

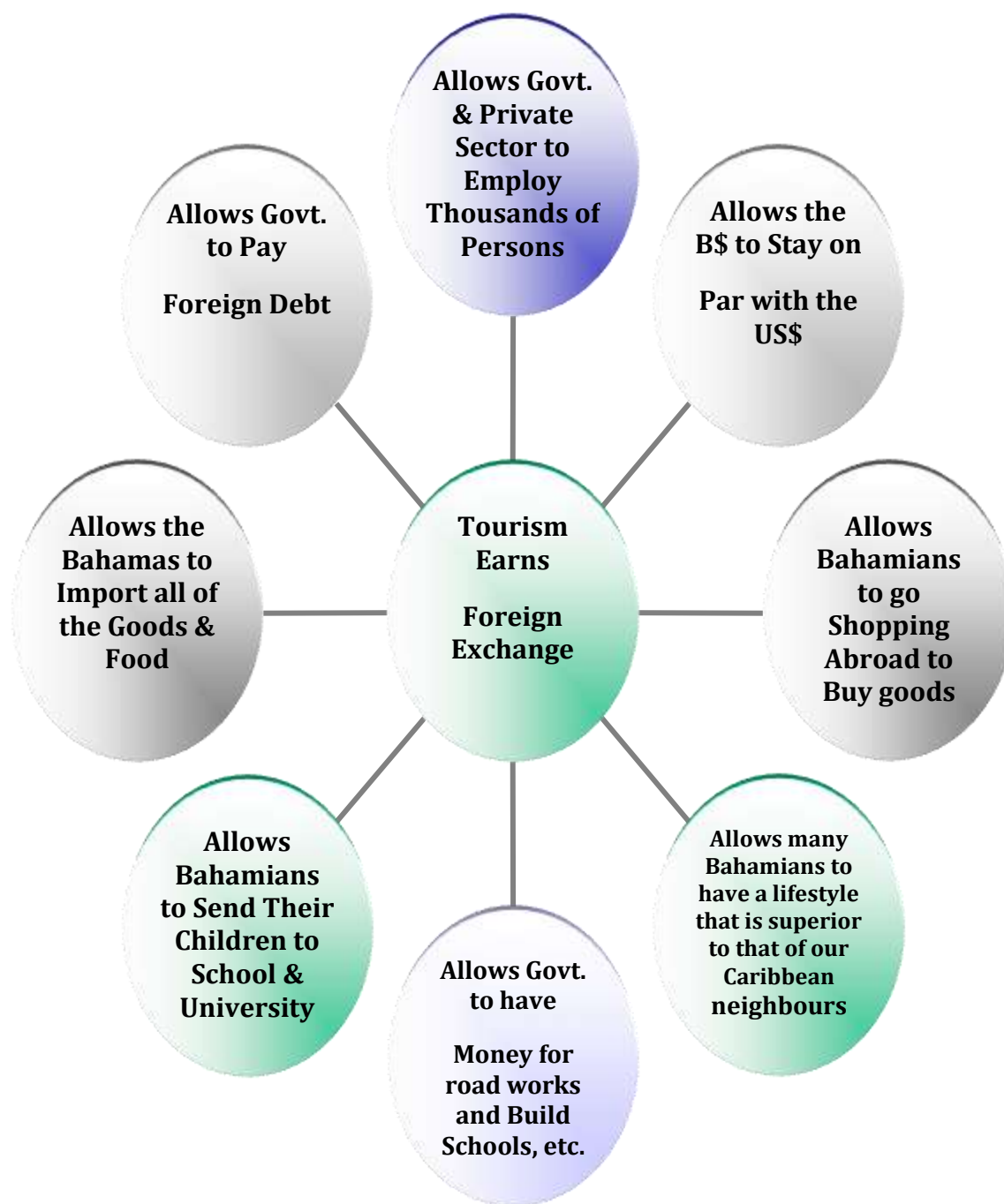
# **FREQUENTLY REQUESTED TOURISM STATISTICS REPORT**



**RESEARCH AND STATISTICS DEPARTMENT  
MINISTRY OF TOURISM  
2016**

## 1. Why Does The Bahamas Need Tourism?

The Bahamas needs Tourism because it employs thousands of Bahamians and allows the Bahamas to earn Foreign Exchange, which has many benefits for the Bahamian people as seen in the chart below.



## 2. How Many Visitors Came to The Bahamas in 2016?

The Bahamas received 6.265 million foreign air and sea arrivals in 2016 and 6.112 in 2015. Of these foreign air and sea arrivals in 2016 and 2015, the Bahamas received 1.4 million air arrivals.

Of the foreign air and sea arrivals to the Bahamas in 2016, Nassau/Paradise Island received most of the visitors. More than half (57.2%, 3.6 million) of the foreign air and sea arrivals in 2016 came to Nassau/Paradise Island. The Out Islands received 29.4% (1.8 million) of the arrivals and Grand Bahama received 13.4% (836,756 thousand) of the arrivals.

**THE BAHAMAS MINISTRY OF TOURISM VISITOR STATISTICS**  
**TOTAL FOREIGN ARRIVALS TO THE BAHAMAS BY AIR & SEA**  
**2005 - 2016**

	<b>AIR</b>	<b>%</b>	<b>SEA</b>	<b>%</b>	<b>TOTAL</b>	<b>%</b>
2005	1,514,532	31.7%	3,264,885	68.3%	4,779,417	100.0%
2006	1,491,633	31.5%	3,238,974	68.5%	4,730,607	100.0%
2007	1,487,278	32.3%	3,114,060	67.7%	4,601,338	100.0%
2008	1,392,552	31.7%	3,001,020	68.3%	4,393,572	100.0%
2009	1,252,393	27.0%	3,392,722	73.0%	4,645,115	100.0%
2010	1,294,804	24.6%	3,960,002	75.4%	5,254,806	100.0%
2011	1,267,542	22.7%	4,320,046	77.3%	5,587,588	100.0%
2012	1,357,431	22.9%	4,582,739	77.1%	5,940,170	100.0%
2013	1,280,736	20.8%	4,870,048	79.2%	6,150,784	100.0%
2014	1,343,093	21.3%	4,977,095	78.7%	6,320,188	100.0%
2015	1,390,911	22.8%	4,721,182	77.2%	6,112,093	100.0%
2016	1,391,813	22.2%	4,873,206	77.8%	6,265,019	100.0%

*Source Dept. of Immigration & Bahamas Ministry of Tourism Research & Statistic Dept.*

*These statistics are by First Port of Entry and reflect where visitors enter The Bahamas and not necessarily where they stay. Source: Immigration Card*

**3. Which Island in The Bahamas Received the Most Stopover Visitors?**

Nassau/Paradise Island received the most stopover visitors. In 2016, approximately two in every three (65%) stopover visitors to the Bahamas visited Nassau/Paradise Island, 14% visited Grand Bahama, and 21% visited the Out Islands.

**STOPOVER VISITORS**  
**ISLANDS OF THE BAHAMAS**  
**2005 TO 2016**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
2005	1,608,153	1,017,834	316,262	274,057
2006	1,600,881	1,018,816	297,609	284,456
2007	1,527,735	968,671	270,212	288,852
2008	1,463,006	954,880	238,968	269,158
2009	1,327,007	898,736	193,645	234,626
2010	1,370,181	927,689	202,821	239,671
2011	1,346,372	918,601	174,834	252,937
2012	1,421,761	974,417	179,662	267,682
2013	1,365,586	922,061	164,168	279,357
2014	1,427,066	916,423	209,317	301,326
2015	1,484,063	930,431	246,518	307,114
2016	1,481,832	955,928	212,609	313,295

*\*\*Prior to 1985, numbers were tabulated manually, therefore there may be rounding errors in them.*

**4. Where Did the Stopover Visitors to The Bahamas Come From (2016)?**

In 2016, 78.2% of stopover visitors to The Bahamas came from the United States, 8.6% of them came from Canada, the second biggest supplier of visitors to the Bahamas, and 6.3% of them came from Europe. Europe namely the United Kingdom was the 3rd biggest supplier of visitors to the Bahamas. One percent (1.2%) of stopovers came from the Caribbean, 2.3% from Latin America and 3.4% from the rest of the world.

**5. How Did Each Major Market for The Bahamas Perform in 2016 vs. 2015 and 2015 vs. 2014 January to December YTD?**

**ISLANDS OF THE BAHAMAS  
STOPOVER VISITORS BY COUNTRY  
JANUARY - DECEMBER**

		2016	2015	% CHG	2015	2014	% CHG
1	USA	1,159,259	1,146,408	1.1%	1,146,408	1,107,328	3.5%
2	CANADA	127,593	151,739	-15.9%	151,739	144,141	5.3%
3	EUROPE	92,997	87,645	6.1%	87,645	82,774	5.9%
4	LATIN AMERICA	33,532	30,212	11.0%	30,212	31,519	-4.1%
5	CARIBBEAN	17,968	16,854	6.6%	16,854	16,523	2.0%
6	OTHER COUNTRIES	50,483	51,205	-1.4%	51,205	44,781	14.3%
	<b>TOTAL STOPOVERS</b>	<b>1,481,832</b>	<b>1,484,063</b>	<b>-0.2%</b>	<b>1,484,063</b>	<b>1,427,066</b>	<b>4.0%</b>

All numbers are subject to revision.

Stopover visitor arrivals were flat between 2016 and 2015. In 2016, stopover visitor arrivals were up from the USA, Europe, Latin America, and the Caribbean. In 2016, stopovers were down from Canada by 16%.

**6. How Did the Various Provinces of Canada Perform in 2016 vs. 2015 and 2015 vs. 2014 January to December YTD?**

**TOP CANADIAN PROVINCES  
STOPOVER VISITORS  
ISLANDS OF THE BAHAMAS  
JANUARY - DECEMBER**

	PROVINCES	2016	2015	% CHG	2015	2014	% CHG
1	ONTARIO	74,455	80,598	-7.6%	80,598	74,828	7.7%
2	QUEBEC	19,792	22,293	-11.2%	22,293	17,637	26.4%
3	ALBERTA	9,430	14,420	-34.6%	14,420	10,180	41.7%
4	BRITISH COLUMBIA	5,713	7,971	-28.3%	7,971	6,016	32.5%
5	NOVA SCOTIA	3,085	3,485	-11.5%	3,485	2,580	35.1%
6	MANITOBA	2,647	3,315	-20.2%	3,315	2,835	16.9%
7	SASKATCHEWAN	1,522	1,622	-6.2%	1,622	1,768	-8.3%
8	NEW BRUNSWICK	1,494	1,342	11.3%	1,342	1,375	-2.4%
9	NEWFOUNDLAND	728	806	-9.7%	806	759	6.2%
10	OTHER PROVINCES	575	558	3.0%	558	456	22.4%
11	NON RESPONSE	8,152	15,329	-46.8%	15,329	25,707	-40.4%
	<b>TOTAL CANADA</b>	<b>127,593</b>	<b>151,739</b>	<b>-15.9%</b>	<b>151,739</b>	<b>144,141</b>	<b>5.3%</b>

All numbers are subject to revision.

In 2016, stopover visitor arrivals from Canada were down by -15.9% for the year compared to 2015. In 2016, the Bahamas only received positive growth from the province of New Brunswick. One of the reasons for the slowing in the growth in stopover business from Canada in 2016 was due to the softening in the Canadian economy and the weakening of the Canadian dollar. The weakened Canadian dollar made the Bahamas more expensive for Canadians because of the parity of the Bahamian dollar with the US dollar. In 2015, Canada entered into a weak recession and the effects on The Bahamas were seen in the last quarter of 2015 and into 2016 as stopover arrivals began to fall.

## 7. How Did the United States Perform in 2016/2015 and 2015/2014?

**TOP STATES THAT BROUGHT BUSINESS TO THE BAHAMAS  
STOPOVER VISITORS  
UNITED STATES  
2014 to 2016**

STATES	Full Year			STATES	Full Year		
	2016	2015	% Chg		2015	2014	% Chg
FLORIDA	264,419	256,180	3.2%	FLORIDA	256,180	246,545	3.9%
NEW YORK	126,097	124,980	0.9%	NEW YORK	124,980	124,440	0.4%
TEXAS	69,430	69,797	-0.5%	TEXAS	69,797	66,904	4.3%
NEW JERSEY	63,098	61,629	2.4%	NEW JERSEY	61,629	61,795	-0.3%
CALIFORNIA	59,188	55,832	6.0%	CALIFORNIA	55,832	52,370	6.6%
PENNSYLVANIA	44,430	45,392	-2.1%	PENNSYLVANIA	45,392	42,235	7.5%
MASSACHUSETTS	43,896	44,115	-0.5%	MASSACHUSETTS	44,115	41,193	7.1%
GEORGIA	42,005	39,112	7.4%	GEORGIA	39,112	41,116	-4.9%
VIRGINIA	36,068	38,854	-7.2%	VIRGINIA	38,854	36,083	7.7%
MARYLAND	33,668	36,968	-8.9%	MARYLAND	36,968	32,967	12.1%
ILLINOIS	31,943	32,696	-2.3%	ILLINOIS	32,696	31,981	2.2%
OHIO	30,725	28,537	7.7%	NORTH CAROLINA	29,884	29,728	0.5%
NORTH CAROLINA	30,326	29,884	1.5%	OHIO	28,537	28,261	1.0%
CONNECTICUT	24,848	25,565	-2.8%	CONNECTICUT	25,565	23,699	7.9%
MICHIGAN	24,108	23,674	1.8%	MICHIGAN	23,674	22,389	5.7%
TENNESSEE	16,751	16,549	1.2%	TENNESSEE	16,549	15,468	7.0%
SOUTH CAROLINA	16,668	15,443	7.9%	SOUTH CAROLINA	15,443	15,755	-2.0%
COLORADO	14,658	15,099	-2.9%	COLORADO	15,099	13,539	11.5%
INDIANA	13,663	13,420	1.8%	INDIANA	13,420	13,884	-3.3%
MINNESOTA	13,168	12,312	7.0%	MINNESOTA	12,312	10,950	12.4%
MISSOURI	10,862	10,811	0.5%	LOUISIANA	11,460	10,962	4.5%
ALABAMA	10,640	10,329	3.0%	MISSOURI	10,811	11,301	-4.3%
LOUISIANA	10,491	11,460	-8.5%	ALABAMA	10,329	10,441	-1.1%
KENTUCKY	10,241	9,621	6.4%	WISCONSIN	9,824	10,538	-6.8%
WISCONSIN	9,883	9,824	0.6%	KENTUCKY	9,621	9,581	0.4%
ARIZONA	8,279	7,641	8.3%	WASHINGTON	8,283	7,832	5.8%
WASHINGTON	8,262	8,283	-0.3%	ARIZONA	7,641	7,739	-1.3%
OKLAHOMA	7,179	7,342	-2.2%	OKLAHOMA	7,342	7,560	-2.9%
NEW HAMPSHIRE	6,732	6,449	4.4%	WASHINGTON DC	6,503	5,310	22.5%
KANSAS	6,314	5,662	11.5%	NEW HAMPSHIRE	6,449	6,303	2.3%
WASHINGTON DC	5,636	6,503	-13.3%	KANSAS	5,662	5,586	1.4%
IOWA	4,959	5,261	-5.7%	IOWA	5,261	5,154	2.1%
ARKANSAS	4,800	4,843	-0.9%	ARKANSAS	4,843	4,275	13.3%
NEVADA	4,742	4,358	8.8%	MAINE	4,679	4,099	14.1%
RHODE ISLAND	4,618	4,549	1.5%	RHODE ISLAND	4,549	4,444	2.4%
MAINE	4,572	4,679	-2.3%	NEVADA	4,358	4,424	-1.5%
OREGON	4,364	4,278	2.0%	OREGON	4,278	3,941	8.6%
UTAH	4,340	3,724	16.5%	MISSISSIPPI	3,959	4,375	-9.5%
MISSISSIPPI	4,185	3,959	5.7%	DELAWARE	3,732	3,431	8.8%
DELAWARE	3,913	3,732	4.8%	UTAH	3,724	3,738	-0.4%
NEBRASKA	3,073	2,790	10.1%	WEST VIRGINIA	3,183	2,938	8.3%
WEST VIRGINIA	2,878	3,183	-9.6%	NEBRASKA	2,790	2,891	-3.5%
VERMONT	2,515	2,616	-3.9%	VERMONT	2,616	2,563	2.1%
NORTH DAKOTA	2,143	1,404	52.6%	NEW MEXICO	2,042	2,160	-5.5%
NEW MEXICO	2,006	2,042	-1.8%	IDAHO	1,676	1,388	20.7%
IDAHO	1,966	1,676	17.3%	MONTANA	1,652	1,548	6.7%
MONTANA	1,653	1,652	0.1%	SOUTH DAKOTA	1,432	1,834	-21.9%
SOUTH DAKOTA	1,315	1,432	-8.2%	NORTH DAKOTA	1,404	1,363	3.0%
WYOMING	1,098	1,164	-5.7%	WYOMING	1,164	1,085	7.3%
ALASKA	789	754	4.6%	ALASKA	754	888	-15.1%
HAWAII	515	494	4.3%	HAWAII	494	464	6.5%
NON RESPONSE	5,139	7,855	-34.6%	NON RESPONSE	7,855	5,870	33.8%
<b>TOTAL</b>	<b>1,159,259</b>	<b>1,146,408</b>	<b>1.1%</b>	<b>TOTAL</b>	<b>1,146,408</b>	<b>1,107,328</b>	<b>3.5%</b>

Source: Dept. of Immigration and The Research and Statistics Dept, The Bahamas Ministry of Tourism

## 8. How Did the European Countries Perform in 2014 vs. 2013 & 2015 vs. 2014?

### TOP EUROPEAN COUNTRIES STOPOVER VISITORS ISLANDS OF THE BAHAMAS

EUROPE	Full Year			EUROPE	Full Year		
	2016	2015	% Chg		2015	2014	% Chg
1 UK	31,617	28,026	12.8%	UK	28,026	23,831	17.6%
2 FRANCE	13,265	13,357	-0.7%	FRANCE	13,357	13,288	0.5%
3 ITALY	9,846	8,815	11.7%	GERMANY	9,908	10,059	-1.5%
4 GERMANY	9,509	9,908	-4.0%	ITALY	8,815	9,102	-3.2%
5 SWITZERLAND	5,694	5,751	-1.0%	SWITZERLAND	5,751	5,489	4.8%
6 SPAIN	3,257	3,001	8.5%	SPAIN	3,001	2,605	15.2%
7 SWEDEN	2,130	1,974	7.9%	SWEDEN	1,974	2,044	-3.4%
8 AUSTRIA	1,792	1,818	-1.4%	AUSTRIA	1,818	1,705	6.6%
9 NETHERLANDS	1,667	1,542	8.1%	NETHERLANDS	1,542	1,177	31.0%
10 POLAND	1,548	1,292	19.8%	NORWAY	1,502	1,359	10.5%
11 RUSSIA	1,269	1,498	-15.3%	RUSSIA	1,498	1,824	-17.9%
12 NORWAY	1,140	1,502	-24.1%	POLAND	1,292	961	34.4%
13 BELGIUM	1,129	1,110	1.7%	DENMARK	1,127	1,002	12.5%
14 DENMARK	1,050	1,127	-6.8%	BELGIUM	1,110	1,457	-23.8%
15 IRELAND	841	775	8.5%	IRELAND	775	858	-9.7%
16 FINLAND	826	712	16.0%	FINLAND	712	792	-10.1%
17 ROMANIA	707	549	28.8%	PORTUGAL	592	609	-2.8%
18 PORTUGAL	674	592	13.9%	ROMANIA	549	549	0.0%
19 TURKEY	663	535	23.9%	TURKEY	535	440	21.6%
20 CZECH REPUBLIC	438	391	12.0%	GREECE	425	410	3.7%
21 SLOVAKIA	394	238	65.5%	CZECH REPUBLIC	391	360	8.6%
22 HUNGARY	392	377	4.0%	HUNGARY	377	414	-8.9%
23 ESTONIA	360	249	44.6%	UKRAINE	289	180	60.6%
24 GREECE	355	425	-16.5%	BULGARIA	252	189	33.3%
25 UKRAINE	340	289	17.6%	ESTONIA	249	281	-11.4%
26 LUXEMBOURG	291	217	34.1%	SLOVAKIA	238	338	-29.6%
27 CROATIA	247	157	57.3%	MONACO	225	184	22.3%
28 MONACO	235	225	4.4%	LUXEMBOURG	217	243	-10.7%
29 BULGARIA	220	252	-12.7%	SERBIA	164	98	67.3%
30 LITHUANIA	192	118	62.7%	CROATIA	157	146	7.5%
31 MALTA	129	82	57.3%	LITHUANIA	118	95	24.2%
32 SLOVENIA	125	80	56.3%	LATVIA	105	95	10.5%
33 SERBIA	120	164	-26.8%	MALTA	82	88	-6.8%
34 LATVIA	117	105	11.4%	SLOVENIA	80	81	-1.2%
35 CYPRUS	81	76	6.6%	CYPRUS	76	63	20.6%
36 ICELAND	74	71	4.2%	ICELAND	71	77	-7.8%
37 LIECHTENSTEIN	43	28	53.6%	GEORGIA	45	42	7.1%
38 BOSNIA AND HERZEGOVINA	32	18	77.8%	BELARUS	34	35	-2.9%
39 MACEDONIA	32	12	166.7%	ANDORRA	30	44	-31.8%
40 GEORGIA	30	45	-33.3%	LIECHTENSTEIN	28	41	-31.7%
41 BELARUS	30	34	-11.8%	ALBANIA	25	18	38.9%
42 MOLDOVA	29	19	52.6%	MOLDOVA	19	17	11.8%
43 ANDORRA	26	30	-13.3%	BOSNIA AND HERZEGOVINA	18	17	5.9%
44 SAN MARINO	13	11	18.2%	MACEDONIA	12	33	-63.6%
45 ALBANIA	10	25	-60.0%	SAN MARINO	11	12	-8.3%
46 MONTENEGRO	9	10	-10.0%	MONTENEGRO	10	3	233.3%
47 FAROE ISLANDS	6	7	-14.3%	FAROE ISLANDS	7	16	-56.3%
48 KOSOVO	2	4	-50.0%	KOSOVO	4	2	100.0%
49 HOLY SEE	1	1	0.0%	HOLY SEE	1	1	0.0%
50 GREENLAND		1	-100.0%	GREENLAND	1		100.0%
<b>TOTAL</b>	<b>92,997</b>	<b>87,645</b>	<b>6.1%</b>	<b>TOTAL</b>	<b>87,645</b>	<b>82,774</b>	<b>5.9%</b>

Source: Dept. of Immigration and The Research and Statistics Dept, The Bahamas Ministry of Tourism. All numbers are subject to revision.

In 2016, stopover arrivals from Europe were up by 6% over the same period of 2015. This positive stopover visitor arrival growth in 2016 came primarily from the UK which grew by 13% during the year. The economy of the United Kingdom was stable in 2016 with continued growth since 2014 and this contributed to the growth in arrivals to the Bahamas from the destination. Stopover arrivals were also up from Italy, Switzerland, Spain, Sweden, Austria, the Netherlands, and Poland. The positive growth rate in Europe between 2016 and 2015 was greater than the one between 2015 and 2014.

## 9. How Did Latin America Perform Between 2013 to 2016?

### TOP LATIN AMERICAN COUNTRIES STOPOVER VISITORS ISLANDS OF THE BAHAMAS

LATIN AMERICA	Full Year			LATIN AMERICA	Full Year		
	2016	2015	% Chg		2015	2014	% Chg
1 BRAZIL	6,711	8,388	-20.0%	BRAZIL	8,388	9,350	-10.3%
2 ARGENTINA	6,303	5,090	23.8%	ARGENTINA	5,090	4,805	5.9%
3 MEXICO	6,115	4,755	28.6%	MEXICO	4,755	4,589	3.6%
4 COLOMBIA	2,977	2,618	13.7%	COLOMBIA	2,618	2,859	-8.4%
5 CHILE	1,811	1,523	18.9%	PANAMA	1,588	1,806	-12.1%
6 PERU	1,730	1,079	60.3%	CHILE	1,523	1,250	21.8%
7 PANAMA	1,725	1,588	8.6%	VENEZUELA	1,362	1,685	-19.2%
8 VENEZUELA	1,427	1,362	4.8%	PERU	1,079	1,266	-14.8%
9 COSTA RICA	941	521	80.6%	ECUADOR	812	804	1.0%
10 ECUADOR	761	812	-6.3%	URUGUAY	700	691	1.3%
11 URUGUAY	716	700	2.3%	PARAGUAY	578	752	-23.1%
12 PARAGUAY	629	578	8.8%	COSTA RICA	521	581	-10.3%
13 GUATEMALA	569	468	21.6%	GUATEMALA	468	406	15.3%
14 HONDURAS	315	135	133.3%	EL SALVADOR	248	157	58.0%
15 NICARAGUA	264	109	142.2%	BOLIVIA	152	189	-19.6%
16 BOLIVIA	226	152	48.7%	HONDURAS	135	143	-5.6%
17 EL SALVADOR	223	248	-10.1%	NICARAGUA	109	66	65.2%
18 BELIZE	89	86	3.5%	BELIZE	86	120	-28.3%
<b>TOTAL</b>	<b>33,532</b>	<b>30,212</b>	<b>11.0%</b>	<b>TOTAL</b>	<b>30,212</b>	<b>31,519</b>	<b>-4.1%</b>

Source: Dept. of Immigration and The Research and Statistics Dept., The Bahamas Ministry of Tourism. All numbers are subject to revision.

In 2016, stopover arrivals to the Bahamas from Latin America increased by 11% compared to 2015. During the Great Recession of 2008, stopover business from Latin America did not fall off like it did from other countries but in 2015 it did. By 2016 however, The Bahamas experienced growth from most of the Latin American countries like Argentina, Mexico, Colombia, Chile, Peru, Panama, and Venezuela.

## 10. Which Months Are the Slowest for Visitor Arrivals to the Bahamas?

September and October are the slowest months for stopover arrivals to visit the Bahamas. November and January are also slower months for the Bahamas.

### STOPOVERS ISLANDS OF THE BAHAMAS ALL BAHAMAS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
January	105,119	109,739	103,672	110,503	93,679	91,260	84,006	92,235	88,977	91,876	100,742	99,585
February	130,608	131,770	120,831	129,001	110,079	104,913	106,225	114,554	105,773	113,195	122,146	122,660
March	190,708	182,244	176,112	174,681	143,453	157,863	152,819	163,519	165,092	158,664	168,167	181,311
April	149,710	169,800	151,203	146,273	133,767	130,309	139,503	143,674	121,578	140,910	146,617	141,708
May	147,237	155,054	138,129	140,942	122,475	127,176	117,027	121,999	123,900	130,184	130,561	138,120
June	168,408	170,873	160,641	153,239	131,192	145,610	142,218	152,888	143,747	145,104	141,123	152,369
July	180,397	163,518	158,672	158,876	144,226	157,457	157,127	157,829	146,295	156,078	164,702	173,778
August	128,197	120,715	134,702	128,151	109,130	119,983	105,269	127,570	126,927	129,709	126,887	124,806
September	74,555	73,942	70,425	44,307	53,822	57,272	61,780	62,550	56,586	59,462	74,436	76,133
October	86,025	82,745	80,637	73,897	76,568	74,321	69,845	70,620	72,735	81,458	83,046	54,173
November	115,842	111,981	107,961	91,741	93,265	93,576	95,549	98,713	94,981	94,516	95,028	91,044
December	131,347	128,500	124,750	111,395	115,351	110,441	115,004	115,610	118,995	125,910	130,608	126,145
<b>Grand Total</b>	<b>1,608,153</b>	<b>1,600,881</b>	<b>1,527,735</b>	<b>1,463,006</b>	<b>1,327,007</b>	<b>1,370,181</b>	<b>1,346,372</b>	<b>1,421,761</b>	<b>1,365,586</b>	<b>1,427,066</b>	<b>1,484,063</b>	<b>1,481,832</b>

Source: Dept. of Immigration and The Research and Statistics Dept., The Bahamas Ministry of Tourism. All numbers are subject to revision.

### **11. Which Months Are the Busiest Months for Visitor Arrivals to the Bahamas?**

March is historically the busiest month for stopover visitor arrivals to the Bahamas. This is the month when many spring breakers converge on the islands for their escape from their various Colleges and Universities. The Easter Holiday often falls in either March or April and this holiday has always been popular for stopovers to visit the Bahamas. The busiest period for stopover visitors to come to the Bahamas is between the months of March to the end of August. The month of December has also been a good month for stopovers to visit.

### **12. Which Months Are the Busiest Months for Stopover Arrivals to the Bahamas From the United States?**

Stopover Arrivals from the United States tend to peak in March historically with March through August, being the busiest months and September and October the slowest. However, since 2009 after the financial meltdown, June and July have competed with March to be the busiest month for US stopovers to The Bahamas. In 2015, July was the busiest month for stopover arrivals from the US, but in 2016, March regained its no. 1 position.

### **13. Which Months Are the Busiest Months for Stopovers From Canada?**

Stopover Arrivals to The Bahamas from Canada in any given year are normally highest in the months of November thru April (i.e. November, December, January, February, March, and April) which are usually the coldest months in Canada.

### **14. Which Months Are the Busiest Months for Stopovers From Europe?**

Stopover Arrivals from Europe are normally strongest in the summer months of July and August. However, since 2011 March and April have joined July and August as the strongest arrival months for visitors from Europe. This trend continued into 2016.

### **15. How Much Money Did Visitors Spend In The Bahamas?**

In 2016, visitors spent \$2.6 billion in the Bahamian Economy.

### **18. Why Did Visitors Come to the Bahamas?**

Approximately three in every four (74%) stopover visitors came to The Bahamas for a vacation, 5% came for a honeymoon, 4% to visit friends & relatives, and 4% of them came on a business trip.

### **19. What Did Visitors Say Influenced Their Decision to Visit The Bahamas?**

Stopovers were influenced to visit the Bahamas because of the beaches (65% of them), climate (51%) and rest & relaxation (45%). For Grand Bahama, good package deals (36%) and the perception that they would receive the best value for money (25%) were also major influences. For the Out Islands the friendly people (30%), the safety of the islands (20%), the perception that the Out Islands were exotic (20%) and sports (19%) were all also major influences.

### **20. What Activities Did Visitors Say They Wanted to Do While in The Bahamas?**

Stopover visitors to the Bahamas had a few activities in mind that they wanted to do before they arrived. Activities that visitors wanted to do included: enjoy beaches (83% of them), rest & relax (72%), snorkel (34%), shop (30%), go on an island tour (16%) and go to the casino (18%).



## 21. How Many Visitors Have Been to The Bahamas Before?

In 2016, roughly six in ten (56%) stopover visitors to the Bahamas had visited before. More than half (55%) of the visitors to Nassau/Paradise Island and nearly half (45%) of those to Grand Bahama had visited the Bahamas before. Two in every three (66%) stopover visitors to the Out Islands had visited The Bahamas before. The number of repeat visitors to the Out Islands has always been high.

## 22. How Many Visitors Said That They Were Likely to Return to The Bahamas in 1-5 years (2016)?

Approximately nine in every ten (86%) stopover visitors to the Bahamas Overall said that they were likely to return, 84% of the stopovers to Nassau/Paradise, 85% of the stopovers to Grand Bahama Island, and 91% of the stopovers to the Out Islands said this.

## 23. How Many Visitors Said That They Were Likely to Recommend the Bahamas to their friends and relatives (2016)?

The majority (93%) of stopovers to the Bahamas Overall said that they were likely to recommend the destination to friends and relatives, 93% of those to Nassau/Paradise Island, 91% of those to Grand Bahama Island and 95% of the stopovers to the Out Islands said this.

## 24. What is Tourism?

**Tourism:** The “activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated (i.e. without receiving a salary/wage for said activity/activities) from within the place visited.” (Source: United Nations World Tourism Organization UNWTO, & *Wikipedia, The Free Encyclopedia*).

### TYPE OF VISITORS

*Visitors to the Islands of The Bahamas can come to the Bahamas by air or by sea.*

Air arrivals are visitors who come to the destination by air and may include stopover visitors, day visitors, and transit visitors.

Sea arrivals are visitors who come to the destination by sea, i.e. cruise arrivals. Sea arrivals also include stopover visitors like boaters/yachters.

### Main Types of Visitors

Stopovers, defined as persons staying for 24 hours or more, hotel visitors help to make up the stopover visitors. Boaters/yachters are also stopover visitors even though they may come to the islands by sea.

Cruise Stopover Visitors are a special category of visitors that travel to Grand Bahama primarily. These visitors come to The Bahamas on a cruise ship but stay in land based accommodations and stay 24 hours or more.

Cruise Visitors, defined as persons visiting The Islands of The Bahamas by cruise ship and using the cruise ship for their accommodation.

Day Visitors, defined as persons visiting The Islands of The Bahamas for less than 24 hours

Transits defined as persons in transit from one country to another.



Information in this brochure is based on the Immigration Card and the Tour Operator & Media Exit Survey 2016. Date of this publication, December 2017.

Research and Statistics Department

Bahamas Ministry of Tourism

P.O. Box N-3701

Nassau, Bahamas

[gdelancy@bahamas.com](mailto:gdelancy@bahamas.com)

Tel: 242-302-2094

[www.Tourismtoday.com](http://www.Tourismtoday.com) and [www.bahamas.com](http://www.bahamas.com)