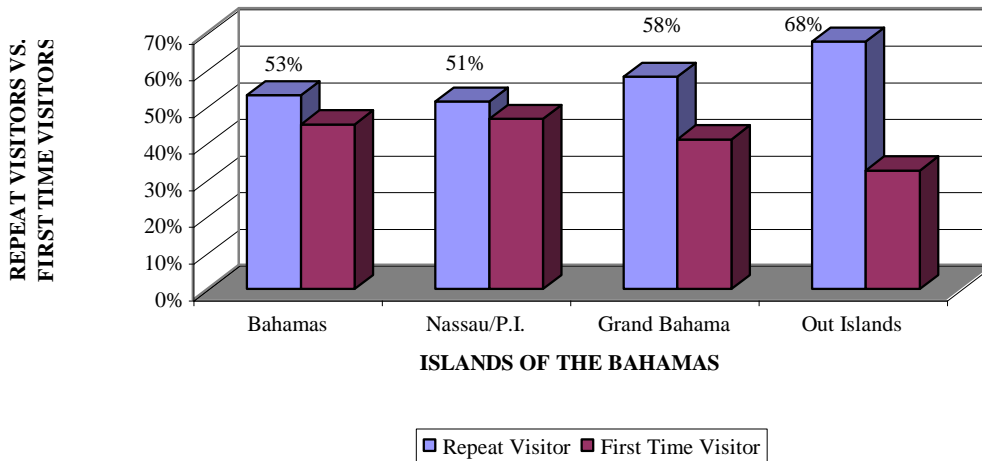
Visitors to the Out Islands indicated that the primary reasons for visiting the Bahamas were rest and relaxation, sports, had friends in the Bahamas, climate, never been here before, and the beaches. Eighteen percent (18%) of the visitors indicated that they chose to visit the Bahamas for the rest and relaxation. Eighteen percent (18%) of the them indicated that they chose to visit the Bahamas because of the sports, 15% because they had friends in the Bahamas, 12% because of the climate, 9% came because they had never been here before, and 6% came because of the beaches.

REPEAT VISITORS VS. FIRST TIME VISITORS

Forty-five percent (45%) of the stopover visitors were visiting the Bahamas for the first time. In Nassau/Paradise Island, 47% of all stopover visitors were visiting for the first time and in Grand Bahama, 41%. Thirty-two percent (32%) of all stopover visitors to the Out Islands were visiting the Islands of The Bahamas for the first time.

**HAVE YOU EVER VISITED THE BAHAMAS BEFORE
ISLANDS OF THE BAHAMAS**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Repeat Visitor	53%	51%	58%	68%
First Time Visitor	45%	47%	41%	32%

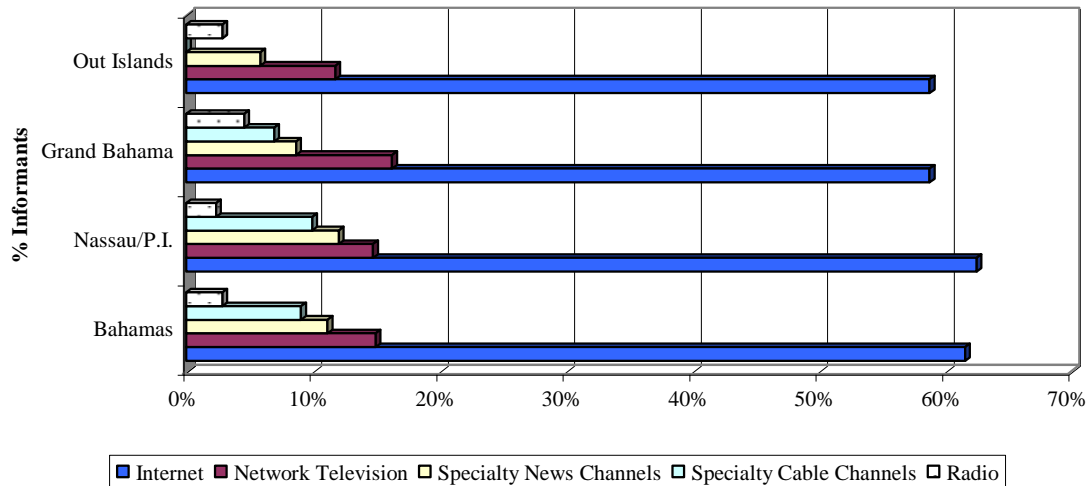


Fifty-three percent (53%) of the stopover visitor to The Islands of The Bahamas overall were repeat visitors. As usual, the Out Islands captured the highest percentage of repeat visitors (68%). Only 32% of the visitors to the Out Islands were visiting for the first time.

ELECTRONIC MEDIA USED FOR PLANNING VACATIONS

ELECTRONIC MEDIA MOST FREQUENTLY USED WHEN PLANNING YOUR VACATION

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Internet	62%	63%	59%	59%
Network Television	15%	15%	16%	12%
Specialty News Channels	11%	12%	9%	6%
Specialty Cable Channels	9%	10%	7%	0%
Radio	3%	2%	5%	3%



Almost two-thirds (62%) of the visitors to the Islands of the Bahamas indicated that the electronic media most frequently used when planning their vacations was the *Internet*. Sixty-three percent (63%) of the visitors to *Nassau/Paradise Island* used the Internet to plan their vacations. More than half (59%) of the visitors to *Grand Bahama* used the Internet to plan their vacations and 59% of the visitors from the *Out Islands* used the Internet to plan their vacations.

Network Television was the next most popular electronic media used by visitors to *The Islands of The Bahamas* to plan their vacations. Fifteen percent (15%) of the visitors to the Islands of the Bahamas used *Network Television* when planning their vacations, 11% used *Specialty News Channels* and 9% used *Specialty Cable Channels*.

Fifteen percent (15%) of the visitors to *Nassau/Paradise Island* used Network Television when planning their vacations, 12% used Specialty News Channels and 10% used Specialty Cable Channels. Sixteen percent (16%) of the visitors to *Grand Bahama* used Network Television when planning their vacations, 9% used Specialty News Channels and 7% used Specialty Cable Channels. Twelve percent (12%) of the visitors to *the Out Islands* used Network Television when planning their vacations, and 6% used Specialty News Channels.

FAVOURITE TELEVISION NETWORKS

FAVORITE TELEVISION NETWORK/STATIONS ISLANDS OF THE BAHAMAS

		Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	NBC	26%	27%	21%	35%
2	ABC	19%	18%	21%	15%
3	CNN	17%	18%	14%	20%
4	CBS	12%	12%	11%	10%
5	ESPN	10%	10%	8%	10%
6	FOX	10%	10%	9%	0%
7	HBO	5%	6%	3%	0%
8	MSNBC	4%	4%	3%	5%
9	DISC (Discovery Channel)	3%	4%	1%	5%
10	A & E (Arts & Entertainment)	3%	3%	4%	0%
11	LIFE (Lifetime)	3%	2%	5%	0%
12	WB (Warner Brothers)	3%	3%	3%	0%
13	TLC (The Learning Channel)	3%	3%	2%	0%
14	CBC (Canada)	2%	3%	0%	5%
15	HGTV (Home & Garden Net.)	2%	1%	3%	0%
16	PBS (Public Broadcasting Stat.)	1%	1%	1%	10%

*16% of the Canadian Visitors indicated that one of their favorite stations was CBC (Canada) and

6% of them indicated that CTV (Canada) was one of their favorite stations.

CNN (18%) NBC (10%), ABC (9%), FOX (9%), CBS (7%), ESPN (7%), A & E (7%), GLOBAL (6%) ,

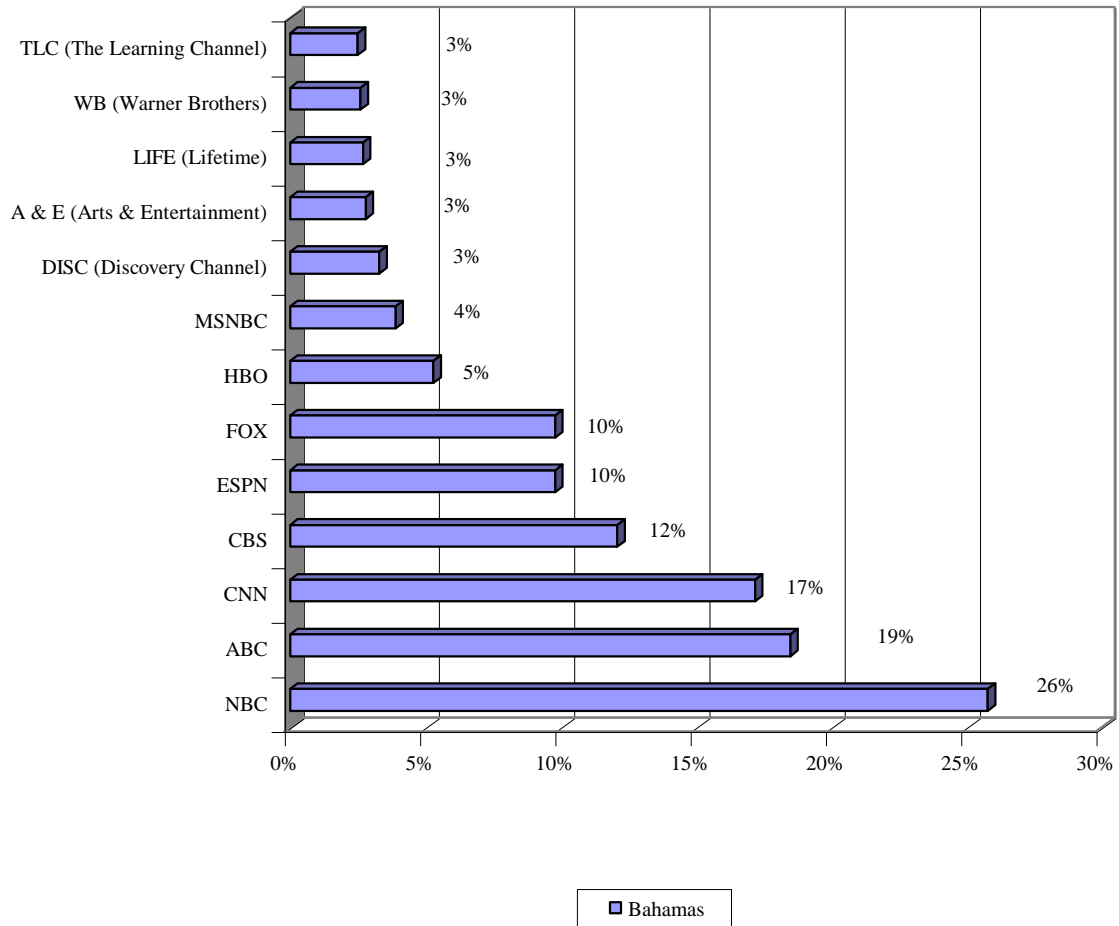
TSN (5%), Discovery Channel (3%)

Network Television was the second most popular electronic media used by visitors to *The Islands of The Bahamas* to plan their vacations. Fifteen percent (15%) of the visitors to the Islands of the Bahamas used *Network Television* when planning their vacations. Among the Favorite Television Network/Stations were networks and cable channels such as NBC, ABC, CNN, CBS, ESPN, FOX, HBO, and MSNBC. CBC (Canada) was popular with the Canadian visitors to the Bahamas.

In general the ten most popular television networks and stations (including cable) for the Islands of the Bahamas as a whole were: NBC, ABC, CNN (*Specialty News Channels ranked third amongst the most popular electronic media used by visitors to the Bahamas to plan their vacations*), CBS, ESPN (Sports Channel), FOX, HBO, MSNBC, Discovery

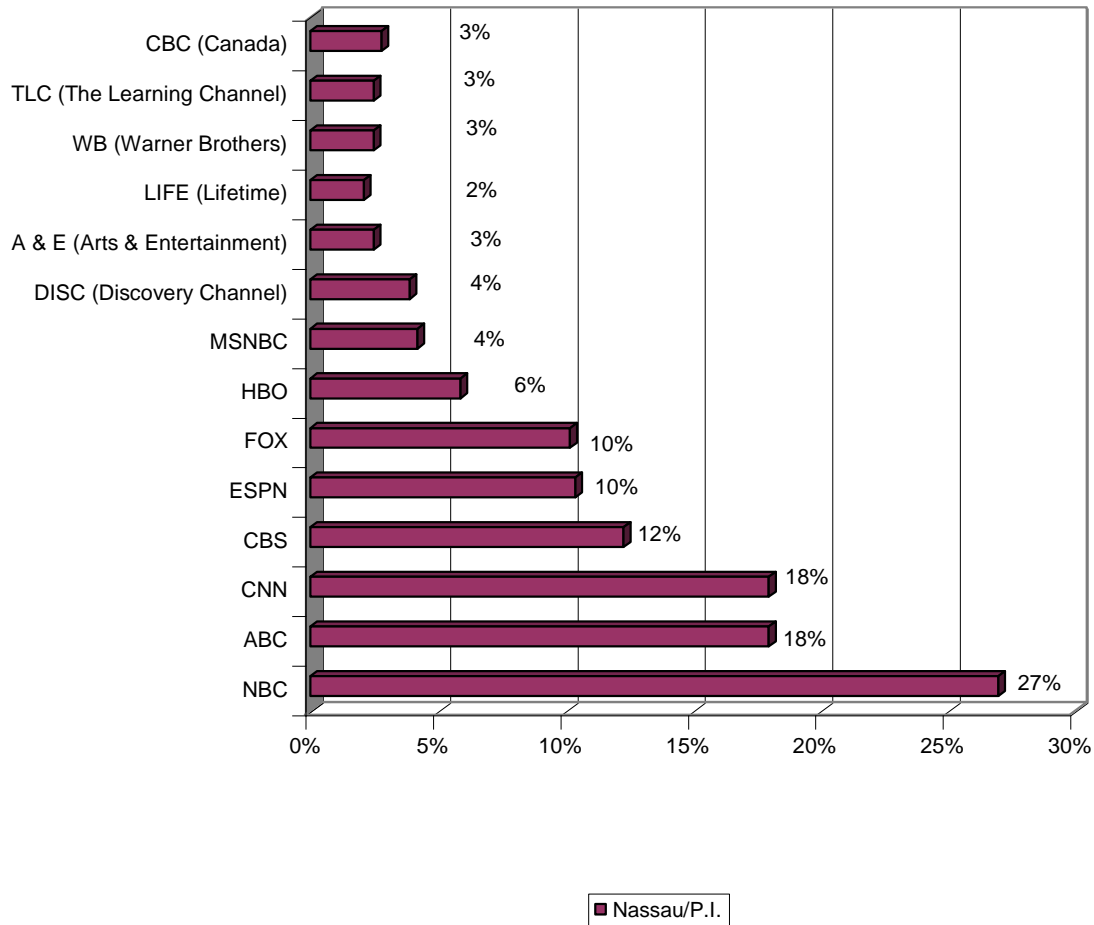
Channel, and A & E. These were the channels that visitors to the Islands of the Bahamas indicated that they enjoyed watching.

Bahamas



Nassau/Paradise Island

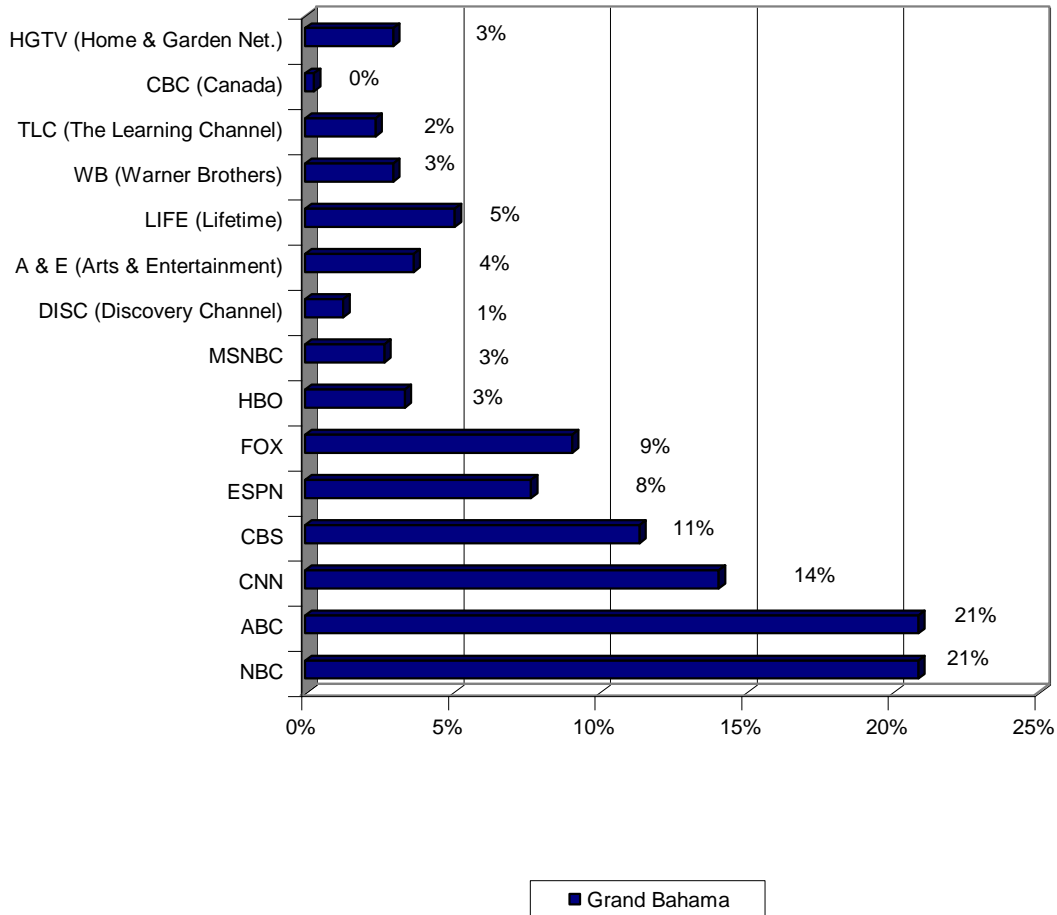
Nassau/P.I.



Network Television was the second most popular electronic media used by visitors to *Nassau/Paradise Island* to plan their vacations. Fifteen percent (15%) of the visitors to Nassau/Paradise Island used *Network Television* when planning their vacations. In general, the ten most popular television networks/stations (including cable) for Nassau/Paradise Island as a whole were: NBC, ABC, CNN, CBS, ESPN, FOX, HBO, MSNBC, Discovery Channel and A & E. These were the channels that visitors to Nassau/Paradise Island indicated that they enjoyed watching.

Grand Bahama

Grand Bahama



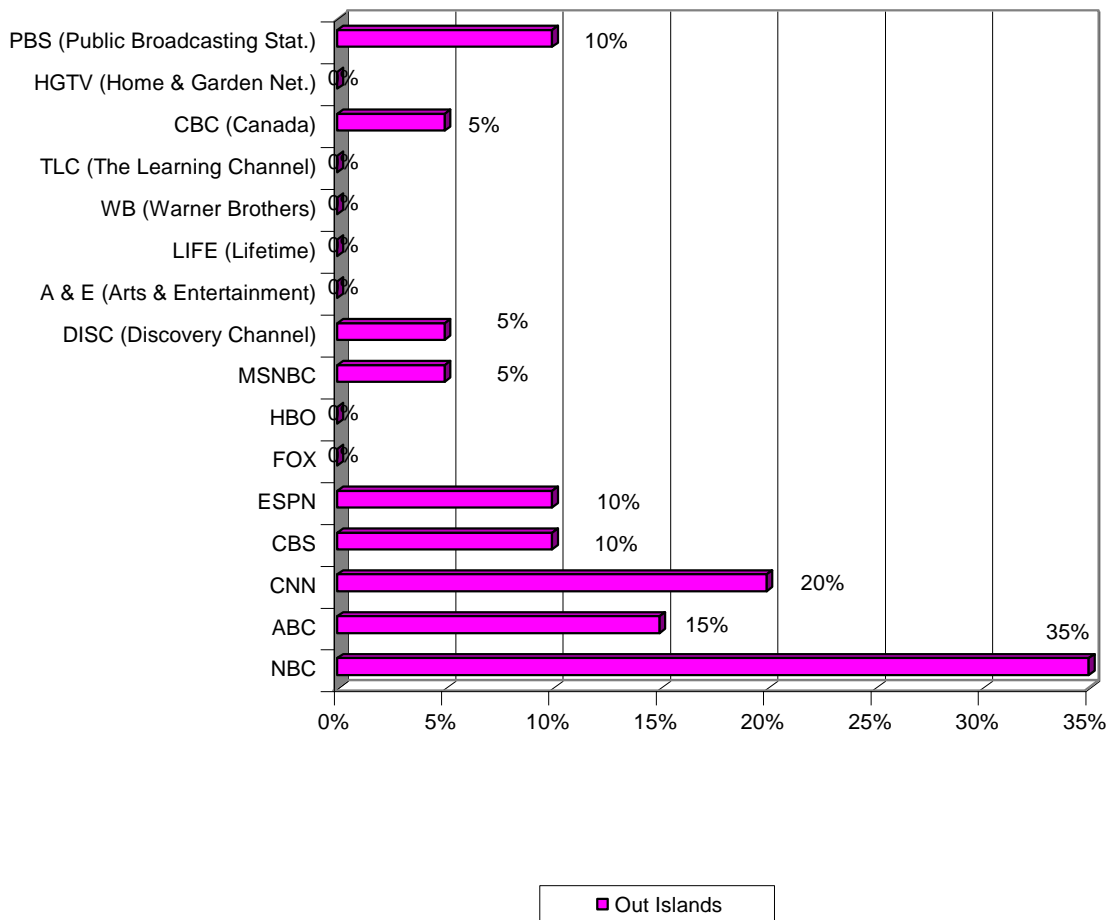
Network Television was the second most popular electronic media used by visitors to *Grand Bahama Island* to plan their vacations. Sixteen percent (16%) of the visitors to Grand Bahama Island used *Network Television* when planning their vacations.

In general, the ten most popular television networks/stations (including cable) for Grand Bahama Island as a whole were: NBC, ABC, CNN, CBS, FOX, ESPN, *Lifetime*, A & E, HBO, and *HGTV* (Home &

Garden Network). These were the channels that visitors to Grand Bahama indicated that they enjoyed watching.

Out Islands

Out Islands



Network Television was the second most popular electronic media used by visitors to *The Out Islands* to plan their vacations. Twelve percent (12%) of the visitors to the Out Islands used *Network Television* when planning their vacations.

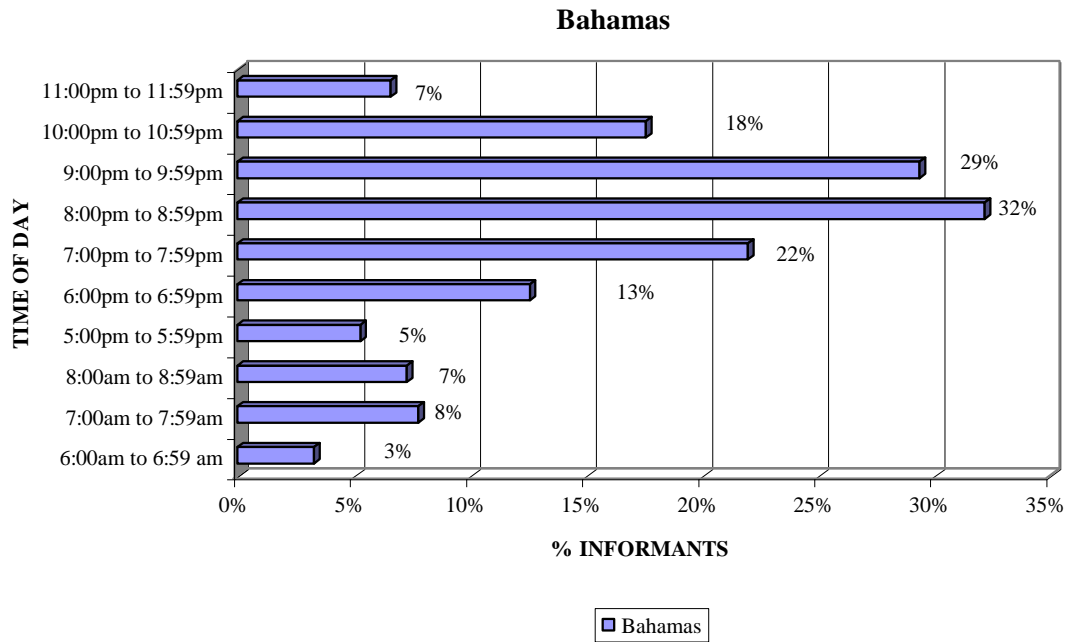
In general, the most popular television networks/stations (including cable) for visitors to the Out Islands as a whole were: NBC, ABC, CNN, CBS, FOX, ESPN, and PBS (Public Broadcasting Network). These were the channels that visitors to the Out Islands indicated that they enjoyed watching.

Time Visitors Most Likely to Watch Television

TIME MOST LIKELY TO WATCH TELEVISION ISLANDS OF THE BAHAMAS

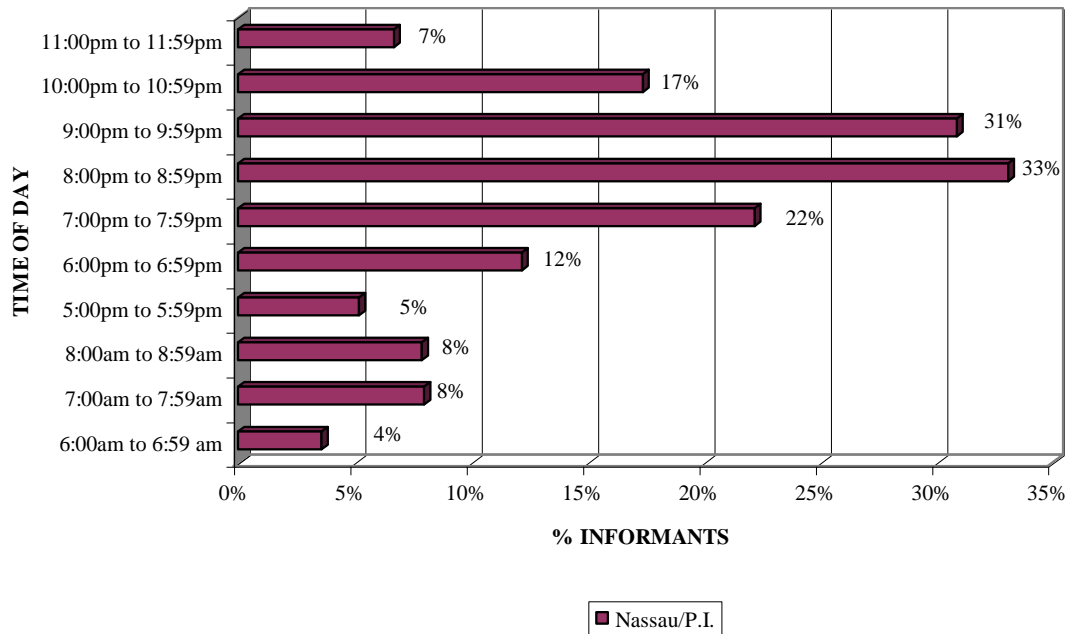
	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
6:00am to 6:59 am	3%	4%	2%	0%
7:00am to 7:59am	8%	8%	8%	0%
8:00am to 8:59am	7%	8%	6%	0%
5:00pm to 5:59pm	5%	5%	5%	19%
6:00pm to 6:59pm	13%	12%	14%	14%
7:00pm to 7:59pm	22%	22%	22%	19%
8:00pm to 8:59pm	32%	33%	30%	24%
9:00pm to 9:59pm	29%	31%	25%	14%
10:00pm to 10:59pm	18%	17%	18%	29%
11:00pm to 11:59pm	7%	7%	6%	10%

Visitors to the Islands of the Bahamas were more likely to watch television between the hours of **6:00 p.m. in the evening to 11:00 p.m.** at night. However, the **most popular time** for watching television for visitors to the Islands of the Bahamas was between 8:00 p.m. to 8:59 p.m. Almost one-third (32%) of the visitors to the Islands of the Bahamas indicated that they watched television between 8:00 p.m. to 8:59 p.m. One third (33%) of the visitors to Nassau/Paradise Island watched television between 8:00 p.m. to 8:59 p.m. and 30% of the visitors to Grand Bahama watched television during this period. The most popular time for watching television for visitors to the Out Islands was between 10:00 p.m. to 10:59 p.m.

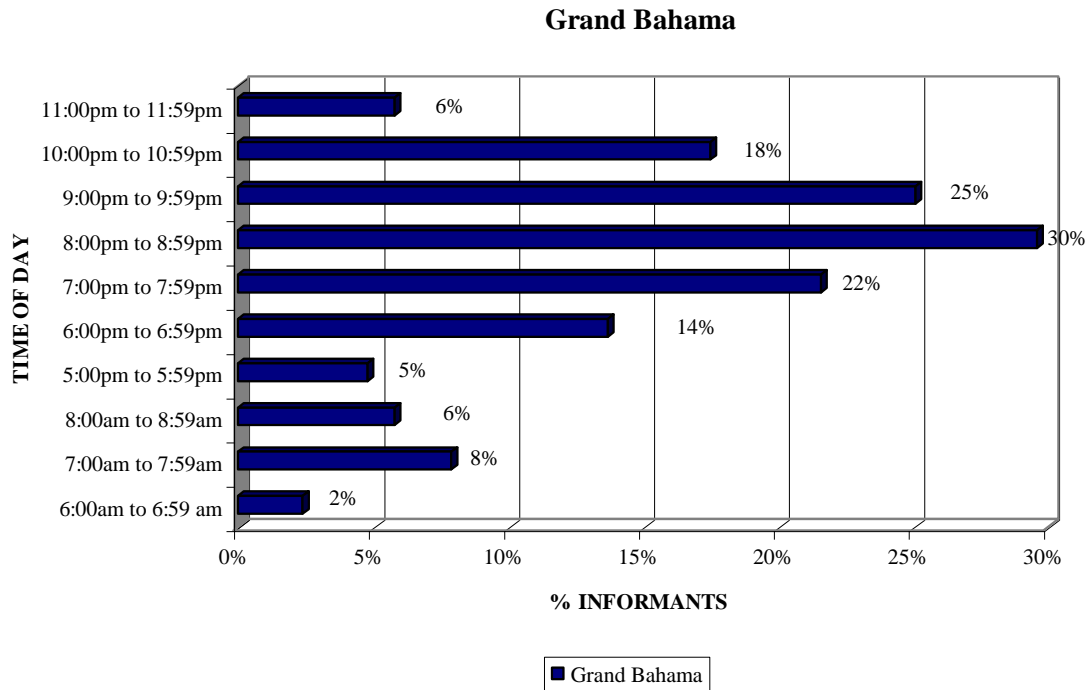


Thirteen percent (13%) of the visitors to the Bahamas watched television between 6:00 p.m. to 6:59 p.m. in the evening. Twenty-two percent (22%) of them watched television between 7:00 p.m. to 7:59 p.m. and 32% of them watched television between 8:00 p.m. to 8:59 p.m. Twenty-nine percent (29%) of them watched television between 9:00 p.m. to 9:59 p.m. and 18% of them watched television between 10:00 p.m. to 10:59 p.m. at night.

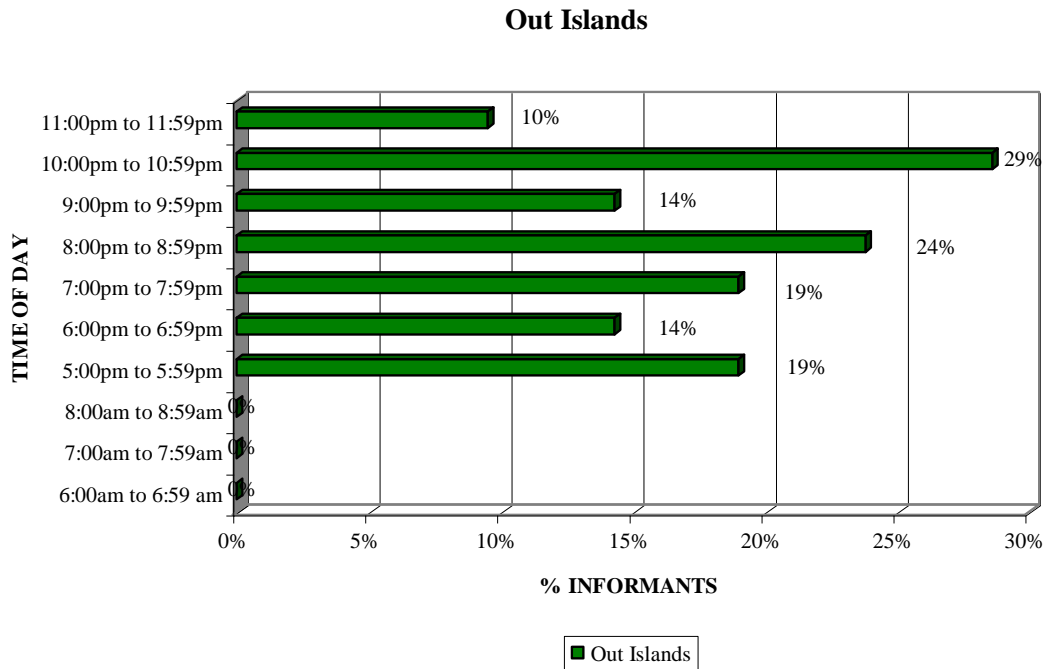
Nassau/P.I.



Twelve percent (12%) of the visitors to Nassau/Paradise Island watched television between 6:00 p.m. to 6:59 p.m. in the evening. Twenty-two percent (22%) of them watched television between 7:00 p.m. to 7:59 p.m. and 33% of them watched television between 8:00 p.m. to 8:59 p.m. Thirty-one percent (31%) of them watched television between 9:00 p.m. to 9:59 p.m. and 17% of them watched television between 10:00 p.m. to 10:59 p.m. at night.



Fourteen percent (14%) of the visitors to Grand Bahama Island watched television between 6:00 p.m. to 6:59 p.m. in the evening. Twenty-two percent (22%) of them watched television between 7:00 p.m. to 7:59 p.m. and 30% of them watched television between 8:00 p.m. to 8:59 p.m. Twenty-five percent (25%) of them watched television between 9:00 p.m. to 9:59 p.m. and 18% of them watched television between 10:00 p.m. to 10:59 p.m. at night.



Visitors to the Out Islands indicated that they watched television between the hours of 5:00 p.m. in the evening to 11:59 p.m. at night. Nineteen percent of them watched television between 5:00 p.m. to 5:59 p.m. in the evening. Fourteen percent (14%) of the visitors to the Out Islands watched television between 6:00 p.m. to 6:59 p.m. in the evening. Nineteen percent (19%) of them watched television between 7:00 p.m. to 7:59 p.m. and 24% of them watched television between 8:00 p.m. to 8:59 p.m. Fourteen percent (14%) of them watched television between 9:00 p.m. to 9:59 p.m. Twenty-nine percent (29%) of them watched television between 10:00 p.m. to 10:59 p.m. and 10% of them watched television between 11:00 p.m. to 11:59 p.m. at night.

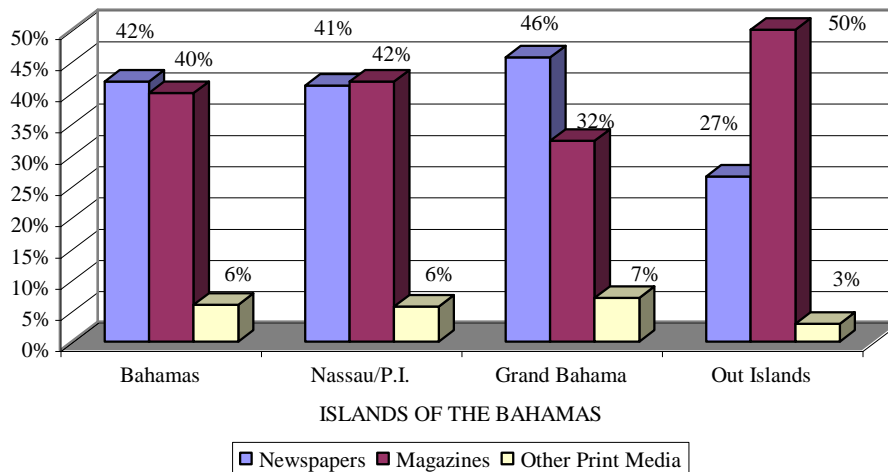
Some of the visitors to the Out Islands appeared to begin watching television one hour prior to and one hour after the visitors who went to Nassau/Paradise Island and Grand Bahama Island.

PRINT MEDIA CHOICES

PRINT MEDIA USED WHEN PLANNING YOUR VACATION ISLANDS OF THE BAHAMAS

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Newspapers	42%	41%	46%	27%
Magazines	40%	42%	32%	50%
Other Print Media	6%	6%	7%	3%

PRINT MEDIA USED WHEN PLANNING YOUR VACATION



Visitors to the *Islands of the Bahamas* as a whole, read both newspapers and magazines when they were planning their vacations. Forty-two percent (42%) of the visitors to the Bahamas read newspapers when they were planning their vacations and 40% of them read magazines.

Visitors to Nassau/Paradise Island read both newspapers and magazines when they were planning their vacations. Forty-one percent (41%) of the visitors to Nassau/Paradise Island read newspapers when they were planning their vacations and 42% of them read magazines.

Visitors to Grand Bahama Island also read both newspapers and magazines when they were planning their vacations. However, these visitors gravitated more to reading newspapers. Forty-six percent (46%) of the

visitors to Grand Bahama Island read newspapers when they were planning their vacations and 32% of them read magazines.

Visitors to the Out Islands read both newspapers and magazines when they were planning their vacations as well. However, more of them read magazines. Twenty-seven percent (27%) of the visitors to the Out Islands read newspapers when they were planning their vacations and 50% of them read magazines.

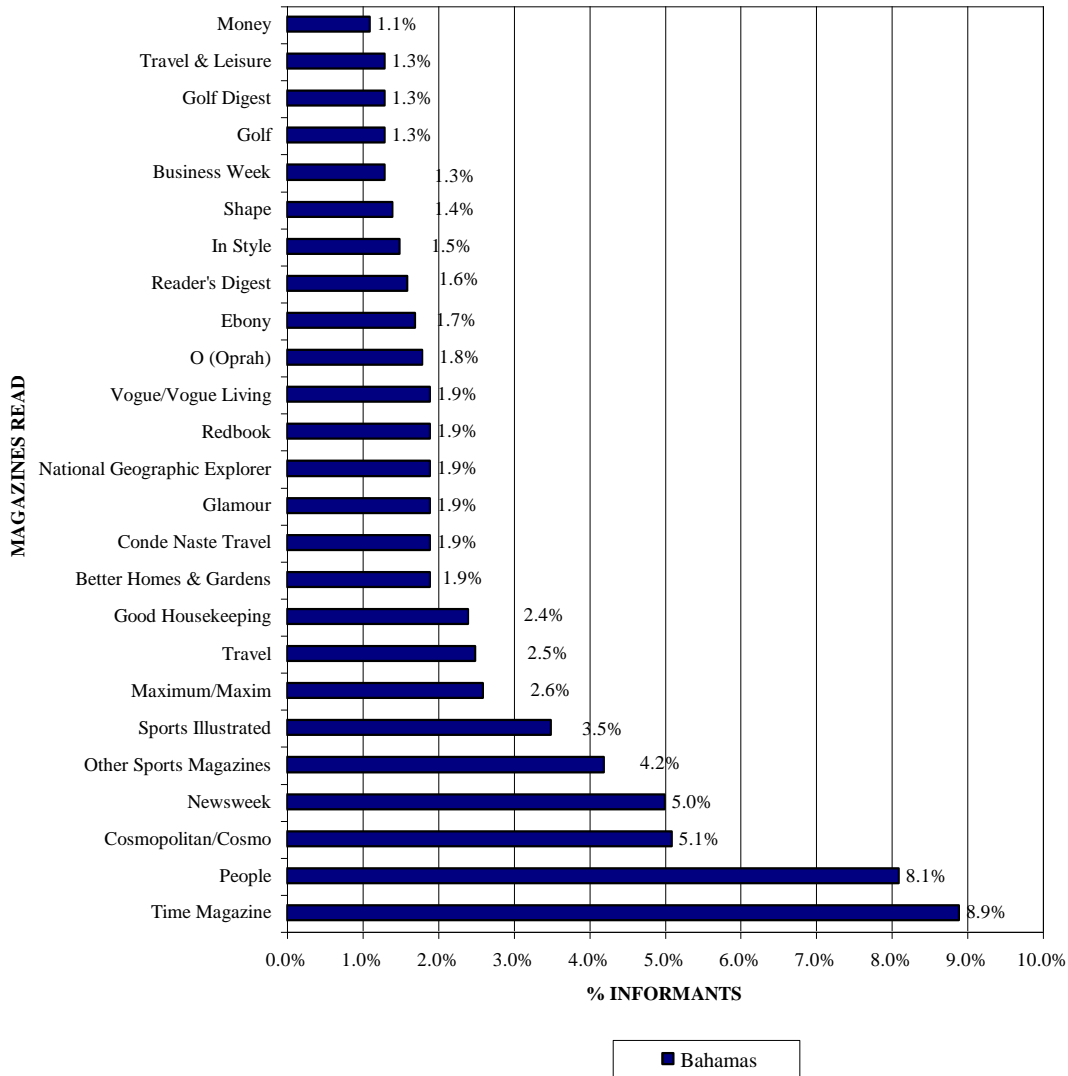
MAGAZINES THAT VISITORS WERE READING

Visitors to the Islands of the Bahamas read a very wide selection of magazines and listed over 180 magazines on the questionnaires. They read magazines that dealt with sporting activities like golf, yachting, etc. They read magazines that dealt with the latest fashions and makeup. They read magazines on business issues, current events, home and garden, nature, fitness, automobiles, travel, and simply life. Visitors to the Islands of the Bahamas read such a large selection of magazines that only the top ones are listed in this report.

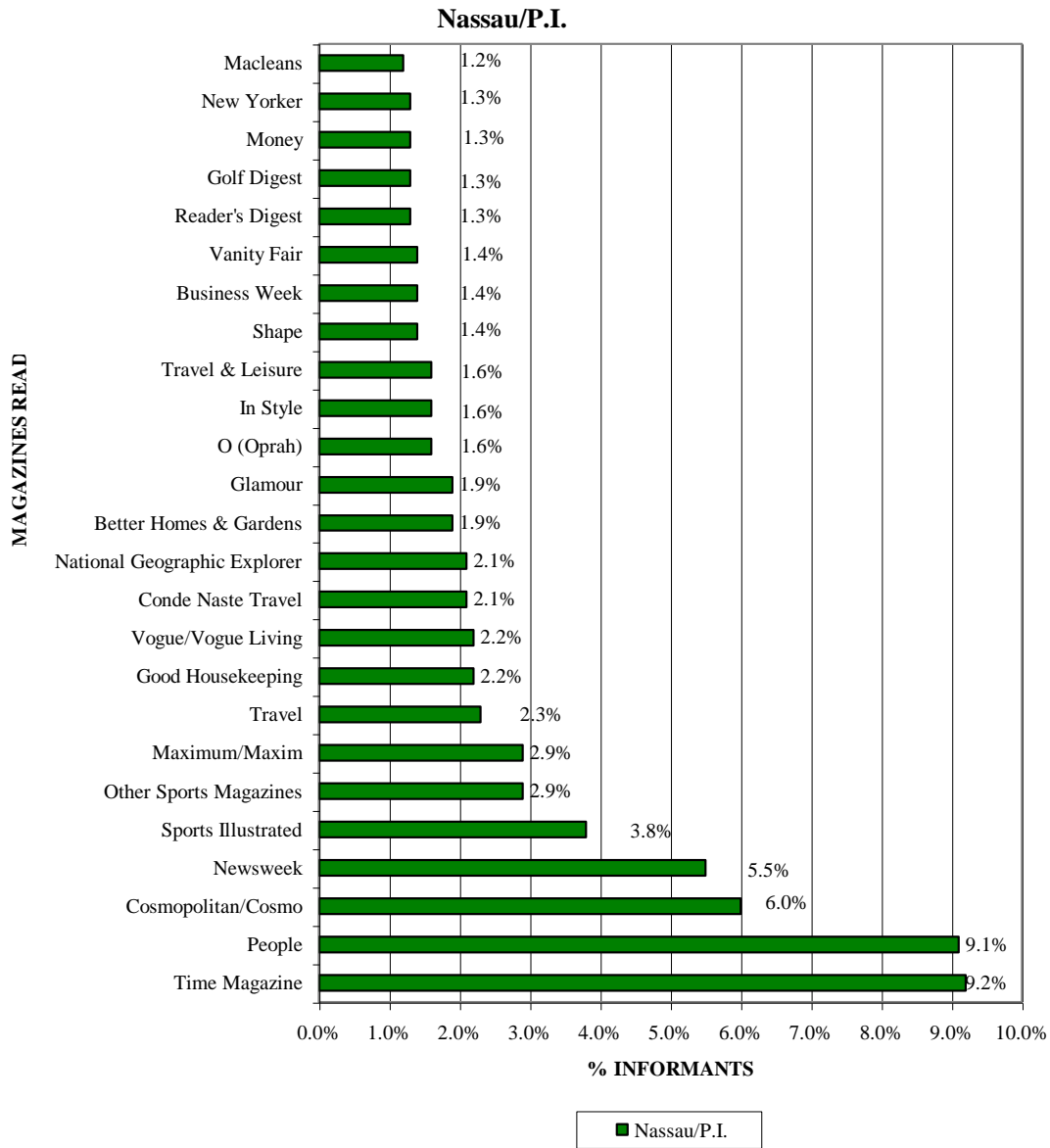
The top 25 magazines read by visitors to the Islands of the Bahamas, Nassau/Paradise Island, and Grand Bahama are shown in graphs on the following pages. The top 18 magazines read by visitors to the Out Islands are also shown in a graph.

It is interesting to note that there were six magazines that appeared in the top 25 magazines for Grand Bahama Island that did not appear in the top 25 magazines for Nassau/Paradise Island. *Ebony*, *Golf*, *Essence*, *US News*, *Martha Stewart and Southern Living* were the six magazines that were listed in the top 25 magazines for Grand Bahama Island but were not listed for Nassau/Paradise Island. It is also interesting to note that two of the top 25 magazines on the Grand Bahama Island list were *Ebony* and *Essence*, which are dedicated to primarily an African American audience.

Bahamas

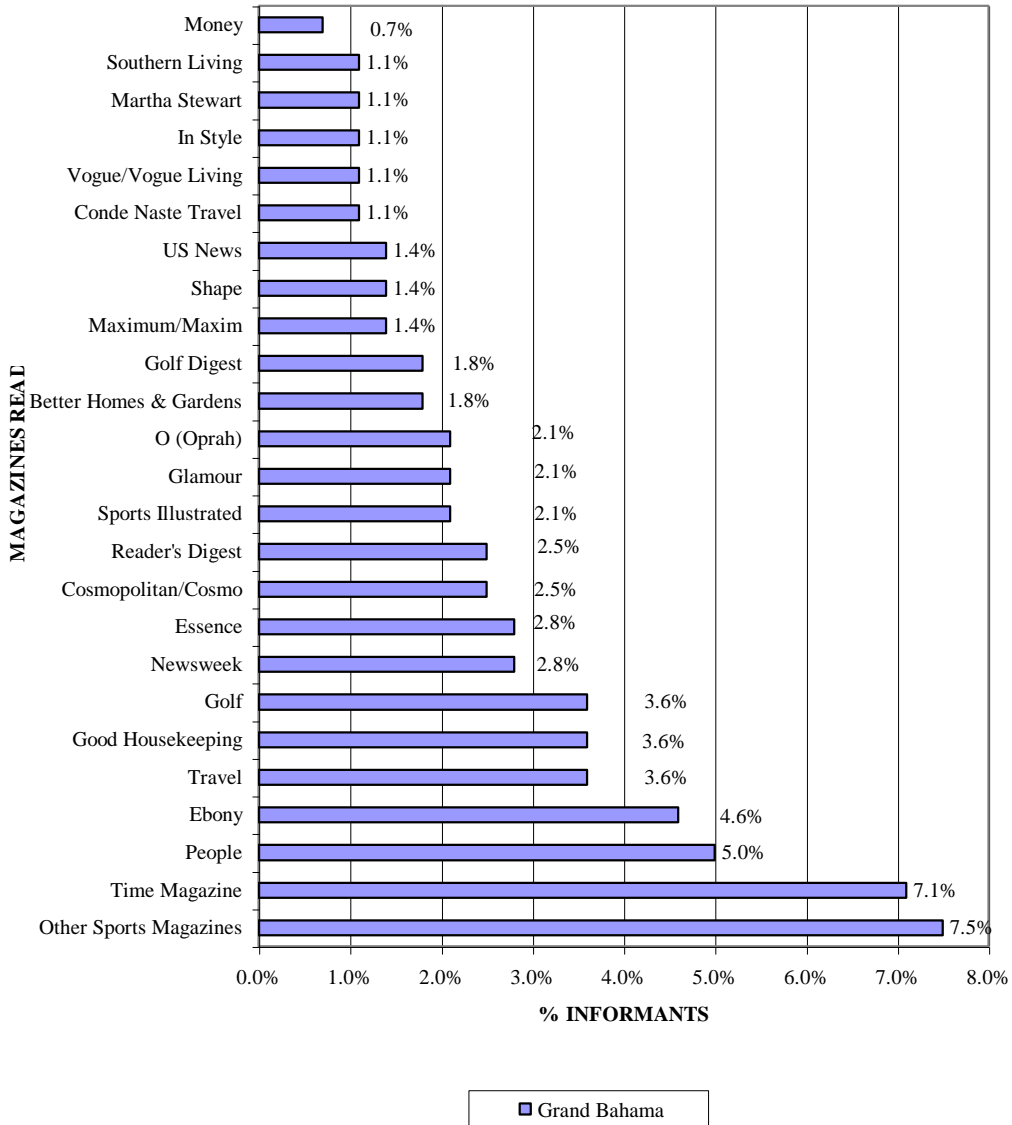


The top 25 magazines visitors to the Islands of the Bahamas indicated that they read were: Time Magazine (9%), People (8%), Cosmopolitan (5%), Newsweek (5%), Other Sports Magazines (4%), Sports Illustrated (4%), Maximum/Maxim (3%), Travel (3%), Good Housekeeping (2%), Better Homes & Gardens (2%), Conde Naste Travel (2%), Glamour (2%), National Geographic Explorer (2%), Redbook (2%), Vogue (2%), Oprah (2%), Ebony (2%), Reader's Digest (2%), In Style (2%), Shape (1%), Business Week (1%), Golf (1%), Golf Digest (1%), Travel & Leisure (1%) and Money (1%).



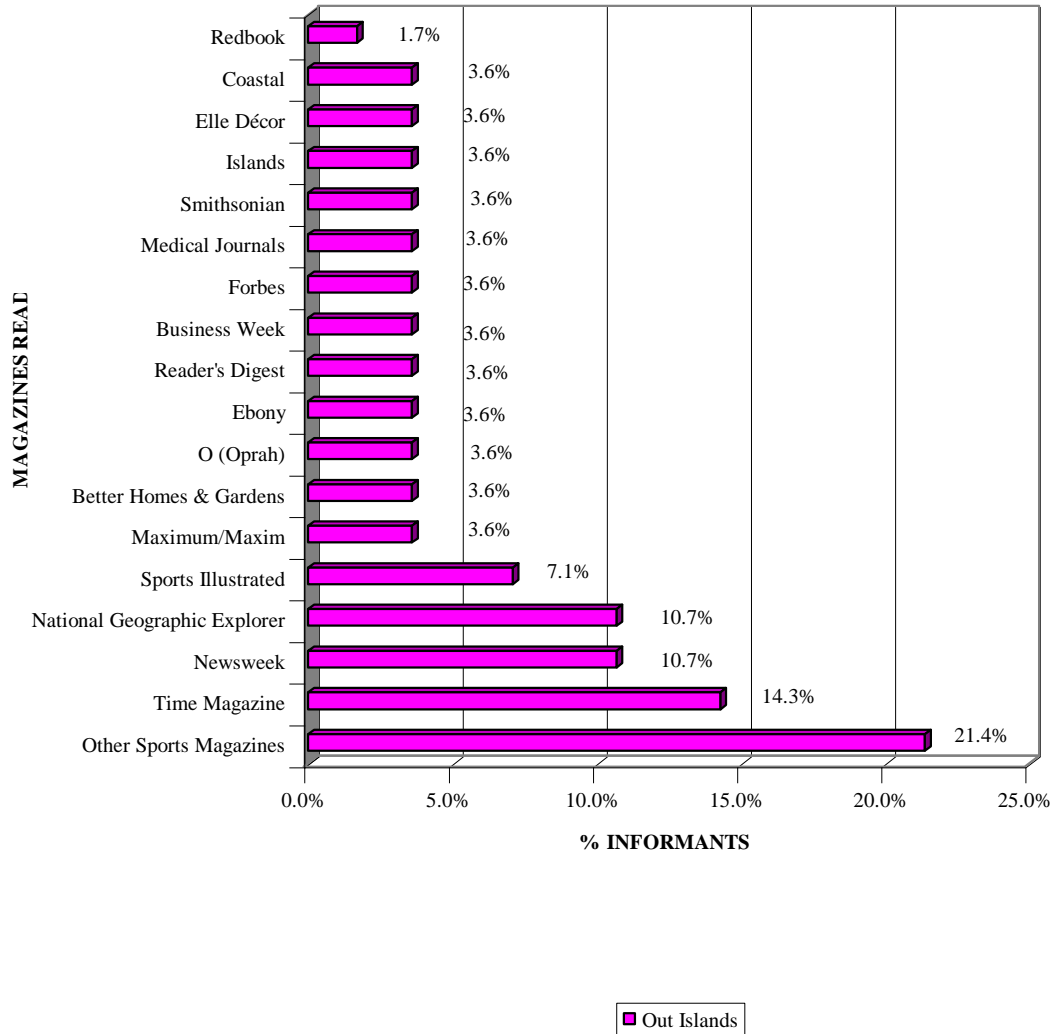
The top 25 magazines visitors to Nassau/Paradise Island indicated that they read were: Time Magazine (9%), People (9%), Cosmopolitan (6%), Newsweek (6%), Sports Illustrated (4%), Other Sports Magazines (3%), Maximum/Maxim (3%), Travel (2%), Good Housekeeping (2%), Vogue (2%), Conde Naste Travel (2%), National Geographic Explorer (2%), Better Homes and Gardens (2%), Glamour (2%), Oprah (2%), In Style (2%), Travel & Leisure (2%), Shape (1%), Business Week (1%), Vanity Fair (1%), Reader's Digest (1%), Golf Digest (1%), Money (1%), New Yorker (1%) and Macleans (1%).

Grand Bahama



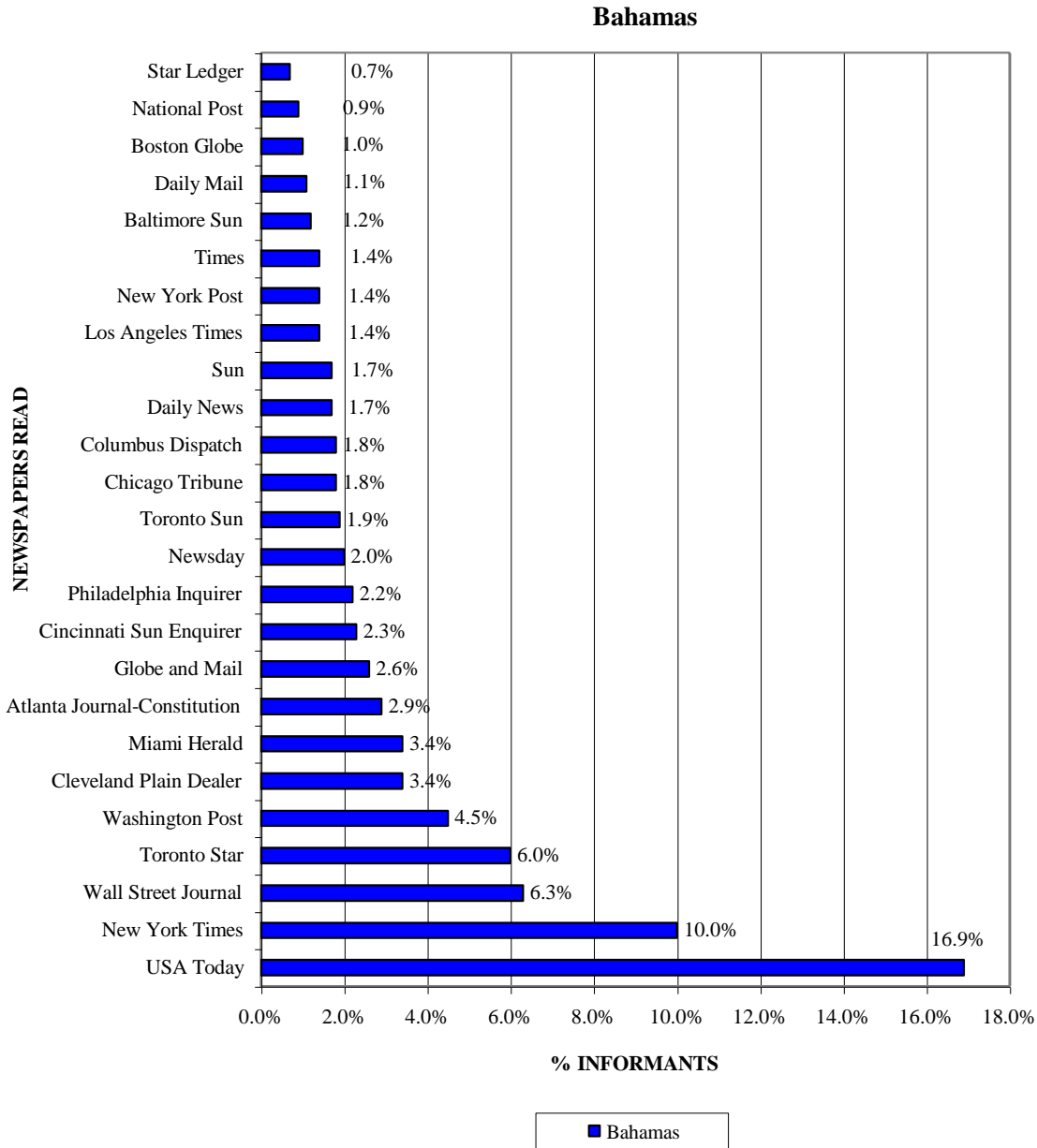
The top 25 magazines visitors to Grand Bahama indicated that they read were: Other Sports Magazines (8%), Time Magazine (7%), People (5%), *Ebony* (5%), Travel (4%), Good Housekeeping (4%), *Golf* (4%), Newsweek (3%), *Essence* (3%) Cosmopolitan Magazine (3%), Reader's Digest (3%), Sports Illustrated (2%), Glamour (2%), Oprah (2%), Better Homes and Gardens (2%), Golf Digest (2%), Maximum/Maxim (1%), Shape (1%), *US News* (1%), Conde Naste Travel (1%), Vogue (1%), In Style (1%), *Martha Stewart* (1%), *Southern Living* (1%), and Money (1%).

Out Islands



The top 18 magazines visitors to the Out Islands indicated that they read were: Other Sports Magazines (21%), Time Magazine (14%), Newsweek (11%), National Geographic Explorer (11%), Sports Illustrated (7%), Maximum/Maxim (4%), Better Homes and Gardens (4%), Oprah (4%), Ebony (4%), Reader's Digest (4%), Business Week (4%), Coastal (4%), Elle Décor (4%), Islands (4%), Smithsonian (4%), Forbes (4%), Medical Journals (4%), and Redbook (2%).

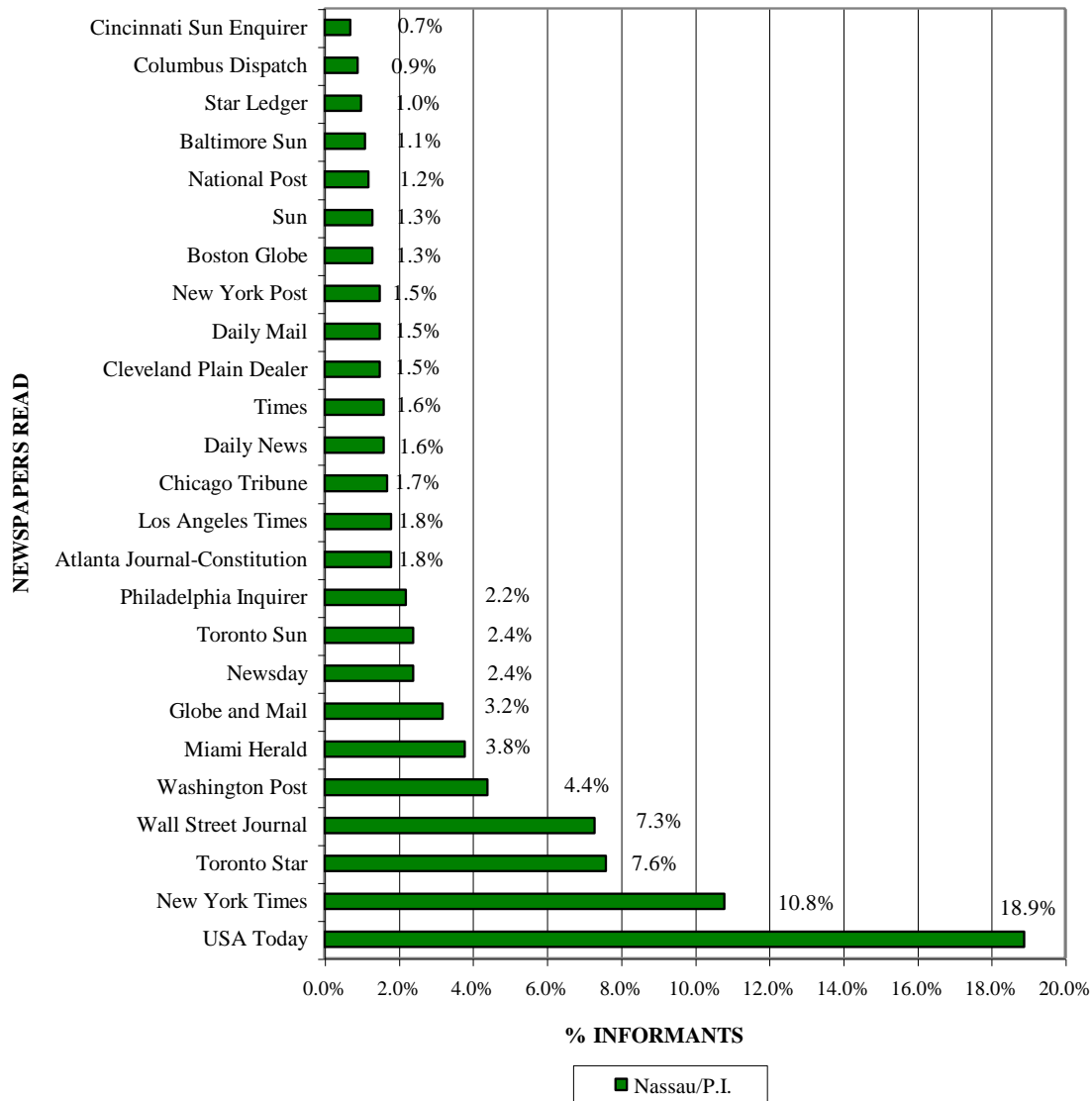
NEWSPAPERS THAT VISITORS WERE READING



The top 25 newspapers visitors to the Islands of the Bahamas indicated that they read were: USA Today (17%), New York Times (10%), Wall Street Journal (6%), Toronto Star (6%), Washington Post (5%), Cleveland Plain Dealer (3%), Miami Herald (3%), Atlanta Journal-Constitution (3%), Globe and Mail (3%), Cincinnati Sun Enquirer (2%), Philadelphia Enquirer (2%), Newsday (2%), Toronto Sun (2%), Chicago Tribune (2%), Columbus Dispatch (2%), Daily News (2%), Sun (2%), Los

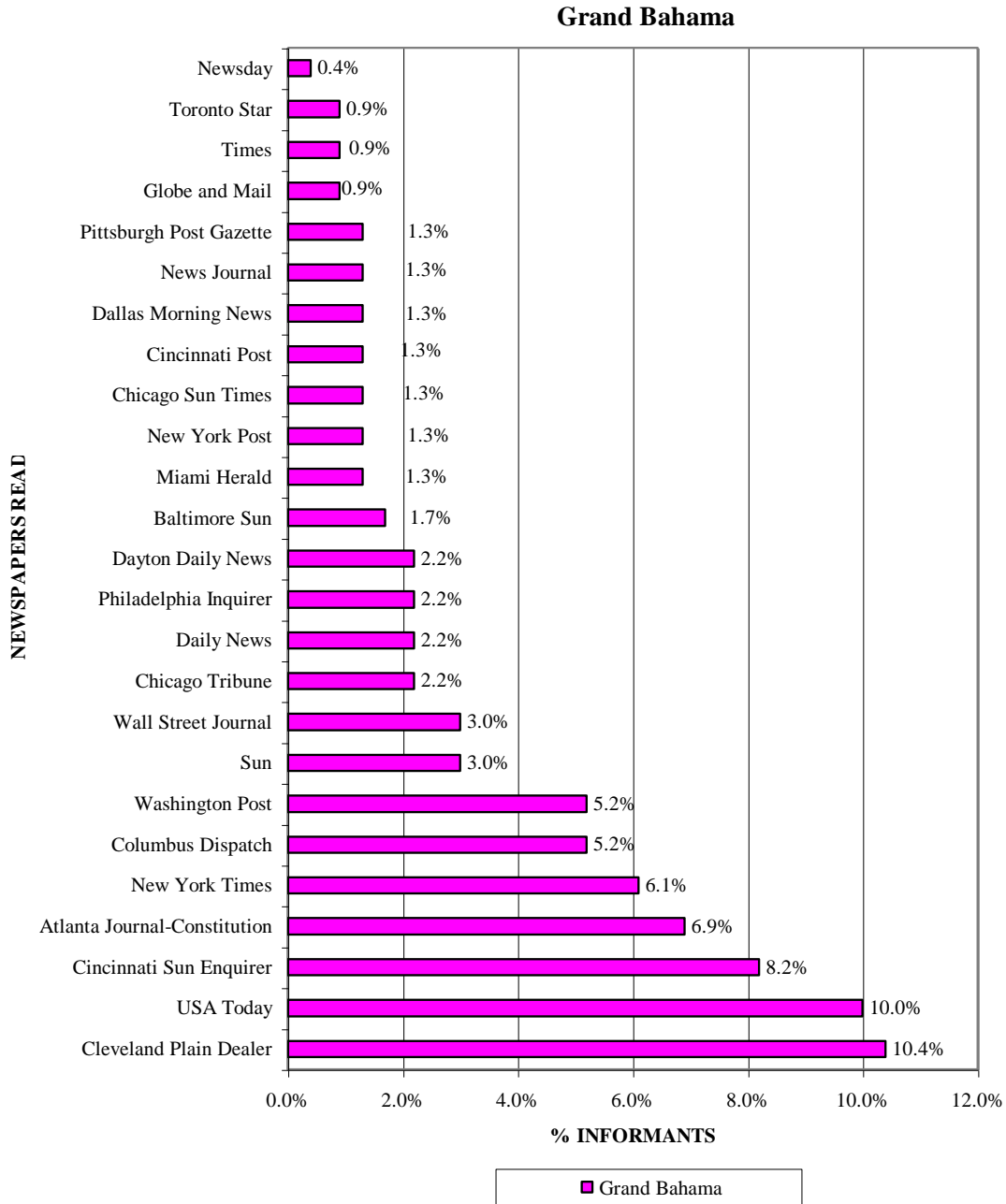
Angeles Times (1%), New York Post (1%), Times (1%), Baltimore Sun (1%), Daily Mail (1%), Boston Globe (1%), National Post (1%) and Star Ledger (1%).

Nassau/P.I.



The top 25 newspapers visitors to Nassau/P.I. indicated that they were reading were: USA Today (19%), New York Times (11%), Toronto Star (8%), Wall Street Journal (7%), Washington Post (4%), Miami Herald (4%), Globe and Mail (3%), Newsday (2%), Toronto Sun (2%), Philadelphia Enquirer (2%), Atlanta Journal-Constitution (2%), Los Angeles Times (2%),

Chicago Tribune (2%), Daily News (2%), Times (2%), Cleveland Plain Dealer (2%), Daily Mail (2%), New York Post (2%), Boston Globe (1%), Sun (1%), National Post (1%), Baltimore Sun (1%), Star Ledger (1%), Columbus Dispatch (1%), and Cincinnati Sun Enquirer (1%).



The top 25 newspapers visitors to Grand Bahama Island indicated that they were reading were: Cleveland Plain Dealer (10%), USA Today (10%), Cincinnati Sun Enquirer (8%), Atlanta Journal-Constitution (7%), New York

Times (6%), Columbus Dispatch (5%), Washington Post (5%), Sun (3%), Wall Street Journal (3%), Chicago Tribune (2%), Daily News (2%), Philadelphia Inquirer (2%), Dayton Daily News (2%), Baltimore Sun (2%), Miami Herald (1%), New York Post (1%), Chicago Sun Times (1%), Cincinnati Post (1%), Dallas Morning News (1%), News Journal (1%), Pittsburgh Post Gazette (1%), Globe and Mail (1%), Times (1%), Toronto Star (1%), and Newsday (0.4%).

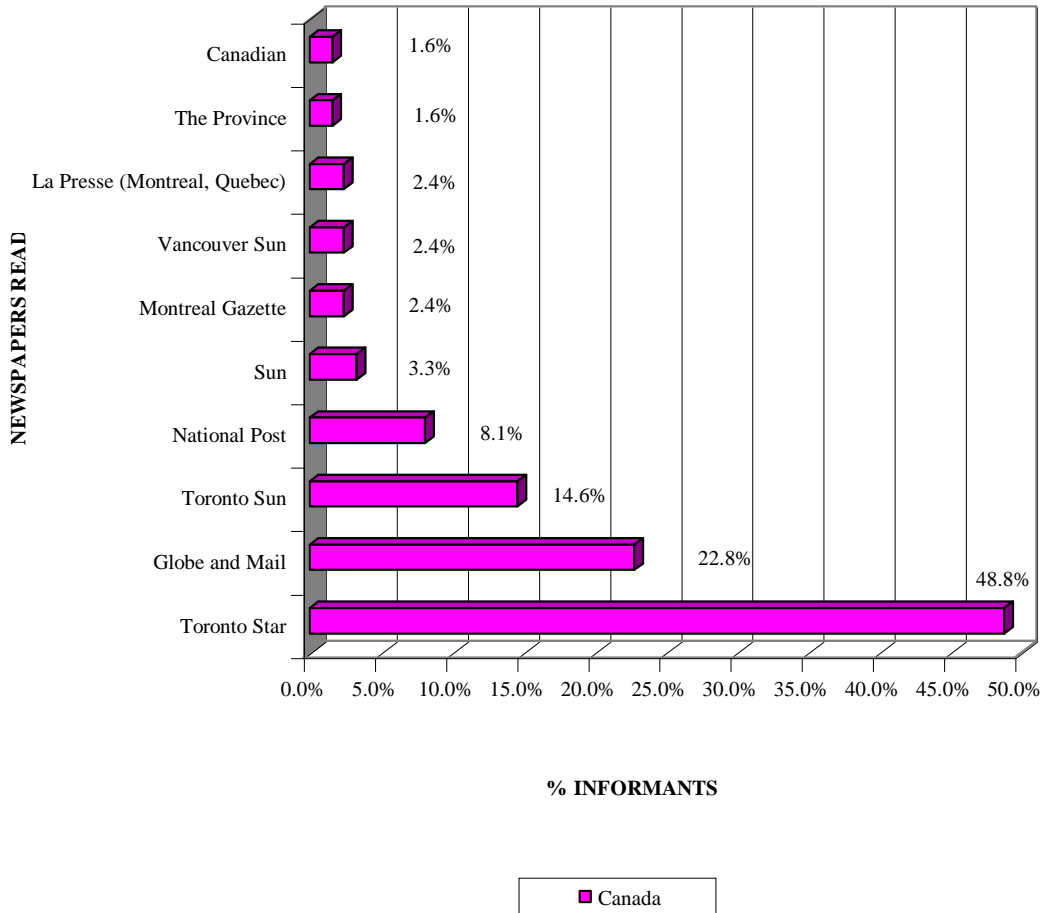
N.B. Forty-two percent (42%) of the visitors indicated that they used newspapers when they were planning their vacations. Forty-one percent (41%) of the visitors to Nassau/Paradise Island indicated that they used newspapers when they were planning their vacations. Almost half (46%) of the visitors to Grand Bahama indicated that they used newspapers when planning their vacations and 27% of visitors to the Out Islands indicated this.

**NEWSPAPERS AND SOME OF THE TOP PRODUCING MARKETS
NASSAU/P.I. AND GRAND BAHAMA ISLAND**

	Some of the Newspapers Read By Visitors To Nassau/P.I.	Top Producing Markets for Nassau/P.I.	Some of the Newspapers Read By Visitors To Grand Bahama	Top Producing Markets for Grand Bahama
1	New York Times	New York	Miami Herald	Miami/Ft. Laud.
2	New York Post	New York	New York Times	New York
3	Miami Herald	Miami/Ft. Laud.	New York Post	New York
4	Philadelphia Inquirer	Philadelphia, PA	Washington Post	Washington, D.C.
5	Washington Post	Washington, D.C.	Chicago Tribune	Chicago, ILL
6	Chicago Tribune	Chicago, ILL	Chicago Sun Times	Chicago, ILL
7	Cleveland Plain Dealer	Cleveland, Ohio	Cleveland Plain Dealer	Cleveland, Ohio
8	Boston Globe	Boston, MA	Philadelphia Inquirer	Philadelphia, PA
9	Atlanta Journal-Constitution	Atlanta, GA	Baltimore Sun	Baltimore, Maryland
10	Baltimore Sun	Baltimore, Maryland	Atlanta Journal-Constitution	Atlanta, GA
11	Los Angeles Times	Los Angeles, CA	Cincinnati Sun Enquirer	Cincinnati, Ohio
12	Cincinnati Sun Enquirer	Cincinnati, Ohio	Cincinnati Post	Cincinnati, Ohio
13	Columbus Dispatch	Columbus, Ohio	Dallas Morning News	Dallas/Ft. Worth
14	Toronto Star	Ontario, Canada	Pittsburgh Post Gazette	Pittsburgh, PA
15	Toronto Sun	Ontario, Canada	Columbus Dispatch	Columbus, Ohio
16	La Presse Montreal	Montreal, Canada	Toronto Star	Ontario, Canada

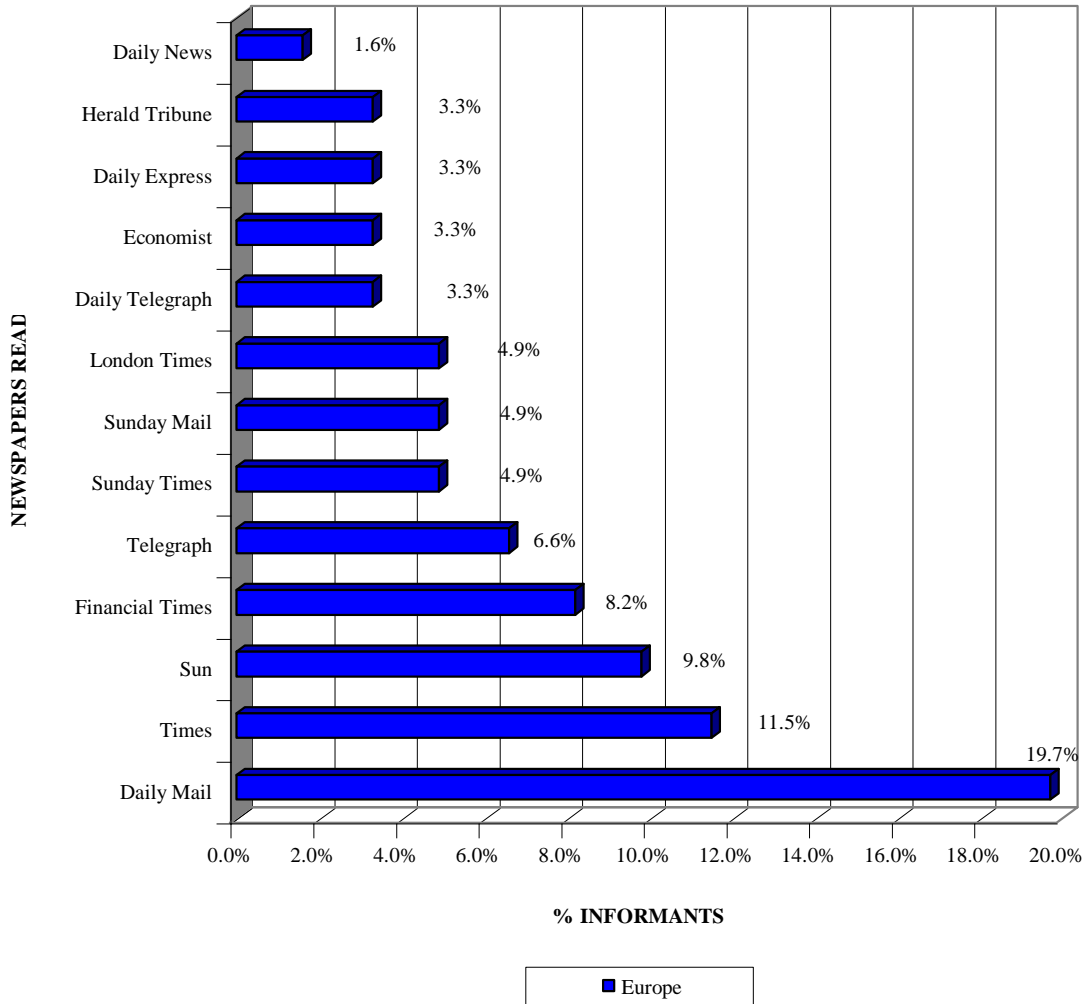
It is interesting to note that 16 of the top 25 newspapers read by visitors to Nassau/Paradise Island were directly associated with 14 of some of our top producing markets. It is also interesting to note that 16 of the top 25 newspapers read by visitors to Grand Bahama Island were directly associated with 13 of some of our top producing markets.

Canada



The top 10 newspapers visitors from Canada indicated that they were reading were: Toronto Star (49%), Globe and Mail (23%), Toronto Sun (15%), National Post (8%), Sun (3%), Montreal Gazette (2%), Vancouver Sun (2%), La Presse-Montreal (2%), The Province (2%), Canadian (2%).

Europe



The top 13 newspapers visitors from Europe indicated that they were reading were: Daily Mail (20%), Times (12%), Sun (10%), Financial Times (8%), Telegraph (7%), Sunday Times (5%), Sunday Mail (5%), London Times (5%), Daily Telegraph (3%), Economist (3%), Daily Express (3%), Herald Tribune (3%), and Daily News (2%).

NUMBER OF PEOPLE WITH E-MAIL ADDRESSES

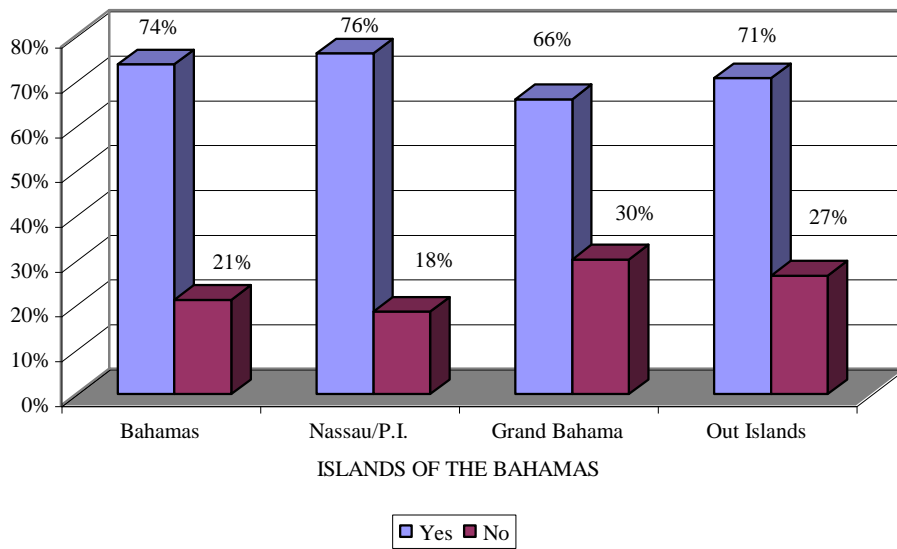
DO YOU HAVE E-MAIL? ISLANDS OF THE BAHAMAS

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	74%	76%	66%	71%
No	21%	18%	30%	27%
No Response	5%	6%	4%	3%
Total	100%	100%	100%	100%

*74% of American Visitors had e-mail addresses. 81% of the Canadian Visitors had e-mail addresses.

75% of the European Visitors had e-mail addresses.

DO YOU HAVE E-MAIL? ISLANDS OF THE BAHAMAS



Almost three-quarters (74%) of the visitors to The Islands of the Bahamas indicated that they had an e-mail address. More than three-quarters (76%) of the visitors to Nassau/Paradise Island had e-mail addresses. Two-thirds (66%) of the visitors to Grand Bahama had e-mail addresses and 71% of those to the Out Islands had e-mail addresses.

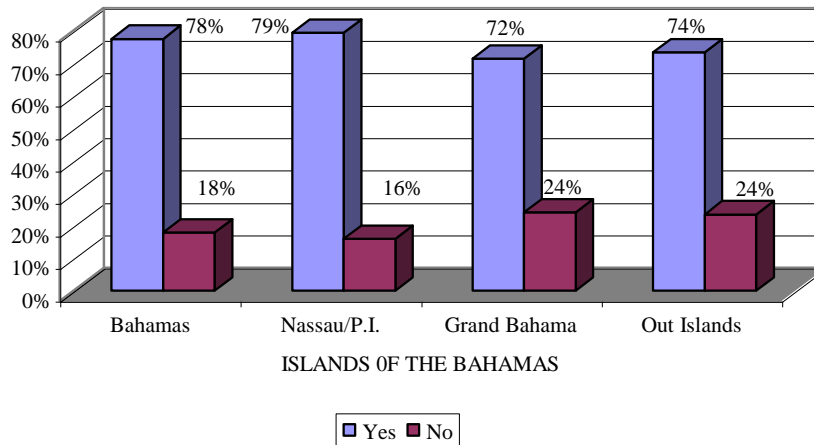
NUMBER OF PEOPLE WHO SURF THE INTERNET

DO YOU SURF THE INTERNET? ISLANDS OF THE BAHAMAS

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	78%	79%	72%	74%
No	18%	16%	24%	24%
No Response	5%	5%	4%	3%
Total	100%	100%	100%	100%

*78% of American Visitors indicated that they surfed the Internet. 84% of the Canadian Visitors indicated that they surfed the Internet. 80% of the Europeans indicated that they surfed the Internet.

DO YOU SURF THE INTERNET? ISLANDS OF THE BAHAMAS



More than three-quarters (78%) of the visitors to the Islands of the Bahamas indicated that they surfed the Internet. Seventy-nine percent (79%) of the visitors to Nassau/Paradise Island indicated that they surfed the Internet. Seventy-two percent (72%) of the visitors to Grand Bahama surfed the Internet and 74% of those to the Out Islands surfed the Internet.

N.B. A key point to remember is that the Internet was the most popular electronic media used by visitors to The Islands of The Bahamas to plan their vacations. This was the case for visitors to Nassau/Paradise Island, Grand Bahama and the Out Islands.

FAVOURITE INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS

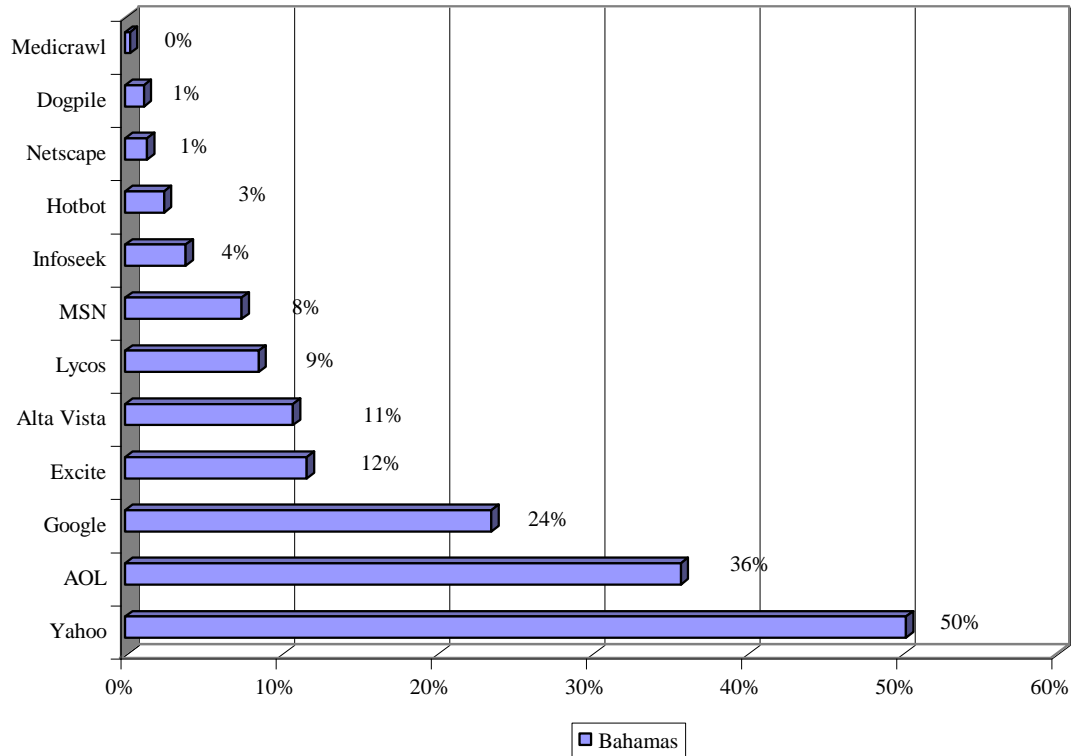
INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS ISLANDS OF THE BAHAMAS

		Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	Yahoo	50%	50%	51%	65%
2	AOL	36%	35%	38%	39%
3	Google	24%	25%	16%	42%
4	Excite	12%	12%	9%	8%
5	Alta Vista	11%	10%	13%	19%
6	Lycos	9%	9%	7%	12%
7	MSN	8%	8%	8%	4%
8	Infoseek	4%	4%	3%	0%
9	Hotbot	3%	3%	3%	4%
10	Netscape	1%	2%	1%	0%
11	Dogpile	1%	1%	2%	12%
12	Medicrawl	0%	0%	0%	8%

Yahoo was the most popular Internet search engine/content provider used by visitors to The Islands of the Bahamas. This was the case for Nassau/Paradise Island, Grand Bahama Island and the Out Islands. Half of the visitors (50%) to the Bahamas indicated that they used Yahoo. Half the visitors (50%) to Nassau/Paradise Island used Yahoo, 51% of the visitors to Grand Bahama used Yahoo and 65% of the visitors to the Out Islands used Yahoo.

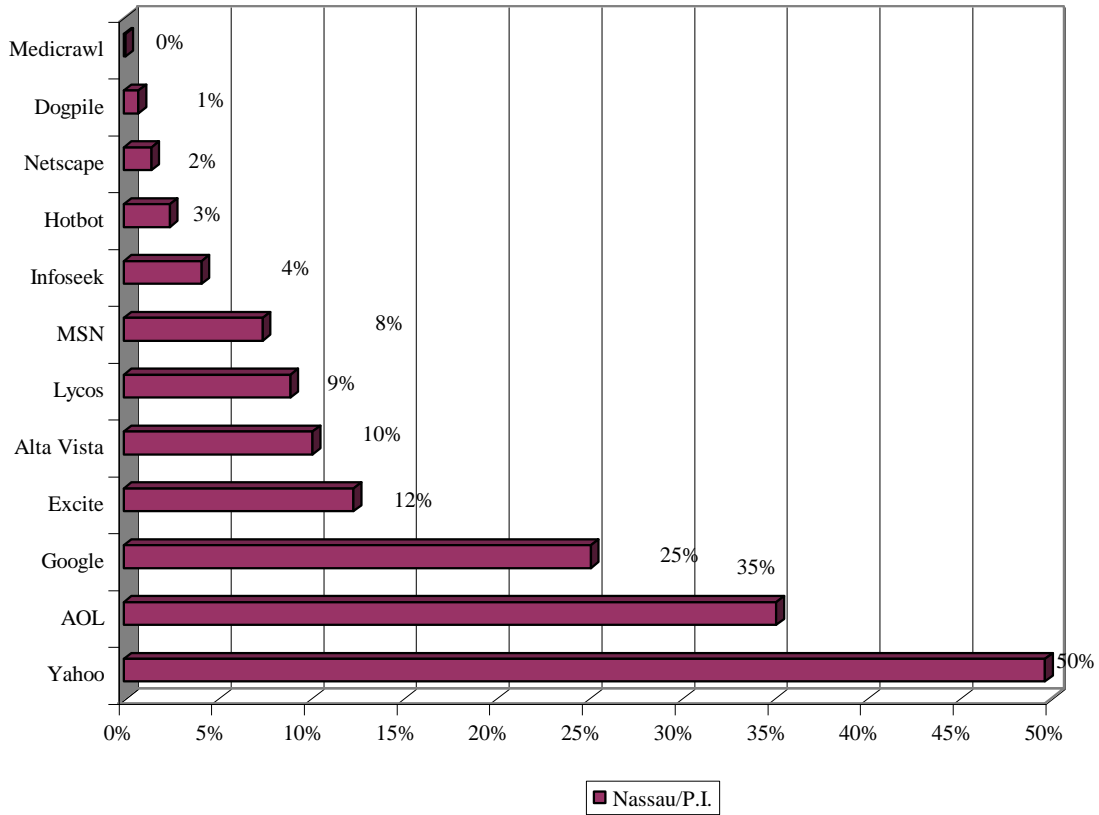
AOL was the second most popular Internet search engine/content provider used by the visitors to The Bahamas. This was the case for Nassau/Paradise Island, Grand Bahama Island and the Out Islands. More than one-third (36%) of the visitors to the Bahamas indicated that they used AOL. More than one-third (35%) of the visitors to Nassau/Paradise Island used AOL, 38% of the visitors to Grand Bahama used AOL and 39% of the visitors to the Out Islands used AOL.

Google was the third most popular Internet search engine/content provider used by the visitors to The Bahamas. This was the case for Nassau/Paradise Island, Grand Bahama Island and the Out Islands. Almost one-quarter (24%) of the visitors to the Bahamas indicated that they used Google. One-quarter (25%) of the visitors to Nassau/Paradise Island used Google, 16% of the visitors to Grand Bahama used Google and 42% of the visitors to the Out Islands used Google.

Bahamas

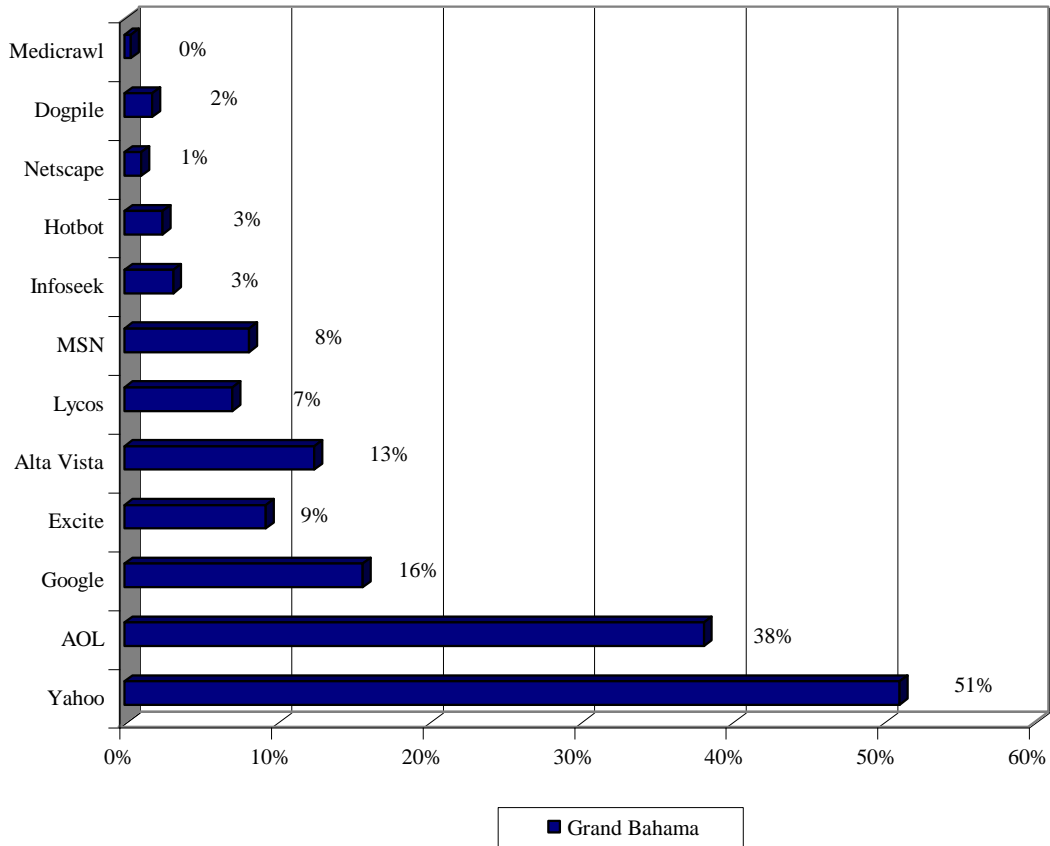
The top 6 Internet Search Engines/content providers for the Islands of the Bahamas were: Yahoo (50%), AOL (36%), Google (24%), Excite (12%), Alta Vista (11%) and Lycos (9%).

Nassau/P.I.



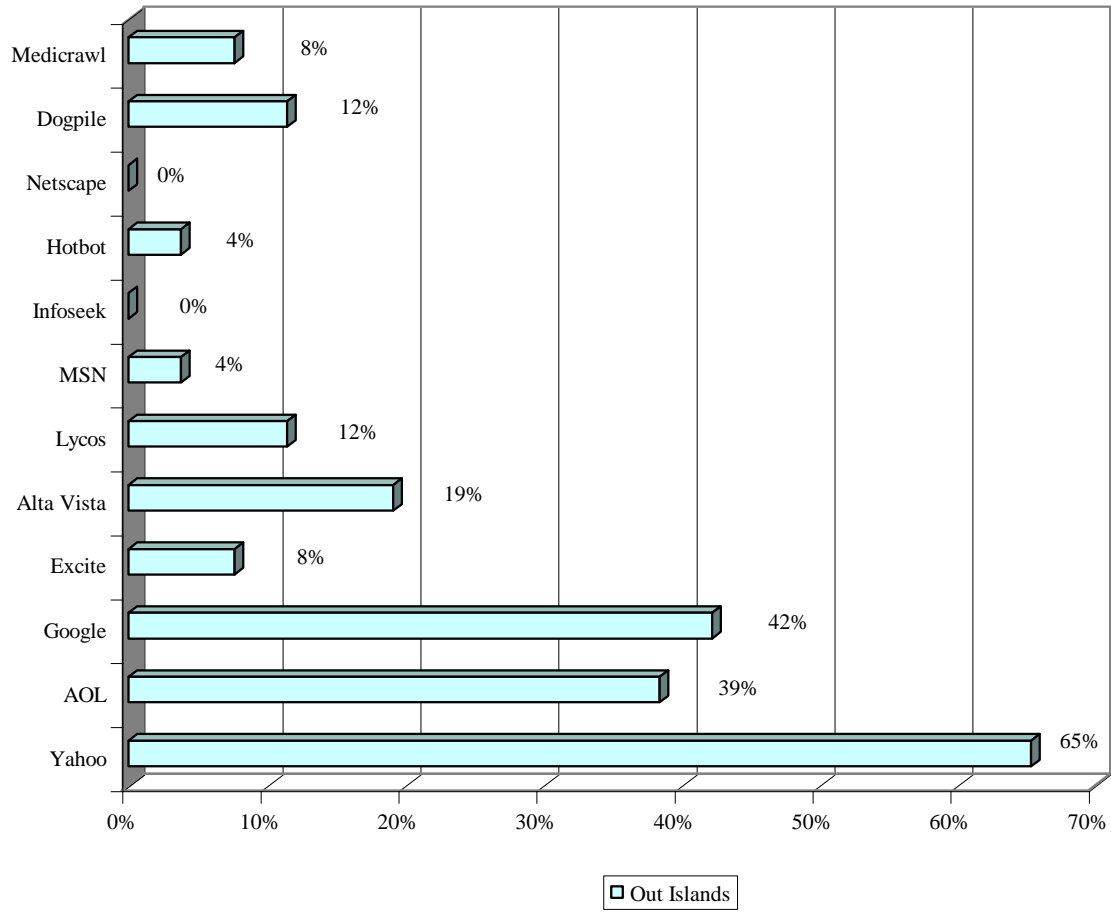
The top 6 Internet Search Engines/content providers for Nassau/Paradise Island were: Yahoo (50%), AOL (35%), Google (25%), Excite (12%), Alta Vista (10%) and Lycos (9%).

Grand Bahama



The top 6 Internet Search Engines/content providers for Grand Bahama Island were: Yahoo (51%), AOL (38%), Google (16%), Alta Vista (13%), Excite (9%) and MSN (8%).

Out Islands



The top 6 Internet Search Engines/content providers for the Out Islands were: Yahoo (65%), Google (42%), AOL (39%), Alta Vista (19%), Lycos (12%), and Dogpile (12%)

**INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS
BY COUNTRY**

		USA	Canada	Europe	Other Country
1	Yahoo	49%	59%	54%	56%
2	AOL	41%	13%	33%	19%
3	Google	22%	36%	31%	15%
4	Excite	11%	19%	12%	11%
5	Alta Vista	9%	15%	20%	15%
6	MSN	8%	6%	5%	0%
7	Lycos	8%	10%	23%	0%
8	Infoseek	4%	4%	1%	7%
9	Hotbot	3%	4%	0%	4%
10	Netscape	2%	0%	0%	0%
11	Dogpile	1%	4%	0%	0%
12	Medicrawl	0%	0%	1%	0%
13	Sympatico	0%	2%	0%	0%

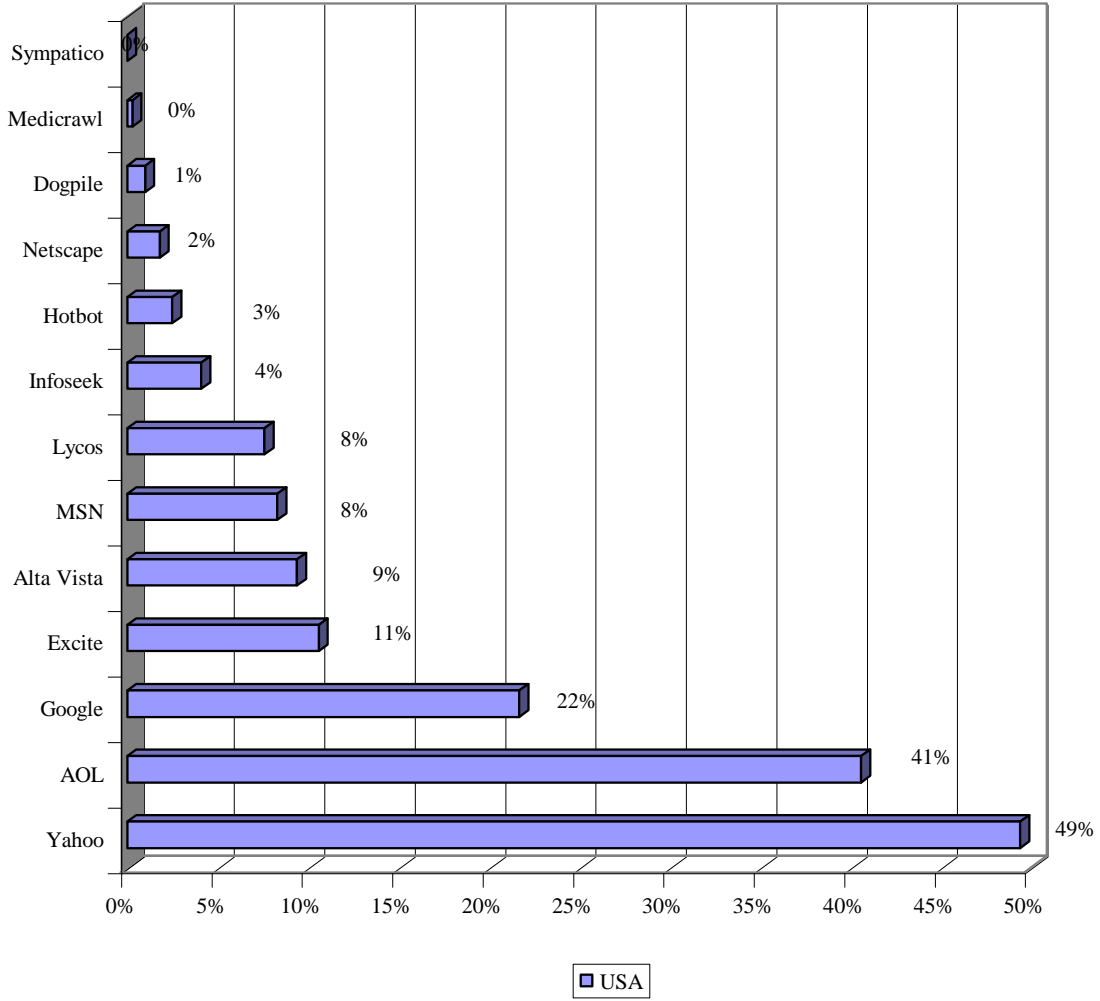
The top 6 Internet Search Engines/content providers for the **USA** were: Yahoo (49%), AOL (41%), Google (22%), Excite (11%), Alta Vista (9%), and MSN (8%).

The top 6 Internet Search Engines/content providers for **Canada** were: Yahoo (59%), AOL (13%), Google (36%), Excite (19%), Alta Vista (15%), and Lycos (10%).

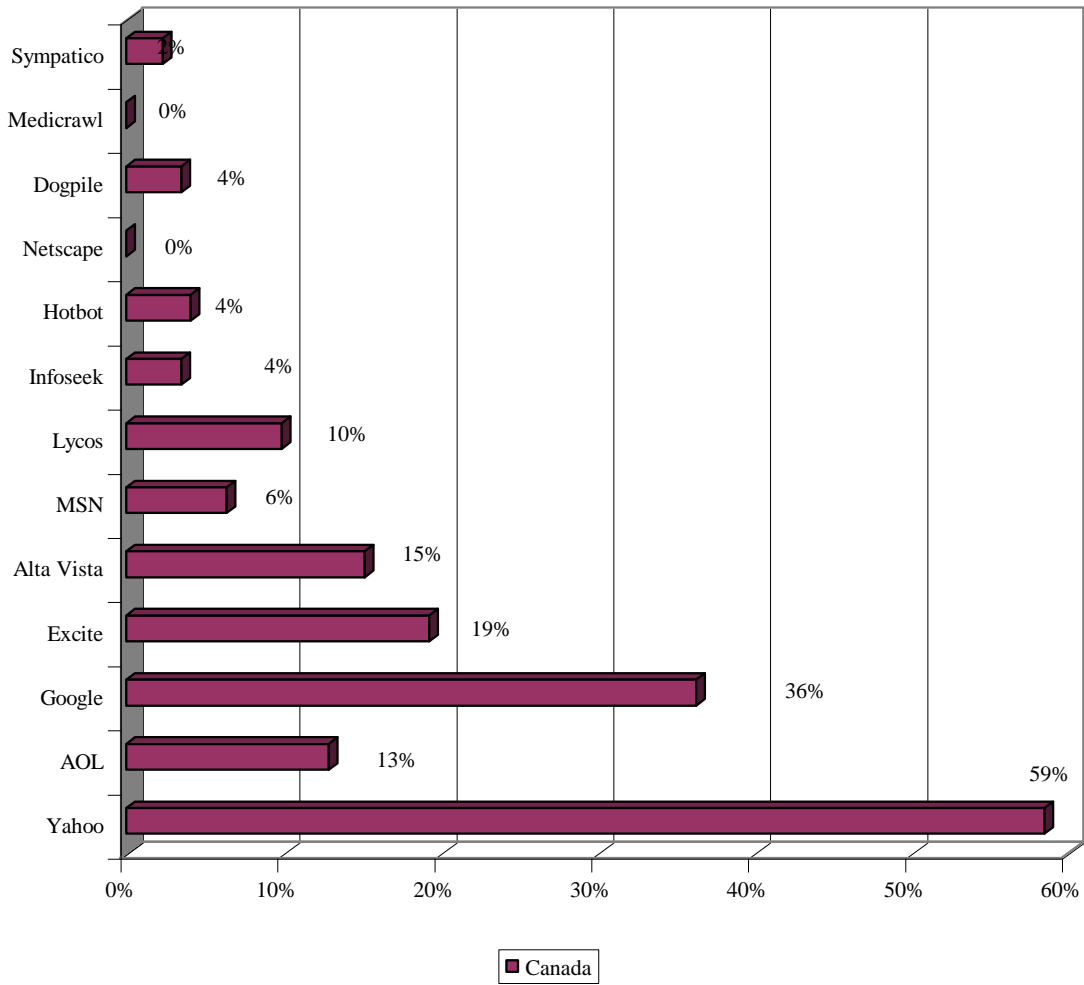
The top 6 Internet Search Engines/content providers for **Europe** were: Yahoo (54%), AOL (33%), Google (31%), Lycos (23%), Alta Vista (20%), and Excite (12%).

The top 6 Internet Search Engines/content providers for **Other Countries** were: Yahoo (56%), AOL (19%), Google (15%), Alta Vista (15%), Excite (11%), Infoseek (7%).

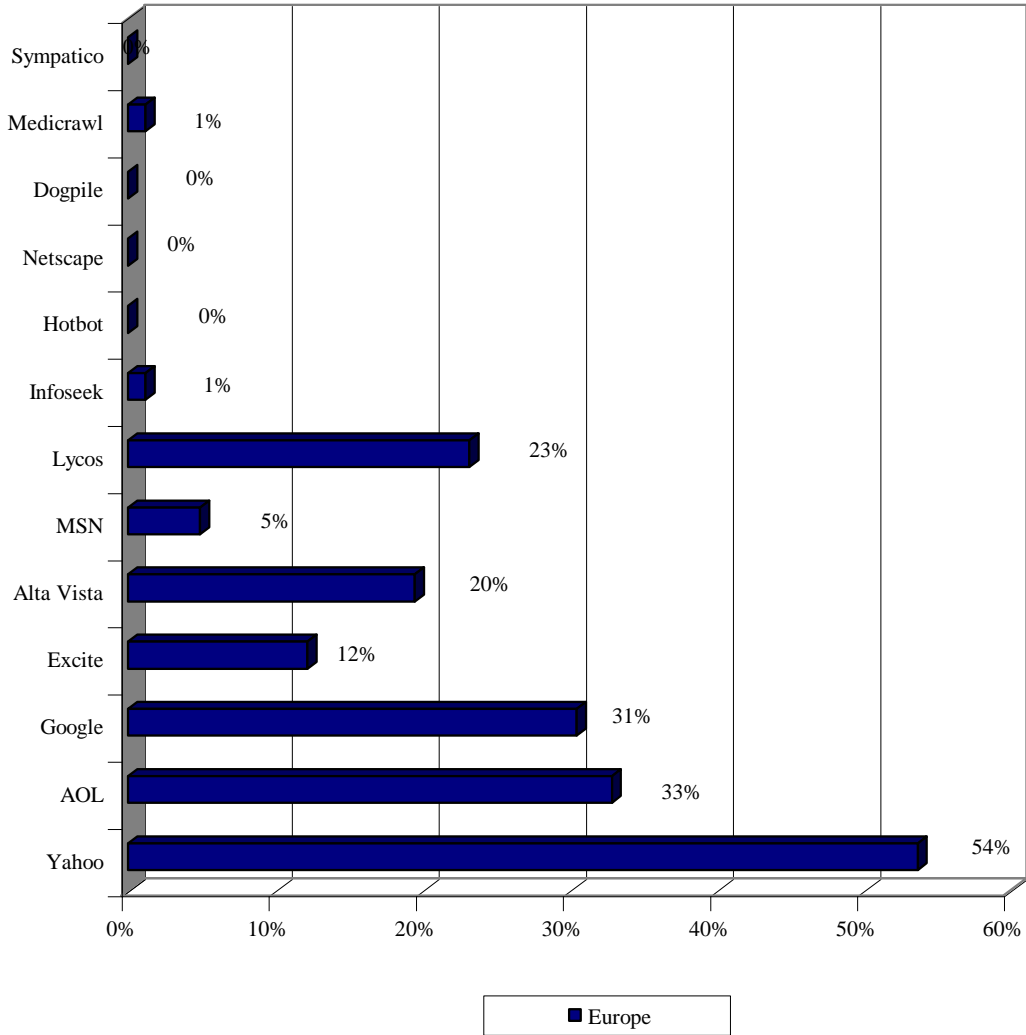
USA



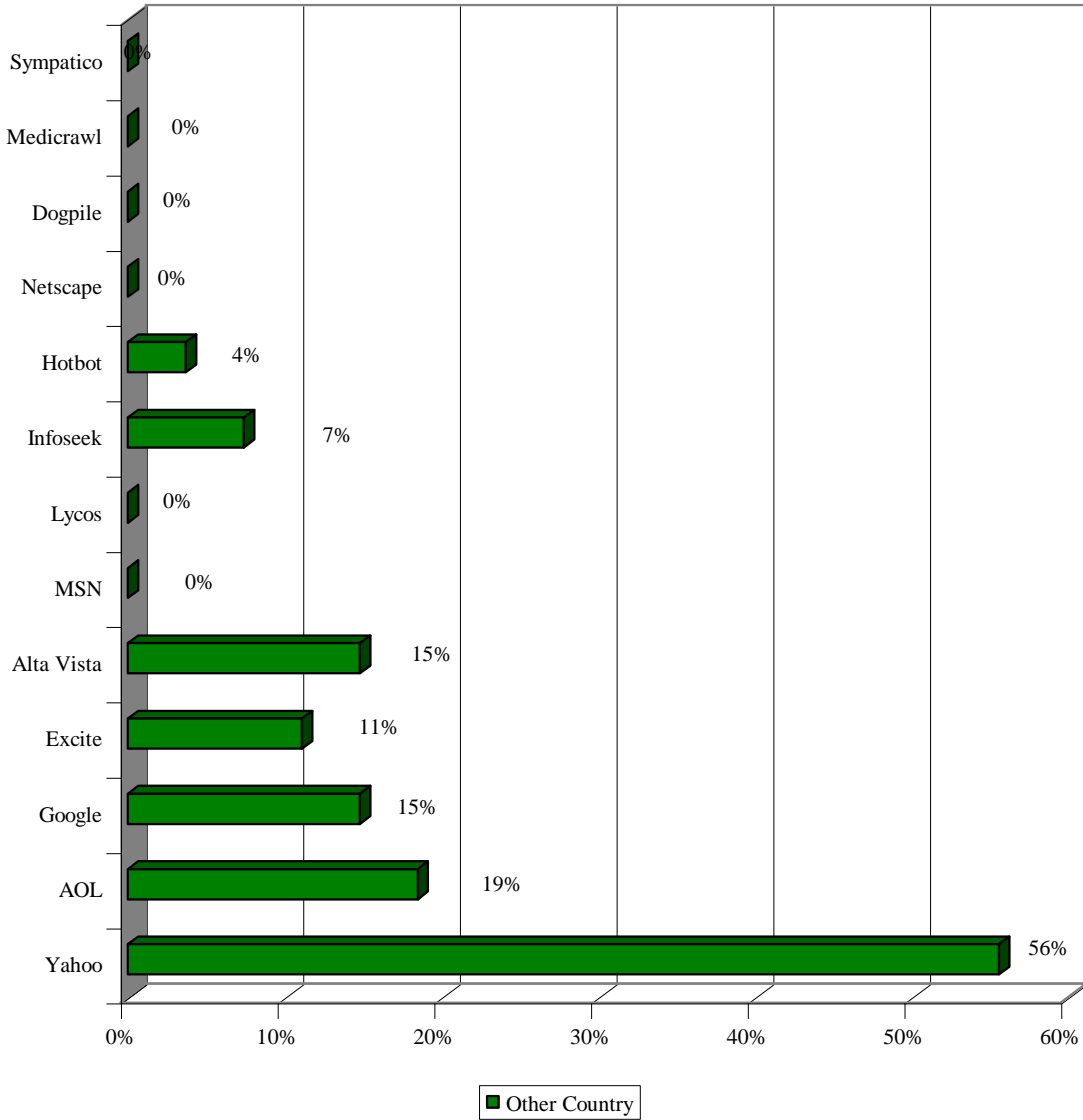
Canada



Europe



Other Country

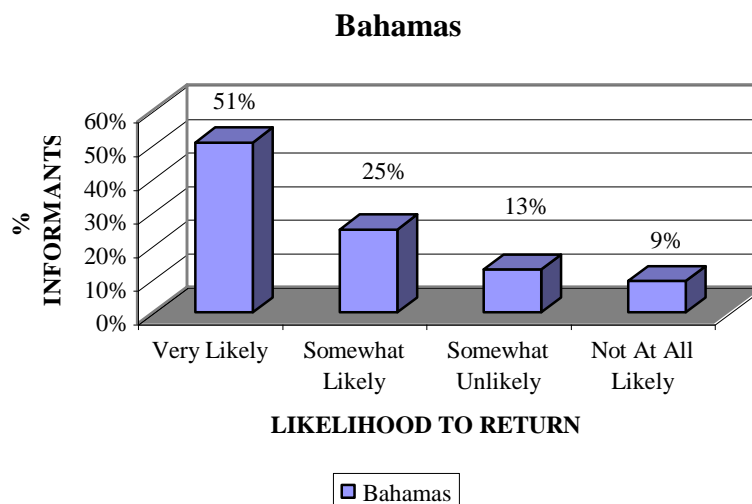


LIKELIHOOD TO RETURN TO BAHAMAS

LIKELIHOOD TO RETURN TO THE BAHAMAS IN 1-5 YRS. ISLANDS OF THE BAHAMAS

	Bahamas
Very Likely	51%
Somewhat Likely	25%
Somewhat Unlikely	13%
Not At All Likely	9%

LIKELIHOOD TO RETURN TO THE BAHAMAS IN 1-5 YRS. ISLANDS OF THE BAHAMAS



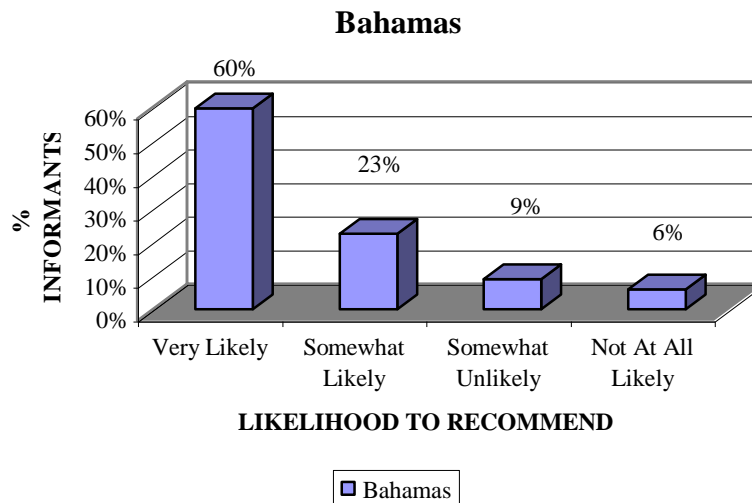
More than half (51%) of the visitors to The Islands of The Bahamas indicated that they were *Very Likely* to return to the Bahamas in the next 1-5 years. Twenty-five percent (25%) of the visitors were *Somewhat Likely* to return to The Bahamas within the next 1-5 years. Thirteen percent (13%) of them indicated that they were *Somewhat Unlikely* to return to the Bahamas within the next 1-5 years. Nine percent (9%) of them indicated that they were *Not At All Likely* to Return to The Bahamas.

LIKELIHOOD OF RECOMMENDING THE BAHAMAS

LIKELIHOOD OF RECOMMENDING THE BAHAMAS TO FRIENDS AND RELATIVES

	Bahamas
Very Likely	60%
Somewhat Likely	23%
Somewhat Unlikely	9%
Not At All Likely	6%

LIKELIHOOD OF RECOMMENDING THE BAHAMAS TO FRIENDS AND RELATIVES



Sixty percent (60%) of the visitors to The Islands of The Bahamas indicated that they were *Very Likely* to recommend the Bahamas to friends and relatives. Twenty-three percent (23%) of the visitors were *Somewhat Likely* to recommend the Bahamas to friends and relatives. Nine percent (9%) of them indicated that they were *Somewhat Unlikely* to recommend the Bahamas to friends and relatives. Six percent (6%) of the visitors indicated that they were *Not At All Likely* to recommend the Bahamas to friends and relatives.

Thirteen percent (13%) of the visitors indicated that they were somewhat unlikely to return to the Bahamas in 1-5 years. Nine percent (9%) indicated that they were not at all likely to return to the Bahamas in 1-5 years. Nine percent (9%) of the visitors indicated that they were somewhat unlikely to recommend the Bahamas to friends and relatives and 6% indicated that they were not at all likely to recommend the Bahamas to friends and relatives.

Visitors who were not likely to return or recommend the destination to friends and relatives had a great dissatisfaction with the *prices (i.e. too expensive), the people (i.e. bad attitudes and harassment by vendors & natives), poor service, poor accommodations (i.e. in hotels), bad weather, litter/cleanliness (i.e., country was too dirty), airlines (i.e. rude people, etc.), lack of activities, poor food, poor value for money, automatic gratuity, shops (i.e., shops close to early).*

Some of the visitors also indicated that they did not wish to return to the Bahamas within the next 1-5 years because they *wanted to go somewhere else.*

Of the comments received from the visitors who were not likely to return or recommend the Bahamas, 20% of them indicated that they were not likely to return or recommend the destination to friends and relatives because they were *dissatisfied with the prices*. Comments such as “too expensive, cost, very expensive” were prevalent in the comments received.

Thirteen percent (13%) of the visitors, who were not likely to return or recommend the Bahamas, indicated that the *attitude and behaviour* of the Bahamian people influenced their decision to not return or recommend the Bahamas to friends or relatives. Comments such as “people here are rude, staff rude, unfriendly hotel staff” were prevalent.

Eleven percent (11%) of the visitors, who were not likely to return or recommend the Bahamas, indicated that they *wanted to go somewhere else first* before they returned to the Bahamas again. Comments like “need a change, other places to see, go somewhere else” were also prevalent.

Ten percent (10%) of the visitors, who were not likely to return or recommend the Bahamas, indicated that they were not likely to return or recommend the Bahamas because of **the poor service** they had received.

Comments such as “very disappointed in service...service industry here suck, not very attentive, bad service, service is slow” etc. were among the survey results.

Nine percent (9%) of the visitors, who were not likely to return or recommend the Bahamas, indicated that they were dissatisfied with their hotel e.g., poor accommodations, unfriendly staff, rude hotel workers, etc. Dissatisfaction with their hotels was often interrelated with service quality, cost of accommodations, and attitudes. Comments such as “the ... Resort had roaches, accommodations were not what I expected, unfriendly *hotel* staff, not very flexible hotel” were among the survey results.

Poor weather was also cited as a reason for not returning or recommending the Bahamas to friends and relatives. Six percent (6%) of the visitors, who were not likely to return or recommend the Bahamas, indicated that they would not return or recommend the Bahamas because of the weather. (*N.B.* Hurricane Michelle, which passed through the Bahamas in November 2001, may have influenced the decision to not return or recommend the destination).

Three percent (3%) of the visitors, who were not likely to return or recommend the Bahamas, said that they would not return or recommend the destination because of the litter i.e., the country was too dirty. Three percent (3%) of the visitors said that they would not return or recommend the destination because of the poor quality of the food. Two percent (2%) cited airlines as a reason for not returning or recommending the destination and 2% indicated that there was not enough to do (activities). One percent (1%) of the visitors did not like having to pay an automatic gratuity and 1% of them complained about the shops e.g., the shops closed too early.

LIKELIHOOD TO RETURN AND RECOMMEND

Place of Survey	Country of Res.	Likely Return	Likely Recom.	Not Likely to Return	Not Likely to Recommend
Freeport	USA	Not at All Likely	Not at All Likely	Need a change	
		Not at All Likely	Not at All Likely	I have never been treated this badly anytime or anyplace in my life. I am appalled and saddened. I will never return	I will tell everyone I know not to come here. The Bahamas has changed for the worst.
		Not at All Likely	Not at All Likely	Tips, its automatic, and the Bahamas are very mean, nasty. Pity, distasteful and undesirable	I'm gonna tell friends how awful we were treated.
		Not at All Likely	Not at All Likely	Service is bad, hotel under construction. Service limited, bars and restaurants closed, service not friendly, too expensive	Never come here again
		Not at All Likely	Not at All Likely	Treatment by Bahamian staff/Grand Bahama Vacations...	Unhelpful attitude when problems arose at the airport, Bahamian staff, Grand Bahama Vacation,
		Not at All Likely	Not at All Likely	Never again	The local person in the service industry, i.e. hotel, restaurants, immigration, etc. talked to me like I was an inferior human being.
		Not at All Likely	Not at All Likely	Not to Freeport. The people here are rude and made me feel like I was an inconvenience. I didn't like being approached every 5 mins. about braiding my hair.	
		Not at All Likely	Not at All Likely	Poor service, staff rude, lack of nightlife.	

LIKELIHOOD TO RETURN AND RECOMMEND

Place of Survey	Country of Res.	Likely Return	Likely Recom.	Not Likely to Return	Not Likely to Recommend
Freeport	USA	Not at All Likely	Not at All Likely	Cost.	Cost.
		Somewhat Unlikely	Somewhat Unlikely		Very little activities, lot of bars/ restaurant closed
		Not at All Likely	Not at All Likely		I don't want my friends to have all the bad experience we had
		Somewhat Unlikely	Somewhat Unlikely	Bad service at hotel, people were rude (Bahamian lover), service was very slow, very expensive.	
		NR	NR	I had a horrible honeymoon in Freeport. The ... Resort had roaches, poor plumbing and lousy food.	I would not recommend Freeport, I've enjoyed Nassau and Paradise Island. The price of food and clothing are extremely high. Your tourist board overrated your hotel accommodations.
		Not at All Likely	Not at All Likely	This was a trip from hell. Everything went wrong.	I don't want them to be treated the way we were.
		Not at All Likely	Not at All Likely	Price is too high and accommodations were not what I expected, poor. Tourist Board had overrated the ... Resort.	
		Not at All Likely	Not at All Likely	I don't go on vacations.	
		Not at All Likely	Not at All Likely	Nothing else to do.	
		Not at All Likely	Not at All Likely	Not impressed.	
		Somewhat Likely	Somewhat Likely	Service industry here suck. Not very attentive	
		Not at All Likely	Not at All Likely	Other places to see.	

LIKELIHOOD TO RETURN AND RECOMMEND

Place of Survey	Country of Res.	Likely Return	Likely Recom.	Not Likely to Return	Not Likely to Recommend
Freeport					
	USA	Not at All Likely	Not at All Likely	Lost luggage on way here wore dirty clothes 1st day. Three night, 4 day vacation. 1st day left Cincinnati, was direct flight as was billed, went to Richmond, Plane problems (didn't even offer sandwiches) arrived here at 10pm. That was 1st day of 4 days. 2nd day wore stinky clothes, 3rd day ok. 4th day check out of room 7am then to airport to sit till 10:15am. Cab driver charged \$40 from airport to hotel. Played in casino two days and night but they never send comps to hotel for meals. Feel that this is all a rip off! Note: did go to the police station and filled out a complaint on cab driver and got the \$40 refunded.	
		Not at All Likely	Not at All Likely	People rude! Service is slow	
		Somewhat Unlikely	Somewhat Unlikely	People very rude and ignorant.	
New Providence					
	Africa	Not at All Likely	Not at All Likely	Bad service. Very expensive.	Bad service. Very expensive.
	Canada	Not at All Likely	Not at All Likely	I would like to visit other locations.	
		Not at All Likely	Not at All Likely	Money.	
		Not at All Likely	Not at All Likely	Unfriendly hotel staff and high prices.	Unfriendly hotel staff and high prices.
		Not at All Likely	Not at All Likely	Like to visit other islands. Dirty.	Dirty, not much to see.

LIKELIHOOD TO RETURN AND RECOMMEND

Place of Survey	Country of Res.	Likely Return	Likely Recom.	Not Likely to Return	Not Likely to Recommend
New Providence					
	Canada				
		Not at All Likely	Not at All Likely		Too dirty, no fresh produce, too expensive, bad drivers and too many dogs.
		Somewhat Unlikely	Somewhat Unlikely	Too expensive, taxis and vendors try to rip you off.	
		Somewhat Unlikely	Somewhat Unlikely		Too many cars not enough forests.
		Somewhat Unlikely	Somewhat Unlikely	Lost money in the casino.	
		Somewhat Unlikely	Somewhat Unlikely	Not very flexible hotel ...	Beautiful island, had nice time, hotel was disappointment!
		Somewhat Unlikely	Somewhat Unlikely	Food not as good as other islands, restaurants are expensive	
		Somewhat Likely	Somewhat Likely	You have a lot of competitors, adjust price night for hotels US vs. Canadian dollar. September 11 made everybody reconsider their price list. Get into the parade don't let it go.	Very expensive. Yoga course is good.
		Very Likely	Very Likely		Expensive (prices are outrageous compared to other islands)
		Very Likely	Very Likely	Lower the prices on Paradise Island. Small bottle of water \$6 please.	
		Not at All Likely	Not at All Likely	Go somewhere else	
		Not at All Likely	Not at All Likely	Want to try other islands if we do manage to get away again.	
		Not at All Likely	Not at All Likely	There are so many other places to experience.	
		Not at All Likely	Not at All Likely	Well, for me I feel there were not many basketball facilities, actually I found one on the whole island.	

LIKELIHOOD TO RETURN AND RECOMMEND

Place of Survey	Country of Res.	Likely Return	Likely Recom.	Not Likely to Return	Not Likely to Recommend
New Providence					
	Canada	Not at All Likely	Not at All Likely	Very disappointed in service at! Too costly for quality of service.	Same as above
		Not at All Likely	Not at All Likely	Interested in other destinations.	
	Latin America	Somewhat Likely	Somewhat Likely	Is very expensive.	Because it's very expensive.
	No Response	Not at All Likely	Not at All Likely	We went thru Hurricane Michelle.	We found to be run down and shabby compared to 2 (two) years ago.
		Somewhat Unlikely	Somewhat Unlikely		The prices are too high and the service was not good.
	UK	Not at All Likely	Not at All Likely	Too expensive	Too expensive
		Not at All Likely	Not at All Likely	Would like to visit other places	
		Not at All Likely	Not at All Likely	Hurricane and Hotel closed.	
		Not at All Likely	Not at All Likely	Long and expensive flights.	
		Not at All Likely	Not at All Likely	Too expensive.	Far too expensive
		Not at All Likely	Not at All Likely	Bad Weather	Bad weather and traffic
		Very Likely	Very Likely		Too expensive but worth a visit at least once, if you can afford it.
		Not at All Likely	Not at All Likely	Too expensive and too quiet.	Too expensive.
		Not at All Likely	Not at All Likely	Other places to visit.	
		Not at All Likely	Not at All Likely	Family won't be here any more.	

LIKELIHOOD TO RETURN AND RECOMMEND

Place of Survey	Country of Res.	Likely Return	Likely Recom.	Not Likely to Return	Not Likely to Recommend
New Providence					
	USA	Not at All Likely	Not at All Likely	Cheap to get here ,but way too expensive once you are here	
		Somewhat Unlikely	Somewhat Unlikely	Our hotel let any locals hang around and harass our children while not allowing other tourists to come	
		Not at All Likely	Not at All Likely	Too busy.	Too expensive.
		Not at All Likely	Not at All Likely	We spent 7 days here, and after the first 3, there were very limited things to do.	Change of hotels would be necessary, we stayed at the
		Not at All Likely	Not at All Likely	Everything from hotel to food to transportation are unreasonably costly	
		Somewhat Unlikely	Somewhat Unlikely	Can't afford too frequently	
		Not at All Likely	Not at All Likely food overpriced, bad rooms overpriced	
		Not at All Likely	Not at All Likely	Rude natives all woman.	
		Not at All Likely	Not at All Likely	Was not a vacation, just a stopover and my style of vacation is different from this.	My friends enjoy hiking, canoeing etc. Not resort people.
		Not at All Likely	Not at All Likely	Didn't like it.	Didn't like it.
		Not at All Likely	Not at All Likely	Because the place we stayed taxed each of us \$14 per night and taxed total amount again.	Because of the hotel assessment tax of \$14 per person per night.
		Not at All Likely	Not at All Likely	Accommodation not what I expected.	
		Somewhat Likely	Somewhat Likely hotel has poor service	I will not recommend
		NR	NR	Prices far too expensive. Son's video camera was stolen.	
		Very Likely	NR		Very expensive.
		Somewhat Unlikely	Somewhat Unlikely	Monetary reasons.	

LIKELIHOOD TO RETURN AND RECOMMEND

Place of Survey	Country of Res.	Likely Return	Likely Recom.	Not Likely to Return	Not Likely to Recommend
New Providence					
	USA	NR	NR	Because you automatically add 15% gratuity some service really sucked if I got service like that at home they wouldn't get a tip.	
		Not at All Likely	Not at All Likely	Too costly dirty. Needs updating	
		Not at All Likely	Not at All Likely	Bad experience, unfriendly people and slow service.	Bad experience, unfriendly people and slow service
		Very Likely	Very Likely		My reservation in the hurricane damage. First timers could be disappointed
		Very Likely	NR		Lack of ticket agents to check us in for return flight home.
		NR	Very Likely	Only because we didn't get to experience the Bahamas because of Hurricane Michelle.	
		Somewhat Unlikely	Somewhat Unlikely	Cloudy, Windy	
		Not at All Likely	Not at All Likely	People were unfriendly and unhelpful and the island of New Providence was extremely filthy. There are much nicer places to visit.	Was not impressed with the Bahamas. Very dirty and hard to get around.
		Not at All Likely	Not at All Likely	The waiters and people not friendly enough, especially the people who are working in the hotel	The beaches very good but the attitude not good at all
		Somewhat Likely	Somewhat Likely	Only at the Resort.	If they are going to the resort.
		Not at All Likely	Not at All Likely	Tourist areas close up to early.	
		Not at All Likely	Not at All Likely	Didn't care for the hotel, people not very friendly, service not good.	Didn't care for the hotel, people not very friendly, service not good.
		Somewhat Likely	Somewhat Likely	Not good weather.	Nice beaches.
		Not at All Likely	Not at All Likely	Already been here, like to see new places.	

LIKELIHOOD TO RETURN AND RECOMMEND

Place of Survey	Country of Res.	Likely Return	Likely Recom.	Not Likely to Return	Not Likely to Recommend
New Providence					
	USA	Somewhat Unlikely	Somewhat Unlikely		Not nice enough. Vendors hound you! Even in hotel
		Not at All Likely	Not at All Likely		Expensive for value. Too commercial. Slow service and attitude.
		Very Likely	Very Likely	Not to Nassau, but back to the Out Islands like Abaco, which we loved.	
		Not at All Likely	Not at All Likely	Like to travel to many different places.	
		Not at All Likely	Not at All Likely	Like Hawaii better.	
		Not at All Likely	Not at All Likely	Looking at other places.	
		Not at All Likely	Not at All Likely	Climate.	
		Not at All Likely	Not at All Likely	Returning to UK in January 2002 to live.	Bad weather.
		Not at All Likely	Not at All Likely	Too inefficient.	
		Not at All Likely	Not at All Likely	Poor value for the money spent. Poor service, attitude by staff at times.	Better value in Florida, Las Vegas and Los Angeles.
		Not at All Likely	Not at All Likely	Bad weather. Bad service at	Bad weather. Bad service at
		Not at All Likely	Not at All Likely	Rude people!!! Bahamian men are nice. The local women are nasty.	Rude people!!! Bahamian men are nice. The local women are nasty.
		Not at All Likely	Not at All Likely	Price gouging.	Price gouging.
		Not at All Likely	Not at All Likely	Don't have enough money for exotic vacations too often	
		Not at All Likely	Not at All Likely	Expensive, time consuming.	
		Not at All Likely	Not at All Likely	The people at the were very rude. Nothing to do in hotel except casino.	The people at the were very rude. Nothing to do at hotel except casino.
		Not at All Likely	Not at All Likely	The way we were treated. Rudely.	The way we were treated. Rudely.

LIKELIHOOD TO RETURN AND RECOMMEND

Place of Survey	Country of Res.	Likely Return	Likely Recom.	Not Likely to Return	Not Likely to Recommend
New Providence					
	USA	Not at All Likely	Not at All Likely	Weather was bad. People unfriendly.	Weather was bad. People unfriendly.
		Not at All Likely	Not at All Likely	Too many other places to visit.	
		Not at All Likely	Not at All Likely	Majority of people were not very friendly at	
		Not at All Likely	Not at All Likely	Not a good value, very expensive. Trash everywhere. Locals live in sub-standard housing.	It's too expensive and filthy, people are very nice and kind, but the Gov't isn't doing anything to help them get ahead.
		Not at All Likely	Not at All Likely	Would not want to come here that often. People need to be a little more friendly.	
		Not at All Likely	Not at All Likely	Dirty, too expensive.	Not a good value, not a good vacation experience.
		Not at All Likely	Not at All Likely	Been here once and too expensive.	
		Not at All Likely	Not at All Likely	I will travel to new destinations.	
		Not at All Likely	Not at All Likely	Everything closed for lack of business. Many services such as hotels, shops and scuba shops were closed. Downtown shops close at 5:30 pm (early). Therefore not many services available. Very few boat or scuba charters were running.	Many in hotel shops and restaurants did not open on time or did not open at all. Sometimes 4 (four) restaurants at were closed. Even shops closed at Atlantis hotel.
		Not at All Likely	Not at All Likely	For Tourism being #1 service is not that good. Food very expensive and not that good.	
		Not at All Likely	Not at All Likely	Too expensive for value	Too expensive
		Not at All Likely	Not at All Likely	Rude Bahamian women especially ticket counter women.	
		Not at All Likely	Not at All Likely	Service, cleanliness, too expensive, unorganized.	Service, cleanliness, too expensive, unorganized.

LIKELIHOOD TO RETURN AND RECOMMEND

Place of Survey	Country of Res.	Likely Return	Likely Recom.	Not Likely to Return	Not Likely to Recommend
New Providence					
	USA				
		Not at All Likely	Not at All Likely	Want to visit other islands.	
		Not at All Likely	Not at All Likely	Expensive.	
		Not at All Likely	Not at All Likely	Expensive, too much hassle, time and airlines.	
		Not at All Likely	Not at All Likely	I like to go on vacation to places. I've never been to before.	
		Not at All Likely	Not at All Likely	Expensive and overly priced.	Expensive and overly priced.
		Not at All Likely	Not at All Likely	Hurricane.	
		Not at All Likely	Not at All Likely	People very rude. Hotel room outdated. Food in hotel not good at all.	People very rude. Hotel room outdated. Food in hotel not good at all.
		Not at All Likely	Not at All Likely	Other places to visit.	Not what I expected.

LIKELIHOOD TO RETURN AND RECOMMEND

Place of Survey	Country of Res.	Likely Return	Likely Recom.	Not Likely to Return	Not Likely to Recommend
New Providence					
	USA				
		Not at All Likely	Not at All Likely	Dining is way too expensive, accommodations on the expensive side	Because of some reasons above
		Not at All Likely	Not at All Likely	Distance from Arizona	
		Not at All Likely	Not at All Likely	Too expensive.	
		Not at All Likely	Not at All Likely	If on a cruise I would. Otherwise too expensive.	Expensive at hotel and difficult to obtain information. Not always friendly.

RESERVATION BOOKINGS

HOW DID YOU BOOK YOUR RESERVATIONS

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Used Tour Operator/TA to Book				
Hotel	57%	58%	55%	27%
Airline	64%	65%	65%	50%
Transfers	31%	33%	28%	12%
On-Island Activities	11%	11%	10%	9%
Booked Directly				
Hotel Direct	23%	25%	18%	21%
Airline Direct	21%	21%	19%	21%
Transport Companies Direct	5%	5%	6%	0%
On-Island Activity Companies	7%	7%	8%	24%
Booked Directly On Internet				
Booked Hotel on the Internet	10%	10%	11%	6%
Booked Airline on the Internet	15%	15%	13%	18%
Booked On-Island Activities on Internet	2%	1%	3%	0%

Nassau/Paradise Island

Fifty-eight percent (58%) of the visitors to Nassau/Paradise Island had booked their *hotel reservations* with a tour operator or travel agent and 65% of them had booked their *airline reservations* with a tour operator or travel agent. Thirty-three percent (33%) of them had booked their *transfers* with a tour operator or travel agent and 11% had booked their *on-island activities* with a tour operator or travel agent. Twenty-five percent (25%) of the visitors had booked their *hotel reservations directly* with the hotel. Twenty-one percent (21%) of them had booked their *airline reservations directly* with the airlines. Five percent (5%) of the visitors had booked their *transfers and transport directly* with *transport companies* and 7% had booked their *on-island activities directly* with *on-island activity companies*. Ten percent (10%) of them had booked their hotel accommodations on the Internet and 15% of them had booked their airline reservations on the Internet.

Grand Bahama Island

Fifty-five percent (55%) of the visitors to Grand Bahama Island had booked their *hotel reservations* with a tour operator or travel agent and 65% of them had booked their *airline reservations* with a tour operator or travel agent. Twenty-eight percent (28%) of them had booked their *transfers* with a tour operator or travel agent and 10% had booked their *on-island activities* with a tour operator or travel agent. Eighteen percent (18%) of the visitors had booked their *hotel reservations directly* with the hotel. Nineteen percent (19%) of them had booked their *airline reservations directly* with the airlines. Six percent (6%) of the visitors had booked their *transfers and transport directly* with *transport companies* and 8% had booked their *on-island activities directly* with *on-island activity companies*. Eleven percent (11%) of them had booked their hotel accommodations on the Internet and 13% of them had booked their airline reservations on the Internet.

Out Islands

Twenty-seven percent (27%) of the visitors to Out Islands had booked their *hotel reservations* with a tour operator or travel agent and 50% of them had booked their *airline reservations* with a tour operator or travel agent. Twelve percent (12%) of them had booked their *transfers* with a tour operator or travel agent and 9% had booked their *on-island activities* with a tour operator or travel agent. Twenty-one percent (21%) of the visitors had booked their *hotel reservations directly* with the hotel. Twenty-one percent (21%) of them had booked their *airline reservations directly* with the airlines. Twenty-four percent (24%) of them had booked their *on-island activities directly* with *on-island activity companies*. Six percent (6%) of them had booked their hotel accommodations on the Internet and 18% of them had booked their airline reservations on the Internet.

**AMOUNT OF TIME BETWEEN RESERVATION &
VISITOR'S ARRIVAL**

**AMOUNT OF TIME BETWEEN WHEN RESERVATIONS MADE & WHEN VISITOR CAME
ISLANDS OF THE BAHAMAS**

Month & Year Reserv. Made	Month & Year Visitor Came to The Bahamas							
	2001						2002	
	October		November		December		January	
May 2001	8%	5 mths later	4%	-	2%	-	2%	-
June 2001	9%	4 mths later	7%	5 mths later	4%	-	5%	-
July 2001	12%	3 mths later	7%	4 mths later	5%	5 mths later	6%	-
Aug. 2001	17%	2 mths later	13%	3 mths later	11%	4 mths later	10%	5 mths later
Sept. 2001	21%	1 mth later	16%	2 mths later	6%	3 mths later	8%	4 mths later
Oct. 2001	21%	Same mth.	22%	1 mth later	17%	2 mths later	19%	3 mths later
Nov. 2001	0%	-	17%	Same mth.	28%	1 mth later	18%	2 mths later
Dec. 2001	0%	-	0%	-	23%	Same mth.	23%	1 mth later
Jan. 2002	0%	-	0%	-	0%	-	3%	Same mth.

Visitors to The Islands of The Bahamas booked their reservations anywhere from **5 months** in advance to the very same month of travel. **Short lead times** seemed to be preferred as the highest percentage of visitors booked **1-3 months** in advance or the very same month of travel. There was a very small amount of persons who booked their reservations **6 months to a year** in advance of traveling to the Bahamas.

TOUR OPERATORS AND TRAVEL AGENTS

Sixty-seven percent (67%) of the visitors to the Islands of the Bahamas used a tour operator or travel agent and 33% of them did not do so. Some visitors to the Bahamas used tour operators and travel agents to book their reservations. Some booked their reservations directly with the hotel or airline, etc. Some booked their reservations directly on the Internet and others used a combination of methods.

Some of the popular tour operators/travel agents were: Liberty Travel, Triple AAA, Grand Bahama Vacations, Hallmark Tours, Ambassador Travel, Sunquest (Canada), GoGo Tours/Travel, Maritz Travel, Apple Vacations, RCI, Landmark, American Express, Majestic, Carlson Wagonlit Travel, Uniglobe, Delta Dream Vacations, 11th Hour Travel/Vacations, Marlin Travel, Thomas Cook, British Airways, Laker, Virgin Direct/Holidays (UK), Leisure Travel, Travel Lovers (Canada), Travel Sensations (Canada), and Conquest (Canada).

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
Eleuthera	Germany	Reisewelle	Germany
	USA		
Exuma	UK	Elizabeth Holmes	Red Bank, NJ
		Orbitz	Seattle
			Maples FL
Freeport	Canada	Grinnel	Rochester, NY
		Fresh Tracks	Vancouver, BC, Canada
		Fresh Tracks	Vancouver, Canada
		LaSalle Travel	LaSalle, Ontario Canada

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey Freeport	Country of Residence	Tour Operator/TA	Town City
	Canada	Main Travel	North Bay Canada
		Main Travel	North Bay Canada
		Private Agency	Quebec, Canada
	Caribbean & Region		
		V's Travel Service	Port of Spain
	Czech Republic		
	Germany		
		Atlantis	Frankfurt / Germany
		Dertour	Frankfurt/ Germany
		Dertour	Germany
	Iceland		
		Iceland Air	
		Iceland Air	Reyjavir
	Latin America		
		Viajes Union	Caracas, Venezuela
		Viajes Union C.A	Venezuela
	No Response		
		Bah. Travel Agency	Baltimore, MD
		Davemeister	Ann Arbor
	UK		
		Sovereign	London
		Virgin Direct Holidays	
		Virgin Direct Holidays	
		Virgin Direct Holidays	
		Virgin Direct Holidays	London
		Virgin Direct Holidays	Nottingham, UK

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
Freeport	USA		Altanta, GA
			Cincinnati, OH
			Dallas TX
		11th Hour Travel	Columbus, OH
		11th Hour Travel	Columbus, OH
		11th Hour Travel	
		11th Hour Vacation	Cincinnati, OH
		11th Hour Vacation/ Grand	Columbus, OH
		11th Hour Vacations	
		11th Hour Vacations. Com	
		4 Seasons Travel	Cincinnati, OH
		4 Star Travel	Cortland, Ohio
		A and I Travel	Hardy

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
Freeport	USA	A and I Travel	Miami
		Action Travel	
		Action Travel	Solon
		Action Travel	Solon,Ohio
		Active Travel	Hilliard, OH
		Advantours Below	
		Agua Sun	Baltimore, MD
		Airline	Dallas TX
		Airline Employee Travel	Tampa,FL
		Alexander	Peoria,IL
		Alvida Mjones	Atlanta, GA
		Always Travel	Avon Lake, OH
		American Airlines	Dallas TX
		Anchor Tour and Travel	Baltimore, MD
		Archer Travel	
		Archer Travel	CA Corp. Office
		Archer Travel	Minneapolis MN
		Archer Travel	Minneapolis, MN
		ASI	Atlanta,GA
		Bahama Resort	Columbus Ohio
		Bahamas Grand Vacation /	Northbrook, IL
		Bahamas Tours	
		Bahamas Vacation	Aknon, Ohio
		Bahamia	Cleveland, OH
		Bahamia	Hartford,CT
		Bahamia Princess Casino	FLL
		Bigger lake	Freeport
		Brender 4 Seasons	Cincinnati, OH
		Brightwaters Travel	W.Islip NY
		Bucknet	Eucud Ohio
		Celestial Travel	
		Celestial Travel	Cleveland, Ohio
		Chips Travel	Middleburgh OH

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
Freeport	USA		
		Chips Travel	Middleburgh, OH
		Citi Net	Northbrook, IL
		Conference and travel Service	Fort Wayne, IN
		Conference and travel service	Fort Wayne, Indiana
		Connections Travel	Eastlake
		Continental	Orlando, FL
		Coronado Travel	Roslyn, NY
		Dee's Travel Agency	New Philadelphia, OH
		Dee's Travel Agency	New Philadelphia, OH
		Departures	Marysville, Ohio
		Driftwood Vacations	
		Driftwood Vacations	Baltimore, MD
		Driftwood Vacations	Baltimore
		Driftwood Vacations	Florida
		E. Sorensen	Bloomington IL
		Encompass the World	Parma, OH
		Enterprise Travel	Charlottesville
		Enterprise Travel	Charlottesville
		Executive Tour & Travel	Dayton Beach
		Fairfield	New York City
		Four Seasons Travel	Cincinnati
		Four Seasons Travel	
		Four Seasons Travel	Cincinnati, OH
		Gamble American	Cleveland OH
		Gamble American	Cleveland, OH
		GBVAC. Com	
		GBVac.Com	Norfolk, Virginia
		Georgia International Travel	Atlanta, Georgia
		Gina Travel Agent	Delaware
		Grand Bahama Tours	Louisville, KY
		Grand Bahama Vacation /	
		Grand Bahama Vacation and	Chicago, IL
		Grand Bahama Vacation/11th	Columbus, OH

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
Freeport			
	USA		
		Hallmark Tours	Cincinnati, OH
		Hallmark Tours	Columbus, OH
		Hallmark Tours	Columbus, OH
		Hallmark Tours	Columbus, OH
		Hallmark Tours	Columbus, OH
		Hallmark Tours	Detroit, MI
		Hallmark Tours	Mansfield, Ohio
		Hallmark Tours	Michigan
		Hallmark Tours	Michigan
		Hallmark Tours	Michigan
		Hallmark Tours	Michigan
		Hallmark Tours	Nowland, Mich.
		Holiday Travel	Youngstown, Ohio
		Irene South	Giville SC
		Island Seas	Freeport, Bahamas
		Junction Travel	
		Lady Bug	Wilm. Delaware
		Laker	Cleveland, OH
		Laker	
		Laker	
		Laker	
		Laker	Cincinnati OH
		Laker	Cincinnati, OH
		Laker	Cincinnati, OH
		Laker	Cincinnati, OH
		Landfall Travel	Lakewood
		Landfall Travel	Lakewood
		LB Limited/ Laker	
		Let's Talk Travel	Cincinnati Ohio
		Let's Talk Travel	Cincinnati, OH
		Let's Talk Travel	Cincinnati, OH
		Let's Talk Travel	KY
		Linden	New York City
		Lisa Runkel	Cincinnati, OH

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
Freeport	USA	Lisa Runkel	Cincinnati, OH
		Magtrav	
		North City Travel	New Castle , PA
		North City Travel	New Castle, PA.
		Partners in Travel	Bel Air
		Partner's in Travel	Baltimore, Maryland
		Pleasant Valley Travel	Parma OH
		Pleasant Valley Travel	Parma Ohio
		Preferred Travel	Martinburg, WV25430
		RCI	Chicago, IL
		RCI	Easley,SC
		RCI	Peoria, IL
		RCI	Peoria,IL
		Roman	Detroit, Michigan
		Royal Travel	Baltimore MD.
		Royal Travel	Baltimore, MD
		Seven Seas (Ellyn Sorensen)	Bloomington,IL
		Short Hills Travel	Short Hills, NJ
		Short Hills Travel	Short Hills, NJ
		Spirit Travel	
		Spirit Travel	1800
		Spirit Travel	Ft. Lauderdale, FL
		Spring Valley	7-Hills OH
		Spring Valley	Parma, OH
		Stingway Travel	
		Stoller	Bluffton, IN
		Stoller	Bluffton, IN
		Sunworld Travel & Tours	Ft. Lauderdale, Fl
		T.W.A	St. Louis, Missouri
		Taino Alocer Travel	Wilkes Barre, Pennsylvania
		Taino Entertainment	Philadelphia, PA
		Tippecanoe	Youngstain
		Too the Moon	Glen Burme, MD

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
Freeport	USA	Traitt Travel	Salisbury, MD
		Travel Bound	Falls Church, VA
		Travel Bound	Falls Church, VA
		Travel By Jen	
		Travel By Jen	
		Travel by Jen	Cincinnati Ohio
		Travel Coordinator	MD
		Travel Express	Bedford HTS, OH
		Travel Leaders	Harrisburg
		Travel Network	Meadville PA
		Travel Network	Meadville, PA
		Travelin Man	Philadelphia, PA
		Travelocity .Com	ST. Charles
		Travelocity .Com	ST.Charles
		Travelocity.com	Ft. Lauderdale, FL
		Traveltime	Nashville, TN
		Triple AAA	
		Triple AAA	
		Triple AAA	
		Triple AAA	Cincinnati OH
		Triple AAA	Cincinnati, OH
		Triple AAA	Cincinnati, OH
		Triple AAA	Cincinnati, Ohio
		Triple AAA	Pittsburgh, PA
		Triple AAA	Pittsburgh, PA
		Triple AAA	Pittsburgh, PA
		Trips	Dayton OH.
		Trips	Dayton, OH
		Trips	Dayton, OH
		UC Travel	Atlanta, GA
		Unexso	Freeport
		Unexso	Glencove, New York
		Uniglobe	Centerville, Ohio

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
Freeport	USA	Uniglobe	Centerville, Ohio
		Winter Park Travel	Winter Park, CO
		World Travel Partners	Cleveland, Ohio
		www. Wholesale Travel.Com	Conington KY
		Yahoo Travel	
		You Come to Travel	Circleville
		You Come To Travel	Circleville
New Providence	Africa		
Australia		Havanatur	Cuba
		Norman Beeson Travel	Durban
		Brighton Travel	Brighton, Victoria Australia
		National World Travel	North Sydney, Australia
Canada			Freeport
			Orillia, Ont. Canada
			Sarina, Ont. Canada
			Toronto, Canada
			Victoria, BC

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	Canada		
		A.M.A Travel	Edmonton, Canada
		Agincourt Travel	Scarborough
		Air Canada Vacations	Montreal, Canada
		Alba Tours	Toronto, Canada
		Alba Tours	Toronto, Canada
		Algonavin	Ottawa, Canada
		Algonquin Travel	London Ontario
		Algonquin Travel	Ottawa, Canada
		American Express Travel	Brampton, Ontario, Canada
		American Express Travel	Fort Lauderdale, FL
		American Express Travel	Oakville, Ontario Canada
		American Express Travel	Toronto, Canada
		American Express Travel	Toronto, Canada
		Apallo Travel	Toronto, Canada
		Atlantis	Toronto, Canada
		Avion	Toronto Ontario Canada
		Bay Travel	New Market, Ontario, Canada
		Bel Air/ Sunquest	Toronto, Canada
		Belair Travel	Toronto, Canada
		Bruce Hood	Ontario, Canada
		CAA	
		CAA	Grimsby, Ontario, Canada.
		CAA	Guelph Ontario Canada
		Carlson Wagonlit Travel	
		Carlson Wagonlit Travel	Burlington, On. Canada
		Carlson Wagonlit Travel	Toronto, Canada
		Club Voyages Imagine	Lachine, P.Quebec Canada
		Conquest	Orilla, Canada
		Conquest	St. Catherines, Ontario, Canada
		Conquest	Toronto, Canada
		Conquest	Toronto, Canada
		Continental Travel	WPG, Canada
		Dan Knowles	Ft.Myers, FL

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	Canada	Discover Travel	Waterloo, Ontario
		E.A. Travel	Vancouver, Canada
		Eatons / Sears	Ottawa, Canada
		Eatons Travel	Victoria, BC
		Edge Travel/ Conquest	Orillia, Ont. Canada
		Elgin Travel	London Ontario, Canada
		Equitollal Travel	Langley BC Canada
		Flight Centre	Toronto, Canada
		Foreman Ideal	Montreal, Canada
		Gill	Hamilton, Ontario
		Gill	Hamilton, Ontario
		Global Village Travel	Montreal, Canada
		Group Voyage Vision 2000	Montreal, Canada
		Group Voyage Vision 2000	Montreal, Canada
		Holiday Market	Toronto, Canada
		I Travel 2000	Toronto
		I Travel 2000/Sunquest	Toronto, Canada
		Lakeview Travel	ST. Catharines Ontario, Canada
		Legend Travel	Toronto Canada
		Main Street Travel	
		Majestic Tours	Toronto, Canada
		Marina Travel	Toronto, Ontario, Canada
		Marlin Travel	Brantford
		Marlin Travel	Hinton, Alberta, Canada
		Marlin Travel	Oakville, Ontario Canada
		Marlin Travel	Oakville, Toronto
		Marlin Travel	Toronto, Canada
		Marlin Travel	Toronto, Canada
		Marlin Travel	Toronto, Canada
		MMI	
		Multi Travel	Toronto, Canada
		Nash Travel	Toronto, Canada
		New Wave	Toronto, Ontario, Canada

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	Canada	Nicola Cole	Toronto, Canada
		Pawels Travel	Brantford
		Pearson Travel	Sussex, N.B. Canada
		RCI	Toronto, Canada
		RCI Travel Canada	Toronto, Canada
		Robert Q.	London
		Ross Greenwrod	Orillia, Ont. Canada
		Sandals / Maritime Marlin	Halifax,N.S., Canada
		Sears Travel	Newmarket, Ont. Canada
		Sears Travel	Toronto, Canada
		Signature Vacations	Corporate Office, Toronto, Canada
		Sonona / Conquest	Toronto Ont.
		Sun Holidays/Signature	Etobicoke
		Sun Quest/Avion Travel	Toronto, Canada
		Sunquest	
		Sunquest	
		Sunquest	Kirkland Lake, Ontario, Canada
		Sunquest	Toronto
		Sunquest	Toronto Ontario, Canada
		Sunquest	Toronto Ontario. Canada
		Sunquest	Toronto, Canada
		Sunquest	Toronto, Canada
		Sunquest	Toronto, Canada
		Sunquest	Toronto, Canada
		Sunquest	Toronto, Canada
		Sunquest	Toronto, Canada
		Sunquest	Toronto, Canada
		Sunquest	Toronto, Canada
		Sunquest	Toronto, Canada
		Sunquest	Toronto, Canada
		Sunquest	Toronto, Canada
		Sunquest / Northland Travel	Kirkland Lake, Ontario, Canada
		Sunquest Vacations/Flight	
		Sunquest/ Sears Travel	Toronto, Canada
		Sunquest/Marlin Travel Agent	North Bay, Ontario. Canada.

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	Canada	Suntastic Travel / Leisure Travel	Toronto, Canada
		Thomas Cook Travel	Edmonton, AB, Canada
		Thomas Cook Travel	Markham
		Thomas Cook Travel	Toronto Ontario, Canada
		TPI	Halifax, Nova Scotia, Canada
		Trans Tourist Travels	Mississauga, Ontario, Canada
		Travel 2000	Brempton, Ontario Canada
		Travel by Jen	Oceanside, NY
		Travel Discount Center	Toronto, Canada
		Travel Link	Waterloo Ontario Canada
		Travel Lovers	Canada
		Travel Lovers	Markham
		Travel Lovers	Ontario, Canada
		Travel Lovers	Toronto, Canada
		Travel Lovers	Unionville
		Travel Masters	Sault Ste Marie Ontario, Canada
		Travel Network	Toronto, Canada
		Travel Plus	Calais, Maine
		Travel Sensations	Mississauga, On. Canada
		Travel Sensations	Toronto, Canada
		Travel Sensations	Toronto, Canada
		Uniglobe	Calgary, Canada
		Uniglobe	Newmarket, Canada
		Uniglobe	Toronto, Canada
		Uniglobe	Vancouver, Canada
		Unique	
		Universal Travel	Toronto, Canada
		Uniworld Tours	Toronto, Canada
		Uniworld Travel	Toronto, Canada
		Vector Uniglobe	Toronto, Canada
		Vision Travel	Montreal, Quebec Canada
		Voyage Map Club Med	Montreal, Canada
		Voyages Constellation	Montreal, Canada

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	Canada	Voyages Fascination	Quebec, Canada
		Wholesale Travel	Toronto, Canada
		World Destinations	Mississauga, Ontario Canada
		World Famous Travel/ Sunquest	Toronto, Canada
		World of Vacations	Mississauga, Ontario Canada
		World of Vacations	Toronto, Ontario Canada
		World of Vacations/Murdoch	Barrie, Ontario Canada
		Youtlen Travel AG	Timmins, Ontario, Canada
		Caribbean & Region	Cayman International Travel
	City Travel		Port Antonio
	Destinations		Nassau, Bahamas
	Local		Bermuda
	Maduro Travel		Aruba
	Marco Polo Travel		Kingston
	Finland		Matkakaleva
		Matkakaleva	Helsinki, Finland
	France		
	Germany	ATI	Germany
		Cleg Tour	Donceueschinger
Club Med		Munich, Germany	

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City	
New Providence	Germany	Majestic Tours		
	Italy	Viaggidea	Pistoia (Italia)	
	Latin America		American Express Travel	Buenos Aires Argentina
			Carlson Wagonlit Travel	Mexico
			Ivanka	Monterrey, NC
			Millenium	
			Molin Tours	
			Viajes Balencia	
	Malaysia			
	Netherlands		American Express Travel	Amsterdam, The Netherlands
			Arke	Netherlands
			TQ3	Rotterdam
	No Response			Manila, Phillipines
			Ambassador Travel World	Ramsey NJ
			American Express Travel	Brighton UK
			Americans Airlines Vacations	
			Carolyn Griffith	Dallas, TX
			Cents-A-ble	Kansas City

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City	
New Providence	No Response	Delta Dream Vacations	Mt. Vernon	
		Dial Direct Flights	Manchester	
		Free Spirit	Portge WI	
		Ginny Anserehl	Loveland	
		GoGo Tours/Travel		
		GoGo Tours/Travel	Philadelphia	
		Janet Smith Tours	London, England	
		Landmark	Chicago, IL	
		Majesty		
		Maxcell	Dallas, TX	
		New Wave Travel	Toronto, Ontario Canada	
		RCI	New York	
		Schneider Travel	Butler, NJ	
		Sport Tours International		
		Taylor Travel		
		Travel Rep	Myrtle Beach	
		Unique Vacations	Miami, FL	
		Venture Out Travel	Westland 48186	
		Norway		
			Flyspecialisten	Oslo, Norway
			Flyspecialisten	Oslo, Norway
		Other Europe		
		Spain		
		Sweden		
			Profil Rejser	Copenhagen
			Rosenbluth Int.	Stockholm
		Switzerland		
		Knecht Reisen	Aarau, Switzerland	
	Turkey			
		Majestic Travel		

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	UK		London, England New York
		A to B / Kuoni	Buckingham, England
		Airline Network	Leeds (UK)
		Apple Vacations	Pasadena
		Arena Travel	
		Barbara Hicks Travel	Cardiff Wales UK
		Bath Travel	Southampton, UK.
		British Airways	London
		British Airways	London
		British Airways	London
		British Airways	Norwich England
		British Airways	Sussex
		British Airways	Tunbridge Wells
		British Airways Travelshop	Norwich, England
		Classic Connection	London

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence			
	UK		
		Club Med	Paris
		Creasta	Lincolnshire
		Delta Dream Vacations	London
		Destinations	Nassau, Bahamas
		Flair Travel	Dublin
		Fly Now.Com	Dublin, Ireland
		Frontiers International	Wexford,PA
		Going Places / Virgin	Reading Berkshire / London
		Gray Travel / Hayes & Jarvis	Knutsford, England
		Grosvenor Travel	London
		Hayes & Jarvis	London
		Hayes & Jarvis	London
		Kuoni	Online
		Kuoni	Weston-Super-Mare,Uk
		Legends	Iom, Uk
		Lunn Poly	Cardiff
		Lunn Poly/ Virgin	Gravesend, England
		Majestic via Lancing Travel in	Worthing England
		RCI Delta Vacations	London
		Rosenbluth	New York City
		Silverseas	London
		SPA	London
		Sunshare Vacation	London
		Thomas Cook Travel	Belfast
		Thomas Cook Travel	Kiddeminster, UK
		Thomas Cook Travel	Liverpool
		Thomas Cook Travel	Liverpool
		Trailfinders	Birmingham,UK
		Travel Choice	Tonbridge UK
		Virgin Direct Holidays	Hitchin,England
		Virgin Direct Holidays	London
		Worldwide Travel	Cambridge,England
	USA		
			Cape Coral,Florida
			Centerach
			Fort Lauderdale, FL

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA		Houston Texas Lakewood, Ohio New York Oshkosh Philadelphia Salt Lake City,VT San Diego, CA
		11th Hour Vacations	
		1800 Atlantis	Florida
		1-800 Atlantis	Ft. Lauderdale, FL
		1-800 Atlantis	Ft. Lauderdale, FL
		1-800 Fly Cheap	Boston
		1-800-SANDALS	Fairview, NC (FROM HOME)
		4 Seasons	Miami, Fl
		A & D Travel / Judy Lord /	Fresno
		A to Z Travel	Columbia
		AA on Time	
		AA Vacations	
		AAA Travel	Easton,PA
		AAA/ Majestic Tours	Minneapolis/MN
		ABC Cruise and Travel	Jacksonville, FL
		Abington Travel	
		Acacia	NY NY
		Acacia	San Diego, CA
		Advance Travel	New York City
		Adventure Tours	Dallas, TX
		Adventure Tours	Dallas, TX
		Aielarci	SF, NY
		Air Canada Vacations	
		Air Land Travel	Browns mills
		Air Quality Travel	Bloomington IN
		Air Travel	St. Louis, MO
		Airwaves	Cincinnati, OH

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA	Airwaves	Cincinnati, OH
		Algonquin Travel	Oshawa
		Algonquin Travel	Kingston, ON
		All Inclusive Resorts	Miami FL
		All Port Travel	Pt. Washington, NY
		All Travel	Brecksville
		Alladin Travel	Meridian,MS
		Allied Travel	Oak Brook,IL
		Allied Travel Inc	Chicago, IL
		All-Inclusive Vacations	Indianapolis IN
		Allways Travel	Strongsville. OH
		Altour	New York
		Ambassador Travel	
		Ambassador Travel	
		Ambassador Travel	
		Ambassador Travel	
		Ambassador Travel	
		Ambassador Travel	CA
		Ambassador Travel	California
		Ambassador Travel	Chicago, IL
		Ambassador Travel	Cincinnati, OH
		Ambassador Travel	Indianapolis, In
		Ambassador Travel	LA
		Ambassador Travel	Mil,IL
		Ambassador Travel	New York
		Ambassador Travel	Newport Beach
		Ambassador Travel	Newport Beach,CA
		Ambassadors Group	LA
		Ambassador's Group	Chicago, IL
		Ambassadors Performance Group	California
		American Airlines	NY
		American Express Travel	

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA	American Express Travel	Boston, MA
		American Express Travel	Cleveland, OH
		American Express Travel	Ft. Lauderdale, FL
		American Express Travel	New York
		American Express Travel	Washington, DC
		Amy	Norristown
		ANA	
		Ann Zino / Liberty Travel	New York City
		Anne Conte	N. Andorer, MA
		Anthony Travel	Howell NJ
		Apopka Travel	Apopka, FL
		Apple / Emery Travel Agency	Logansport
		Apple Vacations	
		Apple Vacations	
		Apple Vacations	Baltimore, MD
		Apple Vacations	Cincinnati, Ohio
		Apple Vacations	Coatesville
		Apple Vacations	Cortland
		Apple Vacations	Exton
		Apple Vacations	Glen Burnie
		Apple Vacations	Newtown Square
		Apple Vacations	Olney MD
		Apple Vacations	Philadelphia, PA
		Apple Vacations	Philadelphia, PA
		Apple Vacations	Philadelphia, PA
		Apple Vacations	Port Clinton, OH
		Apple Vacations / Emery Travel	Logansport, Indiana
		Arses Travel	Ponce, Puerto Rico
		At Hotel	
		Atlantic Travel	Fort Lauderdale, FL
		Atlantic Diufls	Brooklyn, NY
		Atlantic Travel	Burlington, NJ
		Atlantis	

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA	Atlantis	
		Atlantis	Columbus Ohio
		Atlantis	FT. Lauderdale, FL
		Atlantis	Nallan
		Atlantis	New York
		Atlantis Travel Vacations	Florida
		Atlas Travel	Cherry Hill New Jersey
		Atlas Travel	Toledo, OH
		Avian Travel	
		Bay Head Travel - Janet Carhart	Bayhead,NJ
		Beach Travel	Hermosa Beach, CA
		Belair Travel	Toronto, Canada
		Belong / Omega World Travel	Silver Springs, MD
		Better Choice	Middleburgh's OH
		Booked By Friends	
		Bowen Travel	Tampa, FL
		Bowen Travel	Tampa, FL
		Brenner Travel	Brooklyn, New York
		Brownell Travel	Huntsville AL
		Bursch Travel	St. Cloud
		Business Travel	Laurenerville, GA
		Cacique	
		Cadillac	Livonia, Michigan
		Caraway Travel	Louisiana
		Cardinal Travel	Stafford, VA
		Carefree Travel	Indianapolis, IN
		Carlson Wagonlit Travel	Columbus, OH
		Carlson Wagonlit Travel	Columbus, Ohio
		Carlson Wagonlit Travel	Greenville, SC
		Carlson Wagonlit Travel	Johnson City,TN
		Carlson Wagonlit Travel	Pittsburgh PA
		Carlson Wagonlit Travel	S. Paul, MN
		Carlson Wagonlit Travel	Springfield, MO

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA		
		Carlson Wagonlit Travel	Upland,CA
		Carolyn Carter	Roswell
		Carriage Travel	Columbus OH
		Carriage Travel Agency	
		Cave Travel	Fla
		Center Travel	Philadelphia, PA
		Cerdent Travel	Nashville,TN
		Cheap Tickets.com	Colorado Springs, Colorado
		Child Travel	Colchester VT
		Classic Custom Vacation	Virginia
		Cliff Travel	Englewood Cliffs
		Club Land or International	VA
		Club Med	New York City Manhattan
		Colony Travel	Deptford NJ
		Colony Travel	Deptford NJ
		Conference and Travel	Fort Wayne, IN
		Connyton Travel	Richmond, VA
		Convention Planners & Hotel	
		Coronado	Roslyn, NY
		Corp Travel Agency	
		Creative Group	Chicago, IL
		Creative Tours	Appleton, Wisconsin
		Creative Travel	Manhattan,Kansas
		Creative Travel, Kathy	Manhattan, KS
		Cruise and Travel UC	Olathe, KS
		Cruise Holiday	New Milford CT
		Cruise Holidays	New Milford CT
		Cruises Only	
		Custom Travel	Indinapolis, IN
		Custom Travel	Lancaster Ohio
		Custom Travel	Lancaster.OH
		D. Lemay / Carroll Travel	Long Meadow Massachusetts
		D.Marlin	Philadelphia, PA

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA		
		Danca Travel	Warminster PA
		Davenport Travel	Mass.
		Daytona	Maplewood,MN
		DEHCI	
		Delta Dream Vacations	
		Delta Dream Vacations	Atlanta, GA
		Delta Dream Vacations	Charlotte,TN
		Delta Dream Vacations	Cincinnati
		Delta Dream Vacations	Jopl, MD
		Delta Dream Vacations	Prairie Village, Kansas
		Delta Group	Detroit, Michigan
		Departures Travel Agency	Orlando, FL
		Dillard's Travel	Scottsdale, AZ
		Dan Knowles	On line
		Driftwood	Daytona, FL
		Driftwood	Daytona, Fl
		Eagle Travel	
		Eastgate Travel	Mayfield,OH
		Echo Travel	Hamstern, TX
		Edgewood Travel	Anderson
		Edwin Travel	New York, New York
		Emery Travel	Westbrook
		Empress Travel	New York, New York
		Empress Travel	Coram,NY
		Erin Landfall Travel	Cleveland, OH
		ETI Travel	Richmond, VA
		Expedia.com	Frankfort KY
		Expedia.com	Los Angeles, CA
		Expedia.com	Topoka Kansas
		Expedia.com	
		Expedia.com	
		Expedia.com	
		Expedia.com	

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA		
		Expedia.com	Kansas City, Kansas
		Expedia.com	Newport News,VA
		Expedia/Nassau-PI Express	NJ
		Explorer Travel	Drawn MA USA
		Express Travel	Greensburg PA 15601
		First Choice Travel	Waukesal Wisconsin
		First Travel	Dallas, TX
		Fremont Travel	Fremont, CA
		Frisco Travel	Frisco, Texas
		Fugazy	New York,NY
		Funjet	St. Louis,MO
		Galaxy Travel	
		Galaxy Travel	Guttenboy,NJ
		Galaxy Travel	Orlando, FL
		Galaxy Travel	Orlando, FL
		Glewwy Travel	Fort Erie, Ont
		Globe Travel	Andover MA
		Globe Travel	Andover MA
		Go Classy Tours	Ft. Lauderdale
		Go Go Vacation	Internet
		Gogo Let's Travel	New York Poughkeepsie
		Gogo Tours / Guide Travel	Colorado Springs,CO
		Gogo Tours/ Hicks travel	North Wilkesboro, NC
		GoGo Tours/Travel	
		GoGo Tours/Travel	Cleveland, OH
		GoGo Tours/Travel	Closters New Jersey
		GoGo Tours/Travel	Detroit Michigan
		GoGo Tours/Travel	New York
		GoGo Tours/Travel	Nutley,NJ
		GoGo Tours/Travel	Ohio
		GoGo Tours/Travel	Philadelphia, PA, USA
		GoGo Tours/Travel	Pittsburg,PA
		GoGo Tours/Travel	Scraton Pennsylvania

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA		
		GoGo Tours/Travel	Torrington,Conn
		GoGo Tours/Travel	Torrington,Conn
		Golden Bear	Novato, Ca
		Golden Rule Travel	Berlin, OH USA
		Grueniger Travel	Ft. Wayne
		Guliver's Travel	Memphis, Tennessee
		Gulls Way	Old Lyme CT
		Gullsway Travel	Old Lyme,CT
		Habana Tours	Miami, FL
		Happy Tours / Monta Vista	Cupertino California
		Heritage Travel	Lake Jackson TX
		Honeymoon by Marilyn	Woodland Hills
		Hopkins	Roanoke
		Hun Valley Travel/ Royal	Baltimore
		Hunt Valley Travel	Cockeysville
		I Love Travel	Shreveport,La
		ICI Travel	Rye,NY
		Interline Travel	Atlanta, GA
		Interline Travel	Cincinnati OH
		Interline Travel	Deanville, CA
		Interline Travel	San Antonio, TX
		International Travel Exchange	New York,NY
		Interval International	Ft. Lauderdale, FL
		Interval International	New York
		Ivory Isle Travel	Chicago, IL
		Jensen Travel	Beachwood, OH
		Jensen Travel	Cleveland, OH
		Jensen Travel	Cleveland, Ohio, USA
		Jigsaw Travel	Solon,OH
		Jonnie Potts	Orland Square Trvl.
		Journey House	Phoenix, AZ
		Judy's Land Travel Far Away	Port Huron Mi
		Julien Travel	Oaklawn

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA	Key Largo Travel	Key Largo,FL
		KPT	Sydsset,Mon
		Lam Shields	Temple,TX
		Landmark	
		Landmark	
		Landmark	
		Landmark	Brookhaven,MS
		Landmark	Chicago IL
		Landmark	Chicago, IL
		Landmark	Chicago, IL
		Landmark	Chicago, IL
		Landmark	Memphis,TN
		Landmark	Providence
		Landmark / Mclane	Little Rock, AR
		Landmark Incentive	
		Landmark Incentives	Chicago, IL
		Landmark Travel	Chicago, IL
		Land'or	Fairfax Va
		Land'or	Richmond, VA
		Land'Or	Richmond, Va
		Las Vegas Reservations	Denver, Colorado
		Laurel Travel	Laurel, Mississippi
		Leisure and World Travel	Nutley,NJ
		Leisure Travel/Tours	Chicago, IL
		Leisure Travel/Tours	Chicago, IL
		Leisure Travel/Tours	Chicago, IL
		Leisure Travel/Tours	Chicago, IL
		Leisure Travel/Tours	Chicago,IL
		Leisure Travel/Tours	Washington, DC
		Leisure World Travel	Nietley NJ
		Liberty / Lou Ellen Louka	St. James, NY
		Liberty Travel	
		Liberty Travel	

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence			
	USA		
		Liberty Travel	
		Liberty Travel	Allentown,PA
		Liberty Travel	Bensalem
		Liberty Travel	Boston MA
		Liberty Travel	Brooklyn,NY
		Liberty Travel	Brooklyn,NY
		Liberty Travel	Clay, NY
		Liberty Travel	Commack, NY
		Liberty Travel	Danbury CT
		Liberty Travel	Deptford, NJ
		Liberty Travel	Deptland, NY
		Liberty Travel	Eaton Town
		Liberty Travel	Eatontown,NJ
		Liberty Travel	Exton, PA
		Liberty Travel	Fayetteville NY
		Liberty Travel	Franklin SQ. NY
		Liberty Travel	Gardencity,NY
		Liberty Travel	Hempstead
		Liberty Travel	Langhorne, PA
		Liberty Travel	LI NY
		Liberty Travel	Massapequa Park
		Liberty Travel	Massapequa Park
		Liberty Travel	Mays Landing NJ
		Liberty Travel	Metuchen NJ
		Liberty Travel	Middletown, New York
		Liberty Travel	N.Y.C, NY
		Liberty Travel	New York
		Liberty Travel	New York
		Liberty Travel	New York
		Liberty Travel	New York City
		Liberty Travel	Newark, De
		Liberty Travel	Paramus, NJ
		Liberty Travel	Paramus,NJ

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence			
	USA		
		Liberty Travel	Parsippany,NJ
		Liberty Travel	Phillipsburg, NJ
		Liberty Travel	Rochester NY
		Liberty Travel	Rochester, NY
		Liberty Travel	Rochester, NY
		Liberty Travel	Sayville, NY
		Liberty Travel	SI,NY
		Liberty Travel	St. James, New York
		Liberty Travel	Statenisima NY
		Liberty Travel	Stroudsburg, PA
		Liberty Travel	Union NJ
		Liberty Travel	Union, New Jersey
		Liberty Travel	Wethersfield,CT
		Liberty Travel	Willow Grove
		Lisa Hoppe Travel	Milwaukee
		Livermore Travel	Livermore CA
		Livermore Travel	Livermore,CA
		Local	Manahawkin, NJ
		Love To Travel	Kansas City
		Love To travel	Olathe Kansas
		Love To Travel / Kim Cook	Overland Park, Kansas
		Lowest Fare.Com	
		Majestic Tours	
		Majestic Tours	
		Majestic Tours	
		Majestic Tours	
		Majestic Tours	Gaithersburg MD
		Majestic Tours	Miami, FL
		Majestic Tours	Nassau, Bahamas
		Majestic Tours	Nassau, Bahamas
		Majestic Tours	NJ
		Majestic Tours	Novi, MI
		Majestic/Liberty	Long Island

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA	Malcolm Travel	Baton Rouge
		Malcom	Baton Rouge
		Mann Travel	Hickory
		Marathon Travel / Jackie	Marathon, FL Keys
		Marin Travels	Philadelphia, PA
		Marina Travel	Pal Harbor FL
		Maritz - Cacique	Paradise Island Atlantis
		Maritz Corp.	St. Louis Mo
		Maritz Travel	
		Maritz Travel	
		Maritz Travel	
		Maritz Travel	
		Maritz Travel	
		Maritz Travel	Chicago, ILL
		Maritz Travel	Indianapolis, IN
		Maritz Travel	LA
		Maritz Travel	LA
		Maritz Travel	Salt Lake City Utah
		Maritz Travel	St. Louis, Missouri
		Maritz Travel	St.Louis, Missouri
		Maritz Travel	Texas
		Maritz Travel Company	St. Louis, Mo
		Marketing Innovators	Indianapolis. IN
		Marrone Travel/M.Primavera	Narberth, PA
		Marshall Fields	Maplewood, MN
		Marstan Travel of Millbrook	Millbrook, NY
		Martinez	Dallas, TX
		Martinez/Cacique	
		Mary Travel Center	Lynchburg, VA
		Master Travel	Tyler TX
		Maupin Travel	Cary, NC
		Mavis	LA
		McLane	

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA	McLane / Landmark	Chicago,IL
		McLane Partners / Landmark	Chicago, IL
		Meeting Trends	
		Michelle	Boston, MA
		Micris	Huntington NY
		Mid America Travel	Columbus, OH
		Migrations Travel	Hilton Head, SC
		Mister Travel	Chicago, IL
		Mitierra America	
		Mizell Travel	Washington D.C
		Moore Travel	Moore, OK
		Morazul	Union City, NJ
		Morris Travel, Cindy	Haddan Height NJ 08035
		National Travel	Charleston WV
		National Travel	Charleston, WV
		National Travel	Chas, WV
		National Travel	Morgantown, WV
		Nauigant	Rockville, MD
		Navigant Travel / Robin Denny	Nashville TN
		New Brunswick Travel	North Brunswick NJ
		New England Travel	Greenwich,RI
		New View Travel	Union City, New Jersey
		Nippon Express Travel	
		Nippon Tours	Los Angles
		Nissan	
		Nissan Travel Agency	Selma
		Nissin	
		Northwest	Minneapolis,MN
		Olga and Travel Source	Miami, Fla
		Omega Travel	Baltimore, Maryland
		Omega Travelers World	GreensBay, WI-USA
		Omni	
		On The Go Travel	Cleveland Ohio

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA	PAA	Philadelphia, PA
		Paradise Island Vacations	
		Paradise Island Vacations	Florida
		Paradise Island Vacations	Ft. Lauderdale, FL
		People's Travel	Columbus, OH
		Perx.com	Atlanta, Georgia
		Pete Terranova	Princeton, NJ
		Premier	Oshkosh, WI
		Premiere	
		Premiere (Rowena)	Philadelphia, PA
		Prestige	Memphis, TN
		Prizesmart / Air Jamaica	San Diego, CA
		PW	New York
		Qualit Travel	Niles Mich
		RCI	
		RCI	
		RCI	
		RCI	1-800
		RCI	Denver, Co
		RCI	Indianapolis IN
		RCI	Nashville, TN
		RCI	Washington DC
		Red Lodge Ski & Travel	Red Lodge MT
		Reed Elsevier Travel	Austin, TX/ Orlando, FL
		Reed Travels	Tuscaloosa, Alabama
		Rita Oswell	Ft. Lauderdale, Fl
		Roberb Travel	Columbus, MS
		Rofflers	Wooster
		Royal Holiday	Mexico
		Royal Holiday	Sayville, NY
		Rubinson	Pennsylvania
		Runaway Travel/ Dallas	Dallas TX
		SAF Travel	Philadelphia PA

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA	Safari Travel	Ledgwood
		Sandals	
		Sandals	
		Sandals	Columbus, OH
		Sandals	Florida
		Sandals	Florida
		Sandals	Los Angeles, CA
		Sears Travel	Cleveland, OH
		Seaside World	Ocean City, MD
		Seaside World	Ocean City, MD
		Sebastian Travel	Port St. Lucie, FL
		Shannon At AAA	Queensbury, NY
		So Jern	Somers P-1, NJ
		Somerset	Lilydale, MN
		South Shore	Port Clinton, OH
		Southington Travel	Southington, CT
		Sport Tours International	
		Sport Tours International	
		Springdale Travel	Mobile AL
		Star Travel	Atlanta, GA
		Star Travel	Duluth, GA
		Star woods	
		Steveson Travel	Reading, PA
		Stonewood Travel	Downey CA
		Stonewood Travel	Downey, CA
		Sun International Resorts	St. Louis Missouri
		Sun International Resorts Inc.	Tucson, AZ
		Sun Travel	ELPASO TX
		Sun Vacations	Grand Rapids, MI
		Sunbound	
		Sunflower Travel	Wichita KS
		Sunvacations.com	
		Tempo Travel	Philadelphia, PA

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA	The Travel Gallery	Chicago, IL
		The Travel Place	Bethesda MD
		The Travel Place	Bethesda MD
		The Travel Shop	Abingdon VA
		Time to Travel	Bradford Vt
		Tour Mates	Kingston, NY
		Tours & Travel	Elyria, OH
		Tours International	NYC
		Travel by Jen / Majestic	
		Travel Connections	Wspfld, MA
		Travel Dreams	Marlton NJ
		Travel Dreams	New Jersey
		Travel Dreams	New Jersey
		Travel Gallery	
		Travel Gallery	Chicago, IL
		Travel Gallery	Illinois
		Travel Gallery - Leisure Tours	Chicago
		Travel Headquarters	Shrewsbury,NJ
		Travel Hintz	MD
		Travel Impressions	
		Travel Impressions	Melville New York
		Travel Impressions	Philadelphia, PA
		Travel Impressions	Philadelphia, PA
		Travel Leisure	Chicago, IL
		Travel Sensations	Mississauga Ontario, Canada
		Travel Sensations	Toronto, Canada
		Travel Too	Tucson, AZ
		Travel Travel Travel	Chicago, IL USA
		Travel Vacations	Memphis, TN
		Travel INC	Richmond, VA
		Travelbridge	Austin
		Travelers Advantage	
		Travelmore	South Bend

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
New Providence	USA	Travelocity.com	
		Travelocity.com	
		Travelocity.com	
		Travelocity.com	
		Travelocity.com	
		Travelscape	LV,NV
		Treasure Coast Travel	Vero Beach FL
		TRI/ Gogo Tours	Maumee, OH
		Triple AAA	
		Triple AAA	
		Triple AAA	Bellevue
		Triple AAA	Canton,Ohio
		Triple AAA	Columbia,SC
		Triple AAA	Columbus, Ohio
		Triple AAA	Delaware
		Triple AAA	Lansdale
		Triple AAA	Lansdale, PA
		Triple AAA	Lansdale PA
		Triple AAA	Lansdale,PA
		Triple AAA	Los Angeles, CA
		Triple AAA	Middletown, OH
		Triple AAA	Mt. Vernon,OH
		Triple AAA	Mt.Vernon,OH
		Triple AAA	Pittsburgh, PA
		Triple AAA	Stanford, CT
		Triple AAA	Washington
		Triple AAA	York,PA
		U.S. Airways	Washington,DC
		Uniglobe	Evansille
		Uniglobe	Nelsonville Ohio
		Uniglobe	Pittsburgh, PA
		Uniglobe / Michelle Rosenberg	Saginaw,MI
		Uniglobe Supreme Travel	San Jose CA

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City		
New Providence	USA	Unique Vacations			
		Unique Vacations	Charlotte, NC		
		Unique Vacations	Miami, FL		
		United	Madison, WI		
		Update Travel	East Meadow NY		
		Vacabond	W. Palm Beach, FL		
		Vacance Travel	Boca Raton		
		Vacation Outlet	Natick, MA		
		Visions Professional Travel	Orchard Park NY		
		Vista Travel	Colonia NJ		
		Voyages Travel / Travel Impress	Wilmington NC		
		Windward Travel & Tours	Indianapolis, IN		
		Winest Waves / John Caldwell	Milford, DE		
		World Class Travel	Called From Phoenix		
		World Cup	Sun Valley, Idaho		
		World Premiere	Fairview, NJ		
		World Travel	Philadelphia, PA		
		WWW.Discount-All-Inclusive.c	Millville, MA		
		Wycoff	Salt Lake, Utah		
		Wyoming Travel	Cincinnati, OH		
		You'll Love to Travel	Iselin, NJ		
		You'll Love to Travel	Iselin, NJ		
		You'll Love to Travel	Iselin, NJ		
		Your Leisure	Troy		
		San Salvador	UK		
			USA		
				Elite Travel / Bart Williams	Pensacola, FL
				Fox Valley	Chicago, IL

TOUR OPERATORS AND TRAVEL AGENTS

Place of Survey	Country of Residence	Tour Operator/TA	Town City
San Salvador	USA		
		Holiday Travel	Boise, Idaho
		Holiday Travel	Boise, Idaho
		Holiday Travel	Boise, Idaho
		Holiday Travel	Boise, Idaho
		Holiday Travel	Boise, Idaho
		Holiday Travel	Boise, Idaho
		Out Island Service	FT. Lauderdale, FL
		Out Island Service Company	
		Riding Rock Inn	FT. Lauderdale, FL
		Riding Rock Inn, Out Island	Fort Lauderdale, FL
		Scuba Shack Rocky Hill CT,	Rocky Hill
		Travel Co.	Columbia,SC
		US Air	Albany NY

DEMOGRAPHICS

DEMOGRAPHIC PROFILE ISLANDS OF THE BAHAMAS

	2001 & 2002
AGE*	
25 - 54 years old	74.5%
55 years old or older	17.0%
SEX	
Male	36.6%
Female	59.5%
RACE	
Black	7.0%
White	93.0%
EDUCATION	
College Graduate or Above	58.9%
ANNUAL HOUSEHOLD INCOME**	
\$40,000 - \$59,999	17.4%
\$60,000 +	70.2%
PREVIOUS VISITS	
First Time Visitor	45.0%
Repeat Visitor	53.0%
TRAVELLING PARTY SIZE	
One	17.0%
Two	49.8%
HOUSEHOLD SIZE	
One	11.9%
Two	39.3%
Three-Four	33.8%

*No Response has been factored out of household income and age.

Conclusion

Visitors to the Islands of the Bahamas came to the Islands of the Bahamas primarily for the purpose of vacationing. They chose to visit the Bahamas primarily because of the beaches, for rest and relaxation, to enjoy the climate, the fact that they had never been here before, hotel facilities and good package deals that were being offered. Visitors to Grand Bahama sited best value for money instead of hotel facilities as a primary reason for visiting the Bahamas.

The electronic media most frequently used by visitors to the Islands of the Bahamas when planning a vacation was the *Internet*. The second most popular electronic media was *Network Television*. The third most popular electronic media was *Specialty News Channels* and the fourth most popular was *Specialty Cable Channels*.

The favorite television networks/stations of visitors to the Islands of the Bahamas were: NBC (Network Station), ABC (Network Station), CNN (Specialty News Station) CBS (Network Station), ESPN (Specialty Cable Channel), FOX (Network Station), HBO (Specialty Cable Channel), and MSNBC (Specialty News Channel).

Visitors to the Islands of the Bahamas watched television between 6:00 p.m. and 10:59 p.m. at night. The most popular time of day for watching television was between 8:00 p.m. to 8:59 p.m.

The most popular print media used by visitors to the Islands of the Bahamas were newspapers and magazines. Visitors read a very wide selection of magazines. Some of the top magazines for visitors to the Bahamas were: Time Magazine, People, Cosmopolitan/Cosmo, Newsweek, Other Sports Magazines Sports Illustrated, Maximum/Maxim, Travel and Good Housekeeping. Some of the top newspapers read by visitors to the Bahamas were: USA Today, New York Times, Wall Street Journal, Toronto Star, Washington Post, Cleveland Plain Dealer, Miami Herald, Atlanta Journal-Constitution, Globe & Mail, Cincinnati Sun Enquirer, Philadelphia Inquirer, Newsday, Toronto Sun, Chicago Tribune, Columbus Dispatch, and Daily News.

Almost three-quarters (74%) of the visitors to the Islands of the Bahamas had e-mail addresses and 78% of them surfed the Internet. Some of the top Internet search engines and content providers for visitors to the Bahamas were: Yahoo, AOL, Google, Excite, Alta Vista, Lycos and MSN.

More than half (53%) of the visitors to the Islands of the Bahamas were repeat visitors. More than half (51%) of the visitors indicated that they were very likely to return to the Bahamas in 1-5 yrs and 60% of the visitors indicated that they were likely to recommend the Bahamas to friends and relatives.

Visitors to the Bahamas who were not likely to return or recommend the Bahamas to friends and relatives gave these reasons: prices (too expensive), people (e.g., bad attitudes & harassment by vendors and natives), poor service, they wanted to visit other places, hotel (e.g., poor accommodations, rude staff, poor hotel service), bad weather, litter/cleanliness (country was too dirty), poor food, airlines (rude front desk personnel, etc.), activities (not enough to do), poor value for money, automatic gratuity, and shops (e.g., shops close too early).

Visitors to the Bahamas seemed to prefer short lead times when booking their reservations. The highest percentage of visitors booked their reservations 1-3 months in advance or the very same month of travel.

Two thirds (67%) of the visitors to the Bahamas used a tour operator or travel agent to book their reservations. Some visitors to the Bahamas used tour operators and travel agents to book their reservations. Some booked their reservations directly with the hotel or airline, etc. Some booked their reservations directly on the Internet and others used a combination of methods.

Some of the visitors to the Islands of the Bahamas who booked their reservations online used: Travelocity.com, Yahoo.com, Expedia.com, Flynow.com (Ireland), Lowestfare.com.

Some of the popular tour operators/travel agents were: Liberty Travel, Triple AAA, Grand Bahama Vacations, Hallmark Tours, Ambassador Travel, Sunquest, GoGo Tours/Travel, Maritz Travel, Apple Vacations, RCI, Landmark, American Express, Majestic, Carlson Wagonlit Travel, Uniglobe, Delta Dream Vacations, Marlin Travel, 11th Hour Travel/Vacations, Thomas

Cook, British Airways, Laker, Virgin Direct/Holidays (UK), Leisure Travel, Travel Lovers (Canada), Travel Sensations (Canada), and Conquest (Canada).

Visitors to the Bahamas were primarily white, between 25-54, female, college educated, with annual household incomes over \$60,000.

**The Bahamas Ministry of Tourism
Confidential Exit Survey**

Dear Visitor,

Thank you for choosing the Islands of the Bahamas.

Tourism is our number one industry and your honest opinions and thoughts are very important to us.

We would be grateful if you would help us by completing the attached brief questionnaire. It is designed to take only a few minutes of your time. All information will be treated confidentially.

Thank you for your help. We greatly appreciate it.

1. WHAT WAS THE MAIN REASON FOR THIS VISIT TO THE BAHAMAS? (PLEASE “X” ONE BOX ONLY)

- Business Trip..... []1
- Accompanying family member on business trip..... []2
- Convention/Conference..... []3
- Honeymoon..... []4
- Vacation..... []5
- Visiting friends or relatives..... []6
- Personal business or family matter..... []7
- Casino excursion..... []8

Other (PLEASE WRITE IN)_____

2. WHAT WAS THE PRIMARY REASON FOR CHOOSING TO VISIT THE BAHAMAS? (PLEASE “X” ONE BOX ONLY)

- Beaches..... []1 Best value for money..... []9
- Climate..... []2 Good package deals..... []10
- Safety..... []3 Rest & Relaxation..... []11
- Hotel Facilities... []4 Friendly people..... []12
- Casinos..... []5 Easy to get to..... []13
- Nightlife..... []6 Heard a lot about the Bah.. []14
- Sports (eg.diving)[]7 Had friends in the Bah.... []15
- Exotic Islands.... []8 Never been here before.... []16

Other_____

3. WHAT OTHER REASONS MADE YOU CHOOSE TO VISIT THE BAHAMAS? (PLEASE “X” AS MANY AS APPLY)

- Beaches..... []1 Best value for money..... []9
- Climate..... []2 Good package deals..... []10
- Safety..... []3 Rest & Relaxation..... []11
- Hotel Facilities... []4 Friendly people..... []12
- Casinos..... []5 Easy to get to..... []13
- Nightlife..... []6 Heard a lot about the Bah.. []14
- Sports (eg.diving)[]7 Had friends in the Bah.... []15
- Exotic Islands.... []8 Never been here before.... []16

Other_____

4. WHEN DID YOU MAKE YOUR RESERVATIONS?
(PLEASE WRITE IN)

Month _____ Year _____

5. HOW DID YOU BOOK YOUR RESERVATIONS?
(PLEASE "X" AS MANY BOXES AS APPLY)

Used a travel agent/tour operator to book:

- Hotel..... []1
- Airline..... []2
- Transfers..... []3
- On-island activities..... []4

Booked reservations directly with:

- Hotel..... []5
- Airline..... []6
- Transport companies (e.g. taxis)..... []7
- On-island activity companies..... []8

Booked hotel on the internet..... []9

Booked airline on the internet..... []10

Booked on-island activities on the internet. []11

6. WHICH TOUR OPERATOR &/OR TRAVEL AGENT DID YOU USE? (PLEASE WRITE IN THE NAME)

Tour Operator &/or Travel Agent _____

Town/City where booked _____

Did Not Use A Tour Operator Or Travel Agent..... []1

7. **WHEN PLANNING YOUR VACATION, WHAT IS THE ELECTRONIC MEDIA MOST FREQUENTLY USED?**
(PLEASE "X AS MANY BOXES AS APPLY)

- Specialty Cable Channels (e.g. Lifetime)..... []1
- Specialty News Channels (e.g. CNN, MSNBC)..... []2
- Network Television, e.g. ABC, NBC,CBS..... []3
- Radio..... []4
- Internet..... []5

Other (PLEASE WRITE IN)_____

8. **WHAT ARE YOUR FAVORITE TELEVISION NETWORK/STATION (S)?**

Do not watch television..... [] skip to quest. 10

9. **AT WHAT TIME ARE YOU MOST LIKELY TO WATCH TELEVISION?** (PLEASE WRITE IN)

_____a.m. _____p.m.

10. **WHEN PLANNING YOUR VACATION, WHAT IS THE PRINT MEDIA MOST FREQUENTLY USED?** (PLEASE "X AS MANY BOXES AS APPLY)

- Newspaper..... []1
- Magazine..... []2

Other (PLEASE WRITE IN)_____

11. **WHAT NEWSPAPERS DO YOU READ?** (PLEASE WRITE IN)

Do not read newspapers..... [] skip to quest. 12

12. WHAT MAGAZINES DO YOU READ? (PLEASE WRITE IN)

Do not read magazines..... [] skip to quest. 13

13. DO YOU HAVE AN E-MAIL ADDRESS? (PLEASE "X" ONE BOX ONLY)

Yes.....[]1 No.....[]2

14. DO YOU SURF THE INTERNET?(PLEASE "X" ONE BOX ONLY)

Yes.....[]1 No.....[]2 **If no**, skip to quest. 16

15. WHAT INTERNET SEARCH ENGINE &/OR CONTENT PROVIDER DO YOU USE?

(PLEASE "X" AS MANY BOXES AS APPLY)

AOL.....[]1 Google.....[]4 Hotbot.....[]7
 Yahoo... []2 Lycos... []5 Infoseek.... []8
 Excite... []3 Alta Vista..... []6 Mckinley.... []9

Other_____

16. HAVE YOU EVER VISITED THE BAHAMAS BEFORE BY AIR, BY PRIVATE BOAT, OR A CRUISE SHIP?

Yes.....[]1 No.....[]2 **If no**, skip to quest. 18

17. NOT COUNTING THIS TRIP, HOW MANY TIMES HAVE YOU EVER VISITED THE BAHAMAS?

One..... []1 Three.....[]3 Ten to Nineteen... []5
 Two.....[]2 Four to Nine []4 Twenty or more.. []6

18. HOW LIKELY ARE YOU TO RETURN TO THE BAHAMAS FOR A VACATION IN THE NEXT 1-5 YRS? (PLEASE "X" ONE BOX ONLY)

Very Likely..... []1 Somewhat UnLikely..... []3
Somewhat Likely []2 Not at all Likely..... []4

If not at all likely to return, Why not? _____

19. HOW LIKELY ARE YOU TO RECOMMEND THE BAHAMAS TO YOUR FRIENDS OR RELATIVES? (PLEASE "X" ONE BOX ONLY)

Very Likely..... []1 Somewhat UnLikely..... []3
Somewhat Likely []2 Not at all Likely..... []4

IF not at all likely to recommend, Why not? _____

FOR STATISTICAL PURPOSES ONLY.

20. INCLUDING YOURSELF, WRITE IN THE NUMBER OF PEOPLE TRAVELLING WITH YOU?

_____PEOPLE

21. WHERE DO YOU LIVE?

United States..... []1 State:_____ Zip Code:_____

Canada []2 Province:_____
Postal Code:_____

Other (PLEASE WRITE IN COUNTRY):_____
Zip/Postal Code_____

22. WHAT IS YOUR AGE? (PLEASE “X” ONE BOX ONLY)

- | | |
|--------------------|----------------------------|
| 12 to 17.....[]1 | 45 to 54 years..... []5 |
| 18 to 24..... []2 | 55 to 64 years..... []6 |
| 25 to 34..... []3 | 65 years or over..... []7 |
| 35 to 44..... []4 | |

23. ARE YOU.....(PLEASE “X” ONE BOX ONLY)

- Male..... []1 Female..... []2

24. WHAT IS THE HIGHEST LEVEL OF EDUCATION THAT YOU HAVE COMPLETED? (PLEASE “X” ONE BOX ONLY)

- | | |
|------------------------------|-------------------------|
| High school or less.....[]1 | College graduate..[]3 |
| Some college.....[]2 | Post graduate..... []4 |

25. INCLUDING YOURSELF AND ANY INFANTS, HOW MANY PEOPLE ARE THERE CURRENTLY LIVING IN YOUR HOUSEHOLD? (PLEASE “X” ONE BOX ONLY)

- One..... []1
 Two..... []2
 Three to Four..... []3
 Five or more..... []4

26. WHAT IS YOUR TOTAL HOUSEHOLD INCOME BEFORE TAXES IN U.S. DOLLARS? (PLEASE “X” ONE BOX ONLY)

- | | |
|------------------------------|-----------------------------|
| Under \$20,000.....[]1 | \$60,000 to \$79,999...[]4 |
| \$20,000 to \$39,999... []2 | \$80,000 to \$99,999...[]5 |
| \$40,000 to \$59,999... []3 | \$100,000 or over.....[]6 |

BAHAMAS MINISTRY OF TOURISM
Research Department
P.O. Box N-3701,
Nassau, Bahamas.

FOR OFFICE USE ONLY

Place of Survey.....	[]	Year.....	[]
Enumerator.....	[]	Col.....	[]
Month.....	[]	Coder.....	[]
