

EXUMA



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

The island of Exuma is not just one island. It is really a chain of about 365 islands¹ and cays with sandbars, flats, pristine beaches, aquamarine water, and land and sea parks. The islands of Exuma are a 130 mile long chain² of breath taking beauty. Exuma is also called the Exumas because of its many islands and cays. The Exumas boasts some of the most beautiful beaches in the world.

The beaches in Exuma are so renowned for their beauty that the filmmakers of the movie Pirates of the Caribbean chose the destination to film parts of the very popular movie sequels there. Some of the best beaches in the world are on Stocking Island. The Exumas are known for the shifting sandbars that have been featured in Ministry of Tourism Advertising as well as in movies.

Exuma is also home to the Thunderball Grotto which is a spectacular underwater cave system located on Staniel Cay that was featured in the James Bond Movies “Thunderball” and “Never Say Never” and Ron Howard’s movie “Splash.”³

Exuma is home to the Exuma Cays Land and Sea Park. It is also home to the native iguanas which look like very big dragon lizards. On the main island, there are beautiful cliffs and vistas all along the pristine coastline. The Exumas are known to be great for snorkeling, boating/sailing and kayaking. Visitors to the island also have the opportunity to go golfing, bone-fishing, diving and deep sea fishing.

1. Why Did Stopover Visitors Come to Exuma?

- The two primary reasons that stopover visitors came to the Exuma Islands was to vacation or to enjoy their honeymoon;
- Approximately seven in ten (68%) stopover visitors came to Exuma for a vacation and approximately one in seven (15%) stopovers came to Exuma to enjoy their honeymoon;
- One in twenty (5%) stopovers came to attend a wedding and 2% of them came to get married;
- One in every twenty-five (4%) stopovers to Exuma came on a business trip, 2% of them came for a convention/conference and 1% of them came to visit friends or relatives.

¹Source: www.bahamas.com/islands/exuma

² Source: [http://www.bahamas.gov.bs/wps/portal/public/About The Bahamas/The Islands/EXUMA](http://www.bahamas.gov.bs/wps/portal/public/About%20The%20Bahamas/The%20Islands/EXUMA) under about the Bahamas, then select Exuma

³ Source: www.thewaterfrontlife.com/Staniel_Cay

2. What Influenced Stopover Visitors to Visit Exuma?

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

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	EXUMA
Beaches	66%	66%	68%	65%	79%
Climate	57%	58%	57%	51%	60%
Rest and Relaxation	43%	41%	47%	45%	50%
Hotel Facilities	25%	30%	16%	15%	36%
Friendly People	27%	24%	28%	35%	34%
Safety of Islands	20%	19%	21%	24%	30%
Easy to Get to	22%	23%	23%	21%	30%
Never Been Here Before	23%	23%	28%	18%	24%
Exotic Islands	13%	11%	11%	19%	22%
Good Package Deals	16%	16%	27%	7%	15%
Travel Agent/TO	5%	4%	5%	5%	15%
Friend recommended Bah.	12%	12%	10%	14%	12%
Sports	9%	6%	10%	20%	12%
Best Value for Money	10%	9%	21%	6%	8%
Heard a lot about Bahamas	9%	10%	9%	7%	7%
Other	10%	9%	9%	13%	6%
Had Friends in Bah.	8%	6%	8%	13%	4%
Saw Ad on TV	3%	4%	1%	1%	3%
Bahamas Website	2%	2%	3%	2%	2%
Nightlife	4%	5%	2%	3%	1%
Saw Ad in Magazine	1%	1%	1%	1%	1%
Shopping	4%	5%	6%	2%	1%
Casinos	9%	13%	5%	1%	1%
Culture	3%	3%	1%	2%	0%
Junkanoo/Other Festival	0%	0%	0%	1%	0%

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

- The four top influences that helped stopover visitors to choose the Exumas were the beaches, the climate, the perceived rest and relaxation to be had on the island and the hotel facilities there.
- Approximately eight in ten (79%) stopovers to Exuma were influenced to visit because of the beaches and roughly six in ten (60%) were influenced to visit because of the climate;
- Half (50%) of them were influenced to visit by the rest and relaxation they expected to enjoy on the island and roughly four in ten (40%) were influenced to visit by the hotel facilities in Exuma;
- Approximately one in three (34%) stopover visitors to Exuma were influenced to visit by the friendly people on the island;
- Three in ten stopover visitors to Exuma were influenced to visit by the perceived safety (30%) of the Exumas and the ease of getting to the destination (30%);
- Approximately one in every four (24%) stopovers to Exuma were influenced to visit by the fact that they had never been there before and approximately two in ten (22%) were influenced by the perception that the Exuma islands were exotic;

- Approximately one in every six stopovers to Exuma was influenced to visit because of the good package deals (15%) offered or because a travel agent/tour operator had recommended the destination (15%);
- Approximately one in ten stopovers were influenced to visit because a friend had recommended Exuma (12%) or because of the sporting activities (12%) available on island.

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

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

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	EXUMA
Enjoy Beaches	83%	81%	89%	83%	93%
Rest and Relax	73%	72%	78%	71%	81%
Go Snorkeling	34%	28%	34%	52%	46%
Go on Island Tour	16%	13%	22%	20%	37%
Go Golfing	5%	3%	5%	10%	27%
Go Sailing	8%	5%	6%	18%	15%
Shop	30%	30%	45%	18%	14%
Go Diving	8%	7%	7%	15%	12%
Go Bonefishing	4%	2%	3%	12%	8%
Go Deep Sea Fishing	5%	4%	7%	10%	4%
Other Activities	7%	6%	9%	6%	4%
Go Birdwatching	3%	2%	4%	5%	3%
Go to Casinos	20%	26%	21%	1%	1%
Go to Junkanoo/Other Festival	1%	1%	1%	1%	1%
Non Response	5%	5%	5%	5%	3%

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

- Most of the stopover visitors to Exuma intended to enjoy the beaches (93%) and rest and relax (81%) while they were on the island.
- Some stopover visitors to the island also wanted to enjoy some sporting activities.
 - Roughly half (46%) of them wanted to go snorkeling and roughly three in ten (27%) intended to go golfing while on the island;
 - Approximately one in six (15%) stopovers intended to go sailing and roughly one in every ten intended to go diving (12%) or bone-fishing (8%);
 - One in every twenty-five stopovers to Exuma intended to go deep sea fishing (4%) while on the island.
- Approximately four in ten (37%) stopovers to Exuma intended to go on an island tour once they arrived on the island and one in every seven (14%) stopovers intended to go shopping.

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

WHEN DID YOU MAKE YOUR RESERVATIONS STOPOVER VISITORS 2014

	All Bah.	Nassau/P.I.	Grand Bah.	Out Isl.	EXUMA
Same Week of Travel	5%	5%	5%	6%	3%
Same Month of Travel	15%	17%	15%	11%	8%
1 to 3 Months Before Travel	45%	46%	48%	40%	39%
4 to 7 Months Before Travel	24%	23%	23%	28%	35%
8 to 12 Months Before Travel	7%	7%	5%	9%	13%
More than 12 months Before Travel	1%	1%	2%	3%	2%
Non-Response	2%	2%	2%	3%	1%

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

- Stopover visitors to Exuma primarily booked their reservations anywhere from the same month of travel to 12 months in advance of travel. Approximately one in ten (8%) stopovers booked their reservations the same month of travel. Roughly four in ten stopovers booked their reservations one to three months before travel (39%) or four to seven months in advance of travel (35%). Roughly one in ten (13%) stopovers booked their reservation 8 to 12 months in advance of travel.
- Exuma has longer lead booking times than many of the other Out Islands in the Bahamas primarily because of the large honeymoon market for the island. Honeymooners tend to book their reservations far earlier than regular travelers to the Bahamas.

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

- Roughly half (53%) of stopover visitors to Exuma used an online service to book some or all of their reservations.

a) Which Online Services Were Used Most by Stopover Visitors to Exuma?

MOST POPULAR ONLINE BOOKING SERVICES USED

EXUMA

2014

Sandals.com	Aeroplan.com	Grandisleresort.com
Watermakersair.com	Airmiles.co.uk	Homeaway.com
Aircanada.com/aircanadavacations.com	Americanexpress.com	Hotels.com
Expedia.com	Ba.com	Jetblue.com
Aa.com	Bahamas.com	Kayak.com
Delta.com/deltavacations.com	Bahamasair.com	Navtours.com
Carlsonwagonlit.com	Bahamasvacations.com	Priceline.com
Orbitz.com	Bcdtravel.com	Rbctravelmanagement.com
Vrbo.com	Beachbumvacation.com	Redtag.ca
Canyoncreektravel.com	Cheapflights.com	Selloffvacations.com
Travelocity.com	Cheapoair.com	Silverairways.com
Booking.com	Cheaptickets.com	Tripadvisors.com
Maritimetravel.ca	Classicvacations.com	Tripcentral.ca
Itravel2000.com	Cruiseplanners.com	United.com
Worldtv.com	Globaltravelservice.net	Westjet.com/westjet.ca

Some online services listed for Exuma were also used by visitors to book their reservations for Nassau because of the fact that some stopovers visited both destinations during their visit. Online services with yellow background were the top 15 and the other top online services are listed in alphabetical order.

(Source: Immigration Cards and Tour Media Exit Survey, 2014)

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

ISLANDS OF THE BAHAMAS

USE OF TOUR OPERATOR/TRAVEL AGENT

2014

	All Bah.	Nassau/P.I.	Grand Bahama	Out Islands	EXUMA
Used Travel Agent	31%	32%	34%	26%	49%
Did Not Use Travel Agent	68%	67%	65%	73%	50%

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

- Approximately half (49%) the stopover visitors to Exuma used a travel agent or tour operator to book some or all of their reservations to the destination.
- Some stopovers to Exuma who used tour operators/travel agents used the following: Sandals/Sandals Unique Vacations, Unique Vacations, AAA Travel/Triple AAA Travel, Liberty Travel, Flight Centre, American Express Travel, Marlin Travel, Travel Impressions, Travel Leaders, CAA Travel, GoGo Tours, Destinations, Funjet Vacations, Travel Inc., Uniglobe Travel, Viaggi Del Ventaglio, Sears Travel, Pro Travel, World Wide Travel, Air Canada Vacations, Carlson Wagonlit Travel, All Seasons Travel, World Travel Partners, Thomas Cook, and Cook Travel, etc.

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

- Roughly nine in ten (86%) stopover visitors used the Internet as the electronic media most frequently used when planning their vacation.
- Approximately one in ten (9%) stopovers used Network television when planning their vacations.
- Approximately one in every twenty used Specialty Cable Channels (6%) or Specialty News Channels (5%) the most when planning their vacations.

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

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

	Bahamas	% Informants	EXUMA	% Informants
1	ESPN	21%	ESPN	33%
2	ABC	19%	NBC	19%
3	NBC	18%	ABC	18%
4	HBO	14%	HGTV(Home & Garden Network)	15%
5	CNN	13%	CNN	12%
6	CBS	13%	CBS	11%
7	HGTV(Home & Garden Network)	13%	HBO	10%
8	FOX	12%	FOX	9%
9	FOOD (Food Network)	7%	FOOD (Food Network)	9%
10	TNT	6%	FOXN	8%
11	DISC (Discovery Channel)	6%	DISC (Discovery Channel)	7%
12	FOXN	6%	BRAVO	7%
13	USA	5%	TNT	6%
14	BRAVO	5%	TWC (The Weather Channel)	5%
15	HIST (History Channel)	5%	CBC (Canada)	5%
16	TLC (The Learning Channel)	4%	AMC (American Movie Classic)	5%
17	SHW (Showtime)	4%	A & E (Arts & Entertainment Network)	4%
18	TBS	4%	E! (E! Entertainment)	4%
19	A & E (Arts & Entertainment Network)	3%	NGEO (National Geographic Channel)	4%
20	E! (E! Entertainment)	3%	HIST (History Channel)	3%
	Nassau/P.I.	% Informants	Grand Bahama	% Informants
1	ESPN	21%	ABC	20%
2	ABC	18%	NBC	18%
3	NBC	18%	HBO	17%
4	HBO	14%	ESPN	17%
5	CNN	14%	CBS	15%
6	FOX	13%	HGTV(Home & Garden Network)	14%
7	CBS	13%	CNN	12%
8	HGTV(Home & Garden Network)	13%	FOX	12%
9	FOOD (Food Network)	7%	DISC (Discovery Channel)	7%
10	TNT	7%	FOOD (Food Network)	7%
11	USA	6%	TNT	6%
12	DISC (Discovery Channel)	5%	FOXN	6%
13	BRAVO	5%	TLC (The Learning Channel)	5%
14	TLC (The Learning Channel)	5%	A & E (Arts & Entertainment Network)	5%
15	FOXN	5%	CBC (Canada)	4%
16	SHW (Showtime)	5%	USA	4%
17	HIST (History Channel)	5%	BRAVO	4%
18	TBS	4%	LIFE (Lifetime)	4%
19	E! (E! Entertainment)	3%	HIST (History Channel)	4%
20	A & E (Arts & Entertainment Network)	3%	TBS	4%

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

- One in every three (33%) stopovers to Exuma watched ESPN.
- Approximately two in ten stopovers watched NBC (19%) or ABC (18%).

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

- Stopover visitors to Exuma were most likely to watch television between the hours of 7:00 am to 8:59 am and 6 pm to 10:59 pm at night. The hour of 8:00 pm to 8:59 pm was the most popular; four in ten (39%) stopovers to Exuma watched television during that time.

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

- Approximately one in six (16%) stopover visitors to Exuma used print media when they were planning their vacations. Of the stopover visitors to Exuma who used print media to plan their vacations, approximately one in three (32%) stopovers used newspapers and roughly eight in ten (78%) used magazines. Some stopover visitors obviously used both.

11. Use of Newspapers

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

	Bahamas	% Informants	EXUMA	% Informants
1	New York Times	26%	USA Today	32%
2	USA Today	26%	New York Times	21%
3	Wall Street Journal	17%	Wall Street Journal	18%
4	New York Post	11%	Globe & Mail	13%
5	Daily News	8%	Toronto Star	10%
6	Toronto Star	6%	Boston Globe	5%
7	Globe & Mail	5%	Atlanta Journal Constitution	5%
8	Washington Post	5%	Washington Post	5%
9	New York Daily News	4%	Chicago Tribune	4%
10	Newsday	4%	Miami Herald	3%
11	Times	4%	Times	3%
12	Boston Globe	3%	Daily News	2%
13	Post	2%	New York Post	2%
14	Miami Herald	2%	Sun/The Sun News	2%
15	Chicago Tribune	2%	Post	2%
16	Atlanta Journal Constitution	2%	Arizona Republic (AZ Republic)	1%
17	Sun Sentinel	2%	Detroit Free Press	1%
18	Sun/The Sun News	1%	Sun Sentinel	1%
19	Daily Mail	1%	Palm Beach Post	1%
20	Orlando Sentinel	1%	National Post	1%
	Nassau/P.I.	% Informants	Grand Bahama	% Informants
1	New York Times	25%	USA Today	25%
2	USA Today	25%	New York Times	23%
3	Wall Street Journal	15%	Wall Street Journal	16%
4	New York Post	14%	Toronto Star	8%
5	Daily News	9%	Daily News	7%
6	Toronto Star	6%	Washington Post	7%
7	New York Daily News	5%	Globe & Mail	6%
8	Newsday	5%	New York Post	4%
9	Globe & Mail	5%	Boston Globe	4%
10	Times	4%	Sun/The Sun News	3%
11	Washington Post	4%	Times	2%
12	Post	3%	Chicago Tribune	2%
13	Boston Globe	3%	Atlanta Journal Constitution	2%
14	Chicago Tribune	2%	Miami Herald	2%
15	Miami Herald	2%	Richmond Times	2%
16	Sun Sentinel	1%	Sun Sentinel	2%
17	Atlanta Journal Constitution	1%	New York Daily News	1%
18	Sun/The Sun News	1%	Newsday	1%
19	Daily Mail	1%	Edmonton Journal	1%
20	Star Ledger	1%	Freeport News	1%

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

- Although only 16% of stopover visitors to Exuma used print media when planning their vacations, approximately four in ten (42%) stopovers read newspapers for their personal enjoyment and edification. Some of these newspapers would have been online and not just in print form. Approximately one in three stopovers to Exuma read USA Today (32%) and two in ten read the New York Times (21%) or the Wall Street Journal (18%).

12. Use of Magazines

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

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

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

Percentages based on informants who read magazines.

- Although only 16% of stopover visitors to Exuma used print media when planning their vacations roughly six in ten (56%) stopovers read magazines for their enjoyment or personal edification;
- Roughly two in ten stopover visitors to Exuma read People magazine (23%) or Better Homes and Gardens (19%) whether they were planning their vacations or not;
- Approximately one in seven (15%) stopover visitors to Exuma read In Style;

- Roughly one in ten stopovers to Exuma read Glamour (13%), Men's Health (12%), Cosmopolitan/Cosmo (12%), Food and Wine (12%), Golf Digest (11%), Travel & Leisure (11%) and Good housekeeping (10%) for their reading enjoyment.

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

TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS EXUMA

TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2014	2013		2014	2013
General Positive	31%	30%	Environment (neg)	17%	5%
People	25%	29%	Prices (neg)	11%	8%
Beaches	10%	5%	Hotel (neg)	10%	17%
Scenery/Sightseeing	9%	9%	Litter (neg)	7%	11%
Sea/Water	5%	4%	People (neg)	7%	8%
Will Return/Can't Wait to Come Back	3%	3%	Airport (neg)	6%	3%
No. of Comments	350	397	No. of Comments	72	115

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

- In 2014, the top six complaints that visitors made about Exuma were about the environment, high prices, the hotel, litter on the island, poor attitudes of some of the people and the airport;
- Roughly two in every ten complaints received about Exuma was about the environment (17%, i.e., sand flies biting, mosquitoes/flyes);
- Roughly one in every ten complaints received from stopovers was about high prices (11%), the hotel (10%), litter (7%) or poor attitudes of some of the people (7%) in Exuma;
- Approximately one in twenty (6%) complaints received were about the airport;
- Stopovers who complained about the prices mentioned i.e., souvenirs too expensive, expensive food, etc.;
- Stopovers who complained about the hotel mentioned: hotel too pricey for overall experience, hotel service slow, hotel was disappointing, etc.;
- Stopovers who complained about litter mentioned: dirty beaches, Georgetown was dirty rundown with lots of trash, etc.;
- Stopovers who complained about the airport mentioned rude staff and poor condition of washrooms on the island.

14. How Did Stopover Visitors Rate Their Product Experiences?

PRODUCT SATISFACTION RATINGS 2014

Rating Area	Much Better or Better				Not as Good or Worse			
	The Bah.	Nassau/ P.I.	Grand Bahama	Exuma	The Bah.	Nassau/ P.I.	Grand Bahama	Exuma
Beaches	66%	64%	70%	82%	3%	3%	3%	1%
Attitude of People	66%	65%	67%	76%	6%	7%	8%	4%
Climate	58%	59%	58%	65%	6%	6%	6%	5%
Hotel Service	45%	49%	40%	59%	9%	10%	15%	8%
Hotel Rooms	38%	40%	33%	57%	10%	11%	19%	4%
Easy to Get to	45%	46%	47%	57%	5%	4%	6%	4%
Food in Restaurants	48%	47%	49%	52%	9%	9%	12%	10%
Food in Hotels	38%	41%	31%	50%	12%	12%	19%	11%
Restaurant Service	48%	49%	44%	49%	10%	9%	14%	10%
Overall Value for Money	34%	34%	38%	42%	14%	15%	13%	3%
Value for Money in Hotels	29%	30%	32%	38%	15%	18%	12%	9%
Bahamas Overall	64%	63%	63%	73%	3%	3%	5%	2%

Research & Statistics Dept., Ministry of Tourism, includes cruise stopover visitors e.g. Bah. Celebration & Baleria Bah. Express in GBI

Source: Tour Operator and Media Exit Survey 2014

- The beaches and the people were the two most highly rated product experiences in Exuma.
- Roughly eight in ten (82%) stopovers thought that the beaches were much better or better than they had expected them to be.
- Approximately three in four (76%) stopover visitors thought that the attitude of the people was much better or better than they had expected.
- Visitors to Exuma also rated the destination higher than visitors to the Bahamas Overall. Approximately seven in ten (73%) stopover visitors to Exuma thought that the destination was much better or better than they had expected it to be compared to approximately six in ten (64%) stopovers to the Bahamas Overall who thought this way. Only 2% of the stopovers to Exuma thought that it was not as good as or worse than they had expected.
- Stopovers to Exuma rated the hotel rooms more highly than stopovers to the Bahamas Overall. Roughly six in ten (57%) stopovers to Exuma thought that the hotel rooms were much better or better than expected. One in twenty-five (4%) stopovers thought that the rooms were not as good as or worse than expected.
- Approximately six in ten (59%) stopovers to Exuma thought that the hotel service was much better or better than expected. However, 8% thought that the hotel service was not as good as or worse than expected.
- Approximately one in ten stopovers to Exuma thought that the food in the hotels (11%), the food in the restaurants (10%) and the restaurant service (10%) were not as good as or worse than they had expected them to be.
- Approximately one in ten (9%) stopover visitors to Exuma thought that the hotel value for money was not as good as or worse than expected and 3% of them thought that the overall value for money (3%) in the island was not as good as or worse than they had expected it to be.

15. How Did Stopover Visitors to Exuma Get There?

- The majority (88%) of stopover visitors to Exuma travelled to Exuma via a commercial airline.
- Approximately one in ten (8%) stopovers travelled to the island destination via a private plane and 2% by a yacht/private boat.

16. Where Did Visitors to Exuma Stay While There?

- Roughly six in ten (56%) stopovers to Exuma stayed in a hotel and approximately two in ten (19%) stayed in an apt/villa. Approximately one in seven (15%) stopovers stayed on a private boat/yacht, 4% with friends or relatives and 3% in their own property.
- It is obvious that some stopover visitors who are staying on a boat/yacht are not coming in on their boats but are flying into Exuma.

17. Which Stopover Visitors to Exuma Tended to Stay the Longest (2014)?

- On average, stopovers to Exuma from Africa stayed the longest 28.8 nights and those from Australasia stayed 13.8 nights;
- Stopover visitors from Asia stayed 12.9 nights;
- Stopover visitors from Europe stayed 11.1 nights and those from the Caribbean stayed an average of 10.5 nights;
- Stopovers from Canada stayed an average of 9.4 nights;
- Stopovers from Latin America stayed an average of 7.7 nights and those from the United States stayed an average of 7.5 nights;
- The average length of stay in Exuma overall was 8.1 nights.

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

- Although stopover visitors visit Exuma all year round, February to July and the month of December are normally the busiest months. March is normally the busiest month for stopovers to visit the island in any given year.

19. What Were the Slowest Months for Stopover Visitors to Exuma?

- The slowest months for stopover visitors to visit Exuma are normally during the months of September and October and it is not unusual for some hotel properties to close during these months.

20. How Many Stopover Visitors Did Exuma Receive and Where Did They Come From (2014)?

- In total, Exuma received 49,148 stopover visitors in 2014.

United States: Approximately seven in ten (76% or 37,146 stopovers) stopover visitors to Exuma came from the United States. Stopovers to Exuma from the United States primarily came from the states of Florida (18%), Texas (8%), New York (5%), California (5%), Georgia (4%), Virginia (4%) and North Carolina (4%).

Canada: Approximately two in ten (14% or 6,885 stopovers) stopover visitors to Exuma came from Canada. Stopovers to Exuma from Canada primarily came from the Canadian Provinces of Ontario (54% of them), Quebec (14%), Alberta (6%), British Columbia (5%) and Nova Scotia (3%).

Europe: 7% (3,209) of the stopover visitors came from Europe. Stopovers to Exuma from Europe primarily came from the UK (23% of them), Italy (23%), France (16%), Germany (15%), Switzerland (6%), Spain (3%), Austria (3%), and Sweden (3%).

Latin America: 1% (626) of the stopover visitors came from Latin America. Stopover Visitors to Exuma from Latin America primarily came from Venezuela (22%), Brazil (19%), Mexico (18%), Argentina (11%), Uruguay (7%), Peru (5%), Columbia (5%), Chile (4%) and Ecuador (4%).

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
2014

	Exuma	All Bah.
MAIN PURPOSE OF VISIT		
Vacation	68%	73%
Honeymoon	15%	5%
To Attend Wedding	5%	3%
Business Trip	4%	5%
Visiting Friends/Rel.	1%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	79%	66%
Climate	60%	57%
Rest and Relaxation	50%	43%
Hotel Facilities	36%	25%
Friendly People	34%	27%
Safety of Islands	30%	20%
Easy to get to	30%	22%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	93%	83%
Rest and Relax	81%	73%
Go Snorkeling	46%	34%
Go on Island Tour	37%	16%
Go Golfing	27%	5%
Sailing	15%	8%
Shop	14%	30%
Go Diving	12%	8%
LIKELY RETURN IN 1-5 YEARS	91%	88%
LIKELY RECOMMEND TO FRIENDS/REL	97%	95%
USED ONLINE SERVICE	53%	64%
USED TRAVEL AGENT	49%	31%
AGE*		
25 - 54 years old	58%	53%
55 years old or older	28%	23%
SEX*		
Male	50%	49%
Female	47%	48%
RACE		
White	84%	81%
Black	5%	6%
Hispanic	2%	5%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	1%	3%
American Indian/Alaska Native	1%	0%
Other	0%	1%
EDUCATION		
College Graduate or Above	71%	67%

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

	Exuma	All Bah.
ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	3%	9%
\$50,001 to \$75,000	8%	11%
\$75,001 or more	62%	57%
PREVIOUS VISITS		
First Time Visitor	43%	40%
Repeat Visitor	56%	59%
TRAVELLING PARTY SIZE		
One	12%	17%
Two	59%	44%
Three or more	25%	35%
HOUSEHOLD SIZE		
One	8%	11%
Two	54%	44%
Three-Four	26%	32%
COUNTRY OF ORIGIN		
USA	76%	78%
Canada	14%	10%
Europe	7%	6%
Other Countries	4%	7%
AVERAGE LENGTH OF STAY	8.1 nts.	6.7 nts.

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

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



Information in this brochure is based on the Tour Operator & Media Exit Survey 2014, The Bahamas Immigration Card, The Bahamas Tourist Office Exuma, and myoutislands.com. If you have any questions about this report you may call the number below.

Ms. Georgina Delancy
Research and Statistics Department
Bahamas Ministry of Tourism
P.O. Box N-3701
Nassau, Bahamas
Tel: 242-302-2094

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