

**THE EXUMAS
EXIT SURVEY REPORT
2008**



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

TABLE OF CONTENTS

	Page No.
1. EXECUTIVE SUMMARY	4
2. INTRODUCTION	8
3. METHODOLOGY	9
4. MAIN REASON FOR VISIT	11
5. WHAT INFLUENCED VISITORS TO VISIT EXUMA?	12
6. WHAT ACTIVITIES DID THEY INTEND TO DO ON ISLAND?	13
7. WHAT DID VISITORS LIKE ABOUT EXUMA?	14
8. WHAT DID VISITORS DISLIKE ABOUT EXUMA?	15
9. WHAT WERE THE MEDIA HABITS OF VISITORS TO EXUMA	16
a. Do Visitors to Exuma Watch Television?	17
b. What Were the Favorite TV Stations?	18
c. Did They Use Print Media to Plan Their Vacations?	20
d. Print Media Used When Planning Vacation	21
e. Do Visitors to Exuma Read Magazines	22
f. Most Popular Magazines Read by Visitors to Exuma	23
g. Do Visitors to Exuma Read Newspapers?	25
h. Most Popular Newspapers Read by Visitors to Exuma	26
10.DO VISITORS TO EXUMA HAVE E-MAIL ADDRESSES	27
11.DO VISITORS TO EXUMA SURF THE INTERNET	28
a. Most Popular Search Engines/Content Providers Used	29
12.BOOKING HABITS	30
a. Did Visitors to Exuma Use a Travel Agent	30

b. Did Visitors to Exuma Use an Online Booking Service	31
c. Top Tour Operators/Travel Agents/Online Services Used	32
13.WHAT IS THE REPEAT VS. FIRST TIME VISITOR RATE?	35
14.HOW MANY TIMES HAD VISITORS BEEN TO THE BAH.?	37
15.DID VISITORS SAY THAT THEY WOULD RETURN?	38
16.DID VISITORS SAY THAT THEY WOULD RECOMMEND THE ISLAND TO FRIENDS AND RELATIVES?	40
17.WHAT WERE VISITORS SAYING ABOUT THE ISLAND	42
a. Top Compliments and Top Complaints	42
18.HOW DID VISITORS TO EXUMA GET THERE?	44
19.WHERE DID VISITORS STAY WHILE IN EXUMA?	46
20.HOW LONG DID THEY STAY IN EXUMA?	49
21.WHICH ISLAND IN THE BAH. HAS THE HIGHEST MKT SHR.	51
22.WHERE DID THE VISITORS TO EXUMA COME FROM	52
23.WHAT ARE THE PEAK MONTHS FOR VISITORS TO COME TO EXUMA?	61
24.DEMOGRAPHICS & PSYCHOGRAPHICS FOR THE ISLAND	67
25.CONCLUSION	69
26.APPENDIX	
a. Actual Tourist Comments	73
i. Positive Comments	73
ii. Negative Comments	81
iii. Suggestion Comments	87

EXECUTIVE SUMMARY

- ✚ The main reason visitors to Exuma came to the island was for a vacation.
- ✚ More than three-quarters (77%) of the stopover visitors said that they were on a beach/pool/relax/vacation, 7% of them described their vacation as a Sailing/Cruising vacation and 3% of them described their vacation as a bonefishing/fly fishing vacation.
- ✚ Visitors to Exuma were *influenced* to visit the island because of the beaches, the climate, the need for rest and relaxation, the hotel facilities available on the island, the friendly people, the perception that Exuma was exotic, the ease of getting to the island, the fact that they had never been there before, the sporting activities available, and the perceived safety of the island.
- ✚ Before arriving in The Exumas, some of the visitors intended to enjoy the beaches, rest and relax, go snorkeling, go on an island tour, go golfing, enjoy the casino, go sailing, do a little shopping, and do a little bonefishing.
- ✚ A higher percentage of visitors to The Exumas wanted to enjoy golfing, snorkeling, sailing, and bonefishing than visitors to Nassau/Paradise Island and Grand Bahama.
- ✚ A higher percentage of visitors to Nassau/Paradise Island and Grand Bahama wanted to go shopping and to the casinos than visitors to Exuma.
- ✚ Visitors to the The Exumas really liked the beaches, the ocean and the people on the island chain. Many of the visitors thought that the people were friendly and helpful.
- ✚ Stopover visitors to The Exumas liked that the island was relaxing. Some of the visitors also liked the weather, the safety that they felt while on the island and the landscape/scenery.
- ✚ Some liked that the island appeared to be clean. Some of them thought that Exuma was just as they had hoped it would be and liked that fact. Some of the visitors liked that The Exumas was unusual and not like anywhere else.

- ✚ Although visitors to The Exumas did not primarily choose the island for shopping some of them did intend to enjoy some shopping while on island doing the things that made them come to the destination. Some visitors (27% of them) to Exuma disliked the fact that there were a limited variety of shops on the island and that the shops closed too early (8% of them).
- ✚ Some of the visitors thought that the island chain was expensive/pricey. 21% of them disliked that Exuma was expensive/pricey. Some of the visitors thought that the service in Exuma was slow. 15% disliked the slow service on the island. Some of the visitors to Exuma thought that the island was not clean. 9% of them disliked that the island was not clean.
- ✚ 23% of the stopover visitors to The Exumas rated the overall value for money as much better or better than they had expected but 14.5% rated not as good or much worse than expected.
- ✚ Visitors to The Exumas complimented the island on the friendly people, the scenery, the beaches, the sea/water and the hotels. Some of the visitors to the island complained about the litter, the high prices, the activities available on the island, the poor attitudes of some of the people, the trash on the beaches, and the development.
- ✚ Almost two thirds (63%) of the visitors to Exuma were repeat visitors. 37% of them were first time visitors. The islands with a higher repeat visitor rate than Exuma were Bimini, Abaco, Andros and Eleuthera & Harbour Island.
- ✚ 41% of the stopover visitors to The Exumas had visited the Bahamas 4 or more times before.
- ✚ Visitors to Exuma appeared to be loyal about returning and recommending the Bahamas. The majority of the stopover visitors to The Exumas said that they would return to the Bahamas in 1-5 years. The majority of them also said that they would recommend the Bahamas to friends and relatives.
- ✚ Visitors to The Exumas primarily came to the island by commercial airline or private plane and most of them stayed in a hotel, on a private boat (even

though many of them did not arrive on a boat), in an apt/villa or with friends or relatives.

- ✚ The average length of stay of the stopover visitors to The Exumas was 8.0 nights.
- ✚ Less than one quarter (24%) of the stopover visitors to The Exumas used a travel agent to make some of their travel plans.
- ✚ The peak months for visitors to visit The Exumas was and still is February, March, April, May, June, and July.
- ✚ 84% of the stopover visitors to Exuma used the Internet when they were planning their vacations.
- ✚ 85% of the stopover visitors to Exuma indicated that they watched television.
- ✚ The stopover visitors to Exuma who did watch television listed CNN, NBC, ABC, ESPN, FOX, CBS, and HBO. Visitors to Exuma also watched entertainment channels, food networks, music stations, history channels, travel channels and nature channels like the The Discovery Channel and The National Geographic Channel.
- ✚ 33% of the stopovers to Exuma said that they used print media when they were planning their vacations. Of the 33% of the stopover visitors who used print media to plan their vacations, the preferred print media that was used was magazines.
- ✚ 80% of the stopover visitors to Exuma used magazines when they were planning their vacations and 37% used newspapers.
- ✚ 72% of the stopover visitors to Exuma read magazines for their reading enjoyment or edification.
- ✚ Stopover visitors to Exuma tended to read a wide variety of magazines. Some of them read travel magazines like Travel and Leisure, Conde Nast Travel, and Caribbean Travel. Some of them enjoyed magazines on

business like Newsweek, the Economist, and Money, etc. Some of them enjoyed magazines on fashion like In Style, Cosmopolitan, & GQ . Some of them enjoyed reading golf magazines like Golf Digest and Golf.

- ✚ 68% of the stopover visitors to Exuma read newspapers either printed or online.
- ✚ The most popular newspapers read by visitors to Exuma included: the New York Times, the Wall Street Journal, USA Today, and the Boston Globe.
- ✚ Visitors to Exuma tended to be over 25 (with a higher percentage of persons over 55 than the Bahamas as a whole), white, college educated, with household incomes over \$75,000. In fact, many of the visitors to the island had household incomes of \$100,000 or more. The island also received more male visitors than female visitors. Many of the visitors to Exuma were repeat visitors who travelled in groups of two or more. The majority of them were from the United States.

INTRODUCTION

The island of Exuma is not just one island. It is really a chain of over 360 islands and cays with sandbars, flats, pristine beaches, aquamarine water, and land and sea parks. The islands of Exuma are a 120 mile long chain 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.”¹

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 Source: www.thewaterfrontlife.com/Staniel_Cay

METHODOLOGY

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

The Exit Survey samples consist of stopover visitors to The Bahamas. Stopover Visitors consists of non-residents travelling in the islands to stay in land-based accommodations and/or pleasure crafts other than cruise ships for 24 hours or more. In 2008, Exuma received an estimated 33,909 stopover visitors compared to 37,921 in 2007, a decline of 10.6%. The majority of stopover visitors 82.2% (27,887) were from the U.S.A. The other stopovers to Exuma were: 5.7% (1943) from Canada, 8.3% (2,804) from Europe, 0.4% (132) from the Caribbean, 1.0% (326) from Latin America and 2.4% (817) from Other Countries.

The information contained in this report was derived from several different Exit Surveys and the Immigration Card. The surveys used to compile this report include the Tour Operator & Media Exit Survey (422 surveys for Exuma), and the Visitor Satisfaction Survey (668 surveys, Exuma). All of these surveys used a two-staged Systematic Probability Sampling. With this method every kth element in the sampling frame was selected. Interviews of exiting stopover visitors were conducted on a year round basis at major airports and marinas throughout the country. The islands in the surveys included Nassau/Paradise Island, Grand Bahama, Eleuthera, Exuma, Abaco, Andros, Bimini, and San Salvador. Interviews during the sampling process were conducted in the mornings, afternoons and evenings.

SAMPLING TOLERANCES FOR PERCENTAGES AT OR NEAR THESE LEVELS* 2008

Place of Stay	Base	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
All Bahamas	5,279	± 0.8%	± 1.1%	± 1.2%	± 1.3%	± 1.4%
Nassau/P.I.	1,565	± 1.5%	± 2.0%	± 2.3%	± 2.4%	± 2.5%
Grand Bahama	2,160	± 1.3%	± 1.7%	± 1.9%	± 2.1%	± 2.1%
Exuma	422	+2.9 %	± 3.8%	± 4.4%	± 4.7%	± 4.8%

* 95% Confidence level

Tour Operator Media & Exit Survey 2008

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

Place of Stay		10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
All Bahamas	5,680	± 0.8%	± 1.0%	± 1.2%	± 1.3%	± 1.3%
Nassau/P.I.	1,852	± 1.4%	± 1.8%	± 2.1%	± 2.2%	± 2.3%
Grand Bahama	2,184	± 1.3%	± 1.7%	± 1.9%	± 2.1%	± 2.1%
Exuma	668	+2.3 %	± 3.0%	± 3.5%	± 3.7%	± 3.8%

* 95% Confidence level

Visitor Satisfaction Exit Survey 2008

MAIN REASON FOR VISIT

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

	Bahamas	Nassau/P.I	Grand Bahama	<i>Exuma</i>
Vacation	70%	71%	68%	70%
Business Trip	7%	7%	9%	11%
Visiting Friends/Rel.	4%	4%	4%	4%
To Attend Wedding	2%	2%	4%	4%
Convention/Conf.	3%	3%	4%	3%
Honeymoon	5%	6%	4%	2%
To Get Married	1%	2%	0%	1%
Casino Excursion	0%	1%	0%	0%
Other	2%	1%	2%	2%

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

- 70% of stopovers to The Exumas were on vacation.
 - 77% of them described their vacations as a beach/pool/relax/vacation
 - 7% of them described their vacation as a Sailing/Cruising vacation
 - 3% of them described their vacation as a bonefishing/fly fishing vacation
 - 2% of them described their vacation as a diving vacation
- 11% of the stopovers to The Exumas came for the purpose of business.
- 4% of the stopovers came to visit friends and relatives.
- 4% of the stopovers came to attend a wedding.
- 3% of them came for a convention/conference.
- 2% of the stopovers were on honeymoon.

WHAT INFLUENCED THEIR DECISION TO VISIT?

TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2008

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
Beaches	60%	60%	60%	64%
Climate	51%	51%	50%	54%
Rest and Relaxation	43%	43%	43%	46%
Hotel Facilities	28%	34%	15%	32%
Friendly People	26%	24%	24%	27%
Exotic Islands	13%	12%	11%	21%
Easy to Get to	21%	21%	21%	20%
Never Been Here Before	21%	21%	23%	17%
Sports	11%	6%	12%	15%
Safety of Islands	15%	14%	14%	15%
Had Friends in Bah.	8%	7%	8%	13%
Other	11%	9%	13%	13%
Friend recommended Bah.	11%	11%	10%	12%
Heard a lot about Bahamas	9%	11%	8%	6%
Casinos	12%	16%	8%	5%
Travel Agent/Tour Operator	4%	5%	3%	4%
Best Value for Money	8%	7%	14%	3%
Bahamas Website	4%	4%	3%	3%
Good Package Deals	11%	13%	13%	1%
Nightlife	4%	5%	4%	1%
Shopping	6%	7%	6%	1%
Saw Ad in Magazine	1%	1%	1%	1%
Saw Ad on TV	2%	2%	1%	1%
No Response	5%	5%	6%	4%

- Visitors to The Exumas were *influenced* to visit the The Exumas chain of islands because of the beaches (64%), the climate (54%), the need for rest and relaxation (46%), the hotel facilities available on the island (32%), the friendly people (27%), the perception that The Exumas were exotic (21%), the ease of getting to the island (20%), the fact that they had never been there before (17%), the sporting activities available (15%), the perceived safety of the island (15%) and the fact that they had friends in the Bahamas.

**WHAT ACTIVITIES DID THEY INTEND TO DO WHILE IN THE
EXUMAS?**

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

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
Enjoy Beaches	83%	84%	84%	87%
Rest and Relax	74%	75%	75%	77%
Go Snorkeling	32%	27%	34%	46%
Go on Island Tour	16%	15%	19%	20%
Go Golfing	5%	4%	8%	19%
Go to Casinos	28%	36%	25%	16%
Go Sailing	7%	5%	7%	16%
Shop	37%	41%	45%	14%
Go Bonefishing	5%	2%	3%	12%
Go Deep Sea Fishing	6%	4%	7%	11%
Go Diving	10%	7%	10%	9%
Other Activities	8%	8%	10%	6%
Go Birdwatching	3%	2%	3%	2%
No Response	5%	5%	5%	3%

Source: Tour Operator and Media Exit Survey 2008

- Before arriving in The Exumas, some of the visitors intended to enjoy the beaches (87% of them), rest and relax (77%), go snorkeling (46%), go on an island tour (20%), go golfing (19%), enjoy the casino (16%), go sailing (16%), do a little shopping (14%), go bonefishing (12%), and some wanted to go diving (9%).
- *Visitors to The Exumas differed from the rest of the Bahamas on the following:*
 - A higher percentage of visitors to The Exumas wanted to enjoy golfing, snorkeling, sailing, and bonefishing than visitors to Nassau/Paradise Island and Grand Bahama.
 - A higher percentage of visitors to Nassau/Paradise Island and Grand Bahama wanted to go shopping and to the casinos than visitors to The Exumas.

WHAT DID THEY LIKE ABOUT THE BAHAMAS?

WHAT PEOPLE SAID THAT THEY LIKED STOPOVER VISITORS 2008

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

Source: Visitor Satisfaction Exit Survey 2008

- Visitors to The Exumas seemed to like a number of things about the island. They especially seemed to like the beaches, the ocean and the people there.
- 90% liked the beaches
- 87% said that they liked the ocean in The Exumas
- 82% of the stopover visitors to The Exumas said that they liked the friendly people on the island and 51% liked that the people were helpful.
- 74% liked the relaxing they were able to do
- 60% liked the weather
- 46% liked the safety they felt
- 39% liked the landscape/scenery

WHAT DID THEY DISLIKE ABOUT THE BAHAMAS?

WHAT PEOPLE SAID THAT THEY DISLIKED STOPOVER VISITORS 2008

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

Source: Visitor Satisfaction Exit Survey 2008

- Visitors to The Exumas did have some things that they disliked. Some of the things that visitors to The Exumas disliked were also disliked by visitors to the Bahamas as a whole.
- 24% of the stopover visitors to the island said that they did not dislike anything in particular.
- *The things that visitors to The Exumas disliked included things like:*
 - Limited variety of shops (27% of them said this, 14% All Bah.)
 - It was expensive/pricy (21% of them said this, 28% All Bah.)
 - Slow service (15% of them said this, 15% All Bah.)
 - Not clean (9% of them said this, 8% All Bah.)

MEDIA HABITS

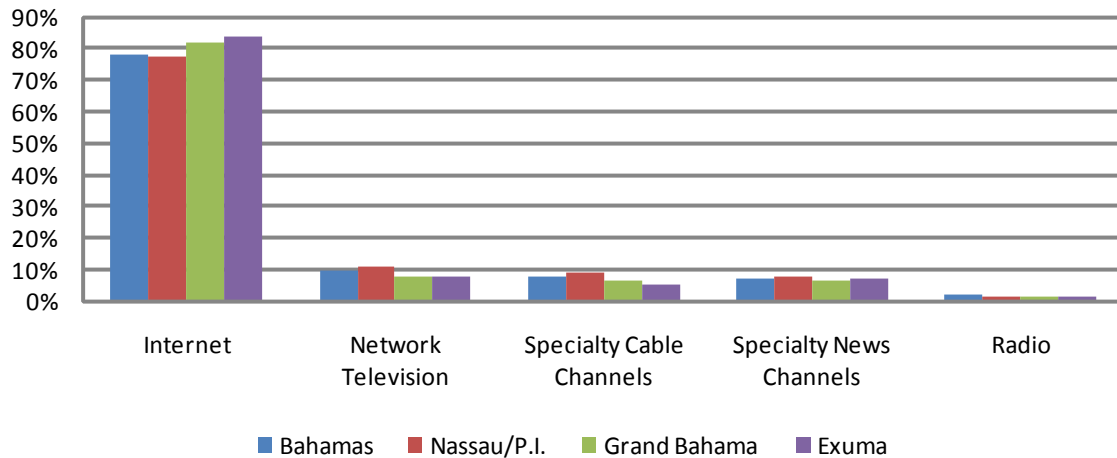
WHAT WERE THE MEDIA HABITS OF VISITORS TO EXUMA?

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

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
Internet	78%	77%	82%	84%
Network Television	9%	11%	8%	8%
Specialty Cable Channels	8%	9%	6%	5%
Specialty News Channels	7%	8%	7%	7%
Radio	2%	2%	1%	2%

No Response not listed in above table

Electronic Media Frequently Used (Exuma)



- 84% of the stopovers to Exuma said that the electronic media they most frequently used when planning their vacations was the Internet.

DO VISITORS TO EXUMA WATCH TELEVISION?

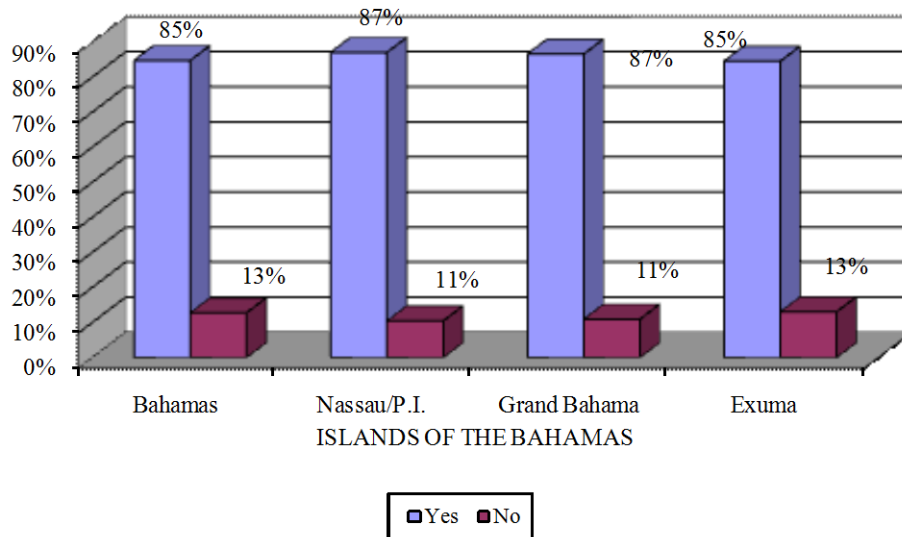
DO YOU WATCH TELEVISION ISLANDS OF THE BAHAMAS 2008

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
Yes	85%	87%	87%	85%
No	13%	11%	11%	13%
No Response	2%	2%	2%	2%
Total	100%	100%	100%	100%

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

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

DO YOU WATCH TELEVISION ISLANDS OF THE BAHAMAS



- 85% of the stopover visitors to Exuma appeared to watch television
- 13% of them indicated that they did not watch television.

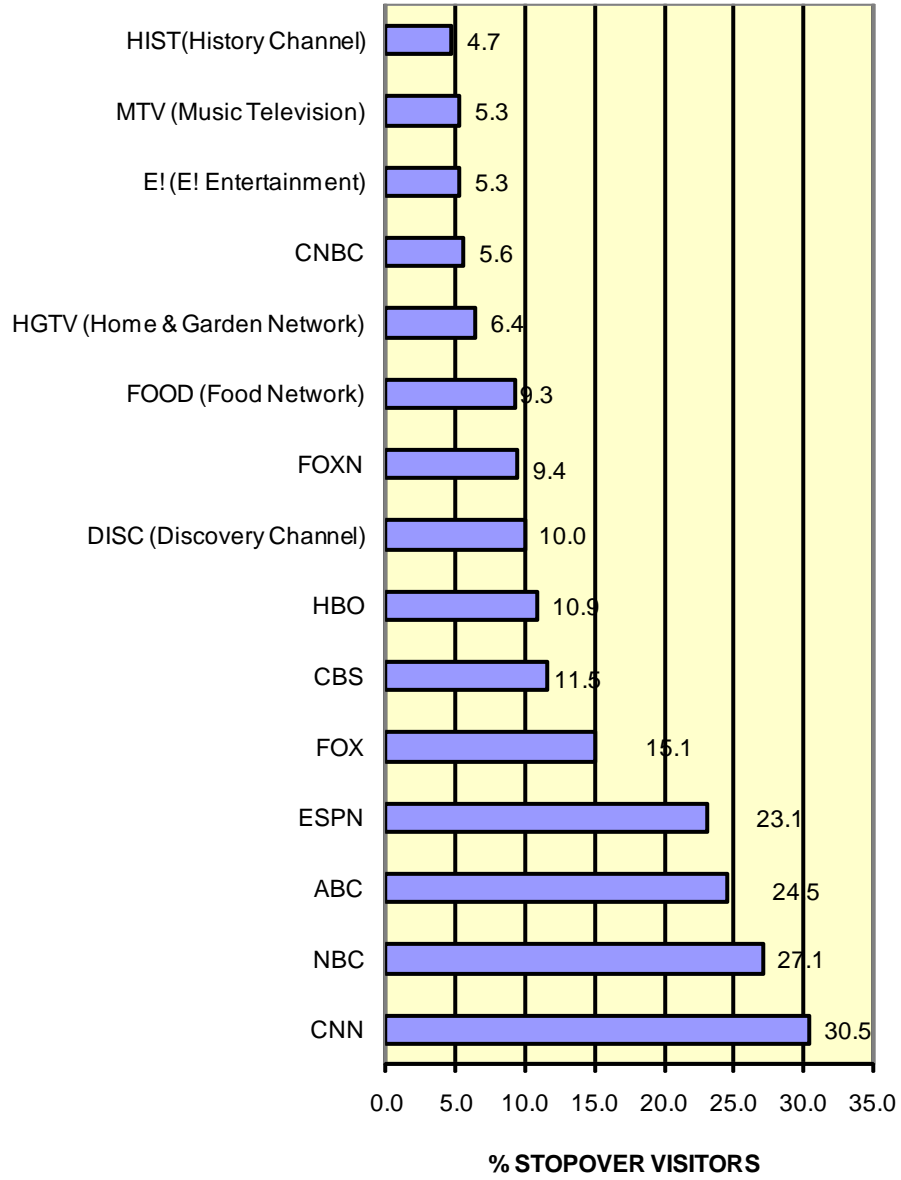
**TOP 20 FAVORITE TELEVISION NETWORKS/STATIONS/CHANNELS
ISLANDS OF THE BAHAMAS
2008**

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

- CNN was a popular station for stopover visitors to Exuma and most of the other islands of the Bahamas.
- NBC, ABC, ESPN, FOX, CBS, HBO were also popular. Visitors to Exuma also watched entertainment channels, food networks, music stations, history channels, travel and nature channels.
- The Discovery Channel (a station that caters to science, history, culture, nature) was also one of their top television stations. The National Geographic Channel which has many nature shows was a favorite too.

FAVORITE TELEVISION NETWORKS/STATIONS
EXUMA

FAVORITE TV STATIONS/NETWORKS

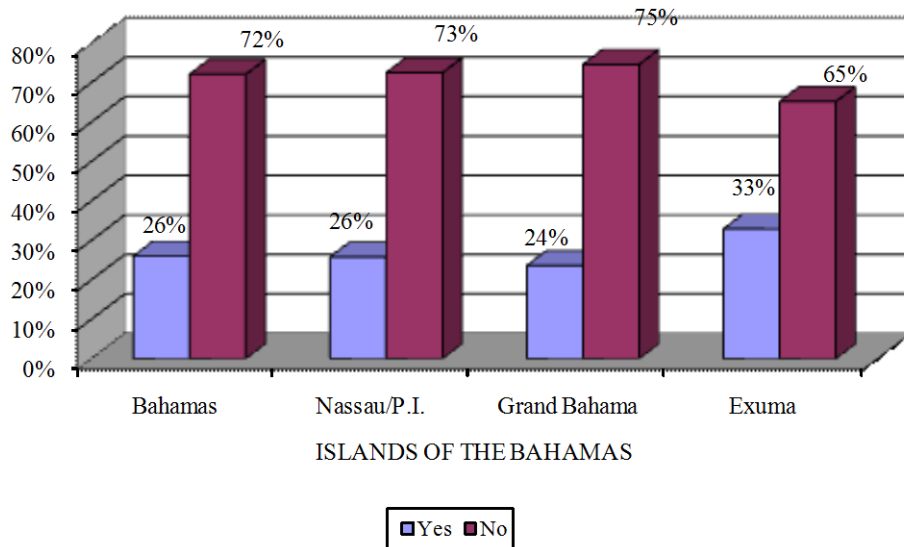


DID THEY USE PRINT MEDIA TO PLAN THEIR VACATIONS?

DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION? ISLANDS OF THE BAHAMAS 2008

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
Yes	26%	26%	24%	33%
No	72%	73%	75%	65%
No Response	2%	2%	2%	2%
Total	100%	100%	100%	100%

DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION? ISLANDS OF THE BAHAMAS



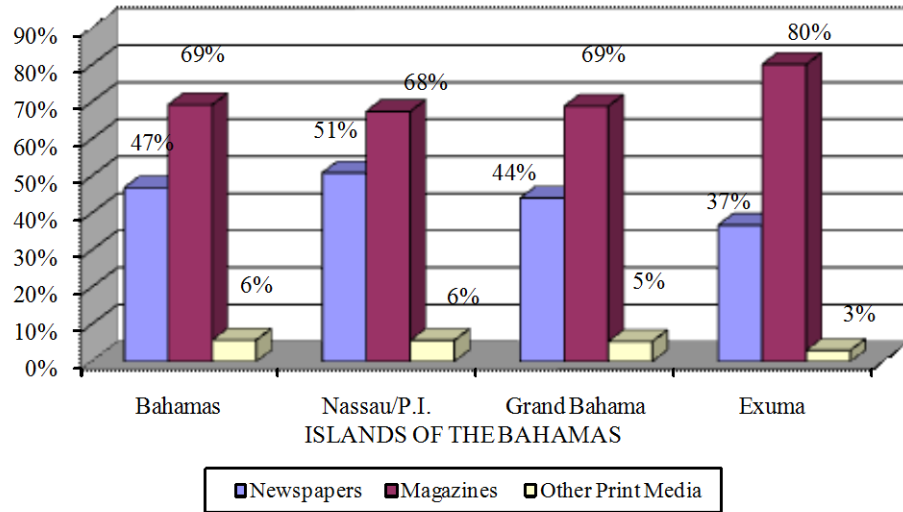
- A higher percentage of stopover visitors to Exuma used print media to plan their vacations than visitors to Nassau/P.I., Grand Bahama and the Bahamas Overall.
- 33% of the visitors to Exuma said that they used print media when they were planning their vacations.

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

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
Newspapers	47%	51%	44%	37%
Magazines	69%	68%	69%	80%
Other Print Media	6%	6%	5%	3%

Stopover visitors to the Bahamas were more likely to use magazines when planning their vacations than newspapers.
No Response has been factored out of the responses.

PRINT MEDIA USED WHEN PLANNING YOUR VACATION



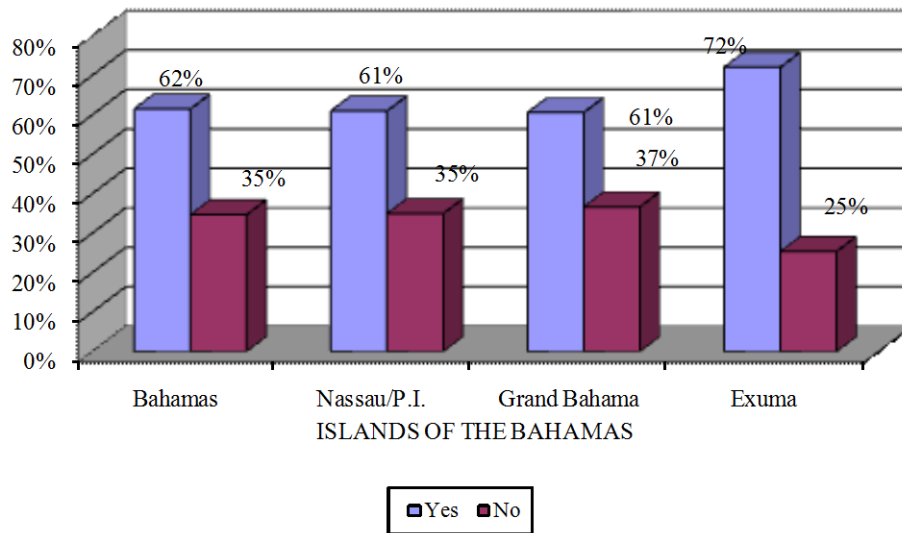
- The stopover visitors who used print media to plan their vacations tended to use magazines the more than newspapers.
- 80% of the stopover visitors to Exuma used magazines when they were planning their vacations.

DO THEY READ MAGAZINES?

DO YOU READ MAGAZINES ISLANDS OF THE BAHAMAS 2008

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
Yes	62%	61%	61%	72%
No	35%	35%	37%	25%
No Response	4%	4%	3%	3%
Total	100%	100%	100%	100%

DO YOU READ MAGAZINES ISLANDS OF THE BAHAMAS



- A higher percentage of stopover visitors to Exuma tended to read magazines than visitors to Nassau/P.I. and Grand Bahama.
- 72% of the stopover visitors to Exuma read magazines for their reading enjoyment or edification compared to 61% of the visitors to Nassau/P.I. and 61% of the stopovers to Grand Bahama.

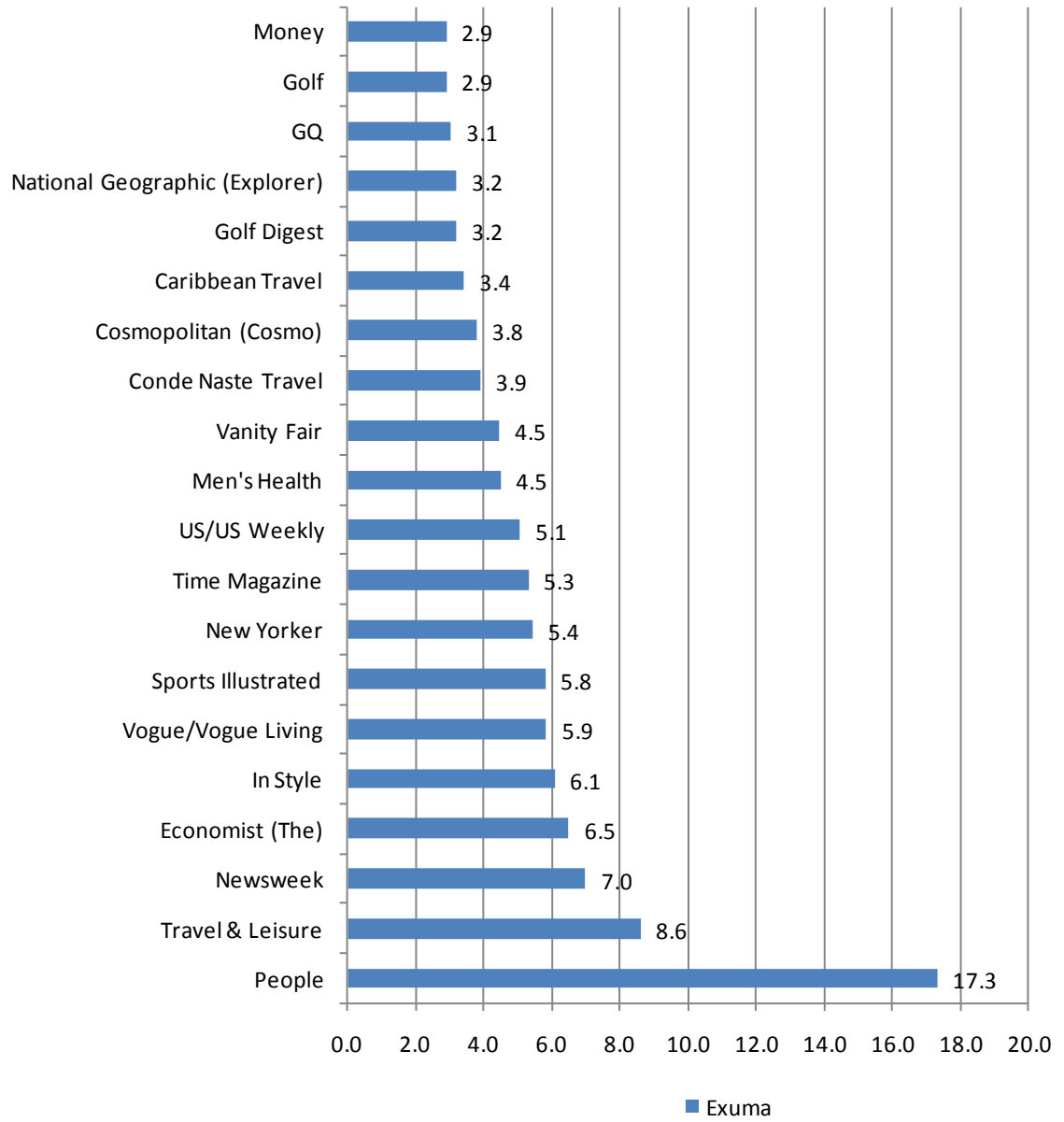
WHAT WERE THE MOST POPULAR MAGAZINES READ BY VISITORS TO EXUMA?

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

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

- Stopover visitors to Exuma tended to read a wide variety of magazines. Some of them read travel magazines like Travel and Leisure, Conde Nast Travel, and Caribbean Travel. Some of them enjoyed magazines on business like Newsweek, the Economist, and Money, etc. Some of them enjoyed magazines on fashion like In Style, Cosmopolitan, & GQ. Some of them enjoyed reading golf magazines like Golf Digest and Golf.

Exuma (%)

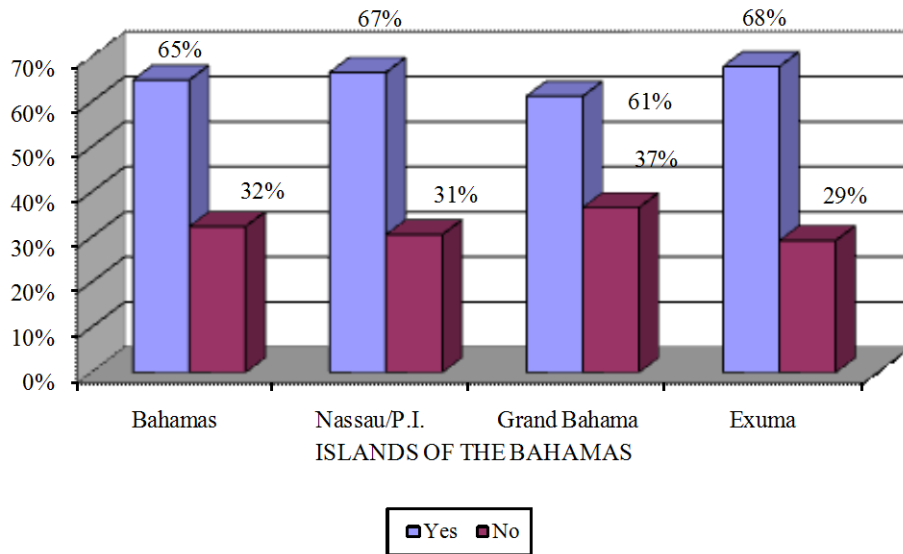


DO THEY READ NEWSPAPERS?

DO YOU READ NEWSPAPERS ISLANDS OF THE BAHAMAS 2008

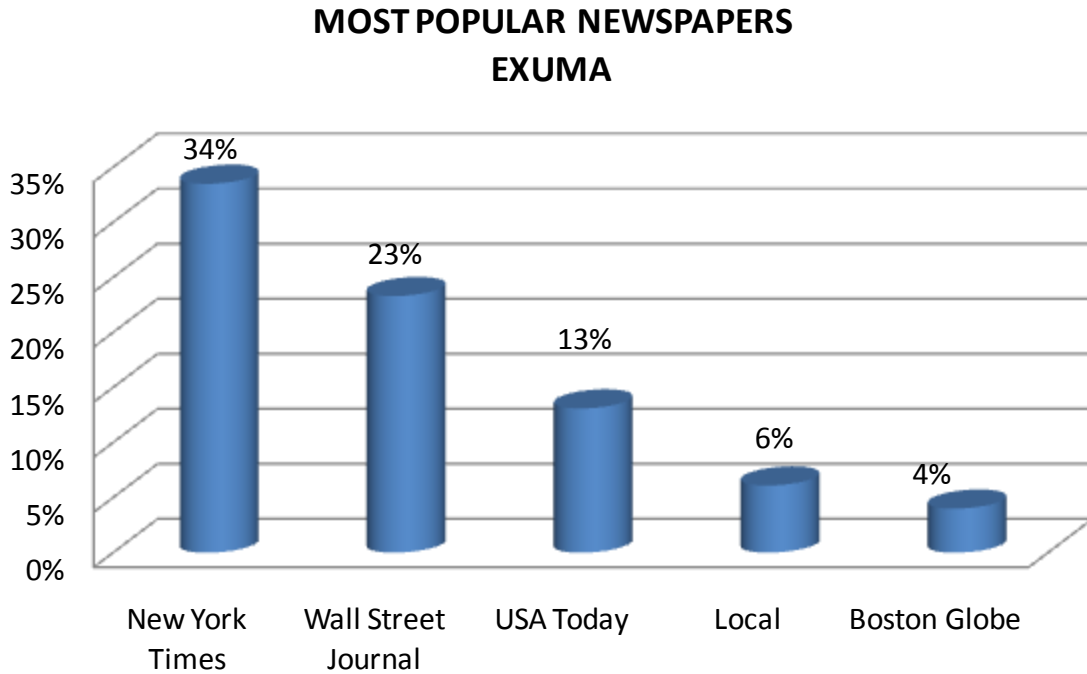
	Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
Yes	65%	67%	61%	68%
No	32%	31%	37%	29%
No Response	3%	3%	2%	3%
Total	100%	100%	100%	100%

DO YOU READ NEWSPAPERS ISLANDS OF THE BAHAMAS



- 68% of the stopover visitors to Exuma read newspapers either printed or online. This percentage was higher than the national average for Americans in general.
- In the United States printed newspaper readership has been declining for years. Americans have found other ways to obtain the news that they want. Many of them get the news they need through television stations like CNN, FOXN, MSNBC, etc., or through the Internet via online newspapers & news

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



- The most popular newspapers read by visitors to Exuma included: the New York Times, the Wall Street Journal, USA Today and the Boston Globe.

DID VISITORS TO THE ISLAND HAVE E-MAIL ADDRESSES?

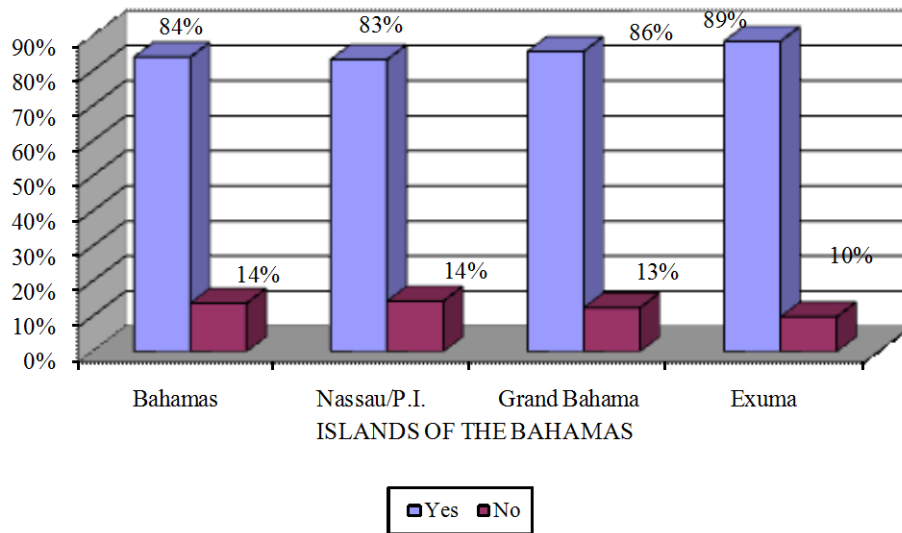
DO YOU HAVE E-MAIL ADDRESS?

ISLANDS OF THE BAHAMAS

2008

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
Yes	84%	83%	86%	89%
No	14%	14%	13%	10%
No Response	2%	2%	2%	2%
Total	100%	100%	100%	100%

DO YOU HAVE E-MAIL? ISLANDS OF THE BAHAMAS



- 89% of the stopover visitors to Exuma said that they had an e-mail address.

DID VISITORS TO THE ISLAND SURF THE INTERNET?

DO YOU SURF THE INTERNET?

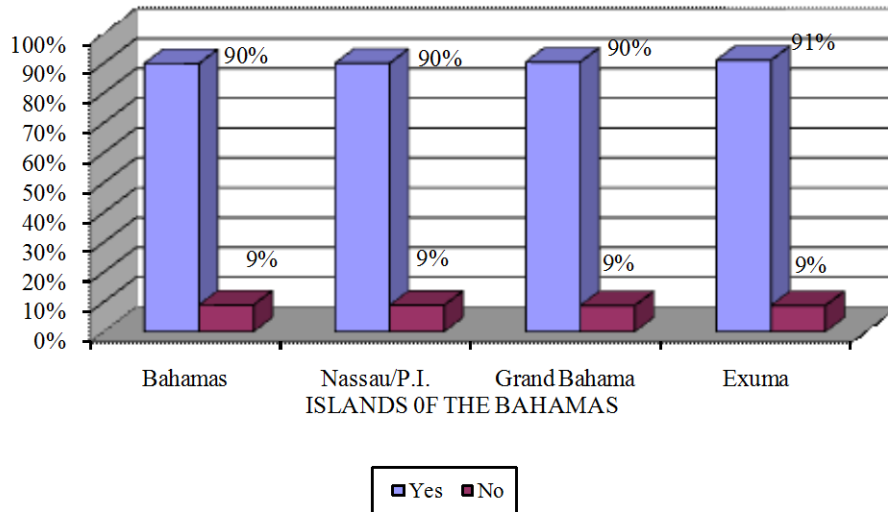
ISLANDS OF THE BAHAMAS

2008

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
Yes	90%	90%	90%	91%
No	9%	9%	9%	9%
No Response	1%	1%	1%	0%
Total	100%	100%	100%	100%

DO YOU SURF THE INTERNET?

ISLANDS OF THE BAHAMAS



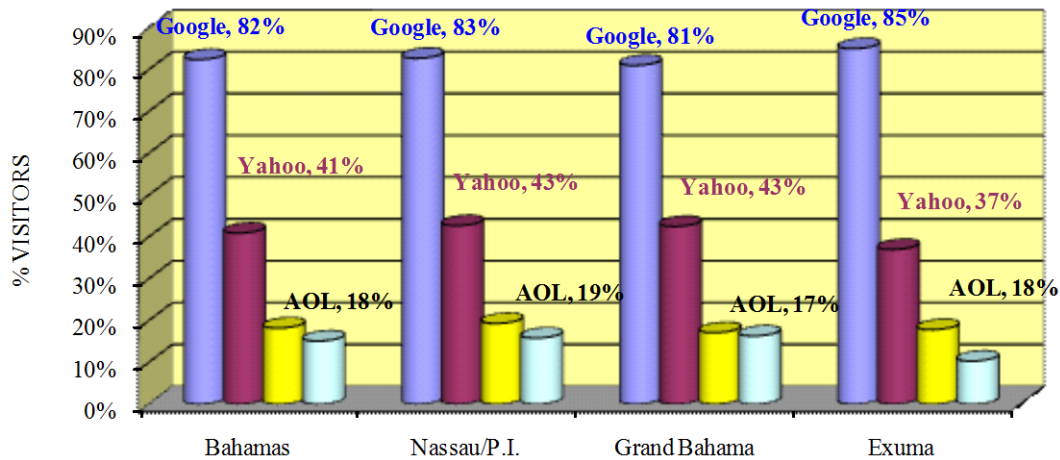
- 91% of the stopover visitors to Exuma said that they “surfed” the Internet.

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

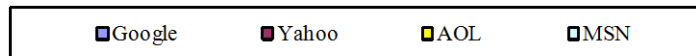
**INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS
ISLANDS OF THE BAHAMAS
2008**

		Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
1	Google	82%	83%	81%	85%
2	Yahoo	41%	43%	43%	37%
3	AOL	18%	19%	17%	18%
4	MSN	15%	16%	16%	10%

ALL BAHAMAS



ISLANDS OF THE BAHAMAS



- The most popular Internet search engines &/Or Content provider for visitors to Exuma was Google. 85% of the stopovers said that they used Google.
- Yahoo was the next most popular search engines &/Or Content provider for visitors to Exuma. 37% of the stopovers said that they used Yahoo.

BOOKING HABITS

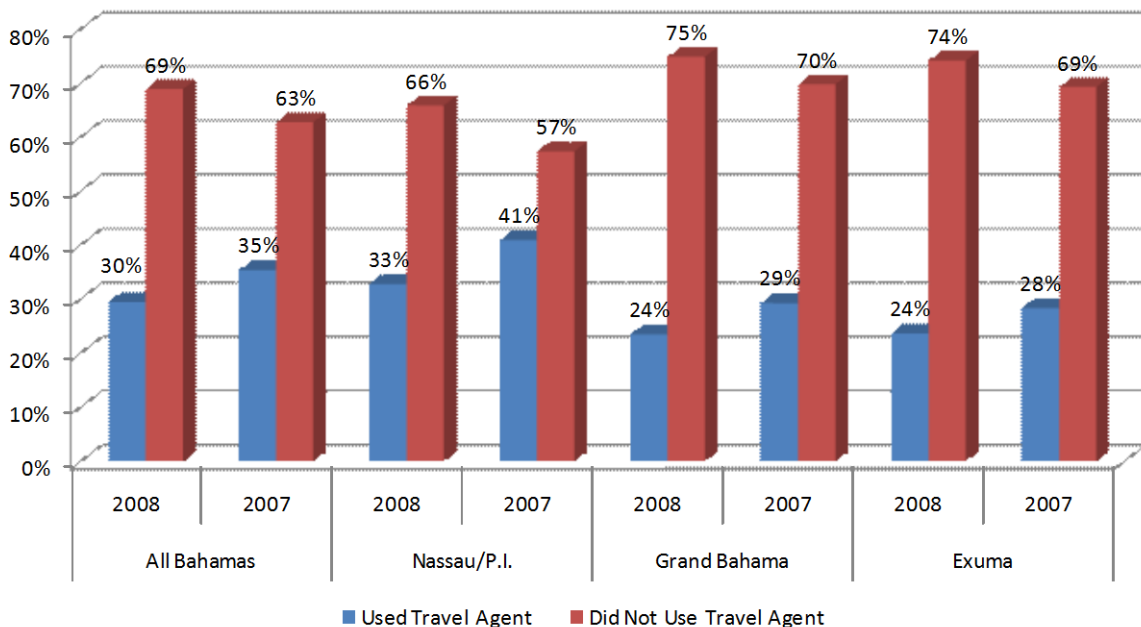
DID VISITORS TO EXUMA USE A TRAVEL AGENT?

ISLANDS OF THE BAHAMAS USE OF TRAVEL AGENT 2008

	All Bahamas		Nassau/P.I.		Grand Bahama		<i>Exuma</i>	
	2008	2007	2008	2007	2008	2007	2008	2007
Used Travel Agent	30%	35%	33%	41%	24%	29%	24%	28%
Did Not Use Travel Agent	69%	63%	66%	57%	75%	70%	74%	69%

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

USE OF TRAVEL AGENT 2008



- The use of travel agents has been declining rapidly over the years. The Internet has revolutionized the Travel Industry by making it so easy for people to search out their vacation experiences and then book them online.
- In 2008, 24% of the stopover visitors to Andros said that they had used a travel agent to book their reservations.

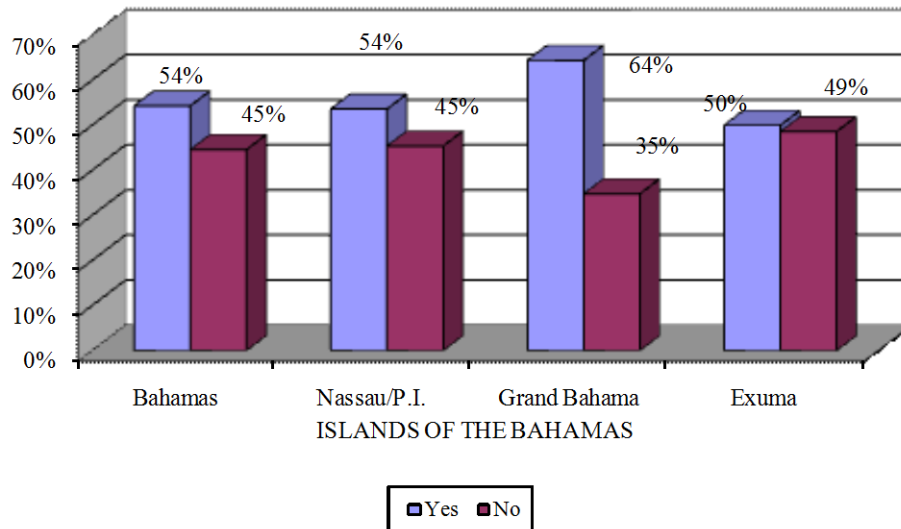
DID VISITORS TO EXUMA USE AN ONLINE SERVICE TO BOOK THEIR RESERVATIONS?

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

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Exuma</i>
Yes	54%	54%	64%	50%
No	45%	45%	35%	49%
No Response	1%	1%	1%	1%
Total	100%	100%	100%	100%

Source: Tour Operator and Media Exit Survey 2008.

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



- 50% of the stopover visitors to Exuma used an online service to book their travel reservations to the Bahamas.
- Because 63% the visitors to Exuma were repeat visitors, many of them already knew what was available on the island before they got there and so they were able to book their travel plans directly.

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

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

Source: Immigration Cards

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

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

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

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

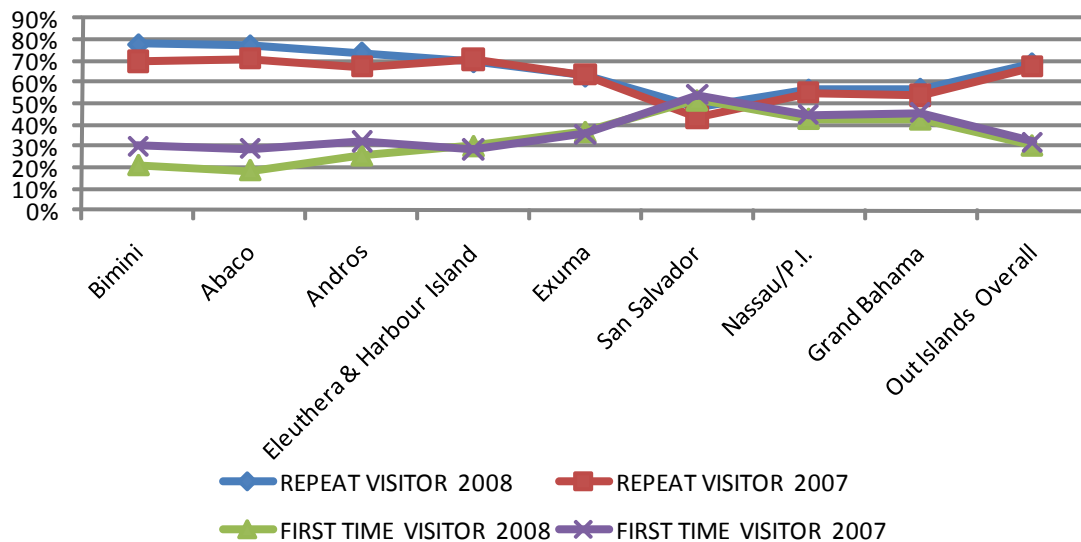
WHAT IS THE REPEAT VISITOR RATE FOR THE ISLAND?

REPEAT VS. FIRST TIME VISITOR STOPOVER VISITORS 2008

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

Source: Tour Media Exit Survey 2008 and Exit Survey 2007

REPEAT VS. FIRST TIME VISITOR 2008



- The The Exumas Islands have a high repeat visitor rate when compared to other islands in the Bahamas like Nassau/P.I., Grand Bahama and San Salvador.
- 63% of the stopovers to The Exumas were repeat visitors to the Bahamas compared to 57% of those to Nassau Paradise Island, 57% of those to Grand Bahama , and 48% of those to San Salvador.
- 59% of the stopover visitors to The Bahamas as a whole were repeat visitors
- Only 37% of the visitors to Exuma were first time visitors.
- 41% of the visitors to the Bahamas Overall were first time visitors.

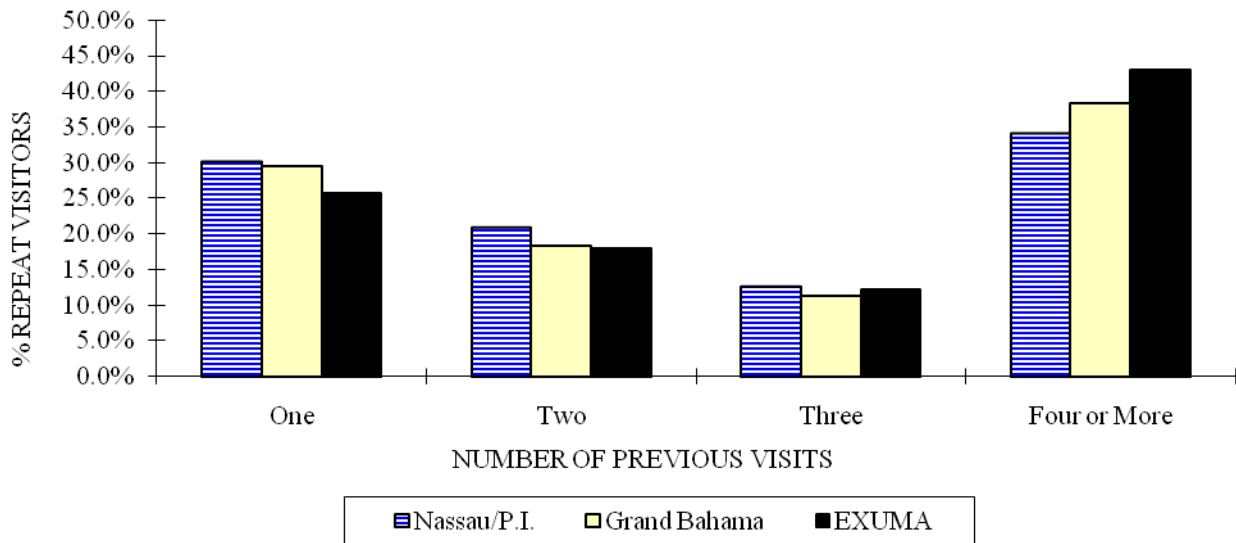
HOW MANY TIMES HAD VISITORS TO EXUMA BEEN TO THE BAHAMAS?

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

	Number of Times			
	One	Two	Three	Four or More
Nassau/P.I.	30.2%	21.0%	12.7%	34.1%
Grand Bahama	29.5%	18.3%	11.4%	38.3%
<i>THE EXUMAS</i>	25.7%	18.0%	12.3%	42.9%
All Bahamas	27.5%	19.0%	12.2%	39.0%

Source: Exit Survey 2008

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



- 43% of the stopover visitors to The Exumas had visited the Bahamas 4 or more times compared to 39% of those to the Bahamas as a whole.

**DID VISITORS SAY THAT THEY WOULD RETURN TO THE
DESTINATION?**

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

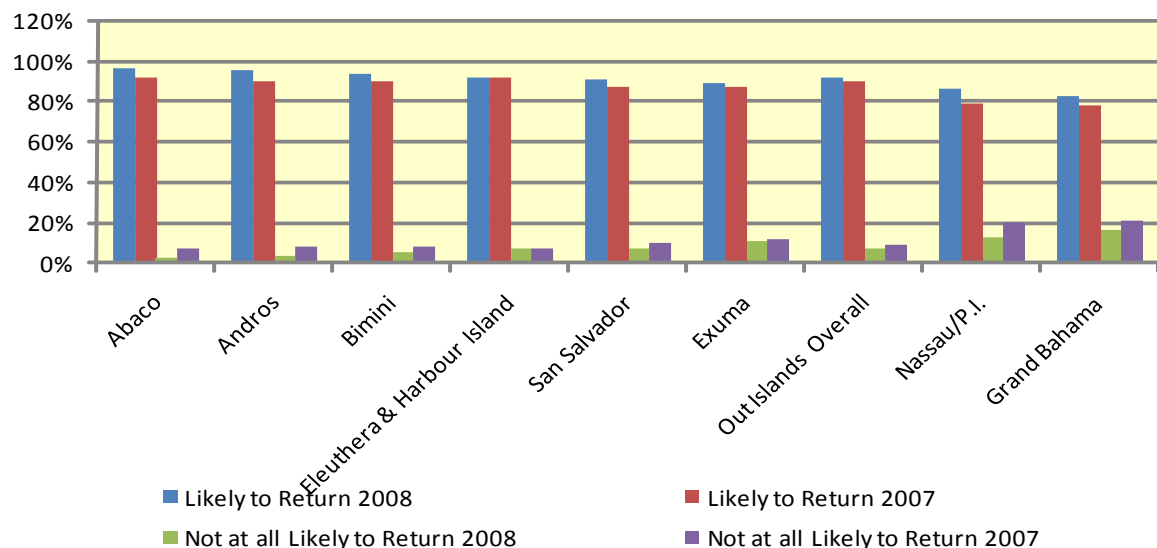
	Likely to Return		Not at all Likely to Return	
	2008	2007	2008	2007
Abaco	97%	91%	3%	8%
Andros	96%	90%	4%	8%
Bimini	94%	90%	5%	9%
Eleuthera & Harbour Island	92%	92%	7%	7%
San Salvador	91%	87%	7%	10%
Exuma	89%	87%	11%	12%
Out Islands Overall	92%	90%	7%	9%
Nassau/P.I.	86%	79%	13%	20%
Grand Bahama	82%	78%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

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

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

Source: Tour Media Exit Survey 2008 & Exit 2007

**LIKELY RETURN
2008**



- The majority of the visitors (89%) to The Exumas said that they would return to the Bahamas in 1-5 years. 61.5% said that they were very likely to return and 27.4% said that they were somewhat likely to return.

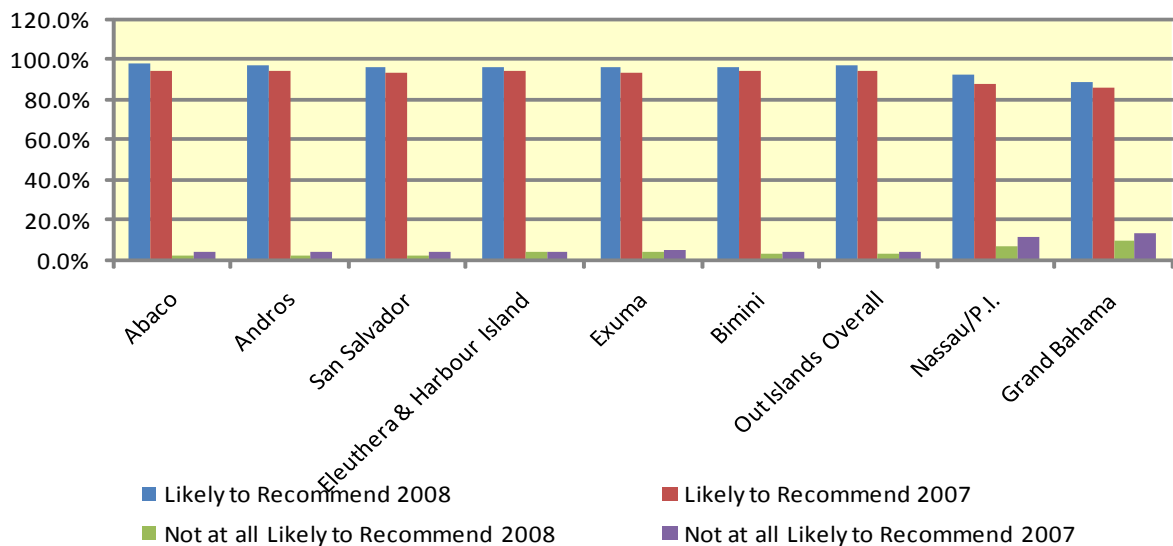
**DID VISITORS SAY THAT THEY WOULD RECOMMEND THE
DESTINATION?**

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

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

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

**LIKELIHOOD OF RECOMMENDING
2008**



- The majority of the visitors (96%) to The Exumas said that they would recommend the Bahamas to their friends or relatives. 73.2% to The Exumas said that they were very likely to recommend and 22.6% said that they were somewhat likely to recommend the Bahamas to their friends or relatives.

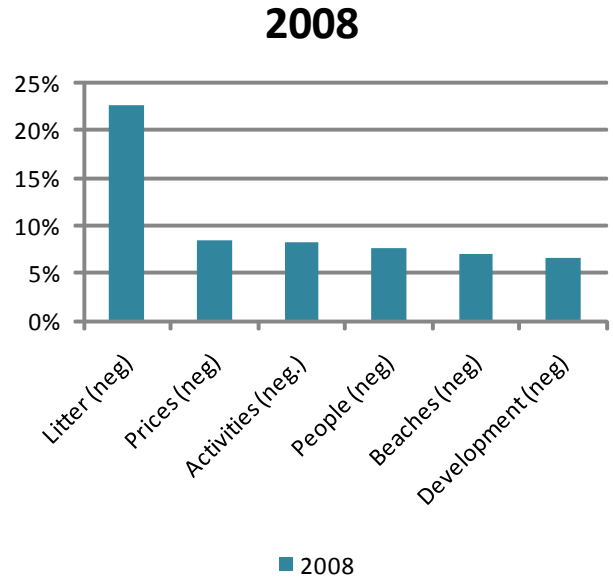
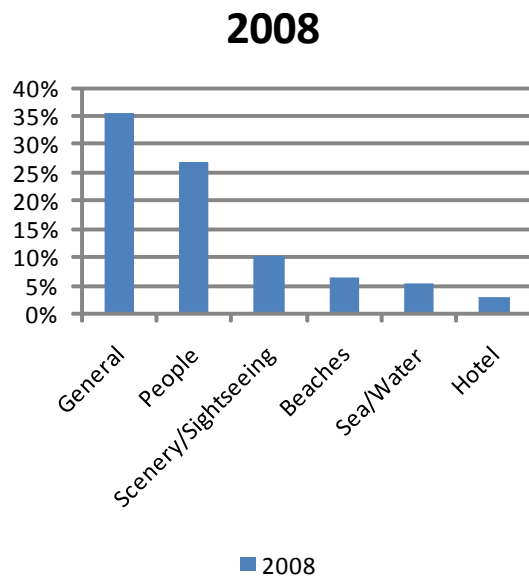
WHAT ARE VISITORS SAYING ABOUT THE EXUMAS?

TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

EXUMA

TOP 6 COMPLIMENTS		TOP 6 COMPLAINTS	
2008		2008	
General	35%	Litter (neg)	23%
People	27%	Prices (neg)	9%
Scenery/Sightseeing	10%	Activities (neg.)	8%
Beaches	6%	People (neg)	8%
Sea/Water	5%	Beaches (neg)	7%
Hotel	3%	Development (neg)	7%
No. of Comments	206	No. of Comments	80

Source: Tour Media Exit Survey 2008



- Visitors to The Exumas complimented the island on the friendly people, the scenery, the beaches, the sea/water, and the hotels.
- Some of the visitors to The Exumas complained about litter, high prices, activities available, attitudes of the people, dirty beaches, and the development.

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

- The *overall value for money* in Exuma is in need of work. 23% of the visitors to Exuma thought that the overall value for money that they got was much better or better than they had expected compared to 26% of the stopover visitors to the Bahamas as a whole. 15% of them thought that the overall value for money was not as good as or much worse than expected compared to 16% for the Bahamas Overall.

HOW DID VISITORS TO THE EXUMAS GET THERE?

MODE OF ARRIVAL THE ISLANDS OF THE BAHAMAS STOPOVER VISITORS 2008

	Abaco		Andros		Bimini		Eleuthera**		Exuma		San Salvador	
	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007
Airline	70,130	82,265	6,114	6,356	10,092	9,958	18,278	21,292	27,013	29,779	15,805	16,840
Cruise Ship*	260	251	11	14	792	432	5	11	36	9	60	40
Private Plane	18,987	19,644	2,438	2,331	5,326	4,155	5,274	5,929	5,630	6,823	473	493
Yacht/Private Boat	6,465	6,694	199	280	25,187	25,355	441	491	887	923	264	176
No Response	1,829	1,899	442	461	1,034	937	391	599	343	387	1,738	649
Total	97,671	110,753	9,204	9,442	42,431	40,837	24,389	28,322	33,909	37,921	18,340	18,198

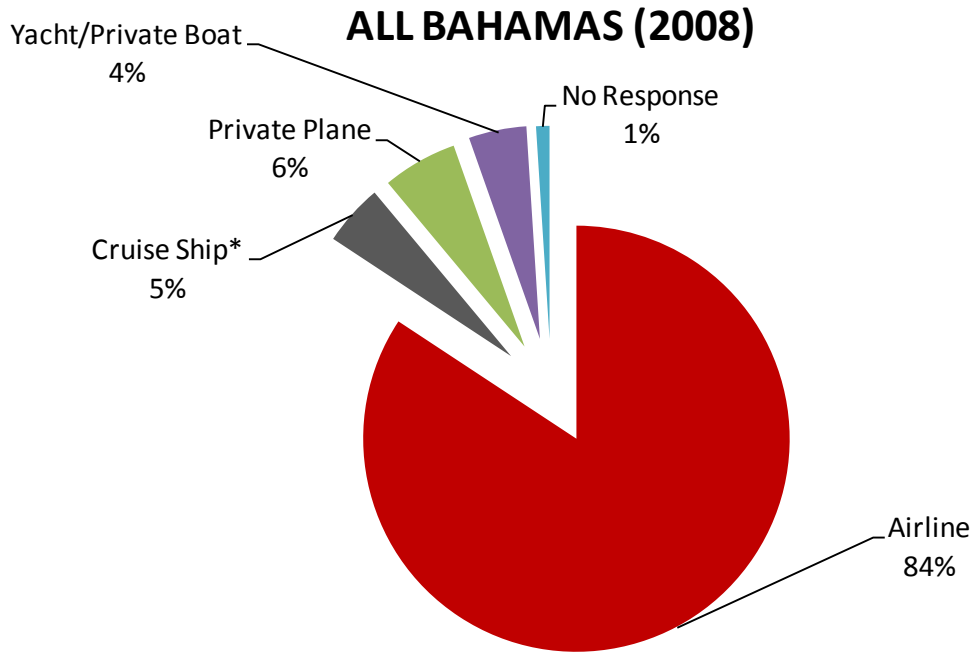
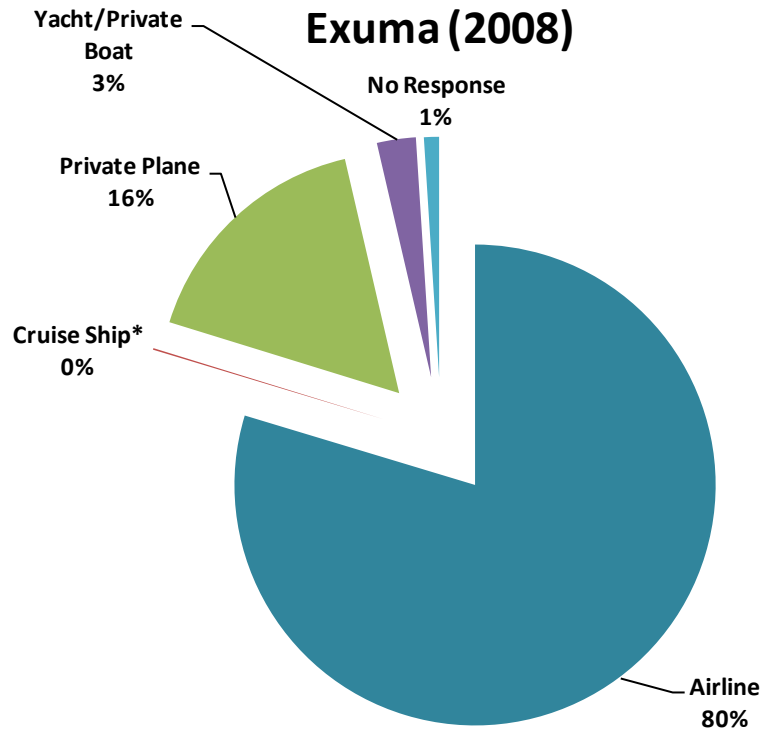
*These persons came by ship, stayed 24 hrs. or more in the destination, and did not use the ship for Accommodation purposes, i.e. they were stopovers.

**Above Eleuthera numbers do not include Harbour Island. In 2008, stopovers to Harbour Isl. By arrival mode: Airline=9,295, Cruise Ship=14, Private Plane=1,918,

Yacht/Private boat=280 & NR=131. In 2007 stopovers to Harbour Isl. By arrival mode: Airline=9,846 Cruise Ship=13, Private Plane=2,210, Yacht/Private boat=225 & NR=164.

Source: Immigration Cards

- Most of the visitors to Exuma came via commercial airline or private plane.
- In 2008, 80% of the stopovers to The Exumas came to the island on a commercial plane and 16% came on a private plane. In 2007, 84% of the stopover visitors to the Bahamas came on a commercial plane and 6% came on a private plane.



WHERE DID VISITORS TO THE EXUMAS STAY WHEN ON THE ISLAND?

STOPOVER VISITORS BY TYPE OF ACCOMMODATION THE ISLANDS OF THE BAHAMAS

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

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

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

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

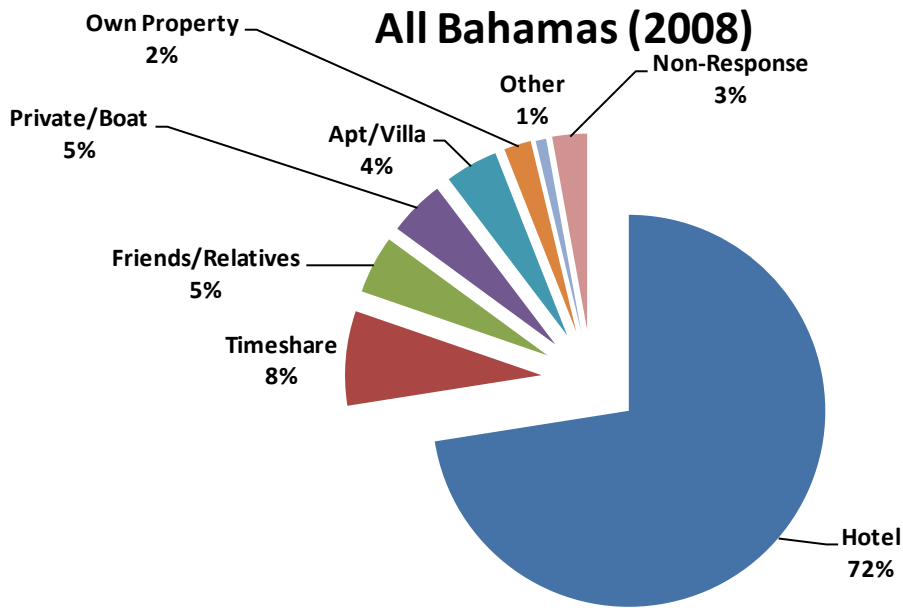
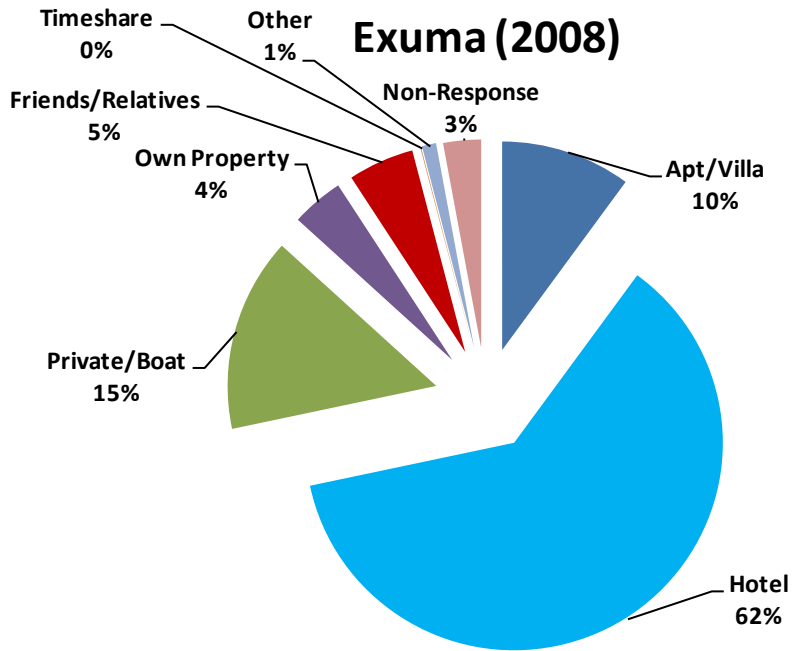
Source: Immigration Cards

- Most visitors to The Exumas stayed in a hotel, on a private boat, in an apt/villa or with friends/relatives.
- In 2008, 62% of the stopover visitors to Exuma stayed in a hotel, 15% stayed on a private boat, 10% stayed in an apt/villa and 5% stayed with friends/relatives. In 2008, 72% of the stopover visitors to The Bahamas Overall stayed in a hotel, 5% stayed with friends/relatives and 5% stayed on a private boat.

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

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

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

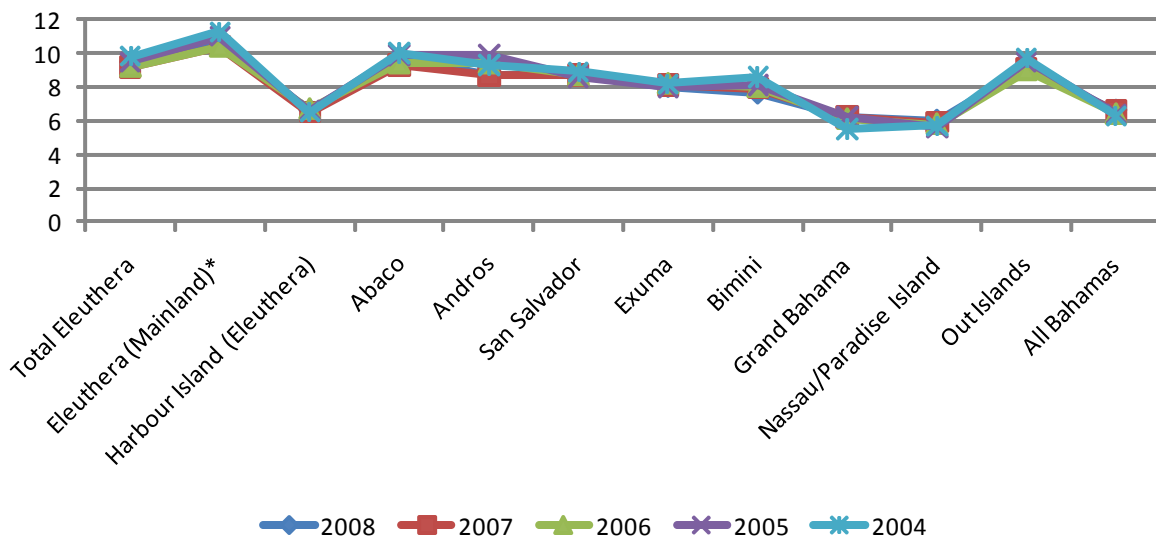


HOW LONG DID THE VISITORS STAY WHILE ON THE ISLAND?

AVERAGE LENGTH OF STAY ISLANDS OF THE BAHAMAS

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

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



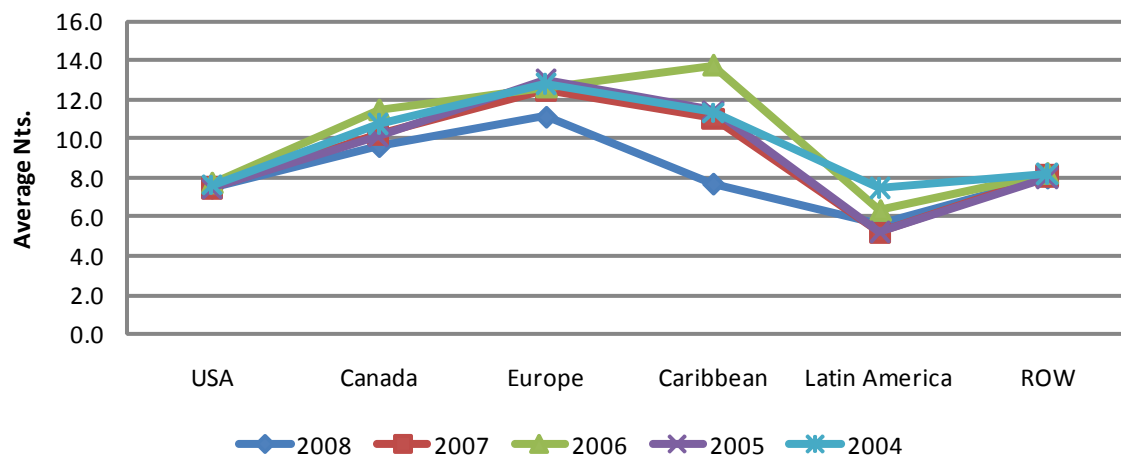
- Stopover visitors to Exuma stayed on average of 8.0 nights.

AVERAGE LENGTH OF STAY BY MAJOR REGION

AVERAGE LENGTH OF STAY EXUMA

	2008	2007	2006	2005	2004
USA	7.5	7.5	7.7	7.5	7.6
Canada	9.6	10.2	11.4	10.1	10.8
Europe	11.1	12.4	12.6	13.0	12.8
Caribbean	7.7	11.0	13.7	11.4	11.3
Latin America	5.6	5.2	6.3	5.2	7.5
ROW	8.0	8.1	8.2	8.0	8.2

AVERAGE STAY (NTS.)



- Stopover Visitors from the United States who visited Exuma stayed 7.5 nights in 2008 and those from Canada stayed 9.6 nights.
- Stopovers from Europe who visited Exuma stayed 11.1 nights in 2008 and those from the Caribbean stayed 7.7 nights. The Europeans stayed the longest in 2008.
- In 2008, stopover visitors from Latin America who visited Exuma stayed 5.6 nights.

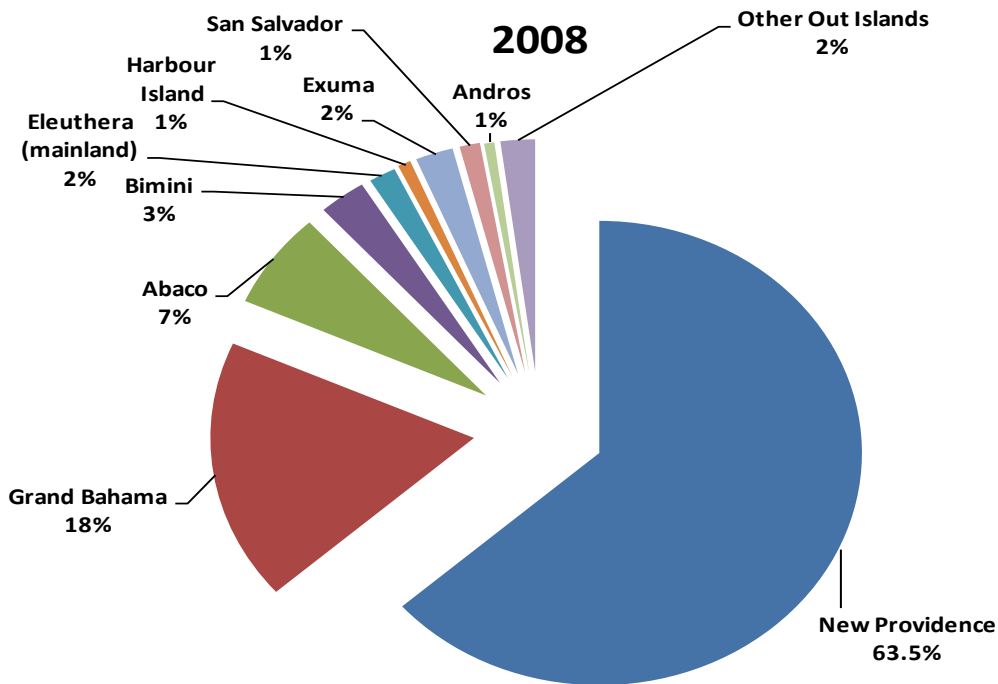
WHICH ISLAND IN THE BAHAMAS HAD THE HIGHEST PERCENTAGE OF THE MARKET SHARE OF STOPOVER VISITORS?

ISLANDS OF THE BAHAMAS STOPOVER VISITORS

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

*Eleuthera numbers exclude Harbour Island stopovers.

Source: Immigration Cards



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

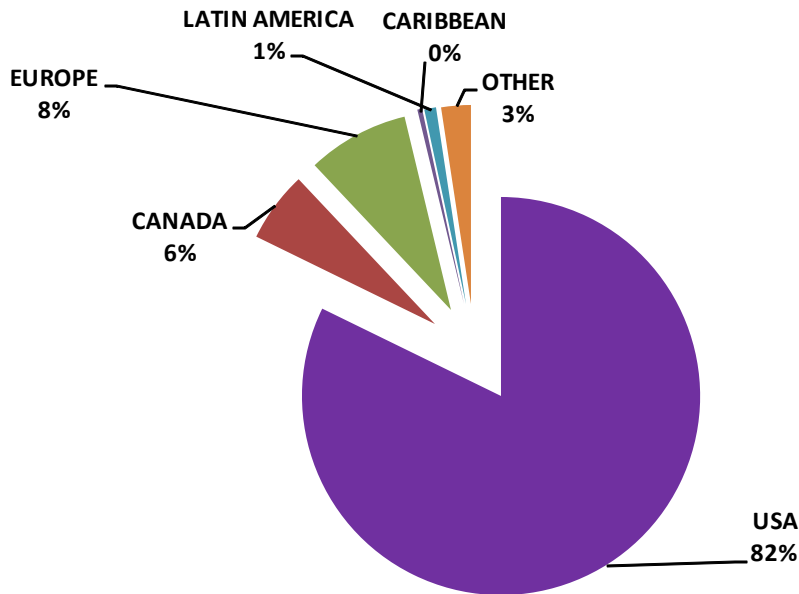
WHERE DID THE VISITORS TO EXUMA COME FROM?

WHERE DO THE STOPOVER VISITORS COME FROM EXUMA 2008

		2008	% SHR
1	USA	27,887	82.2%
2	CANADA	1,943	5.7%
3	EUROPE	2,804	8.3%
4	CARIBBEAN	132	0.4%
5	LATIN AMERICA	326	1.0%
6	OTHER	817	2.4%
	TOTAL STOPOVERS	33,909	100.0%

Source: Immigration Cards

WHERE DO THE STOPOVER VISITORS COME FROM EXUMA 2008



- Most of the visitors (82%) to Exuma came from the United States.
- 8% of them came from Europe and 6% came from Canada.

**ISLANDS OF THE BAHAMAS
EXUMA**

		2008	2007	% CHG 08/07
1	USA	27,887	32,077	-13.1%
2	CANADA	1,943	1,733	12.1%
3	EUROPE	2,804	2,865	-2.1%
4	CARIBBEAN	132	149	-11.4%
5	LATIN AMERICA	326	354	-7.9%
6	OTHER COUNTRIES	817	743	10.0%
	TOTAL STOPOVERS	33,909	37,921	-10.6%

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

STATES (UNITED STATES OF AMERICA)
EXUMA
2001 TO 2008

State	2001	2002	2003	2004	2005	2006	2007	2008
FLORIDA	3,709	3,844	3,940	6,309	7,583	9,233	7,744	6,288
NEW YORK	615	560	566	2,673	2,947	3,163	2,795	2,625
TEXAS	350	329	450	1,350	1,585	2,057	2,113	1,841
CALIFORNIA	488	426	465	1,859	2,078	2,202	1,846	1,584
NEW JERSEY	262	274	265	1,436	1,404	1,605	1,602	1,337
MASSACHUSETTS	478	368	444	1,222	1,555	1,365	1,267	1,092
ILLINOIS	399	300	348	1,180	1,179	1,204	1,190	1,056
VIRGINIA	376	400	463	850	962	1,116	1,115	962
NORTH CAROLINA	346	345	512	869	1,037	1,002	1,027	893
PENNSYLVANIA	299	244	282	790	830	966	905	889
CONNECTICUT	246	264	244	809	868	1,220	957	884
GEORGIA	515	449	463	887	992	1,101	1,287	877
MARYLAND	260	245	246	717	794	944	769	843
OHIO	272	241	194	553	797	518	689	627
TENNESSEE	228	181	201	408	512	733	602	614
COLORADO	183	157	163	430	433	488	547	452
MINNESOTA	155	138	192	380	515	428	468	372
SOUTH CAROLINA	158	173	198	326	406	422	365	352
MICHIGAN	276	307	293	430	657	509	406	318
MISSOURI	161	119	90	332	413	364	315	292
INDIANA	145	79	110	222	278	315	252	290
WISCONSIN	193	148	139	282	366	363	314	275
WASHINGTON	126	113	99	261	270	258	227	256
ARIZONA	51	81	75	175	236	307	236	246
KENTUCKY	143	136	94	180	240	241	254	195
ALABAMA	138	86	123	289	259	319	248	191
NEVADA	37	53	31	95	106	129	151	168
WASHINGTON DC					186	214	130	165
LOUISIANA	116	64	83	166	305	309	235	163
OKLAHOMA	38	37	34	71	121	77	193	158
RHODE ISLAND	59	56	51	126	199	197	151	154
NEW HAMPSHIRE	85	46	71	126	220	174	202	151
OREGON	103	73	57	129	176	173	116	145
MAINE	89	85	96	151	240	170	168	131
KANSAS	24	17	38	66	67	97	91	114
MISSISSIPPI	40	38	35	55	67	97	91	99
VERMONT	61	87	68	103	112	111	103	97
ARKANSAS	16	55	84	82	92	99	104	85
DELAWARE	35	36	38	73	103	99	69	83
UTAH	22	44	14	46	107	100	85	64
MONTANA	29	29	27	48	49	48	65	55
NEW MEXICO	22	29	16	53	26	67	60	46
NEBRASKA	15	9	13	30	40	75	37	43
IOWA	39	43	17	79	112	92	115	41
ALASKA	17	16	30	53	39	39	46	38
WEST VIRGINIA	11	12	16	30	52	26	45	37

STATES (UNITED STATES OF AMERICA)
EXUMA
STOPOVERS
2001 TO 2008

State	2001	2002	2003	2004	2005	2006	2007	2008
WYOMING	28	10	23	26	39	63	58	30
IDAHO	29	14	18	28	59	50	43	16
NORTH DAKOTA	3	2	3		7	9	20	16
SOUTH DAKOTA	12	2	3	7	22	12	27	12
HAWAII	3	7	2	39	23	30	9	7
NON RESPONSE	434	555	736	853	95	95	123	118
TOTAL USA	11,939	11,426	12,263	27,754	31,860	35,095	32,077	27,887

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

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

Source: Immigration Cards

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

STOPOVER VISITORS: EXUMA : BY MEDIA MARKET 2008

MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
1 NEW YORK	3,969	4,448	5,002	4,416	4,120	793	761
2 MIAMI-FT. LAUDERDALE	2,702	3,572	4,084	3,352	2,785	1,818	1,683
3 WEST PALM BEACH-FT. PIERCE	1,418	1,620	2,025	1,711	1,457	849	886
4 BOSTON (MANCHESTER)	1,077	1,297	1,367	1,574	1,196	446	363
5 WASHINGTON, DC (HAGRSTWN)	947	942	1,154	950	738	252	209
6 CHICAGO	940	1,063	1,063	1,025	1,068	311	272
7 PHILADELPHIA	917	920	1,016	838	771	267	245
8 LOS ANGELES	754	809	1,119	983	890	183	159
9 TAMPA-ST. PETE (SARASOTA)	706	929	1,128	817	696	431	402
10 HOUSTON	679	765	776	512	415	154	129
11 DALLAS-FT. WORTH	676	805	779	691	631	170	92
12 ATLANTA	674	993	813	754	672	255	257
13 ORLANDO-DA YTONA BCH-MELBRN	516	513	789	616	535	279	378
14 BALTIMORE	497	428	499	418	379	165	176
15 SAN FRANCISCO-OAK-SAN JOSE	446	498	490	626	501	95	130
16 DENVER	397	460	417	393	357	128	141
17 FT. MYERS-NAPLES	393	457	495	465	360	272	208
18 NASHVILLE	390	368	439	262	223	118	94
19 HARTFORD & NEW HAVEN	313	336	413	313	242	126	148
20 MINNEAPOLIS-ST. PAUL	310	394	385	472	350	175	118
21 JACKSONVILLE	272	322	360	278	233	190	216
22 CHARLOTTE	257	323	325	324	313	164	68
23 CLEVELAND-AKRON (CANTON)	251	266	207	360	229	91	124
24 ST. LOUIS	240	244	290	328	264	71	67
25 RALEIGH-DURHAM (FAYETVLE)	229	224	238	267	194	132	94
26 SEATTLE-TACOMA	222	202	221	238	235	93	101
27 PROVIDENCE-NEW BEDFORD	211	186	235	249	175	85	79
28 NORFOLK-PORTSMTH-NEWPT NWS	209	237	224	207	152	127	105
29 PHOENIX (PRESCOTT)	202	187	247	204	139	62	63
30 CINCINNATI	185	174	134	210	119	35	40
31 DETROIT	184	215	324	322	239	123	120
32 AUSTIN	169	217	147	111	125	33	24
33 RICHMOND-PETERSBURG	161	215	219	194	141	111	94
34 GREENVLL-SPART-ASHEVLL-AND	155	170	145	195	184	105	62
35 COLUMBUS, OH	150	128	95	118	86	32	27
36 GREENSBORO-H.POINT-W.SALEM	149	153	124	114	147	41	34
37 SAN DIEGO	149	230	271	172	197	105	73
38 PORTLAND-AUBURN	135	184	159	240	155	90	69
39 WILMINGTON	132	174	155	165	102	89	84
40 MILWAUKEE	128	186	209	204	159	81	75
41 LAS VEGAS	128	127	96	88	75	19	22
42 INDIANAPOLIS	125	105	166	165	115	41	27
43 CHARLESTON, SC	117	121	130	103	68	54	43
44 BURLINGTON-PLATTSBURGH	116	111	143	127	106	89	88
45 LOUISVILLE	109	161	183	145	116	65	68
46 KANSAS CITY	108	98	127	79	94	27	27
47 BIRMINGHAM (ANN AND TUSC)	108	136	201	143	206	95	58
48 PITTSBURGH	107	135	118	139	141	47	48
49 MOBILE-PENSACOLA (FT WALT)	100	175	146	160	95	37	36
50 PORTLAND, OR	97	85	117	128	99	24	42
51 SAN ANTONIO	94	107	131	110	67	22	27
52 KNOXVILLE	85	72	87	66	51	30	27

MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
53 GRAND RAPIDS-KALMZOO-B.CRK	82	72	70	203	93	80	95
54 MEMPHIS	79	115	154	112	100	12	32
55 MACON	78	113	118	60	71	107	110
56 TULSA	76	80	51	51	33	18	18
57 SAVANNAH	72	122	141	141	104	72	76
58 ALBANY-SCHENECTADY-TROY	72	89	82	108	91	34	38
59 NEW ORLEANS	71	118	170	145	113	54	55
60 SALT LAKE CITY	69	86	99	105	47	14	44
61 TALLAHASSEE-THOMASVILLE	68	62	80	64	51	47	32
62 SACRAMENTO-STOKTON-MODESTO	67	130	89	91	73	36	15
63 ROANOKE-LYNCHBURG	64	68	67	53	53	39	50
64 GREENVILLE-N.BERN-WASHINGTON	63	79	77	94	50	29	33
65 HARRISBURG-LNCSTR-LEB-YORK	62	54	58	50	64	17	31
66 MADISON	59	58	63	66	54	22	36
67 JACKSON, MS	56	27	25	15	18	19	9
68 BATON ROUGE	51	53	33	57	23	10	9
69 LEXINGTON	50	49	46	47	47	26	46
70 EVANSVILLE	49	36	23	48	33	22	27
71 SALISBURY	49	57	57	35	42	15	9
72 CHARLOTTESVILLE	46	54	54	48	56	17	12
73 CHAMPAIGN&SPRINGFIELD-DECATUR	46	30	31	34	56	12	22
74 ALBUQUERQUE-SANTA FE	45	64	66	33	51	19	25
75 DULUTH-SUPERIOR	44	46	33	27	24	23	19
76 CHATTANOOGA	42	60	73	105	65	52	37
77 FT. SMITH-FAY-SPRINGFIELD-RGRS	42	39	27	29	12	4	3
78 SYRACUSE	41	37	58	40	66	18	23
79 OKLAHOMA CITY	41	90	25	62	37	16	16
80 CORPUS CHRISTI	39	38	41	24	18	15	8
81 SANTABARBARA-SANMAR-SANLUIS	38	63	45	32	53	15	12
82 WICHITA-HUTCHINSON PLUS	38	28	8	9	21	29	4
83 ROCHESTER, NY	38	29	43	38	54	19	26
84 BUFFALO	38	66	55	41	55	8	21
85 LITTLE ROCK-PINE BLUFF	37	57	53	52	63	76	52
86 GREEN BAY-APPLETON	36	18	37	37	37	21	23
87 COLUMBIA, SC	36	36	56	44	46	25	20
88 WACO-TEMPLE-BRYAN	35	30	32	15	18	13	18
89 TOLEDO	33	45	30	67	34	21	17
90 SPRINGFIELD, MO	33	44	38	36	15	4	21
91 MONTEREY-SALINAS	32	27	49	38	42	13	10
92 EUGENE	31	13	26	34	14	8	19
93 SHERMAN-ADA	31	18	2	11	4		3
94 TRI-CITIES, TN-VA	30	24	9	32	16	5	8
95 ANCHORAGE	30	33	32	30	34	16	8
96 GAINESVILLE	30	32	48	21	31	23	25
97 OMAHA	29	20	67	24	23	8	3
98 SPRINGFIELD-HOLYOKE	29	38	45	42	53	13	19
99 WILKES BARRE-SCRANTON	28	58	41	45	48	16	9
100 TUCSON (SIERRA VISTA)	28	39	44	23	34	13	14
101 PEORIA-BLOOMINGTON	27	17	51	32	22	21	9
102 COLORADO SPRINGS-PUEBLO	26	31	47	26	56	26	11
103 AMARILLO	23	3	11	15	2	5	7
104 WAUSAU-RHINELANDER	22	17	17	14	9	3	4
105 FT. WAYNE	21	19	33	19	26	5	3
106 LAFAYETTE, LA	21	17	39	35	13	12	1

MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
107 DAYTON	21	55	36	44	42	15	35
108 TYLER-LONGVIEW(LFKN&NCGD)	21	29	24	21	11	16	11
109 SOUTH BEND-ELKHART	20	35	24	22	32	16	9
110 PANAMA CITY	20	40	32	45	57	32	8
111 RENO	19	22	36	26	19	14	31
112 BUTTE-BOZEMAN	19	14	11	2	12	11	3
113 PALM SPRINGS	19	12	14	39	16	4	1
114 BAKERSFIELD	18	5	14	19	12	2	1
115 FLORENCE-MYRTLE BEACH	18	19	70	53	26	27	30
116 TRAVERSE CITY-CADILLAC	18	40	41	43	32	36	44
117 LA CROSSE-EAU CLAIRE	18	20	16	30	16	4	
118 ROCHESTR-MASON CITY-AUSTIN	17	37	18	31	15	3	11
119 SPOKANE	17	6	17	23	18	5	8
120 DES MOINES-AMES	17	49	27	65	21	7	14
121 HUNTSVILLE-DECATUR (FLOR)	16	23	25	45	26	7	6
122 BILOXI-GULFPORT	16	21	31	16	12	6	8
123 AUGUSTA	16	46	33	15	23	21	11
124 BILLINGS	15	12	14	18	14		12
125 BANGOR	15	21	29	34	15	20	23
126 BINGHAMTON	14	4	9	4	18		2
127 LUBBOCK	14	7	12	10	4	6	
128 IDAHO FALLS-POCATELLO	14	43	44	19	25	21	9
129 FLINT-SAGINAW-BAY CITY	14	25	25	32	28	25	23
130 BEND, OR	13	8	5	13	6	13	7
131 FARGO-VALLEY CITY	13	27	15	7	1	4	2
132 SIOUX CITY	13	14	22	16	10	7	15
133 ERIE	13	9	16	18	11	4	3
134 CHARLESTON-HUNTINGTON	13	15	9	37	16	4	7
135 SIOUX FALLS(MITCHELL)	12	15	6	16	1		3
136 MISSOULA	12	19	18	17	17	11	9
137 ABILENE-SWEETWATER	12	1	4	2	4	1	3
138 MONTGOMERY (SELMA)	11	9	12	21	1	3	3
139 ODESSA-MIDLAND	11	10	13	7		2	1
140 LINCOLN & HASTINGS-KRNY	11	18	10	16	10	6	6
141 PADUCAH-C.GIRD-HARBG-MT VN	10	25	19	24	12	3	10
142 SHREVEPORT	10	32	32	47	18	14	7
143 BEAUMONT-PORT ARTHUR	10	20	22	9	10		1
144 HARLINGEN-WSLCO-BRNSVL-MCA	10	8	4	9	8	2	1
145 COLUMBUS, GA	10	12	6	15	15	8	9
146 YOUNGSTOWN	10	23	22	31	35	4	10
147 MINOT-BISMARCK-DICKINSON	9	1	1	4		2	
147 FRESNO-VISALIA	9	9	18	13	30	7	12
149 BLUEFIELD-BECKLEY-OAK HILL	9	6	7	9	8	6	7
150 ROCKFORD	9	9	10	17	8	1	5
151 TWIN FALLS	8	10	15	17	5	9	5
152 EL PASO	8	19	5	11	8	3	5
153 GRAND JUNCTION-MONTROSE	8	3	2	3	4	6	7
154 HELENA	8	16	4	8	4	5	5
155 CEDAR RAPIDS-WTRLO-IWC&DUB	8	31	27	14	14	2	13
156 COLUMBIA-JEFFERSON CITY	8	6	12	20	10	15	7
157 WHEELING-STEUBENVILLE	8	19	8	8	1		
158 COLUMBUS-TUPELO-WEST POINT	8	6	16	6	7	1	4
159 QUINCY-HANNIBAL-KEOKUK	8			5	2		3
160 JOHNSTOWN-ALTOONA	7	17	14	26	35	13	11

MEDIA MARKET (DMA)	2008	2007	2006	2005	2004	2003	2002
161 HONOLULU	7	8	29	23	38	2	7
162 DAVENPORT-R.ISLAND-MOLINE	7	31	18	23	29	4	7
163 BOWLING GREEN	7	5	4	2	2		
164 UTICA	7	10	7	5	8	5	1
165 JACKSON, TN	7	4	3	3	1	2	3
166 LAKE CHARLES	7	22	20	3	4	1	1
167 WATERTOWN	6	7	3	7	3	6	5
168 DOTHAN	6	9	5	7		3	2
169 CHICO-REDDING	6	8	13	13	4	2	10
170 PARKERSBURG	6		4	1	1		
171 ALBANY, GA	6	12	4	3	4	1	5
172 TOPEKA	5	6	8	11	6		2
173 EUREKA	5	3	6	4	3		3
174 LAREDO	5	11	11	1		1	
175 FAIRBANKS	4		2	3	13	6	5
176 GREENWOOD-GREENVILLE	4		1	1	1	1	1
177 HATTIESBURG-LAUREL	4	1	5	3		1	2
178 VICTORIA	4	2	1	1	1		
179 LIMA	3	4		3	5		1
180 BOISE	3	21	27	24	8	3	4
181 YAKIMA-PASCO-RCHLND-KNNWCK	3	9	6	6	16	5	6
182 MEDFORD-KLAMATH FALLS	3	11	32	10	14	12	5
183 JUNEAU	3	13	4	5	5	2	3
184 ALEXANDRIA, LA	3	3	5	20	4	2	1
185 CASPER-RIVERTON	3	15	6	3	1		
186 LANSING	3	36	18	23	13	12	14
187 SAN ANGELO	2	2	4	1	3		
188 MERIDIAN	2	4	1	3	2	2	2
189 TERRE HAUTE	2	2	6	3	8	8	1
190 HARRISONBURG	2	4	10	8	7	4	2
191 WICHITA FALLS & LAWTON	2	9	5	6	11		2
192 CHEYENNE-SCOTTSBLUF	2		1	6	1	4	2
193 GREAT FALLS	1	3	1	7			
194 PRESQUE ISLE	1	2	1				1
195 RAPID CITY	1	16	7	11	8	3	
196 OTTUMWA-KIRKSVILLE	1		1		2		
197 ALPENA	1				1		1
198 ELMIRA	1	3	8	5	7		1
199 CLARKSBURG-WESTON	1	6	2	3	1	1	
200 ST. JOSEPH	1	6		2			
201 MARQUETTE	1	2		7		4	4
202 ZANESVILLE				2			
203 NORTH PLATTE				1	1		
204 MONROE-EL DORADO		5	10	6	3		
205 MANKATO		2	1	2	6		
206 YUMA-EL CENTRO			2	10	2	1	4
207 JOPLIN-PITTSBURG		4		12		1	2
208 JONESBORO		2	11	9	1	2	
209 LAFA YETTE, IN		3	5	3	3	2	
210 OTHER	806	714	705	523	1,123	742	555
GRAND TOTAL	27,887	32,077	35,095	31,860	27,754	12,263	11,426

- The most important designated media markets for visitors to Exuma were Miami-Ft. Lauderdale, West Palm Beach-Ft Pierce and New York.

WHERE ELSE DID VISITORS TO EXUMA COME FROM?

STOPOVER VISITORS EXUMA

	PROVINCES	2008	2007	2006	2005	2004	% CHG 08/07
1	ONTARIO	955	949	910	957	718	1%
2	QUEBEC	397	305	321	268	223	30%
3	BRITISH COLUMBIA	144	124	139	96	64	16%
4	ALBERTA	135	123	154	108	76	10%
5	NOVA SCOTIA	30	33	16	32	19	-9%
6	MANITOBA	22	18	20	8	11	22%
7	NEWFOUNDLAND	11	3	1	3	4	267%
8	SASKATCHEWAN	8	6	5	9	6	33%
9	NEW BRUNSWICK	6	5	16	14	5	20%
10	OTHER PROVINCES	235	167	162	138	117	41%
	TOTAL CANADA	1,943	1,733	1,744	1,633	1,243	12%

STOPOVER VISITORS EXUMA

		2008	2007	2006	2005	2004	% Chg 08/07
1	UK	970	1,239	968	1,079	1,101	-21.7%
2	ITALY	782	476	413	254	267	64.3%
3	GERMANY	227	196	206	229	281	15.8%
4	FRANCE	224	222	189	161	156	0.9%
5	SWITZERLAND	97	120	95	92	79	-19.2%
6	SPAIN	94	158	73	55	67	-40.5%
7	SWEDEN	57	81	70	69	62	-29.6%
8	NETHERLANDS	55	42	26	50	25	31.0%
9	IRELAND	43	58	45	34	23	-25.9%
10	BELGIUM	40	59	29	33	22	-32.2%
11	AUSTRIA	36	45	34	55	25	-20.0%
12	NORWAY	33	15	39	25	12	120.0%
13	OTHER EUROPE	146	154	87	127	65	-5.2%

- Ontario, Canada was the biggest supplier of stopover visitors from Canada to Exuma in 2008.
- The UK was the biggest supplier of stopover business from Europe to Exuma in 2008.

WHAT ARE THE PEAK MONTHS FOR THE ISLAND?

STOPOVER VISITORS BY MONTH ISLANDS OF THE BAHAMAS 2006 TO 2008

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

All of the individual Out Islands are not listed in the above table.

Source: Immigration Cards

- The peak months for stopover visitors to visit Exuma are February, March, April, May, June and July.

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

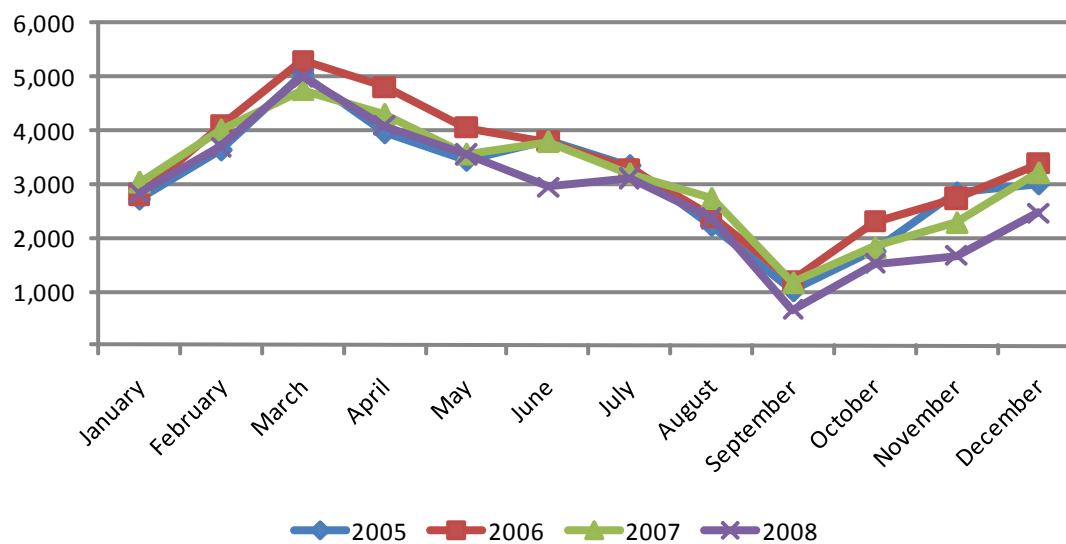
Month	Abaco			Andros			Bimini			Total Eleuthera*		
	2008	2007	2006	2008	2007	2006	2008	2007	2006	2008	2007	2006
Jan	5,117	4,903	5,164	663	584	577	1,356	1,311	1,180	2,673	2,553	2,183
Feb	7,939	7,103	7,341	880	885	835	2,074	1,403	1,736	3,597	3,634	3,762
Mar	12,533	13,733	12,605	1,343	1,195	1,523	3,224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

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

*Harbour Island included in above Eleuthera numbers.

EXUMA STOPOVER VISITORS				
	2005	2006	2007	2008
January	2,725	2,818	3,043	2,838
February	3,639	4,080	4,013	3,694
March	5,057	5,292	4,757	4,994
April	3,957	4,817	4,300	4,087
May	3,446	4,060	3,563	3,555
June	3,811	3,790	3,794	2,951
July	3,350	3,288	3,200	3,106
August	2,235	2,393	2,738	2,363
September	1,021	1,198	1,178	665
October	1,754	2,308	1,827	1,524
November	2,844	2,737	2,292	1,666
December	3,007	3,384	3,216	2,466
Grand Total	36,846	40,165	37,921	33,909

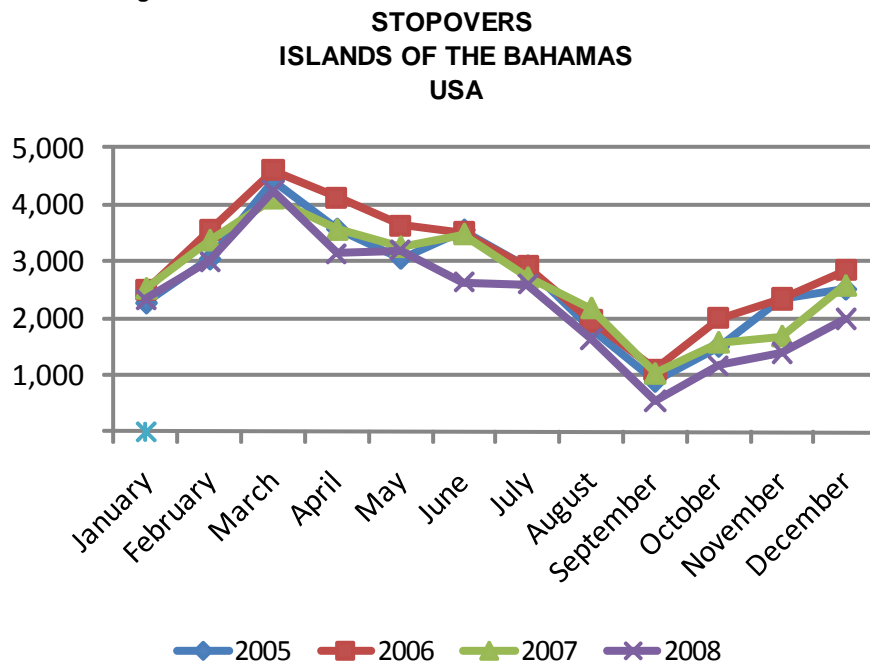
Source: Immigration Cards



- February, March, April, May, June and July were the most popular months for stopover visitors to visit the island of Exuma.

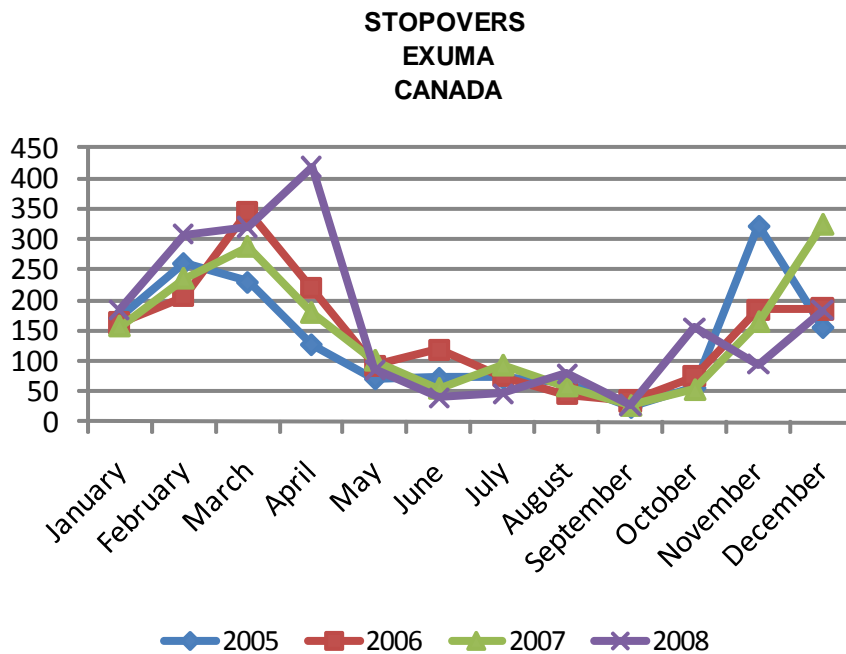
STOPOVERS EXUMA USA				
	2005	2006	2007	2008
January	2,267	2,489	2,526	2,329
February	3,037	3,553	3,374	2,997
March	4,420	4,605	4,112	4,242
April	3,565	4,123	3,560	3,139
May	3,051	3,637	3,259	3,204
June	3,548	3,515	3,482	2,640
July	2,920	2,922	2,715	2,604
August	1,798	1,957	2,181	1,637
September	891	1,101	1,028	540
October	1,506	2,005	1,577	1,169
November	2,348	2,338	1,686	1,395
December	2,509	2,850	2,577	1,991
Grand Total	31,860	35,095	32,077	27,887

Source: Immigration Cards



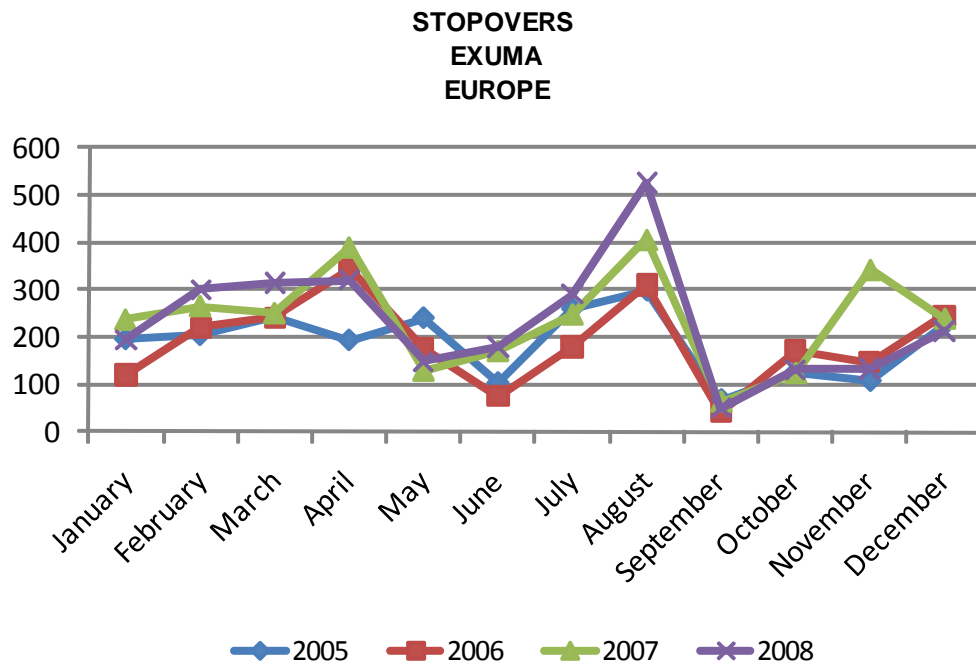
- February, March, April, May, June and July were the most popular months for stopover visitors from the United States to visit the island of Exuma.

STOPOVERS EXUMA CANADA				
	2005	2006	2007	2008
January	172	163	157	184
February	261	206	235	308
March	230	345	287	320
April	128	219	179	419
May	72	92	101	86
June	73	119	55	40
July	73	75	93	46
August	64	45	59	79
September	25	35	27	28
October	57	75	53	155
November	322	184	164	95
December	156	186	323	183
Grand Total	1,633	1,744	1,733	1,943



- February, March, and April were the most popular months for stopover visitors from the Canada to visit the island of Exuma.

STOPOVERS EXUMA EUROPE				
	2005	2006	2007	2008
January	195	120	237	195
February	204	221	266	300
March	245	242	251	315
April	193	344	391	321
May	240	177	128	148
June	103	75	170	179
July	259	180	248	291
August	298	310	407	526
September	67	41	62	50
October	126	171	123	132
November	107	147	343	133
December	226	246	239	214
Grand Total	2,263	2,274	2,865	2,804



DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
EXUMA
2008

	Exuma	All Bahamas
MAIN PURPOSE OF VISIT		
Vacation	70%	70%
Business	11%	7%
Friends and Relatives	4%	4%
Attend Wedding	4%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	64%	60%
Climate	54%	51%
Rest and Relaxation	46%	43%
Hotel Facilities	32%	28%
Friendly People	27%	26%
Exotic Islands	21%	13%
Easy to Get to	20%	21%
Sporting Attractions	15%	11%
Safety of the Islands	15%	15%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	87%	83%
Rest and Relax	77%	74%
Go Snorkeling	46%	32%
Go on Island Tour	20%	16%
Go Golfing	19%	5%
Go To Casinos	16%	28%
Sailing	16%	7%
LIKELY RETURN IN 1-5 YEARS		
	89%	87%
LIKELY RECOMMEND TO FRIENDS/REL		
	96%	93%
USED TRAVEL AGENT		
	24%	30%
AGE*		
25 - 54 years old	58%	56%
55 years old or older	23%	19%
SEX*		
Male	52%	49%
Female	45%	48%
RACE*		
White	88%	82%
Black	2%	7%
Hispanic	4%	4%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	3%	3%
American Indian/Alaska Native	0%	0%
Other	1%	0%
EDUCATION		
College Graduate or Above	76%	67%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
EXUMA
2008**

ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	3%	7%
\$50,001 to \$75,000	9%	10%
\$75,001 or more	67%	62%
PREVIOUS VISITS		
First Time Visitor	37%	41%
Repeat Visitor	63%	59%
TRAVELLING PARTY SIZE		
One	23%	16%
Two	46%	44%
Three or more	28%	37%
HOUSEHOLD SIZE		
One	17%	12%
Two	39%	38%
Three-Four	32%	38%
COUNTRY OF ORIGIN		
USA	82%	81%
Canada	6%	8%
Europe	8%	6%
Other Countries	4%	5%
AVERAGE LENGTH OF STAY	8.0 nts.	6.6 nts.

Source: Tour Operator and Media Exit Survey 2008.

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

In 2008, Likelihood to return: Very Likely=61.5% and Somewhat Likely=27.4%, Likelihood to Recommend: VL= 73.2% and SL=22.6%.

Conclusion

Most of the stopover visitors to Exuma came to the island to vacation. More than three-quarters (77%) of them described their vacation as a beach/pool/relax vacation. Some of them described their vacation as a sailing/cruising vacation and some described it as a bone-fishing/fly fishing vacation.

Almost two-thirds of the stopover visitors to Exuma were influenced to visit because of the beaches. The beaches in Exuma are renowned for their beauty. Stopover visitors to the island were also influenced to visit because of the climate, the desire to rest and relax, the hotel facilities on the island, the friendly people, the fact that they thought that Exuma was exotic, the ease of getting to the island, the fact that they had never been there before, the sporting activities available on the island, the perceived safety of the islands, the fact that they had friends in the Bahamas, and the fact that some friends had recommended it.

Before their arrival on the island, visitors to The Exumas intended to do a number of activities while they enjoyed their stay. Most of them wanted to enjoy the beaches as it was the number one reason for coming to the island. Most of them also wanted to enjoy the relaxation that the island offered. Some of them wanted to go snorkeling, take an island tour, go golfing, go to the casinos, do a little sailing, do a little shopping, do a little bone-fishing, do a little deep sea fishing and do a little diving. A higher percentage of visitors to Nassau/Paradise Island and Grand Bahama wanted to go shopping and to the casinos than visitors to Exuma.

Visitors to The Exumas really liked the beaches, the ocean, and the people on the island. They thought that the people were friendly and helpful. Some of them also liked the relaxing they were able to do, the weather, the safety they felt on the island, and the scenery/landscape. Some of the visitors thought that the island was clean and liked that. Other visitors did not agree that the island was clean and listed litter as the top complaint of the island. Some of them thought that Exuma was just as they had hoped it would be and liked that fact. Some thought that the island was unusual-not like anywhere else and liked that fact. The top compliments received about The Exumas were the friendly people, scenery, beaches, sea/water and hotels.

Visitors to The Exumas did dislike some things about the island. Some of the stopover visitors disliked that there were a limited variety of shops and some of them disliked that the shops closed early even though shopping for the most part was not the reason for coming to the island. Some disliked that the island was expensive/pricey. Some of them thought that they had received slow service and disliked that. Some of them thought that the island was not clean and disliked that. The top complaints about The Exumas were: too much litter on the island, high prices, activities, poor attitude of the people, dirty beaches and development (either too much or too little).

Almost two-thirds (63%) of the stopover visitors to Exuma were returning visitors or repeat visitors. Visitors to Exuma appeared to be loyal about returning and recommending the Bahamas. The majority of the stopover visitors to Exuma said that they would return to the Bahamas in 1-5 years and they did. The majority of them also said that they would recommend the Bahamas to friends and relatives.

Visitors to Exuma primarily came to the island by commercial airline or private plane and most of them stayed in a hotel, on a private boat, or in an apt/villa. Some of them stayed with friends/relatives, and some in their own property. The average length of stay of the stopover visitors to Exuma was 8.0 nights and the peak months for stopover visitors to visit Exuma were February, March, April, May, June and July.

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

Many of the stopover visitors to Exuma used the Internet when they were planning their vacations and the top search engine/content provider was Google. Almost one quarter of the visitors to Exuma used a travel agent or tour operator to book their reservations. Half of the visitors to Exuma booked their reservations online. Some of the stopovers booked their plans directly because they were familiar with the island. This was in part due to the fact that almost two-thirds of the visitors to Exuma were returning visitors who already knew what and where everything was on the island.

Most of the stopover visitors to Exuma watched television. Their favorite television stations were CNN, NBC, ABC, ESPN, FOX, CBS, HBO, DISC (Discovery Channel), FOXN, FOOD Network, HGTV and CNBC.

One-third of the stopover visitors to Exuma used print media when they were planning their vacations. The preferred print media used was magazines. Some of the stopover visitors just read magazines for their enjoyment and edification. Visitors to Exuma appeared to read magazines more than visitors to Nassau/P.I., Grand Bahama and the Bahamas as a whole. The visitors who read magazines for their enjoyment and edification read a myriad of magazines on entertainment, travel, business/finance, fashion, health, and golfing. Some of the most popular magazines included: People, Travel & Leisure, Newsweek, The Economist, In Style, Vogue/Vogue Living, Sports Illustrated, the New Yorker, Time Magazine, US/US Weekly, Men's Health, Vanity Fair, Conde Nast Travel, Cosmopolitan, Caribbean Travel, Golf Digest and National Geographic Explorer. In addition to magazines, some of the visitors to Exuma who used print media to plan their vacations used newspapers. The most popular newspapers regardless of planning a vacation for visitors to Exuma were the New York Times, the Wall Street Journal, USA Today, and the Boston Globe.

Most of the stopover visitors to Exuma tended to be over 25 (with a higher percentage of people over 55 than the Bahamas as a whole), and white. The stopover visitors to Exuma were educated people. More than three-quarters (76%) of them were college educated. Exuma received more males than females. More than two-thirds of the stopovers had household incomes well over \$75,000. In fact, many of them had household incomes of \$100,000 or more. Almost two-thirds of the stopover visitors to Exuma were repeat visitors. Almost one half (46%) travelled as a party of two and more than one quarter of them as a party of three or more. Exuma received a higher percentage of single visitors than the Bahamas as a whole. The majority of the visitors to Exuma were from the United States.

APPENDIX

Exuma Positive Comments Report 2008

Islands
Exuma

Commentcategory

Positive Comments

Airport

The airport was very easy to go through, they were very organized. That is very important.

Beaches

Beautiful beaches.
Beautiful beaches.
Beaches are among the best we've seen. (on par with Bermuda).
Beautiful beach.
Beautiful beaches.
Beaches were beautiful.
Beautiful beaches
Great beaches.

Casinos

We thoroughly enjoy the island and are very happy to have a casino here.

Development

We met many, island not touristy and overdeveloped which is great! As long as it stays this way (and doesn't become like Nassau) we will return and plan to do so again in October this year.

Islands
Exuma

Commentcategory

Positive Comments

Development

We love the lack of development so that we can be the only ones on the beach on stocking Island. If these things change with the proposed development of the island we will stop coming. Exuma will become like any other tourist destination. We really hate the idea of a large development on Crab Cay and it is upsetting to see real estate signs selling of large tracks of the island. Please let it be.

Food

Good food at small family restaurants.

General

The Bahamas is a great place to visit. The climate and beauty would impress anyone.

We loved Exuma. Please do not spoil the beautiful landscape and water views.

This is Paradise.

Everything was very nice.

We enjoyed it very much. Hate to leave.

I'm a college student who was invited to a paid for wedding. The Bahamas kick a--!

We're coming back! (Lord willing).

I love Exuma.

Super love it!

Wonderful!

Great trip.

Love it!

Great visit to Exuma, great time.

Pam said it was just great.

Islands
Exuma

Commentcategory

General

Positive Comments

Everything else is great.
Great trip everything we come to the Bahamas.
Accommodations great.
Great vacation. Destination.
Wonderful. Thank you.
Best vacation yet, please don't grow too quickly.
Always a wonderful experience.
Quality of service and cleanliness is improving.
We love the Bahamas.
Fantastic!
It was very awesome.
We absolutely love Exuma! It's the most lovely, friendly island.
It was very nice. People were extremely nice. Will come again.
Great Exuma is outstanding! Beaches views climate, sunsets, ocean unbelievable, would hope it does not get spoiled by too much commercialism. Hope to return next year.
Loved the island and our trip magical.
Celebrated anniversary, beautiful.
We came with friends who own a home on Exuma, so this allowed us a very inexpensive visit.
We stayed with Bahama House which we found out about through a saltwater fly fishing magazine. It was a great vacation. Wonderful people.
Please note: we have a house in Exuma so our answers are a bit jaded. We love Exuma.
We love Exuma, not sure if happy about outside development.

Islands
Exuma

Commentcategory

Positive Comments

General

Had fun.

Very nice visit!

We sail around the world a stop at beautiful, economically, acceptable places. Don't change the prices or the hospitable attitudes an we will most definitely be back.

Great stay.

We loved Great Exuma! Plan to visit the Eleuthera Islands next. Thanks.

Great trip we will certainly be back.

Always a great time!

Had a great time! I will definitely be back.

Hotel

The Four Seasons is a great place to stay and the general manager Mr. Chahwan is a fantastic person.

Four Seasons was very nice.

Outstanding hotel.

Hotel staff beautiful.

Enjoyed our stay Four Seasons was ok.

Four Seasons is nice.

People

The people are wonderful.

The people are wonderful when you make the effort.

We also love the folks who run and work at Palm Bay Beach Clubs.

Everyone was very nice.

Islands
Exuma

Commentcategory

People

Positive Comments

Lovely people and place.

Customs at the Out Islands has made it so much easier to visit.

Friendly people.

The people here are extremely friendly and helpful.

It was very memorable and the people were very warm and friendly.

The people are very friendly, make us feel comfortable.

Wonderful people.

Wonderful hospitality, friendly people.

I found the Bahamians in the Exuma to be much friendlier than other Bahamian Islands.

Charming people.

Very lovely time! People were genuinely friendly and helpful.

My girlfriend is the best girlfriend on the planet.

Friendly, courteous people.

Local people all very friendly, cordial and helpful.

Everyone was very friendly.

Enjoyed the friendly people.

Friendly people.

We visited Exuma, the people were very nice.

Great people, very friendly.

People are very nice and tried to make our stay wonderful.

Natives were extremely welcoming and friendly.

Islands
Exuma

Commentcategory

Positive Comments

People

The people here are very friendly and helpful. We had a wonderful time. Thank you!

Wonderful friendly and kind people!

Friendly people.

The people and island are lovely.

People were warm and friendly.

People are awesome!

Everyone was really friendly.

Lovely people.

Lovely people.

The people of great Exuma were very warm and friendly. Great Exuma is a beautiful place.

Relaxation

It was an amazing relaxing magical place and we are going to save our pennies and return.

Beautiful and relaxing .

Safety

I felt safe.

Scenery/Sightseeing

We love the beauty of the island.

Beautiful island will visit again.

Beautiful island! We will be back next year.

Very beautiful.

Beautiful and natural, please keep it this way.

Islands
Exuma

Commentcategory

Positive Comments

Scenery/Sightseeing

The island was beautiful.

Great Exuma is a Beautiful Island with Beautiful People. I will recommend Grand Isle Villas and Four Seasons Resorts to others.

Beautiful!

Beautiful place.

Great Exuma is a beautiful island, with very friendly and helpful people.

Gorgeous island.

The island was beautiful.

Sea/Water

We like the clear water.

Beautiful water and beaches.

Beautiful water.

The waters are extraordinary and we love spending time in them.

Beautiful water.

Beautiful water.

Warm water.

The water is beautiful.

Service

I've been very disappointed in the service in the Bahamas in the past, but I must say it does appear to be improving. We will be back.

Friendly service.

Islands
Exuma

Commentcategory

Positive Comments

Sports

Most of our visit to the Bahamas is always spent on our private boat and our recreation is sailing, snorkeling, fishing and scuba diving, which we do from our own boat. Compass Cay is the only island we didn't have to use the marina due to weather but chose to because it was so wonderful and beautiful.

Great golf.

Good snorkeling and fishing.

Weather/Climate

Beautiful weather.

Great climate.

Great weather.

Exuma Negative Comments Report 2008

Islands
Exuma

Commentcategories

Negative Comment

Activities

Rough surf left us with little to do.

Airlines

Coming here connections should be easier.

Need direct flight from New York.

We need direct transportation from Puerto Rico.

Airport

Airport needs air condition.

Main reason to opt for Nassau instead of Exuma. Airport facilities need upgrading.

Make easier airport procedures both in-coming and out-coming. And more friendly attitude of employees.

Crime

There seems to be more crime this visit. Heard about some robbery on the boats.

Culture

I wish the Bahamas had a more original sounding music type.

Development

I would hate to come back and see all kinds of hotels built up along the beaches.

Islands
Exuma

Commentcategories

Negative Comment

Development

I would like to see infrastructure updated. Roads, streets, lighting etc.

We hope not too much development occurs in Exuma.

Exuma has always held a natural beauty, this trip it was obvious that the government is allowing outsiders to come here, year after year. We will not come back if destruction of the island is not stopped.

Great Exuma needs more traditional, Bahamian restaurants.

Do not overbuild.

Environment

Would also be sad if environmental issues were not addressed before they spoil the island and pollute it.

Food

Bahamas need more variety of vegetables to offer to travelers both by boat and in hotel.

Food quality and food price are unbalanced in both restaurants and the grocery store, poor quality for top dollars.

The food could definitely improve.

Food not as good.

Got sick from food off site.

Quality of food on Exuma is poor compared to other parts of the Bahamas.

Frontier Formalities

I bought some things for my villa, customs did not make me feel welcome, she was negative, short and unpleasant. Same thing happened to my brother a day earlier.

General

Islands
Exuma

Commentcategories

Negative Comment

General

Facilities poor. Most lack of maintenance.

Hotel

Friday and Saturday noise level from Palm Beach Resort is enough to discourage us from returning.

Four Seasons hotel disappointing, poor service.

Five star hotel vacations don't go with the lack of accommodations for processing the growing number of visitors!

We were very disappointed with the poor quality level of the Four Seasons Great Exuma. We would not return to that resort but it would not affect our decision to visit some place else in the Bahamas.

Information

Better directions.

Local identification of places of interest, with maps/directions would improve overall satisfaction.

Litter/Cleanliness

Generally, if you want a suggestion, there is too much trash along roads and beaches.

Lots of trash on the beach .

Please work on cleaning up debris and junked out cars from roadsides.

Georgetown would be more pleasant if it were cleaned up!

Pick up of litter overall would improve general appearance especially along roadsides.

Islands are packed with garbage and trash.

Trash everywhere and lots of it! Gross.

Islands
Exuma

Commentcategories

Negative Comment

Litter/Cleanliness

It was disturbing to see so much trash on the beach.
Dirty streets.
Sad to see more garbage on your beautiful beaches.
Please clean up your road sides and behind beaches.
Also the amount of trash in streets and on beaches appears to be getting worse.
Wish it were kept cleaner.
Found there to be a surprising amount of refuse/junk on roads/public areas off Four Seasons property.

People

Bahamas needs to improve attitude of people.
Attitudes of services people is poor compared to Abaco, Nassau our Grand Bahama.
However we did have a couple of bad experiences with taxi driver leaving us high and dry in Georgetown.

Prices

Excursions very expensive when compared with other countries.
Tours from the hotel were very expensive.
Rather expensive.
Price of fuel is very expensive.
Expensive Four Seasons.
Lower cost of dining/dinner music is very loud in dinner establishments. Very high cab fares.
The only problem were getting here (few flight) and expense.
Price should be less expensive on accommodations.

Islands
Exuma

Commentcategories

Negative Comment

Restaurants

Better in town local restaurants.

Probably could use a couple of up scale restaurants on the island.

Wish there were more restaurant options on Exuma, something other than local cuisine.

Although surprised that basic island restaurants with minimal service and food quality were charging New York City prices, we live in Manhattan.

Need more restaurants.

Need more restaurants.

Roads/Traffic

Driving on the opposite side of the road is unnerving at first.

Better roads.

Traffic on Exuma is becoming a problem.

Service

Need to improve customer service skills in restaurants.

Hate the service, needs to improve to compete with other 4-5 star properties.

Service terrible.

Poor restaurant service.

Faster service would be appreciated.

The standards of the Four Season were not met. It is a good hotel and the staff was friendly but in comparison to Nevis, Hawaii, Mexico it was behind far behind.

Service at Four Seasons not good compared with other 4 seasons we've been to (food orders late and/or wrong, elevator always broken, spa not as nice as could be).

Islands
Exuma

Commentcategories

Negative Comment

Service

We just found the service to be a little sub-par compared to our stays at other Four Seasons resorts.

Shops and Stores

The shopping at Georgetown was bad and expensive.
More shopping.

Taxi Cabs

Taxi cost too much.
Taxi fees seem to be high for airport transfers.

Weather/Climate

Sorry about Noel.
The weather was not the best. There were storm fronts for the majority of our trip.
Shame the weather was so wet, although you needed the rain.
The weather was not as good as I expected. I would return in February or March next time. Otherwise, my stay was wonderful.

Suggestions Comments Report 2008

Islands

Commentcategories

Suggestioncomment

Exuma

Activities

Need more local activities around the hotel.

Development

Tried to find help to complete home maintenance projects.

Eco-Tourism

Please preserve your Marine Life/Reef.

Food

Really would have liked to see a health food store and fresh fish store.

Restaurants

We would love to see better restaurants.

If there were more good restaurants on Great Exuma, we'd definitely come back.

Shops and Stores

A small Downtown shop would be great.

Better shopping etc.

Keep stores open later.

Sports

Water sports for kids would be great.

RESEARCH AND STATISTICS TEAM

Mr. Gary Young-Sr. Director

Ms. Georgina Delancy-General Manager and Writer of this Report

Mrs. Evangeline Lewis-Senior Manager

Mrs. Val Mckinney-Senior Manager-Immigration Card Scanning Unit

Mrs. Kimberley Greenslade-Assistant Manager

Mrs. Princess Simms-Assistant Manager

Mrs. Ruth Williams-Data processing

Mrs. Margo Rose-Data processing

Mrs. Karen Beneby-Data processing

Ms. Francia Oliver-Data processing

Ms. Leanda Colebrooke-Data processing

Ms. Francina Davis-Data processing

Mrs. Cleo Ellis-Data processing & Exit Survey Clerk Nassau

Mrs. Samantha Adderley-Data processing & Exit Survey Clerk Nassau

Mrs. Amanda St. Charles-Data processing

Ms. Tara Evans- Immigration Card Scanning Unit

Ms. Roshan Lewis- Immigration Card Scanning Unit

Ms. Shavonne Mckenzie- Immigration Card Scanning Unit

Ms. Angelica Bethel- Immigration Card Scanning Unit

Ms. Claudette Pierre- Exit Survey Clerk Nassau

Ms. Shantell Outten- Exit Survey Clerk Nassau

Mr. Ethan Fairweather- Exit Survey Clerk Nassau

Exuma Team who conducted Surveys:

Ms. Nyoka Deveaux-Supervisor

Ms. Brenda Miller