

**TOUR OPERATOR AND MEDIA
EXIT SURVEY
2006**



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

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EXECUTIVE SUMMARY

Reason for Visit

- The main reason visitors to the Islands of the Bahamas came to the Islands of the Bahamas was to vacation.
- Visitors to The Islands of The Bahamas said that the following influenced their decision to visit: beaches, climate, rest and relaxation, the hotel facilities, friendly people, ease of getting to the island, and the fact that they had never been here before.
- Visitors to Grand Bahama were also influenced by the perception that they would receive the best value for money and the good package deals offered. Visitors to the Out Islands were also influenced to visit because of the sporting attractions available, the perceived safety of the islands, and the perception that the islands were exotic. Visitors to Nassau/Paradise Island were also influenced by the casinos in the destination.

Electronic Media Used

- The electronic media most frequently used when planning a vacation was the Internet, followed by Network Television, Specialty Cable Channels and Specialty New Channels.
- The favorite television networks/stations of visitors to the Islands of the Bahamas were: NBC (Network Station), ABC (Network Station), CNN (Specialty News Station), ESPN (Specialty Cable Channel), CBS (Network Station), FOX (Network Station), and HBO (Specialty Cable Channel).
- Visitors to the Islands of the Bahamas watched television primarily between 6:00 p.m. and 10:59 p.m. at night. The most popular time of the day for watching television was between 8:00 p.m. to 8:59 p.m.

Print Media Used

- The most popular print media used by visitors to the Islands of the Bahamas when planning their vacations included magazines and newspapers. Magazines were the more popular of the two.
- Some of the top magazines for visitors to the Bahamas were: People, Time Magazine, Newsweek, US/US Weekly, Cosmopolitan/Cosmo, Sports Illustrated, O (Oprah), In Style, Good Housekeeping, National Geographic Explorer, the New Yorker, Travel, Vogue/Vogue Living, Travel and Leisure, Vanity Fair, and Southern Living.

- Some of the top newspapers read by visitors to the Bahamas were: The New York Times, USA Today, Wall Street Journal, Miami Herald, Washington Post, Newsday, Atlanta Journal-Constitution, the Daily News, New York Post, Boston Globe, Globe and Mail, Toronto Star, Sun Sentinel, Los Angeles Times, and the Chicago Tribune.

Internet Usage

- 82% of the stopover visitors to the Islands of the Bahamas said that they had e-mail addresses.
- 87% of them said that they “surfed” the Internet.
- Some of the top Internet search engines/content providers for visitors to the Bahamas were: Google, Yahoo, AOL, and MSN.

Tour Operators & Travel Agents

- 39% of the stopover visitors to the Bahamas used a tour operator or travel agent to book their reservations.
- Some stopovers used a combination of methods to make their reservations, i.e., tour operator/travel agent, direct bookings and/or the internet. The stopover visitors who *did not use* a tour operator or travel agent to book their reservations either booked their reservations directly or via the Internet.
- Some of the visitors to the Islands of the Bahamas who booked their reservations online used: expedia.com, orbitz.com, travelocity.com, atlantis.com, jetblue.com, AA.com, continental.com, carlsonwagonlit.com, cheaptickets.com, usairwaysvacations.com, delta.com, sandals.com, spiritair.com, bahamas.com, bahamasair.com, firstchoice.co.uk, Ba.com, mexicana.com, aircanada.com, gradcity.com, virgin-atlantic.com, yahoo.com, deltavacations.com, united.com, paradiseislandvacations.com.
- Some of the popular tour operators/travel agents for the ***Bahamas Overall*** were: Liberty Travel, Discovery Cruise Line, American Express Travel, AAA Travel/Triple AAA, GOGO Worldwide Vacations/GOGO Tours, Club Med, Security Travel, Spring Break Travel, RCI Travel, Apple Vacations, Discover, Spring Break Travel, AA Vacations Sanders Travel, Virgin Holidays, Airtran, Thomas Cook Travel, Student City, Travel Impressions, Diamond Holidays,

Virgin Holidays, Destinations Travel, AA Vacations, Uniglobe Travel
Special T Travel.

Likelihood of Return & Recommend

- 83% of the stopover visitors said that they were likely to return to the Bahamas in 1-5 years. (i.e., 52.1% of them were very likely and 30.4% of them were somewhat likely to return to The Bahamas).
- 90% of the stopover visitors said that they were likely to recommend the Bahamas to friends and relatives. (i.e., 59.4% of them indicated that they were very likely and 30.1% were somewhat likely to recommend The Bahamas to friends and relatives).
- Visitors to the Bahamas who were not likely to return or recommend the Bahamas to friends and relatives gave these reasons: high prices (too expensive), they wanted to visit other places, poor attitudes of the people, poor service, hotel dissatisfaction (e.g., poor accommodations, rude staff, poor hotel service), litter/cleanliness (country was too dirty), food (too expensive or poor quality), poor value for money, bad weather, dissatisfaction with the airports (poor airports facilities).

How and When Did Visitors book their Reservations

- Visitors to the Bahamas seemed to prefer short lead times when booking their reservations. They appeared to book their reservations the same month of travel or 1-3 months in advance of travel.

Demographics

- Visitors to the Bahamas were primarily white, between the ages of 25-54, college educated, with annual household incomes over \$60,000.
- 55% of the visitors to the Islands of the Bahamas were repeat visitors.

INTRODUCTION

The Ministry of Tourism has undertaken a survey of tourists leaving the Islands of The Bahamas since the early 1970's. The information contained in this report is based on a "special edition" of the Exit Survey especially designed to capture information on tour operators and the media used by visitors to the Islands of The Bahamas. In addition, the report contains information from the primary Exit Survey conducted during the same period. It also contains information from the Immigration cards.

RESEARCH OBJECTIVES

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

METHODOLOGY

This Exit Study sample consists of stopover visitors to The Islands of The Bahamas. Stopover Visitors consists of non-residents travelling to the islands to stay in land-based accommodations and/or pleasure crafts/yachts other than cruise ships for 24 hours or more. In 2006, The Islands of The Bahamas received an estimated 1,600,862 stopover visitors compared to 1,608,153 in 2005, a decline of -0.5%. The majority of stopover visitors 1,365,104 (85.3%) were from the U.S.A. The other stopovers to The Islands of The Bahamas were from Canada, 84,639 (5.3%), Europe, 82,209 (5.1%), and Other Countries 68,910 (4.3%).

The method used in the selection of the sample for this Exit Study can be described as a two-staged Systematic Probability Sampling. With this method every kth element (mainly every 5th person) in the sampling frame is selected. Interviews of exiting stopover visitors were conducted at major airports throughout the country. The islands surveyed in this Exit Study include Nassau/Paradise Island, Grand Bahama, Abaco, Andros, Eleuthera, Exuma, Bimini and San Salvador. Interviews during the sampling process were conducted in the mornings, afternoons and evenings.

A total of 6,122 questionnaires were collected from stopover visitors and analyzed. The results were weighted to reflect the place of stay during the visit and the country of residence of the visitor. The published results, therefore, are weighted data and more accurately reflect the real situation. Some of the results in this report are based on the Exit Survey 2006 which was conducted during the same period but contained a larger sample of 10,792. Some of the data was also obtained from the Immigration Cards.

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

**SAMPLING TOLERANCES
FOR PERCENTAGES AT OR NEAR THESE LEVELS*
2006**

Place of Stay	Base	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Total	6,118	± 0.8%	± 1.0%	± 1.1%	± 1.2%	± 1.3%
Nassau/P.I.	3,895	± 0.9%	± 1.3%	± 1.4%	± 1.5%	± 1.6%
Grand Bahama	1,142	± 1.7%	± 2.3%	± 2.7%	± 2.8%	± 2.9%
Out Islands	1,080	± 1.8%	± 2.4%	± 2.7%	± 2.9%	± 3.0%

Country of Residence	Base	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
U.S.A.	5,217	± 0.8%	± 1.1%	± 1.2%	± 1.3%	± 1.4%
Canada	323	± 3.3%	± 4.4%	± 5.0%	± 5.3%	± 5.5%
Europe	314	± 3.3%	± 4.4%	± 5.1%	± 5.4%	± 5.5%
Other	263	+ 3.6%	+ 4.8%	+ 5.5%	+ 5.9%	+ 6.0%

* 95% Confidence level

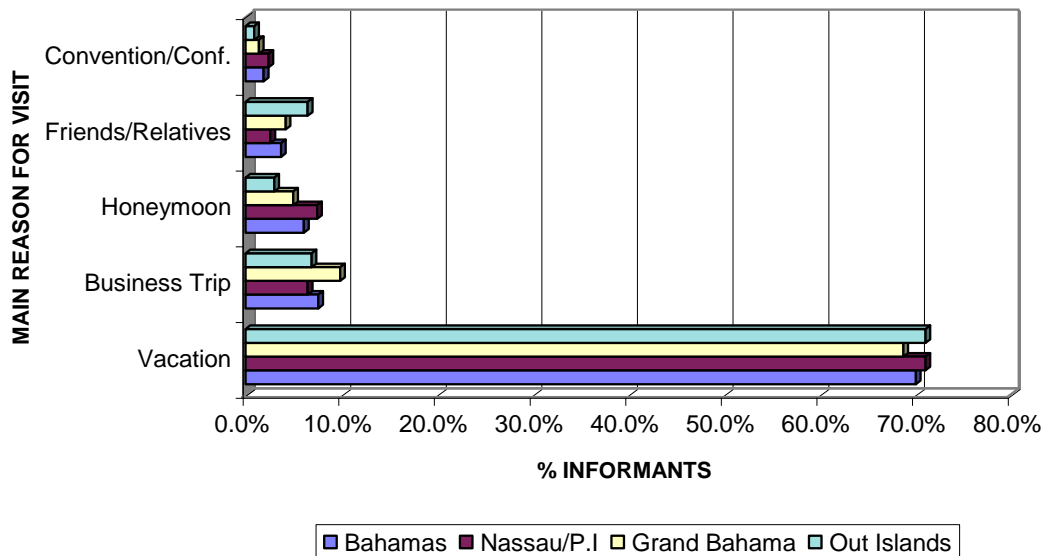
For example, if 50% of the stopover visitors to Nassau/Paradise Island gave a particular response, 95 times out of 100 times, the answer would be no higher than 51.6% and no lower than 48.4% (a margin of plus or minus 1.6%).

TOUR OPERATOR AND MEDIA EXIT SURVEY MAIN FINDINGS

MAIN REASON FOR THIS VISIT TO THE BAHAMAS

MAIN REASON FOR THIS VISIT TO THE BAHAMAS STOPOVER VISITORS 2006

	Bahamas	Nassau/P.I	Grand Bahama	Out Islands
Vacation	70.1%	71.1%	68.8%	71.1%
Business Trip	7.6%	6.5%	9.9%	6.9%
Honeymoon	6.1%	7.5%	5.0%	3.0%
Friends/Relatives	3.7%	2.6%	4.2%	6.5%
Convention/Conf.	1.9%	2.4%	1.4%	0.9%



- 70% of all stopover visitors to the Islands of The Bahamas were on ***vacation***. A further 6% to the Islands of The Bahamas were on ***honeymoon***. Eight percent (8%) of the stopovers to Nassau were on honeymoon compared to 11% in 2001. Five percent (5%) of the stopovers to Grand Bahama and 3% to the Out Islands were on honeymoon. Persons visiting The Islands of the Bahamas for ***business*** accounted for 8%. Seven percent (7%) of the stopovers to Nassau/Paradise Island were on a business trip compared to 10% to

Grand Bahama and 7% to the Out Islands. Stopover visitors who were *accompanying family on business* accounted for 1%. *Convention and Conference* visitors to the Islands of the Bahamas accounted for 2%. Persons visiting *friends/relatives* in the Bahamas accounted for 4%. Persons on *Casino excursions* and *personal business* together accounted for 2% of the reasons for this visit to The Bahamas, while *other reasons* made up the remaining portion.

WHAT INFLUENCED VISITORS TO DECIDE TO VISIT THE BAHAMAS?

TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2006

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Beaches	56%	58%	53%	52%
Climate	52%	54%	49%	46%
Rest and Relaxation	40%	40%	40%	38%
Hotel Facilities	24%	28%	17%	15%
Friendly People	23%	20%	24%	32%
Easy to Get to	21%	22%	22%	19%
Never Been Here Before	21%	22%	21%	14%
Safety of Islands	14%	13%	12%	18%
Good Package Deals	13%	16%	13%	2%
Casinos	13%	17%	11%	2%
Exotic Islands	12%	12%	10%	16%
Sports	12%	9%	12%	23%
Friend recommended Bah.	10%	11%	7%	8%
Heard a lot about Bahamas	10%	11%	7%	8%
Best Value for Money	9%	9%	13%	5%
Had Friends in Bah.	6%	5%	7%	12%
Shopping	5%	6%	5%	1%
Travel Agent/Tour Operator	5%	6%	2%	2%
Nightlife	4%	5%	4%	2%
Bahamas Website	4%	4%	3%	3%
Saw Ad in Magazine	1%	1%	0%	1%
Saw Ad on TV	1%	1%	1%	0%
Other	8%	7%	10%	10%
No Response	6%	5%	7%	6%

Visitors to the Islands of the Bahamas indicated that their decision to visit was influenced by:

- The beaches
- Climate
- The need for rest & relaxation
- Hotel facilities
- Friendly people
- The ease of getting to the Bahamas
- The fact that they had never been here before
- The safety of the islands (they perceived the islands to be safe)
- Good package deals
- Casinos
- The perception that The Bahamas was exotic
- Sporting attractions (e.g. diving, golf)
- Friends had recommended the destination
- They had heard a lot about the Bahamas
- The perception that they would receive the best value for the money
- Because they had friends in The Bahamas
- Because of the shopping
- Travel Agent/Tour Operator had recommended it
- The perceived nightlife they would enjoy
- For the Out Islands, sporting attractions really stood out as a major influence for visiting.

WHAT ACTIVITIES DID VISITORS INTEND TO DO ON THIS VISIT TO THE BAHAMAS?

**ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS ISLANDS OF THE BAHAMAS
2006**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Enjoy Beaches	83%	85%	82%	76%
Rest and Relax	73%	75%	73%	64%
Shop	40%	43%	50%	18%
Go Snorkeling	34%	32%	35%	43%
Go to Casinos	31%	37%	31%	5%
Go on Island Tour	15%	15%	18%	13%
Go Diving	10%	7%	12%	20%
Go Sailing	8%	7%	6%	11%
Go Golfing	7%	7%	7%	7%
Go Deep Sea Fishing	6%	4%	8%	13%
Go Bonefishing	4%	2%	4%	16%
Go Birdwatching	2%	1%	3%	3%
Other Activities	8%	7%	8%	8%
No Response	5%	4%	6%	5%

Stopover visitors to the Bahamas did have an idea of some of the things that they wanted to do before they got to the islands. They wanted to:

- Enjoy the beaches
- Rest and relax

And some of them wanted to:

- Do some shopping
- Go snorkeling
- Go to the casinos
- Go on an island tour
- Go Diving (especially visitors to the Out Islands)
- Go Sailing (especially visitors to the Out Islands)
- Go Golfing
- Go Deep sea fishing (especially visitors to the Out Islands)
- Go Bonefishing (especially visitors to the Out Islands)
- Go Birdwatching

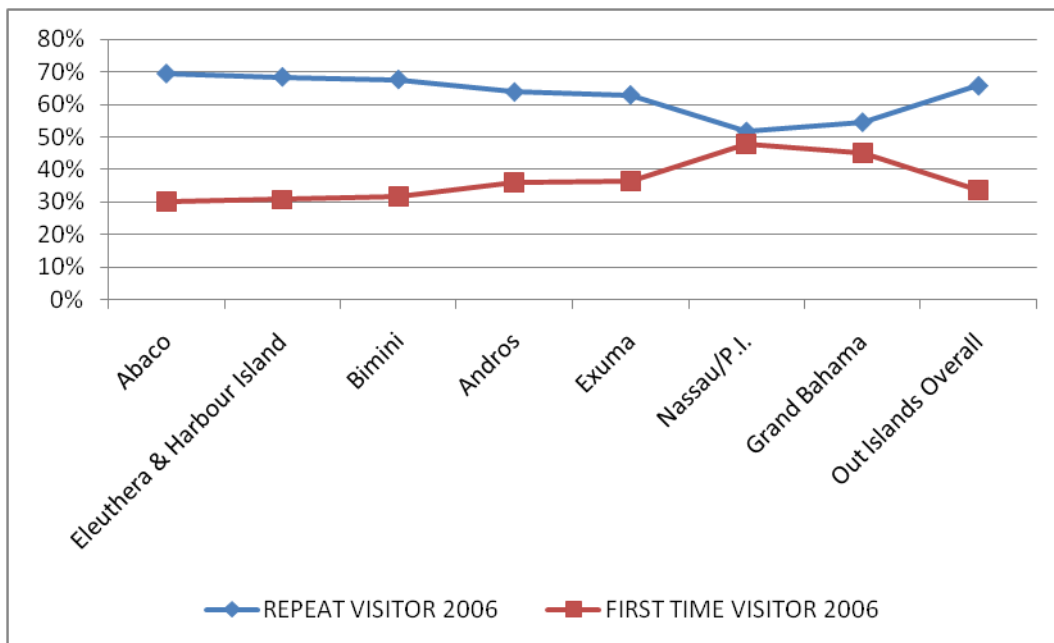
REPEAT VISITORS VS. FIRST TIME VISITORS

**ISLANDS OF THE BAHAMAS
REPEAT VS. FIRST TIME VISITOR
STOPOVER VISITORS
2006**

Island	REPEAT VISITOR	FIRST TIME VISITOR
	2006	2006
Abaco	69%	30%
Eleuthera & Harbour Island	68%	31%
Bimini	68%	32%
Andros	64%	36%
Exuma	63%	37%
Nassau/P.I.	52%	48%
Grand Bahama	55%	45%
Out Islands Overall	66%	34%
All Bahamas	55%	45%

Source:Exit Survey 2006

**REPEAT VISITORS
2006**



Some of The Islands of The Bahamas had a high repeat visitor rate. The Out Islands as usual had the highest number of repeat visitors. The islands with the highest number of return visitors (i.e., repeat visitors) were

- Abaco
- Eleuthera including Harbour Island
- Bimini
- Andros
- Exuma

The islands of the Bahamas with the lowest number of return visitors were:

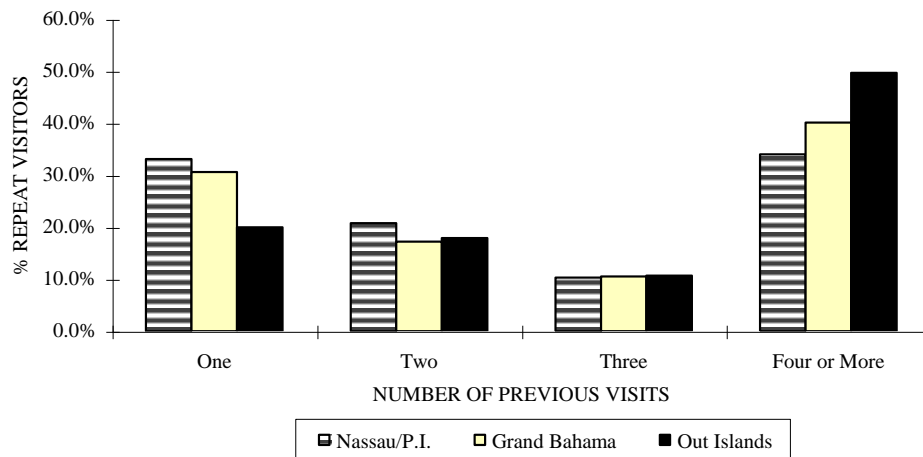
- Nassau/Paradise Island (had the lowest repeat visitor rate)
- Grand Bahama

NUMBER OF PREVIOUS VISITS EVER MADE

NUMBER OF PREVIOUS VISITS EVER MADE TO THE BAHAMAS REPEAT VISITORS 2006

	Number of Times			
	One	Two	Three	Four or More
Nassau/P.I.	33.1%	20.8%	10.3%	34.0%
Grand Bahama	30.6%	17.2%	10.5%	40.1%
Out Islands	20.0%	17.9%	10.7%	49.7%
All Bahamas	29.4%	19.5%	10.4%	38.8%

NUMBER OF PREVIOUS VISITS EVER MADE TO THE BAHAMAS REPEAT VISITORS 2006

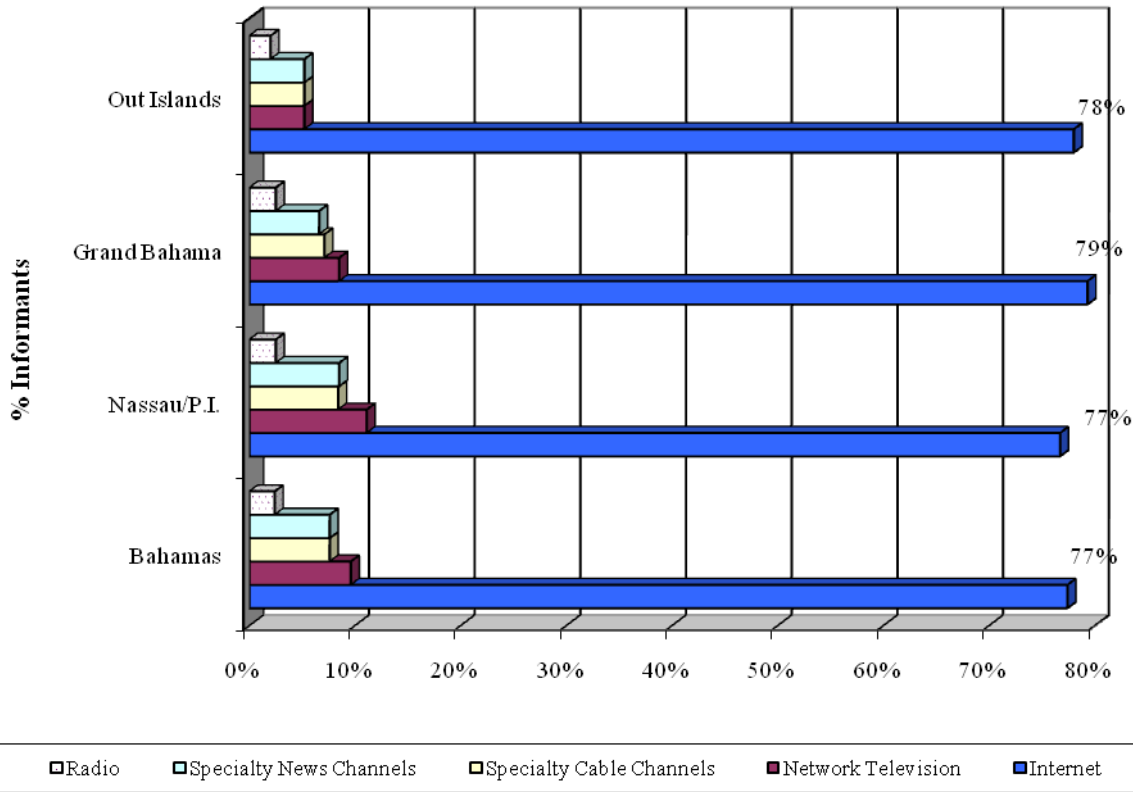


- 29% of the stopover visitors to the Bahamas had been here once before. 33% to Nassau/P.I., 31% to Grand Bahama and 20% to the Out Islands had visited once before.
- 20% of them had been here twice before.
- 10% of them had been here three times before
- 39% of them had visited 4 or more times. 34% to Nassau/P.I., 40% to Grand Bahama and 50% to the Out Islands had visited The Bahamas 4 or more times.

ELECTRONIC MEDIA USED FOR PLANNING VACATIONS

**ELECTRONIC MEDIA MOST FREQUENTLY USED
WHEN PLANNING YOUR VACATION
ISLANDS OF THE BAHAMAS
2006**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Internet	77%	77%	79%	78%
Network Television	10%	11%	9%	5%
Specialty Cable Channels	8%	8%	7%	5%
Specialty News Channels	8%	9%	7%	5%
Radio	2%	3%	3%	2%



Bahamas Overall

- 77% of the visitors to the Islands of the Bahamas indicated that the electronic media most frequently used when planning their vacations was the *Internet*.
- *Network Television* was the next most popular electronic media used by visitors to *The Islands of The Bahamas* to plan their vacations.
- 10% of the visitors to the Islands of the Bahamas used *Network Television* when planning their vacations
- 8% used *Specialty Cable Channels*.
- 8% used *Specialty News Channels*.
- Some used a combination of methods

Nassau/Paradise Island

- 77% of the visitors to *Nassau/Paradise Island* used the Internet to plan their vacations.
- 11% of the visitors to *Nassau/Paradise Island* used Network Television when planning their vacations
- 8% used Specialty Cable Channels
- 9% used Specialty News Channels.

Grand Bahama Island

- 79% of the visitors to *Grand Bahama* used the Internet to plan their vacations
- 9% of the visitors to *Grand Bahama* used Network Television when planning their vacations
- 7% used Specialty Cable Channels
- 7% used Specialty News Channels

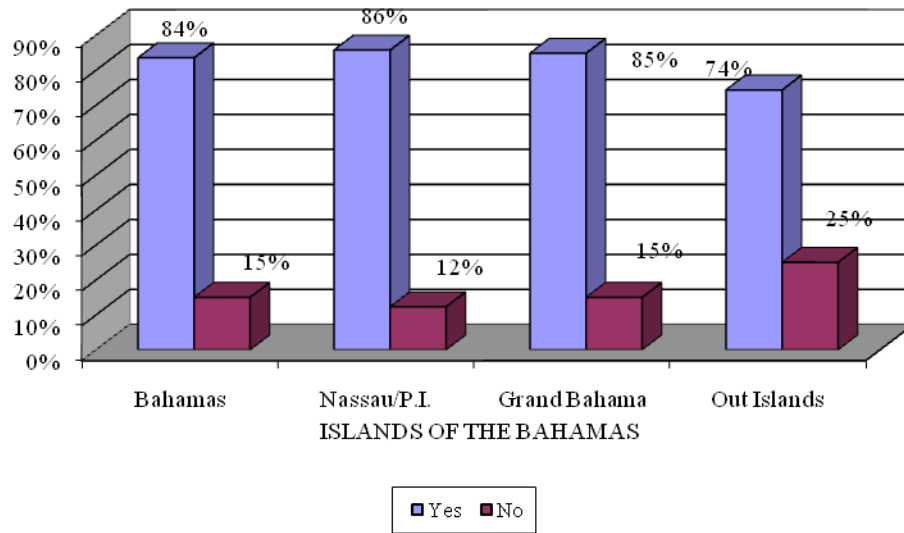
Out Islands

- 78% of the visitors from the *Out Islands* used the Internet to plan their vacations.
- 5% of the visitors to *The Out Islands* used Network Television when planning their vacations
- 5% used Specialty Cable Channels
- 5% used Specialty News Channels

**DO YOU WATCH TELEVISION
ISLANDS OF THE BAHAMAS
2006**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	84%	86%	85%	74%
No	15%	12%	15%	25%
No Response	1%	2%	0%	1%
Total	100%	100%	100%	100%

**DO YOU WATCH TELEVISION
ISLANDS OF THE BAHAMAS**



- 84% of the stopover visitors to The Islands of The Bahamas said that they watched television.
- Stopovers to the Out Islands were less likely to watch television than those to Nassau/Paradise Island and Grand Bahama. Only 74% of the stopovers to the Out Islands watched television compared to 86% of those to Nassau/Paradise Island and 85% to Grand Bahama.

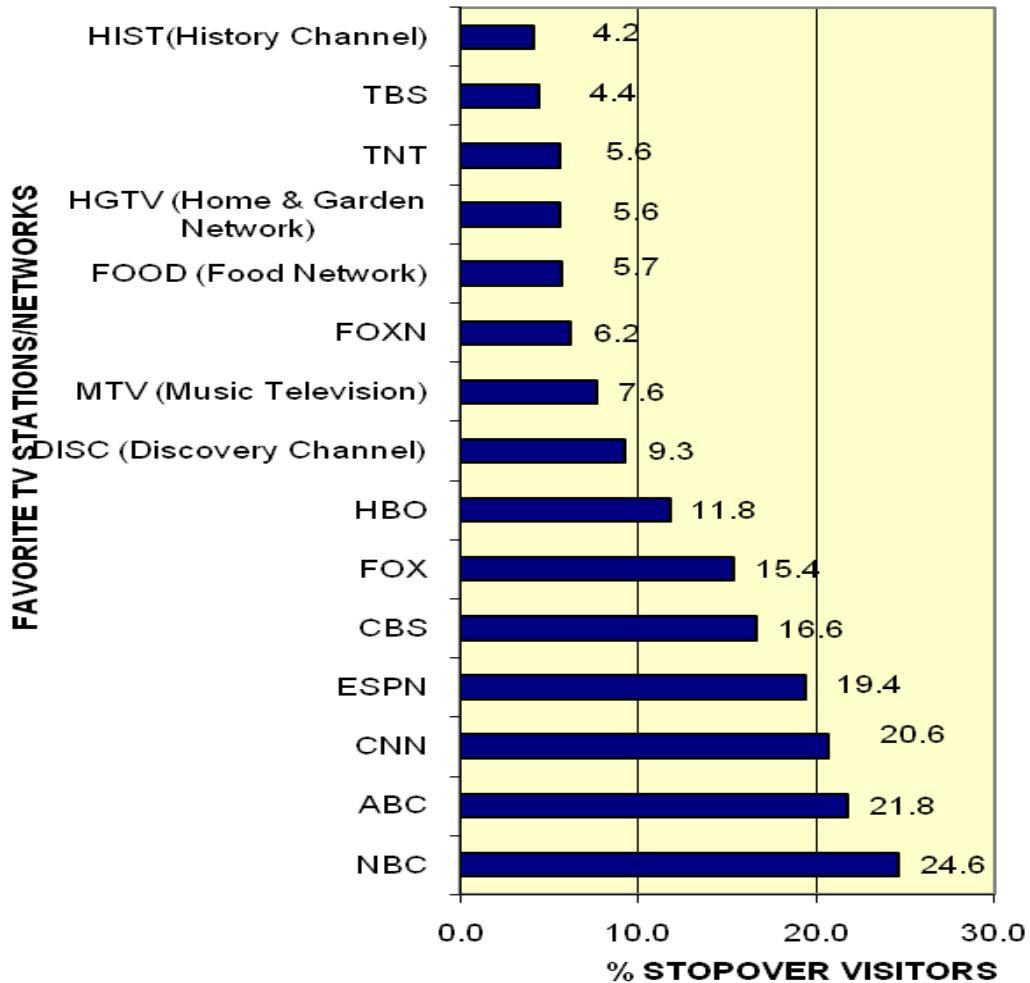
**TOP 30 FAVORITE TELEVISION NETWORKS/STATIONS/CHANNELS
ISLANDS OF THE BAHAMAS
2006**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	NBC	NBC	NBC	CNN
2	ABC	ABC	ABC	NBC
3	CNN	CNN	ESPN	ESPN
4	ESPN	ESPN	CNN	ABC
5	CBS	CBS	CBS	FOX
6	FOX	FOX	FOX	CBS
7	HBO	HBO	DISC (Discovery Channel)	HBO
8	DISC (Discovery Channel)	MTV (Music Television)	HBO	DISC (Discovery Channel)
9	MTV (Music Television)	DISC (Discovery Channel)	FOXN	FOXN
10	FOXN	FOOD (Food Network)	HGTV (Home & Garden Network)	MTV (Music Television)
11	FOOD (Food Network)	TNT	TNT	FOOD (Food Network)
12	HGTV (Home & Garden Network)	HGTV (Home & Garden Network)	MTV (Music Television)	HIST(History Channel)
13	TNT	FOXN	FOOD (Food Network)	HGTV (Home & Garden Network)
14	TBS	LIFE (Lifetime)	HIST(History Channel)	TNT
15	HIST(History Channel)	TBS	TBS	TBS
16	LIFE (Lifetime)	USA	A & E (Arts & Entertainment Network)	Travel Channel
17	USA	TLC (The Learning Channel)	USA	MSNBC
18	TLC (The Learning Channel)	HIST(History Channel)	LFMN (Lifetime Movie Network)	CMDY (Comedy Central)
19	Travel Channel	Travel Channel	Travel Channel	Other Local Channels
20	Other Local Channels	Other Local Channels	TWC (The Weather Channel)	TWC (The Weather Channel)
21	MSNBC	CBC (Canada)	LIFE (Lifetime)	TLC (The Learning Channel)
22	TWC (The Weather Channel)	MSNBC	TLC (The Learning Channel)	PBS (Public Broadcasting Station)
23	A & E (Arts & Entertainment Network)	VH1	MSNBC	CNBC
24	CBC (Canada)	A & E (Arts & Entertainment Network)	NGEO (National Geographic Channel)	USA
25	VH1	TWC (The Weather Channel)	VH1	BBCA (BBC America)
26	CMDY (Comedy Central)	WB	DSNY (Disney Channel)	NGEO (National Geographic Channel)
27	CNBC	CNBC	CMDY (Comedy Central)	Other News Stations
28	WB	CMDY (Comedy Central)	Other Specialty Cable Channels	A & E (Arts & Entertainment Network)
29	PBS (Public Broadcasting Station)	E! (E! Entertainment)	SCIFI (Science Fiction Network)	LIFE (Lifetime)
30	LFMN (Lifetime Movie Network)	BBCW (BBC World, London)	PBS (Public Broadcasting Station)	OLN (Outdoor Life Network)

- ***Network Television*** was the second most popular electronic media used by stopover visitors to ***The Islands of The Bahamas*** to plan their vacations. In addition, many visitors to the Bahamas used Network Television and other TV stations like ***Specialty Cable Channels***, and ***Specialty News Channels*** for their viewing enjoyment.

Islands of The Bahamas

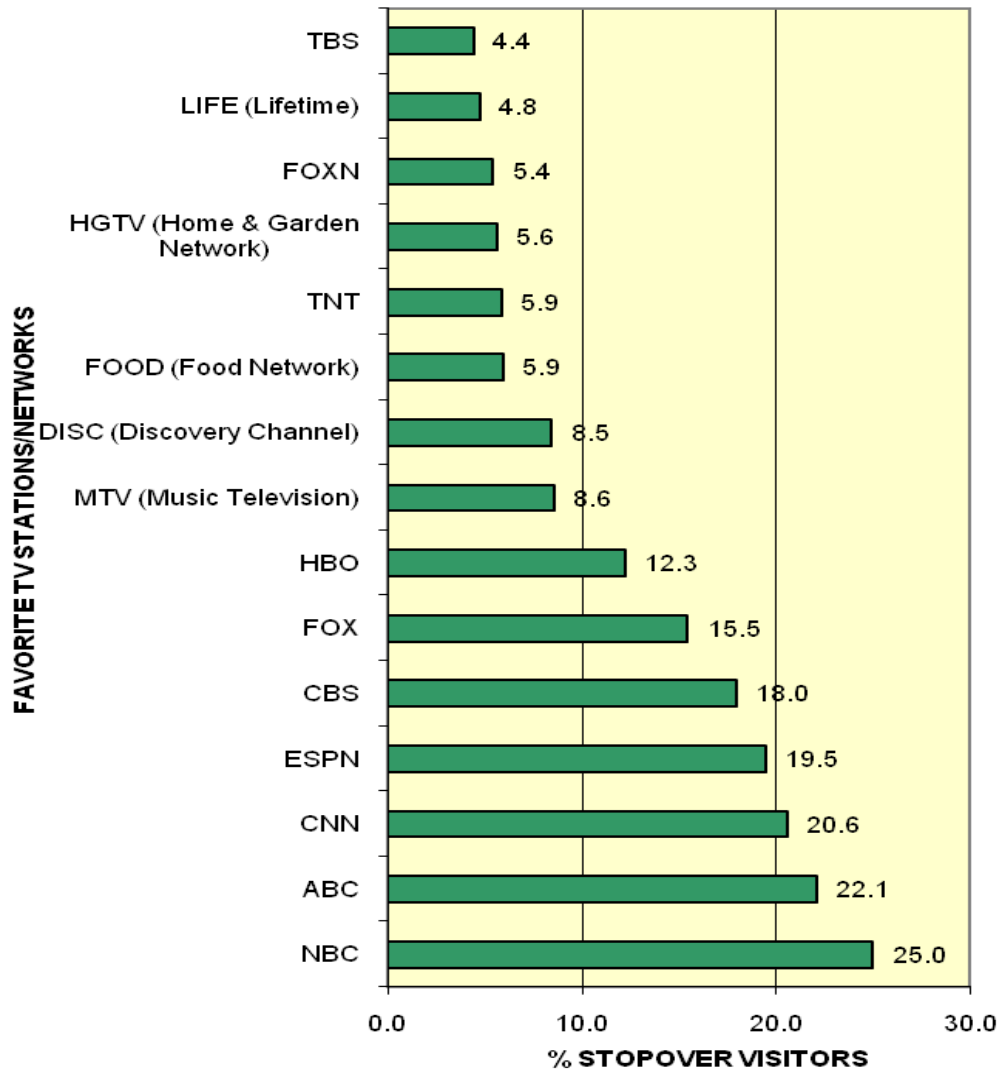
FAVORITE TELEVISION NETWORKS/STATIONS ISLANDS OF THE BAHAMAS



- NBC was the favorite television network/station viewed by visitors to the Bahamas. Twenty-five percent (25%) of the stopovers to the Bahamas watched NBC.
- ABC was 2nd
- CNN was 3rd
- ESPN was 4th
- CBS was 5th
- FOX was 6th

Nassau/Paradise Island

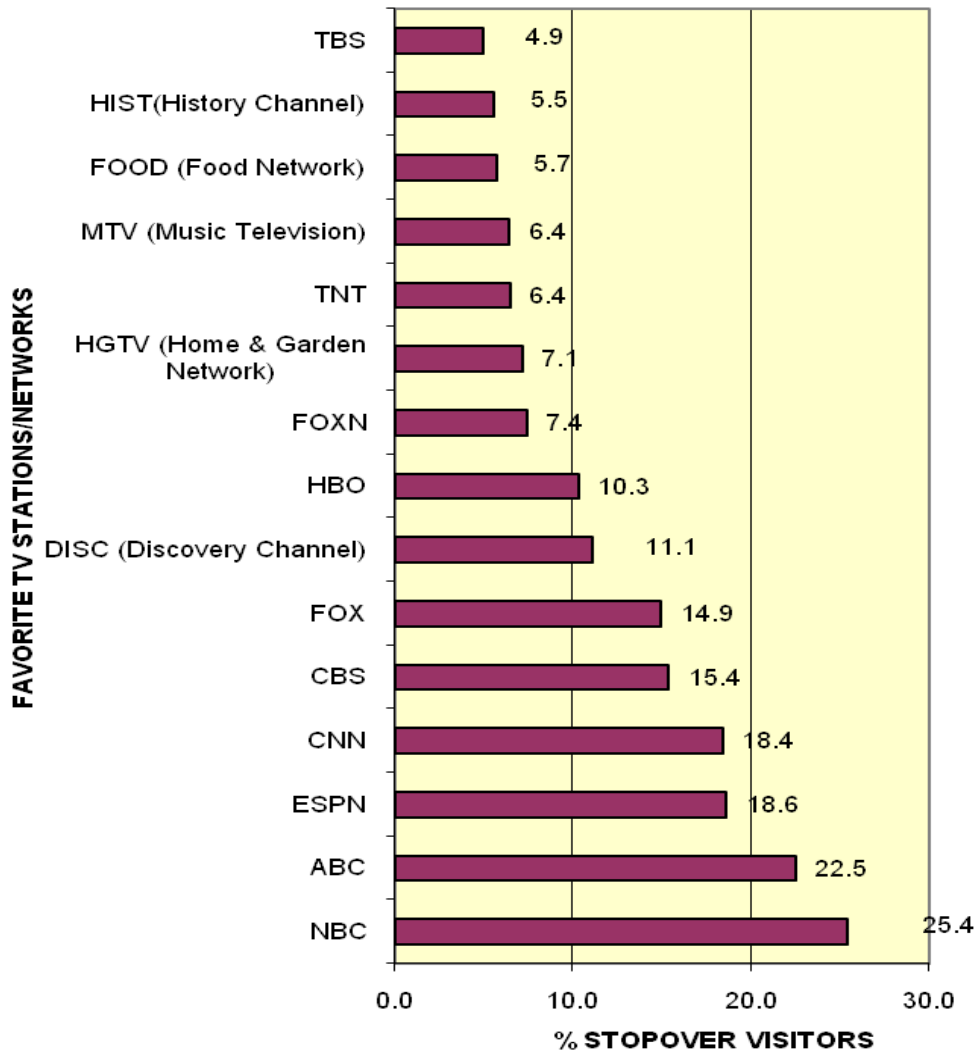
FAVORITE TELEVISION NETWORKS/STATIONS NASSAU & PARADISE ISLAND



- NBC was the favorite television network/station viewed by visitors to Nassau/Paradise Island. Twenty-five percent (25%) of the stopovers to Nassau/Paradise Island watched NBC.
- ABC was 2nd
- CNN was 3rd
- ESPN was 4th
- CBS was 5th
- FOX was 6th

Grand Bahama

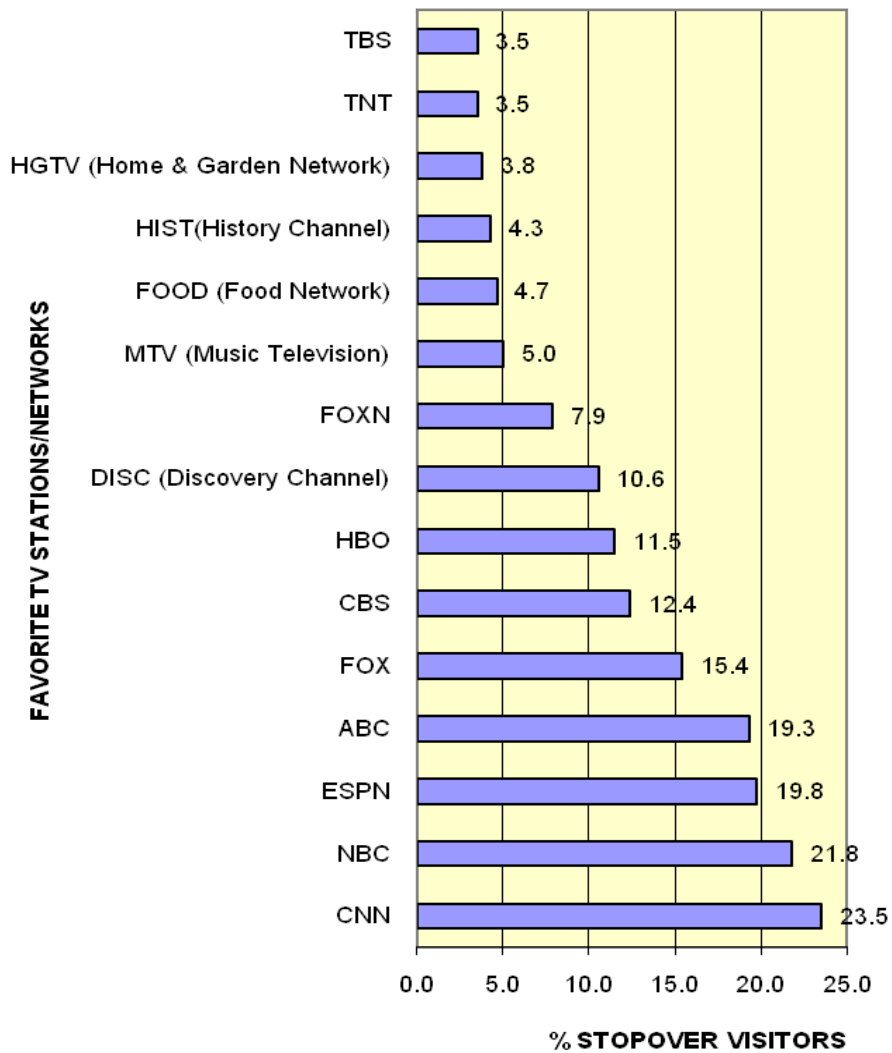
FAVORITE TELEVISION NETWORKS/STATIONS GRAND BAHAMA ISLAND



- NBC was the favorite television network/station viewed by visitors to Grand Bahama Island. Twenty-five percent (25%) of the stopovers to the Grand Bahama watched NBC.
- ABC was 2nd
- ESPN was 3rd
- CNN was 4th
- CBS was 5th
- FOX was 6th

Out Islands

FAVORITE TELEVISION NETWORKS/STATIONS OUT ISLANDS



- CNN was the favorite television network/station viewed by visitors to The Out Islands. Twenty-four percent (24%) of the stopovers to the Out Islands watched CNN.
- NBC was 2nd
- ESPN was 3rd
- ABC was 4th
- FOX was 5th
- CBS was 6th

Time Visitors Most Likely to Watch Television

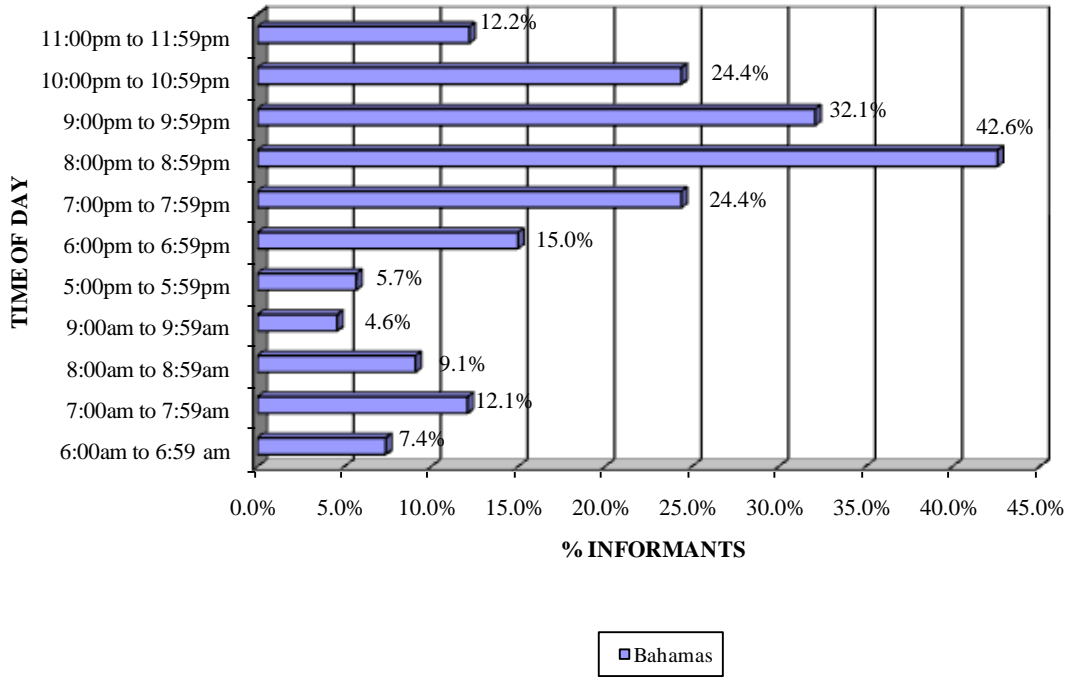
TIME MOST LIKELY TO WATCH TELEVISION ISLANDS OF THE BAHAMAS 2006

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
6:00am to 6:59 am	7.4%	7.1%	7.2%	9.4%
7:00am to 7:59am	12.1%	11.6%	12.7%	13.6%
8:00am to 8:59am	9.1%	8.4%	10.3%	10.7%
9:00am to 9:59am	4.6%	4.4%	5.2%	5.0%
5:00pm to 5:59pm	5.7%	5.9%	6.0%	4.8%
6:00pm to 6:59pm	15.0%	14.3%	15.6%	17.5%
7:00pm to 7:59pm	24.4%	23.1%	27.6%	26.5%
8:00pm to 8:59pm	42.6%	42.2%	43.4%	43.5%
9:00pm to 9:59pm	32.1%	30.3%	34.3%	37.4%
10:00pm to 10:59pm	24.4%	23.9%	24.3%	27.1%
11:00pm to 11:59pm	12.2%	12.4%	12.0%	11.5%

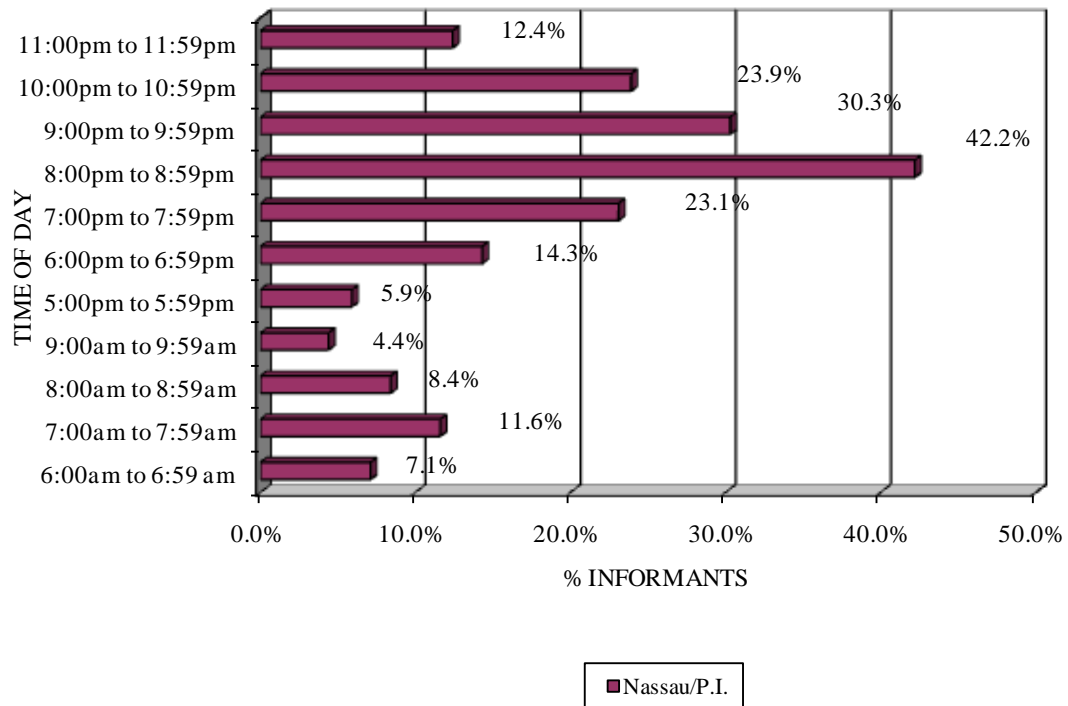
Only the most popular times are shown in the above table.

- Visitors to the Bahamas Overall, Nassau/Paradise Island, Grand Bahama and the Out Islands were most likely to watch television between the hours of **6:00 p.m. in the evening to 10:59 p.m.** at night.
- The **most popular time however** for watching television for visitors to the Islands of the Bahamas was between 8:00 p.m. to 8:59 p.m.
- 15% of the visitors to the Bahamas watched television between 6:00 p.m. to 6:59 p.m. in the evening.
- 24% of them watched television between 7:00 p.m. to 7:59 p.m.
- **43% of them watched television between 8:00 p.m. to 8:59 p.m.**
- 32% of them watched television between 9:00 p.m. to 9:59 p.m.
- 24% of them watched television between 10:00 p.m. to 10:59 p.m. at night.

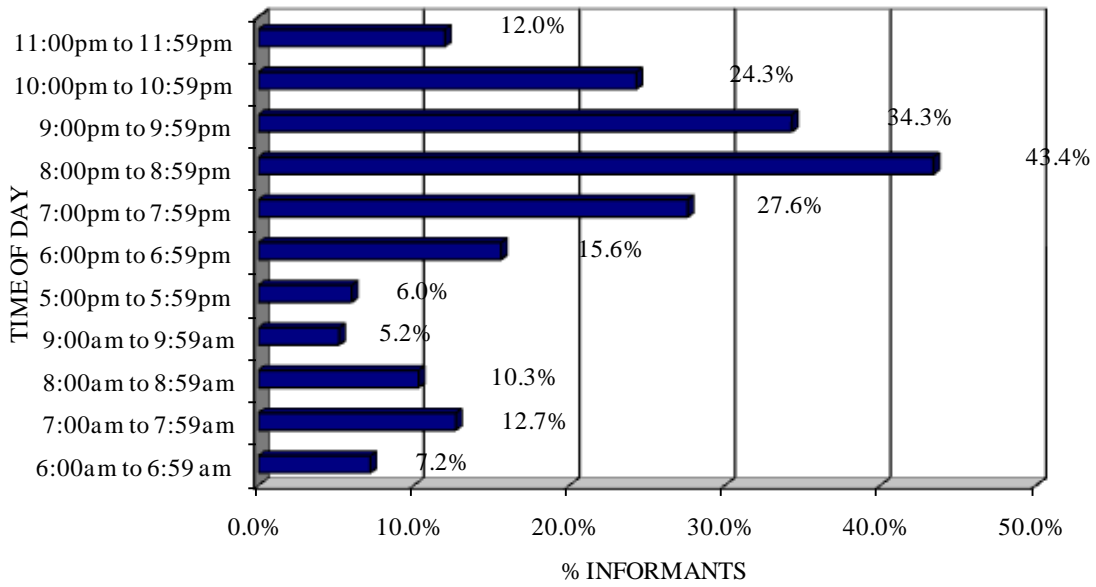
Bahamas



Nassau/P.I.

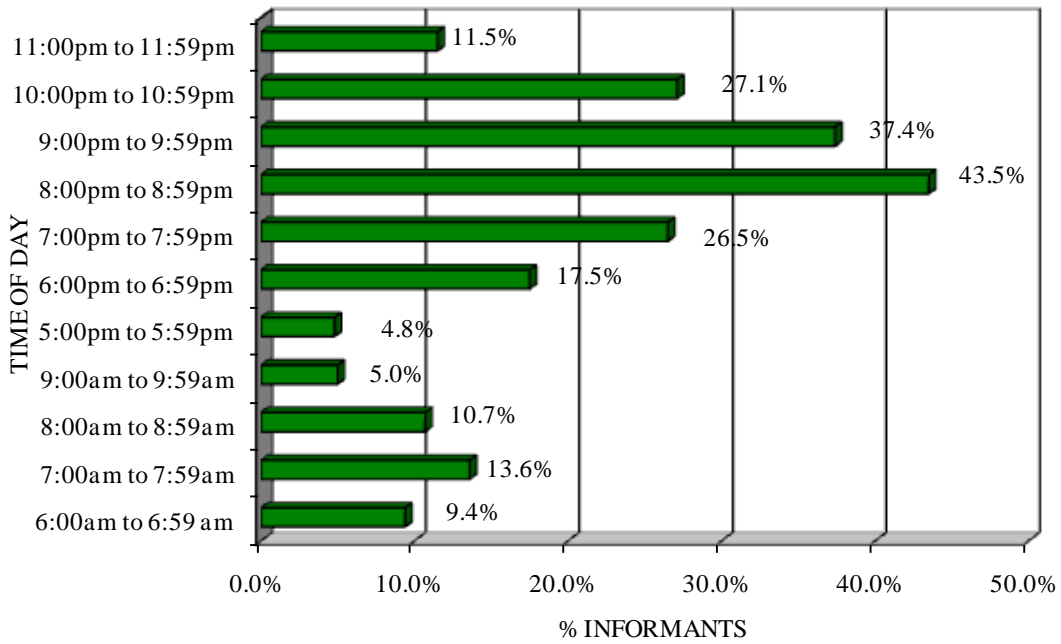


Grand Bahama



■ Grand Bahama

Out Islands



■ Out Islands

PRINT MEDIA CHOICES

DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION?

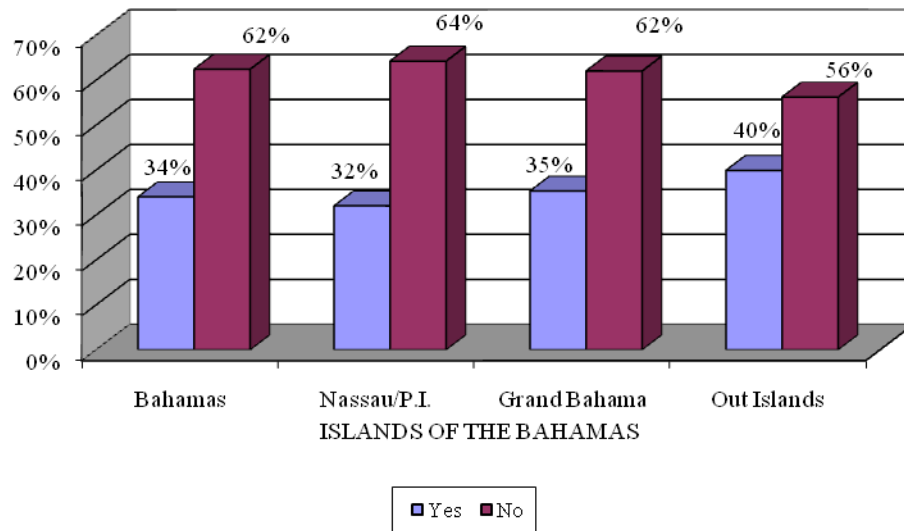
ISLANDS OF THE BAHAMAS

2006

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	34%	32%	35%	40%
No	62%	64%	62%	56%
No Response	4%	4%	3%	4%
Total	100%	100%	100%	100%

DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION?

ISLANDS OF THE BAHAMAS



- A little over one third (34%) of the stopover visitors to The Bahamas used print media to plan their vacations, and almost two thirds (62%) did not.
- Visitors to the Out Islands were more likely to use print media to plan their vacations than visitors to Nassau/Paradise Island and Grand Bahama. Forty percent (40%) of the stopover visitors to The Out Islands used print media to plan their vacations.

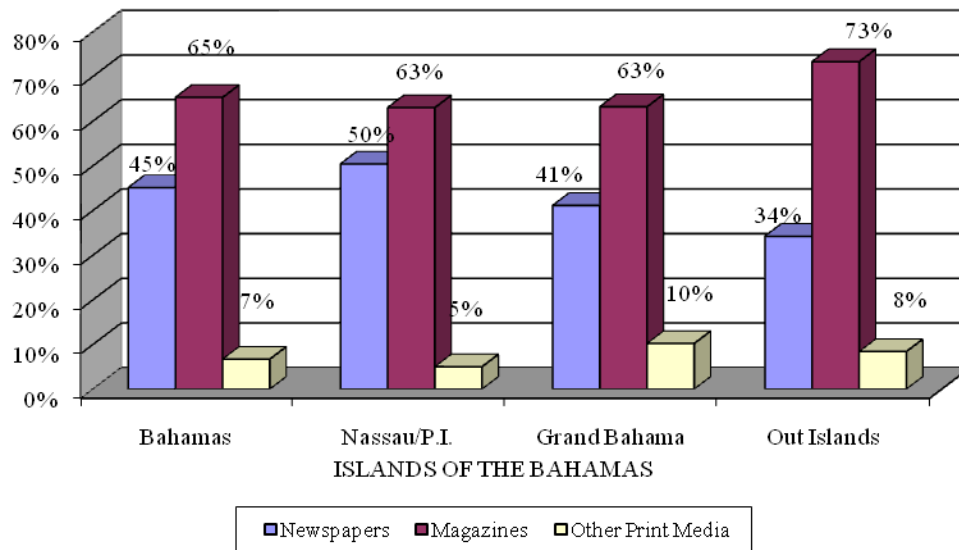
**PRINT MEDIA USED WHEN PLANNING YOUR VACATION
ISLANDS OF THE BAHAMAS
2006**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Newspapers	45%	50%	41%	34%
Magazines	65%	63%	63%	73%
Other Print Media	7%	5%	10%	8%

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



Thirty-four percent (34%) of the stopover visitors to the Bahamas used print media to plan their vacations. Stopovers to The Bahamas read both newspapers and magazines when they were planning their vacations. Magazines were the most popular print media used.

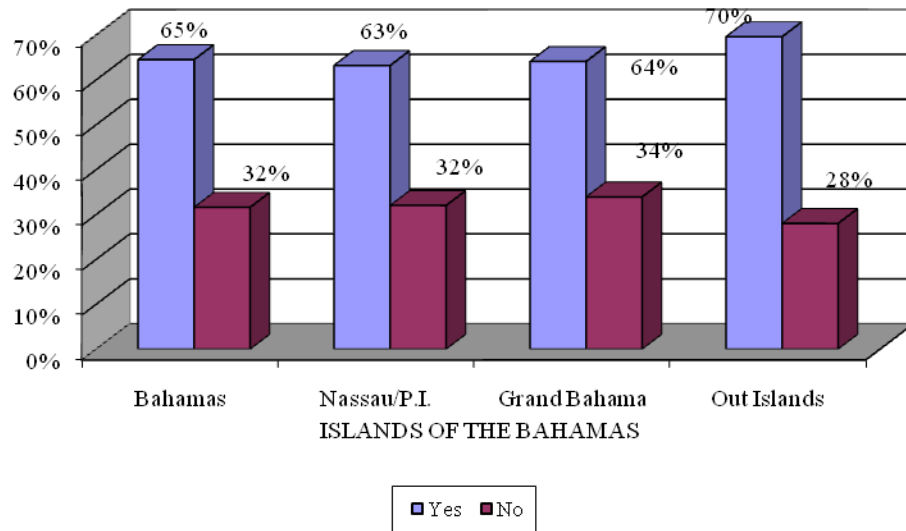
- Of the 34% of stopover visitors who used print media to plan their vacations, 45% of them read newspapers and 65% of them read magazines when they were planning their vacations.
- 50% of the visitors to Nassau/Paradise Island read newspapers when they were planning their vacations and 63% of them read magazines.

- 41% of the visitors to Grand Bahama Island read newspapers when they were planning their vacations and 63% of them read magazines.
- 34% of the visitors to the Out Islands read newspapers when they were planning their vacations and 73% of them read magazines.

**DO YOU READ MAGAZINES
ISLANDS OF THE BAHAMAS
2006**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	65%	63%	64%	70%
No	32%	32%	34%	28%
No Response	4%	5%	2%	2%
Total	100%	100%	100%	100%

**DO YOU READ MAGAZINES
ISLANDS OF THE BAHAMAS**



- 65% of the stopover visitors to the Bahamas read magazines for their reading enjoyment regardless of planning a vacation, and 32% did not. 70% of the stopovers to the Out Islands read magazines for their enjoyment.

MAGAZINES THAT VISITORS WERE READING

Visitors to the Islands of the Bahamas read a very wide selection of magazines and listed over 400 magazines on the questionnaires. They read magazines that dealt with sporting activities like golf, fly fishing, boating, yachting, fitness/health, flying, diving, etc. They read magazines on motor bikes, cycling, automobile racing and automobiles. They read magazines that dealt with the latest fashions, beauty and makeup. They read magazines on business issues, current events, home and garden, home improvements. They read magazines on parenting, bridal matters, cooking, food & wine, nature, fitness, finances, travel, computers, religion, and simply life. Visitors to the Islands of the Bahamas read such a large selection of magazines that only the top ones are listed in this report.

The top 35 magazines read by visitors to the Islands of the Bahamas, Nassau/Paradise Island, Grand Bahama and The Out Islands are shown on the following pages.

It is interesting to note that there were 3 very prominent African American magazines among the top read magazines for Grand Bahama in 2006. Ebony, Essence and Jet all appeared in the top 20 magazines read by visitors to Grand Bahama. These African American magazines were not among the top 35 magazines read by visitors to The Out Islands. Grand Bahama is known to receive a higher percentage of African American Visitors than most of the other islands in The Bahamas.

**TOP 35 FAVORITE MAGAZINES READ BY VISITORS
ISLANDS OF THE BAHAMAS
2006**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	People	People	People	People
2	Time Magazine	Time Magazine	Other Magazines	Time Magazine
3	Newsweek	US/US Weekly	Time Magazine	Other Magazines
4	US/US Weekly	News week	Cosmopolitan (Cosmo)	Newsweek
5	Cosmopolitan (Cosmo)	Cosmopolitan (Cosmo)	Newsweek	Travel & Leisure
6	Other Magazines	Sports Illustrated	US/US Weekly	New Yorker
7	Sports Illustrated	O (Oprah)	Sports Illustrated	Sports Illustrated
8	O (Oprah)	In Style	Travel	Conde Naste Travel
9	In Style	Good Housekeeping	Ebony	Vogue/Vogue Living
10	Good Housekeeping	Other Magazines	O (Oprah)	Vanity Fair
11	Natio nal Geographic (Explorer)	National Geographic (Explorer)	Good Housekeeping	Natio nal Geographic (Explorer)
12	New Yorker	Vogue/Vogue Living	Essence	Travel
13	Travel	New Yorker	In Style	US/US Weekly
14	Vogue/Vogue Living	Travel	Southern Living	In Style
15	Travel & Leisure	Glamour	Reader's Digest	Star
16	Vanity Fair	Shape	Travel & Leisure	Elle Decor
17	Southern Living	Southern Living	Jet	Cosmopolitan (Cosmo)
18	Glamour	Vanity Fair	National Geographic (Explorer)	Fly Fishing
19	Conde Naste Travel	Star	Better Homes & Gardens (BHG)	National Geographic Traveller
20	Shape	Travel & Leisure	Maximum/Maxim	Forbes
21	Star	Men's Health	Golf	Salt Water Fisherman
22	Better Homes & Gardens (BHG)	Better Homes & Gardens (BHG)	Men's Health	Business Week
23	Maximum/Maxim	Self	Scuba	Islands
24	Men's Health	Ebony	Glamour	Economist (The)
25	Ebony	Fitness	Money	Bon Appetit
26	Golf	Maximum/Maxim	Vogue/Vogue Living	O (Oprah)
27	Reader's Digest	Ladies Home Journal	Golf Digest	Golf
28	Elle Decor	Conde Naste Travel	ESPN	Coastal
29	Essence	Golf	Real Simple	Better Homes & Gardens (BHG)
30	Money	Money	Shape	Gourmet
31	Fitness	Elle Decor	Conde Naste Travel	Golf Digest
32	Self	Essence	Self	Southern Living
33	Forbes	Entertainment Weekly	House & Garden	Scuba
34	ESPN	Reader's Digest	Star	Glamour
35	Ladies Home Journal	Forbes	GQ	Food & Wine

2 islands

Only in this island (s)

In All Bah. Nassau/P.I., GB I & OI

- Stopover Visitors to the Islands of the Bahamas were primarily between the ages of 25 to 54, well educated individuals with College degrees, and with household incomes over \$60,000. Most of them were also Americans. The demographics of the stopover visitors to the Bahamas were reflected in their magazine selections. The magazines enjoyed by the stopover target audience of the Bahamas were primarily very upscale.
- The magazine selections further reflect that there were some differences in interests between the stopover visitors who visit Nassau, Grand Bahama and the Out Islands.

Nassau/Paradise Island and Grand Bahama

The following magazines were in the top 35 magazine selections for Nassau/P.I. and Grand Bah. but not in the top 35 for the Out Islands.

- Reader's Digest
- Essence
- Good Housekeeping
- Ebony
- Self
- Shape
- Men's Health
- Maximum/Max
- Money

The Out Islands do not receive a large amount of African American stopover visitors compared to Nassau/Paradise Island and Grand Bahama. Most of the African American stopover visitors to the Bahamas go to Nassau/Paradise Island and Grand Bahama. Therefore magazines such as Essence, Ebony and Jet were not listed in the top 35 magazines of choice for the target audience for The Out Islands.

Nassau/Paradise Island and The Out Islands

The following magazines were in the top 35 magazine selections for Nassau/P.I. and The Out Islands but not in the top 35 for Grand Bahama.

- New Yorker
- Vanity Fair
- Elle Décor
- Forbes

Nassau/Paradise Island Only (In Top 35 magazines)

- Fitness
- Ladies Home Journal
- Entertainment Weekly

Grand Bahama and The Out Islands (In Top 35 magazines)

The following magazines were in the top 35 magazine selections for Grand Bahama and The Out Islands but not in the top 35 for Nassau/P.I.

- Golf Digest
- Scuba

Grand Bahama Island is a well known destination for golfing. The island boasts some of the best world class golf courses in the Islands of The Bahamas. The Out Islands received a very upscale market of visitors who also played golf, read golf magazines but who did not necessarily go to the Out Islands for that purpose.

Grand Bahama Only (In Top 35 magazines)

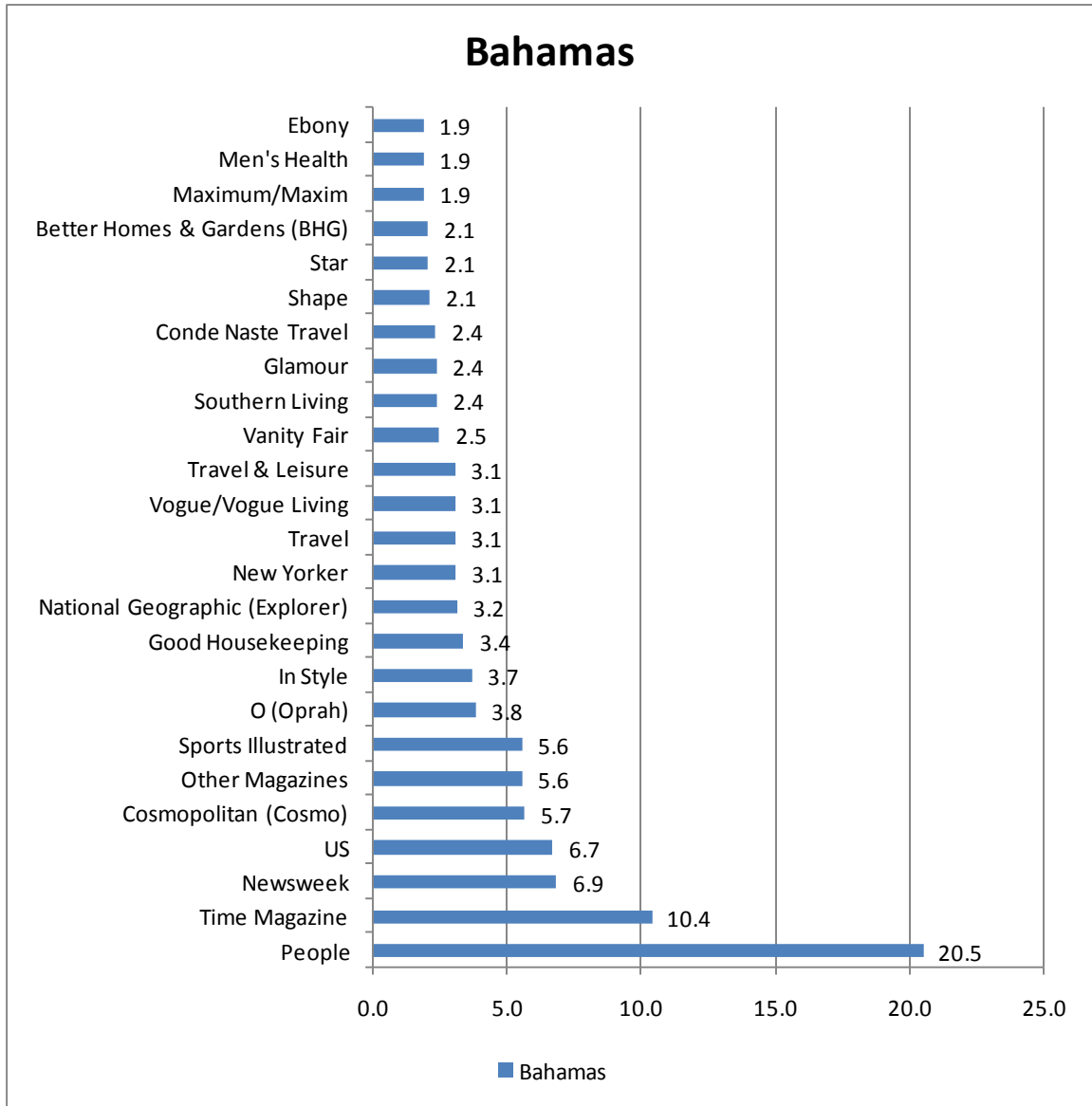
- Jet
- ESPN Magazine
- Real Simple
- House and Garden
- GQ

The Out Islands Only

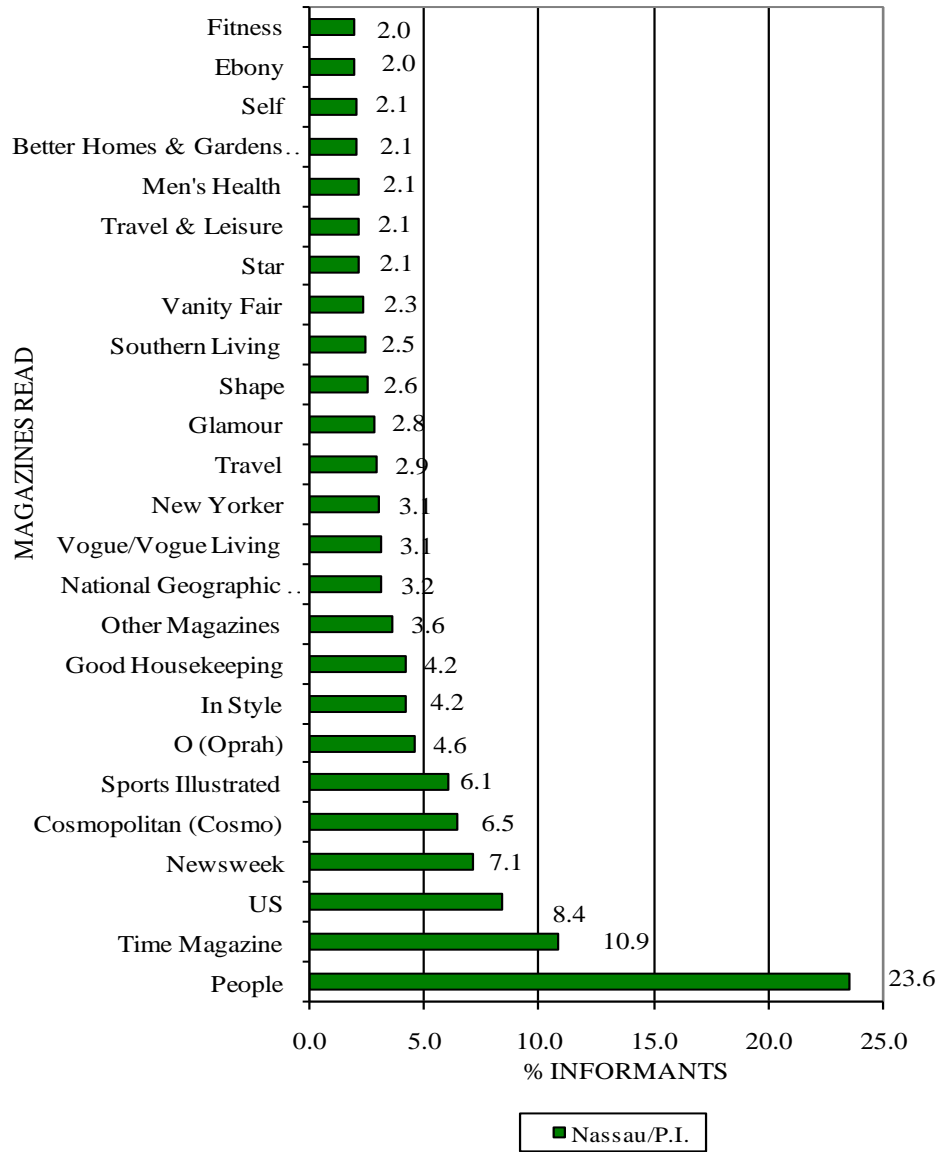
The following magazines were in the top 35 magazine selections for The Out Islands but not in the top 35 for Nassau/P.I. or Grand Bahama.

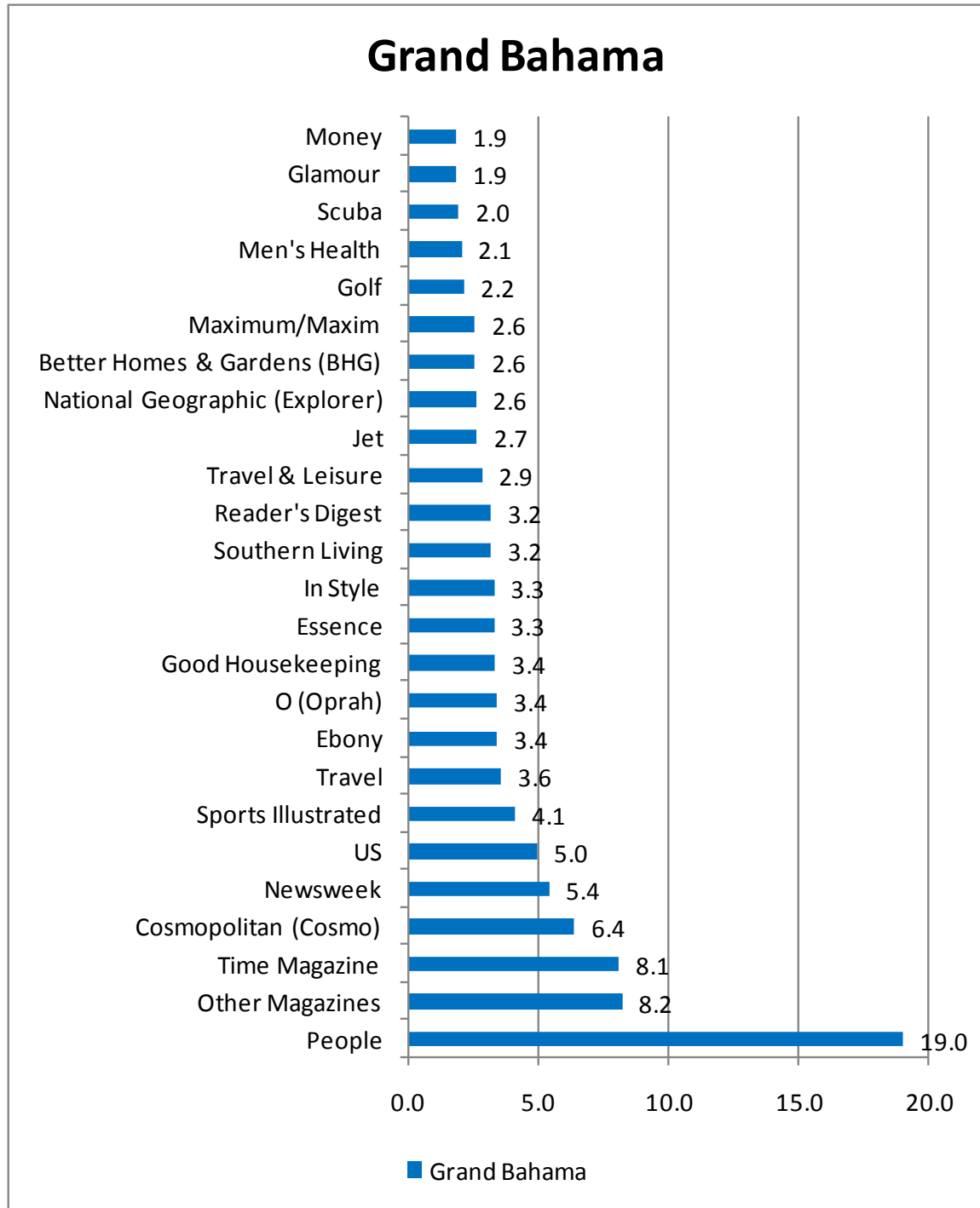
- Fly Fishing
- National Geographic Traveller
- Salt Water Fisherman/Sportsman
- Business Week
- Islands
- The Economist
- Bon Appetit
- Coastal
- Gourmet
- Food and Wine

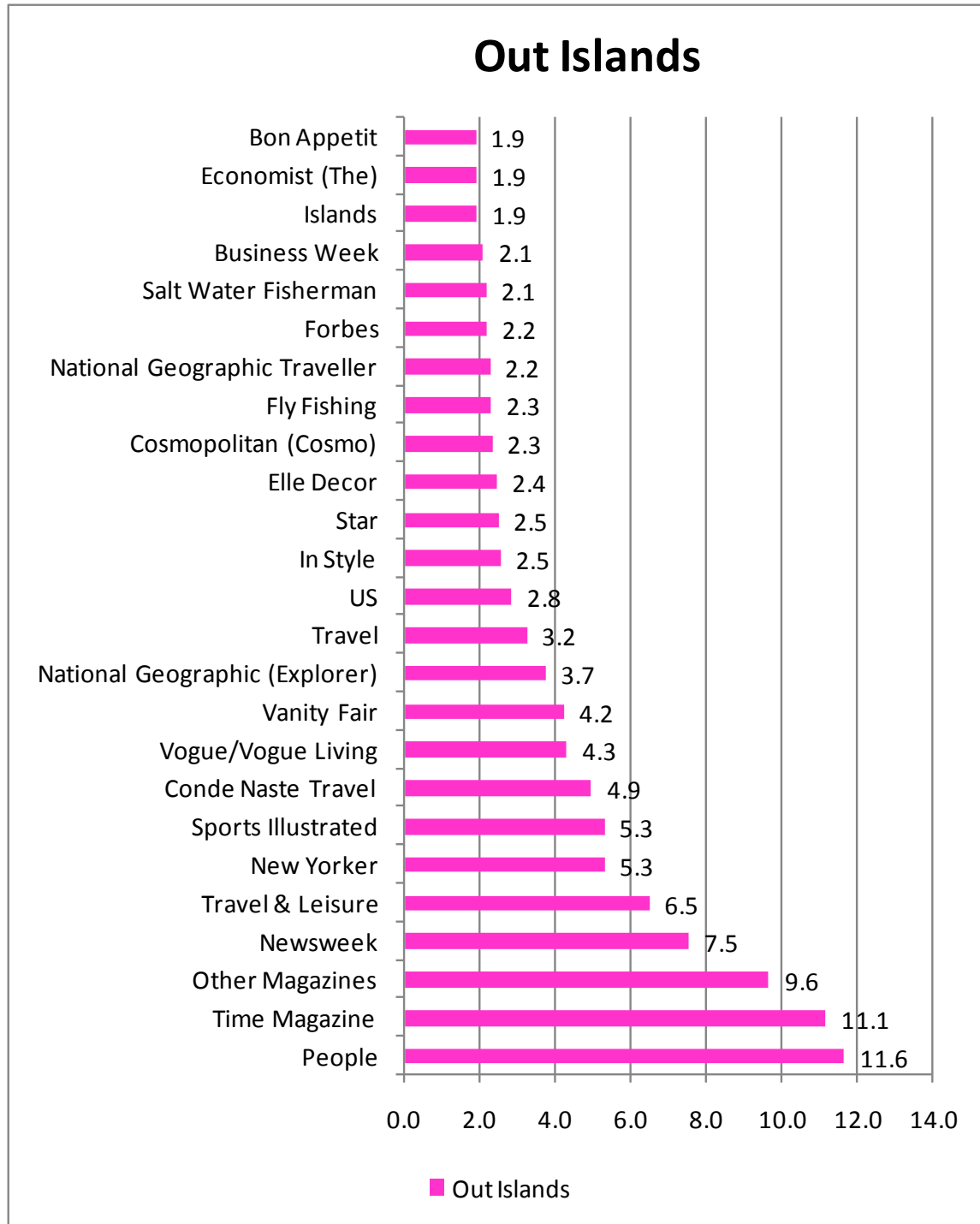
One of the primary reasons stopover visitors selected the Out Islands to visit was because of the sporting attractions that were available, for example, fishing, diving, etc. The stopover visitors to The Out Islands were primarily white, between the ages of 25-54 years of age, with more than half (50%) of the stopovers earning household incomes over \$100,000. Many of the magazine selections were specialty magazines that emanated their refined and exquisite tastes.



Nassau/P.I.



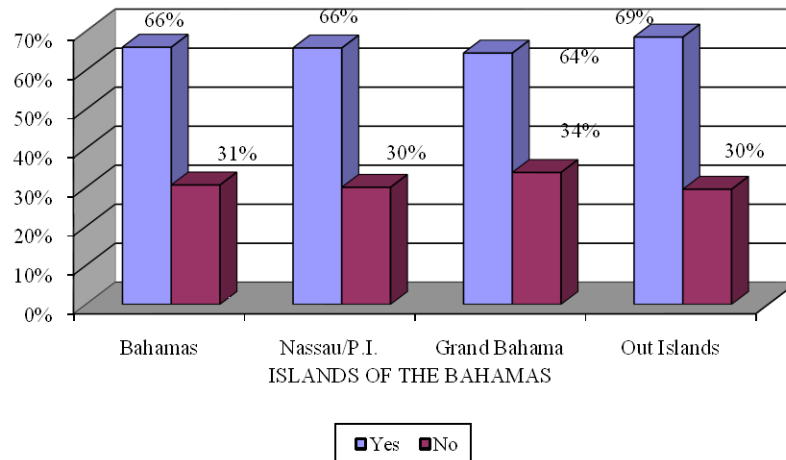




**DO YOU READ NEWSPAPERS
ISLANDS OF THE BAHAMAS
2006**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	66%	66%	64%	69%
No	31%	30%	34%	30%
No Response	3%	4%	2%	2%
Total	100%	100%	100%	100%

**DO YOU READ NEWSPAPERS
ISLANDS OF THE BAHAMAS**



- 66% of the stopover visitors to the Islands of the Bahamas said that they read newspapers but only 45% used it to plan their vacations.
- 31% of the stopovers said that they did not read newspapers.
- 66% of the stopovers to Nassau/P.I. read newspapers, but 50% used it to plan their vacations.
- 64% of the stopovers to Grand Bahama read newspapers and 41% used it to plan their vacations.
- 69% of the stopovers to the Out Islands read newspapers and 34% used it to plan their vacations.

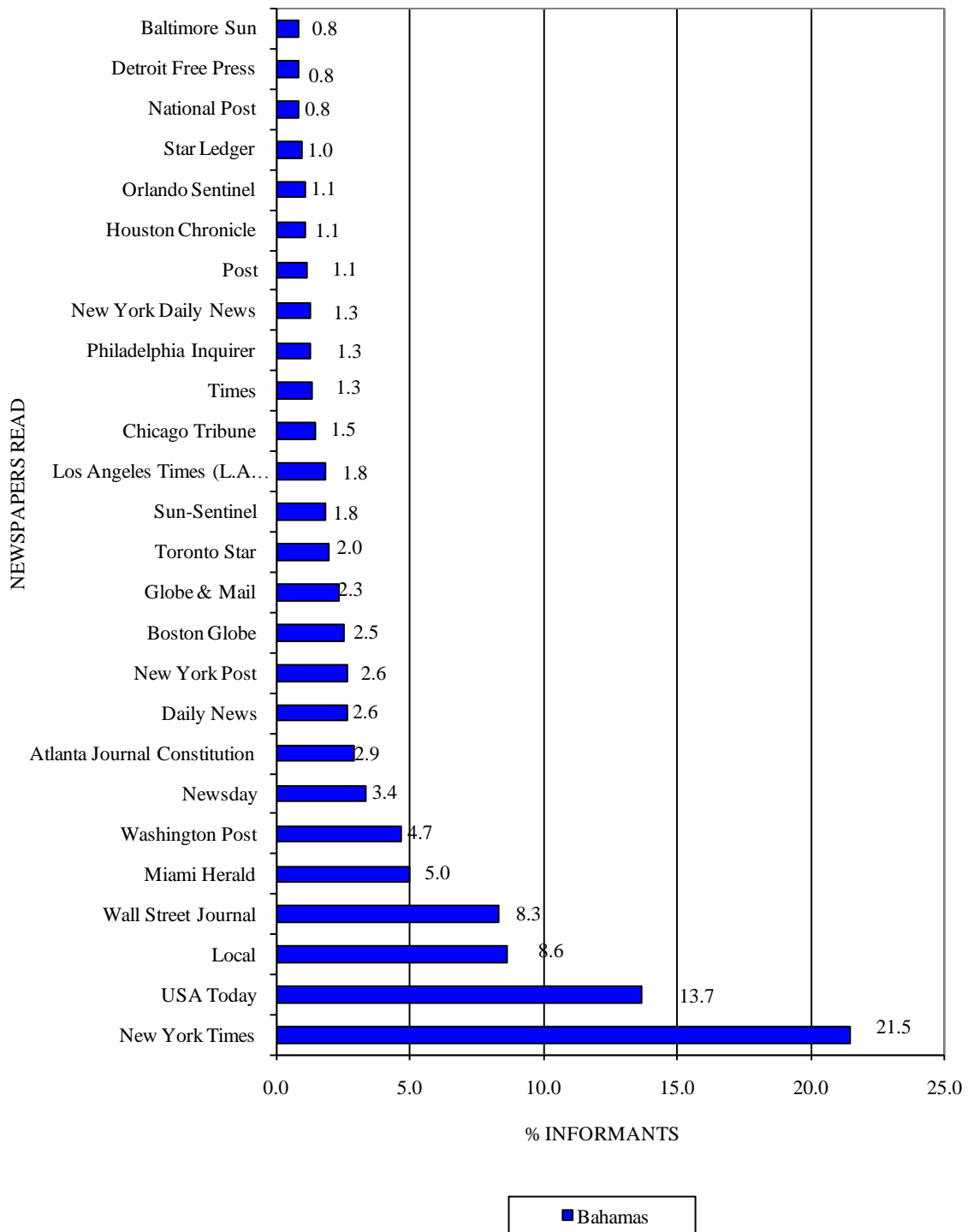
NEWSPAPERS THAT VISITORS WERE READING
TOP 35 FAVORITE NEWSPAPERS READ BY VISITORS
ISLANDS OF THE BAHAMAS
2006

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	New York Times	New York Times	USA Today	New York Times
2	USA Today	USA Today	New York Times	Wall Street Journal
3	Local	Local	Local	USA Today
4	Wall Street Journal	Wall Street Journal	Wall Street Journal	Miami Herald
5	Miami Herald	Washington Post	Atlanta Journal Constitution	Local
6	Washington Post	Newsday	Washington Post	Washington Post
7	Newsday	Miami Herald	Miami Herald	Boston Globe
8	Atlanta Journal Constitution	Daily News	Sun Sentinel	Palm Beach Post
9	Daily News	New York Post	Boston Globe	Los Angeles Times (L.A. Times)
10	New York Post	Globe & Mail	Chicago Tribune	Atlanta Journal Constitution
11	Boston Globe	Toronto Star	New York Post	Sun-Sentinel
12	Globe & Mail	Boston Globe	Los Angeles Times (L.A. Times)	Chicago Tribune
13	Toronto Star	Atlanta Journal Constitution	Daily News	Globe & Mail
14	Sun-Sentinel	Los Angeles Times (L.A. Times)	Freeport News	New York Post
15	Los Angeles Times (L.A. Times)	New York Daily News	Virginia Pilot/Norfolk Virginian Pilot	Times
16	Chicago Tribune	Post	Baltimore Sun	Financial Times
17	Times	Times	Houston Chronicle	Newsday
18	Philadelphia Inquirer	Philadelphia Inquirer	Philadelphia Inquirer	Houston Chronicle
19	New York Daily News	Orlando Sentinel	Denver Post	Tampa Tribune
20	Post	Star Ledger	Newsday	Orlando Sentinel
21	Houston Chronicle	National Post	Charlotte Observer	St. Louis Post Dispatch/Post Dispatch
22	Orlando Sentinel	Chicago Tribune	Chicago Sun Times	St. Petersburg Times
23	Star Ledger	Detroit Free Press	Times	Abaconian
24	National Post	Sun-Sentinel	Financial Times	Philadelphia Inquirer
25	Detroit Free Press	Houston Chronicle	Palm Beach Post	Charlotte Observer
26	Baltimore Sun	St. Louis Post Dispatch/Post Dispatch	Dallas Morning News	Dallas Morning News
27	Palm Beach Post	Richmond Times Dispatch	New York Daily News	San Francisco Chronicle
28	Financial Times	Kansas City Star	Richmond Times Dispatch	The Times (U.K.)
29	St. Louis Post Dispatch/Post Dispatch	Toronto Sun	Cleveland Plain Dealer	Toronto Star
30	Richmond Times Dispatch	The Times (U.K.)	Indianapolis Star	Baltimore Sun
31	Kansas City Star	Baltimore Sun	News and Observer (The)	Minneapolis Tribune
32	Virginia Pilot/Norfolk Virginian Pilot	Courier Post	Post	Daily Telegraph
33	The Times (U.K.)	Financial Times	Orlando Sentinel	Vancouver Sun
34	Toronto Sun	Herald	Star Ledger	Virginia Pilot/Norfolk Virginian Pilot
35	Herald	Hartford Courant	Pittsburgh Post Gazette	Hartford Courant

**WHAT NEWSPAPERS DO YOU READ?
ISLANDS OF THE BAHAMAS
2006**

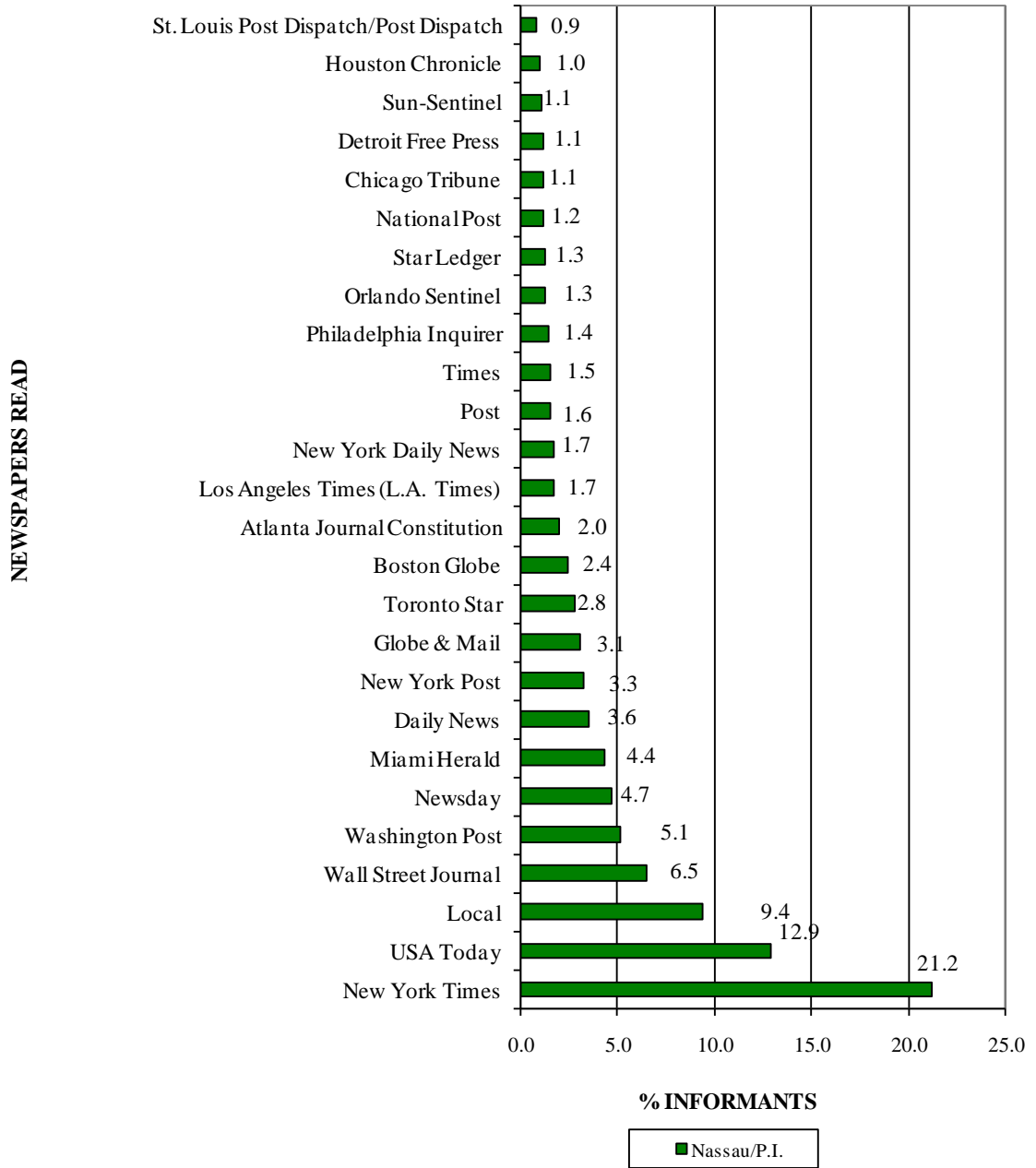
		% of Persons Who Read Those Newspapers			
		Bahamas	Nassau/P.I.	Grand Bah.	Out Islands
1	New York Times	21.5	21.2	13.4	30.8
2	USA Today	13.7	12.9	17.1	12.9
3	Local	8.6	9.4	9.2	5.5
4	Wall Street Journal	8.3	6.5	7.7	15.5
5	Miami Herald	5.0	4.4	3.3	8.7
6	Washington Post	4.7	5.1	4.5	3.2
7	Newsday	3.4	4.7	1.1	1.1
8	Atlanta Journal Constitution	2.9	2.0	6.7	2.1
9	Daily News	2.6	3.6	1.6	0.4
10	New York Post	2.6	3.3	1.8	1.2
11	Boston Globe	2.5	2.4	2.7	2.8
12	Globe & Mail	2.3	3.1	0.6	1.5
13	Toronto Star	2.0	2.8	0.5	0.6
14	Sun-Sentinel	1.8	1.1	2.9	3.2
15	Los Angeles Times (L.A. Times)	1.8	1.7	1.8	2.1
16	Chicago Tribune	1.5	1.1	2.1	1.9
17	Times	1.3	1.5	0.9	1.2
18	Philadelphia Inquirer	1.3	1.4	1.3	0.7
19	New York Daily News	1.3	1.7	0.7	0.3
20	Post	1.1	1.6	0.6	0.1
21	Houston Chronicle	1.1	1.0	1.4	1.1
22	Orlando Sentinel	1.1	1.3	0.6	0.9
23	Star Ledger	1.0	1.3	0.6	0.2
24	National Post	0.8	1.2	0.1	0.5
25	Detroit Free Press	0.8	1.1	0.5	0.1
26	Baltimore Sun	0.8	0.7	1.4	0.6
27	Palm Beach Post	0.8	0.4	0.8	2.1
28	Financial Times	0.8	0.7	0.9	1.2
29	St. Louis Post Dispatch/Post Dispatch	0.7	0.9	0.3	0.9
30	Richmond Times Dispatch	0.7	0.9	0.6	0.1
31	Kansas City Star	0.7	0.9	0.4	0.3
32	Virginia Pilot/VA Pilot/Norfolk Virginian	0.6	0.4	1.5	0.5
33	The Times (U.K.)	0.6	0.7	0.2	0.6
34	Toronto Sun	0.5	0.8	0.2	0.1
35	Herald	0.5	0.6	0.3	0.5
36	Dallas Morning News	0.5	0.4	0.8	0.6
37	Hartford Courant	0.5	0.6	0.4	0.5
38	Cleveland Plain Dealer	0.5	0.6	0.6	0.1

Bahamas



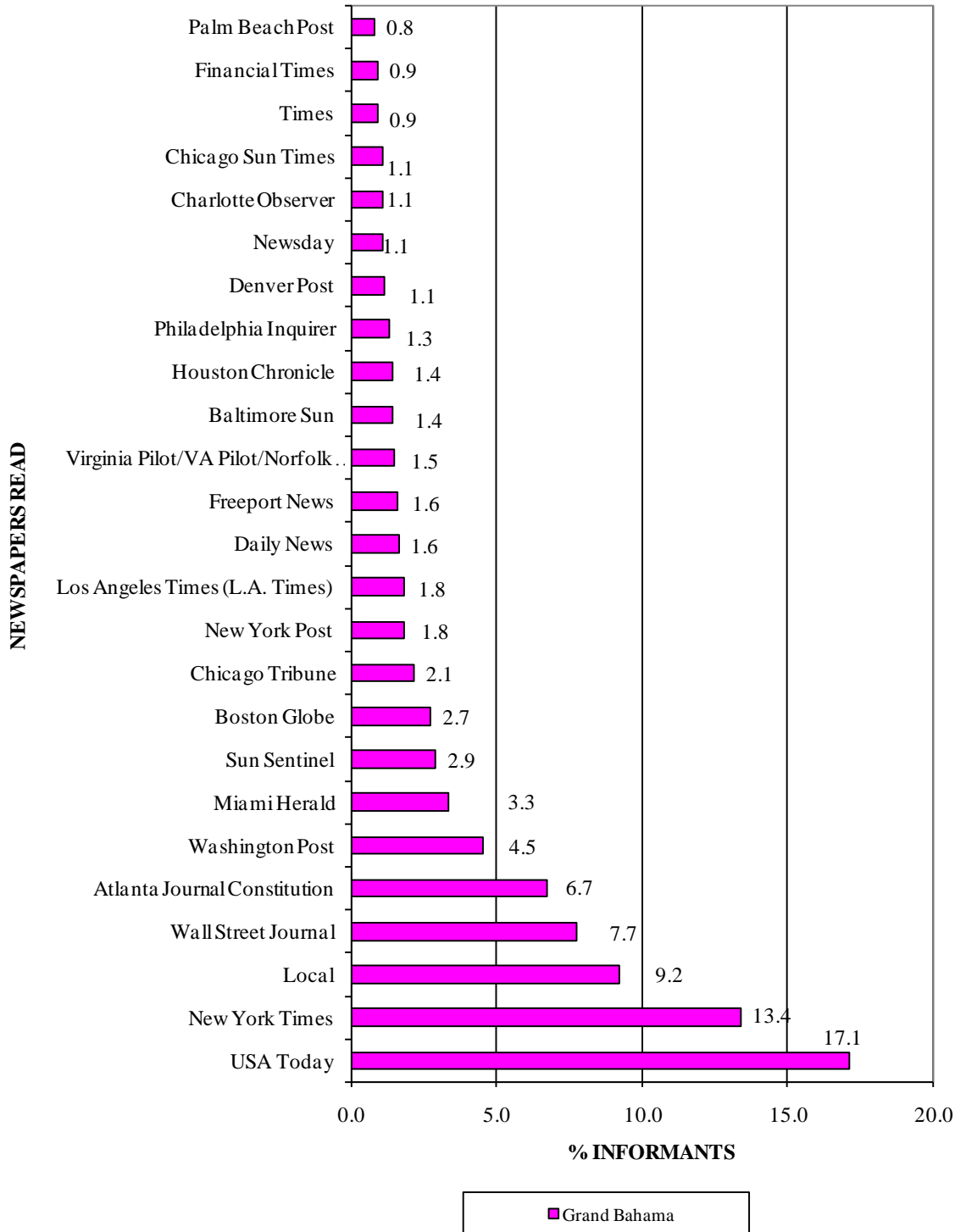
The above graph shows the top 26 newspapers stopover visitors to the Islands of the Bahamas indicated that they read.

Nassau/P.I.



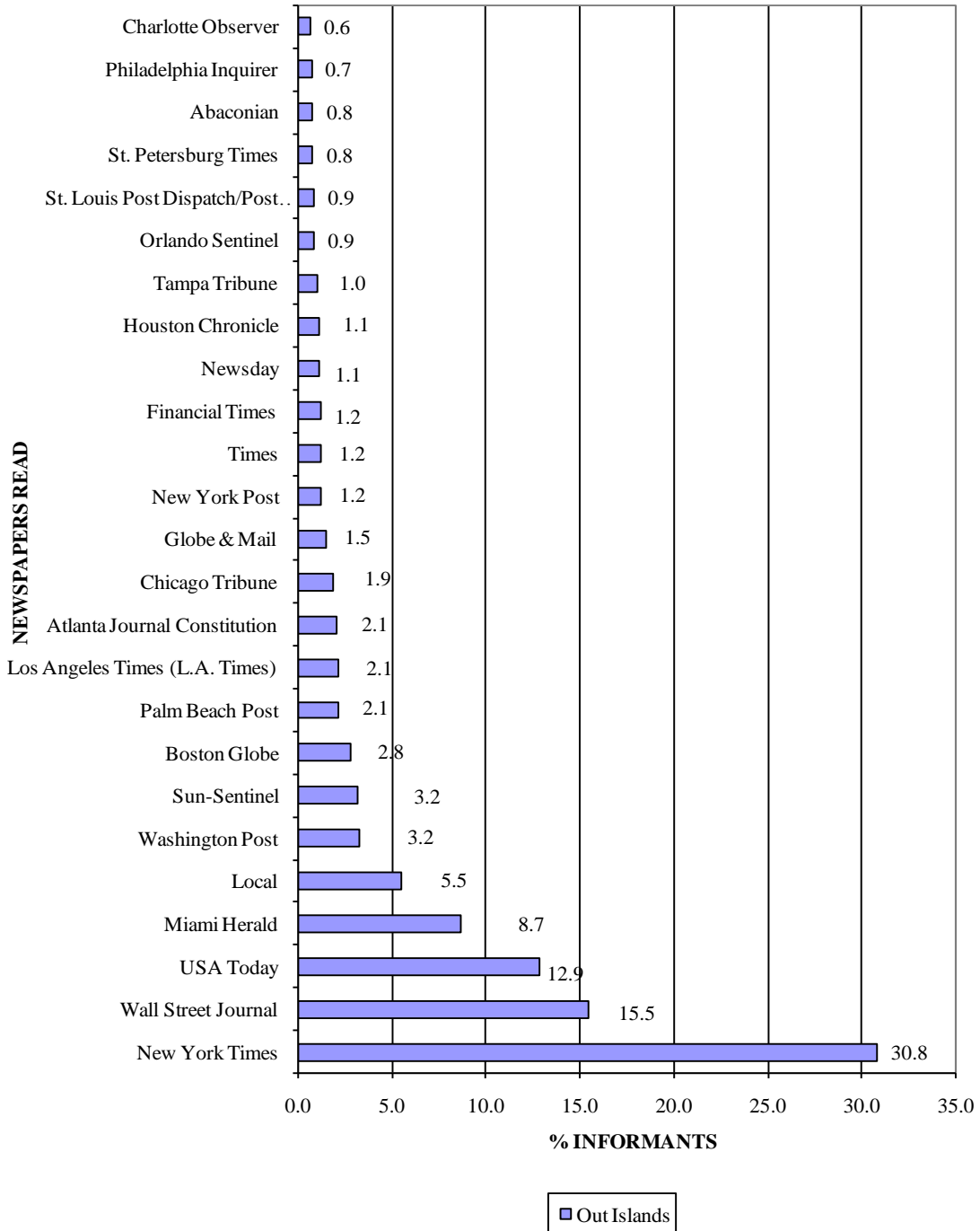
The above graph shows the top 26 newspapers stopover visitors to the Nassau/Paradise Island indicated that they read.

Grand Bahama



The above graph shows the top 25 newspapers stopover visitors to Grand Bahama Island indicated that they read.

Out Islands



The above graph shows the top 25 newspapers stopover visitors to The Out Islands indicated that they read.

N.B. Forty-five percent (45%) of the visitors indicated that they used newspapers when they were planning their vacations. Fifty percent (50%) of the visitors to Nassau/Paradise Island indicated that they used newspapers when they were planning their vacations. Forty-one percent (41%) of the visitors to Grand Bahama indicated that they used newspapers when planning their vacations and 34% of the stopover visitors to the Out Islands indicated this.

**NEWSPAPERS AND SOME OF THE TOP PRODUCING MARKETS
ISLANDS OF THE BAHAMAS
2006**

	Top Newspapers Read By Visitors All Bahamas	Some of the Top Producing Markets for All Bahamas	Top Newspapers Read By Visitors To Nassau/P.I.	Some of the Top Producing Markets for Nassau/P.I.
1	New York Times	<i>New York/Read Worldwide</i>	New York Times	<i>New York/Read Worldwide</i>
2	USA Today	Read Worldwide	USA Today	Read Worldwide
3	Local	Various States	Local	Various States
4	Wall Street Journal	<i>New York/Read Worldwide</i>	Wall Street Journal	<i>New York/Read Worldwide</i>
5	Miami Herald	<i>Miami, FL/Read Worldwide</i>	Washington Post	Washington, DC
6	Washington Post	Washington, DC	Newsday	<i>New York</i>
7	Newsday	<i>New York</i>	Miami Herald	<i>Miami, FL/Read Worldwide</i>
8	Atlanta Journal Constitution	Atlanta, Georgia	Daily News	Various States
9	Daily News	Various States	New York Post	<i>New York</i>
10	New York Post	<i>New York</i>	Globe & Mail	Toronto & Rest of Canada
11	Boston Globe	Boston, MA	Toronto Star	Toronto, Canada
12	Globe & Mail	Toronto & Rest of Canada	Boston Globe	Boston, MA
13	Toronto Star	Toronto, Canada	Atlanta Journal Constitution	Atlanta, Georgia
14	Sun-Sentinel	<i>South Florida</i>	Los Angeles Times (L.A. Times)	Los Angeles, California
15	Los Angeles Times (L.A. Times)	Los Angeles, California	New York Daily News	<i>New York</i>
16	Chicago Tribune	Chicago, Illinois	Post	Various States
17	Times	Various States	Times	Various States
18	Philadelphia Inquirer	Philadelphia, PA	Philadelphia Inquirer	Philadelphia, PA

The New York Times and the Miami Herald are also read in many countries other than the United States.

Most popular newspapers for Canada included: Globe & Mail, Toronto Star, National Post, Toronto Sun, New York Times, Vancouver Sun, Miami Herald, USA Today, Calgary Herald, Ottawa Citizen, Montreal Gazette, Edmonton Journal, La Presse (Montreal, Quebec).

Some of the most popular newspapers for Europe included: The Times (UK), Daily Mail, Guardian, Times, Daily Telegraph, Financial Times, USA Today, Sunday Times, Miami Herald

The above table shows some of the Top Producing Markets for the Islands of The Bahamas and Nassau/Paradise Island. It also shows the most popular newspapers read by stopover visitors to Nassau/Paradise Island and The Bahamas from those top markets.

**NEWSPAPERS AND SOME OF THE TOP PRODUCING MARKETS
GRAND BAHAMA ISLAND AND THE OUT ISLANDS**

2006

	Top Newspapers Read By Visitors To Grand Bahama	Some of the Top Producing Markets for Grand Bahama	Top Newspapers Read By Visitors To Out Islands	Some of the Top Producing Markets To Out Islands
1	USA Today	Read Worldwide	New York Times	<i>New York/Read Worldwide</i>
2	New York Times	<i>New York/Read Worldwide</i>	Wall Street Journal	<i>New York/Read Worldwide</i>
3	Local	Various States	USA Today	Read Worldwide
4	Wall Street Journal	<i>New York/Read Worldwide</i>	Miami Herald	<i>Miami, FL/Read Worldwide</i>
5	Atlanta Journal Constitution	Atlanta, Georgia	Local	Various States
6	Washington Post	Washington, DC	Washington Post	Washington, DC
7	Miami Herald	Miami, FL/Read Worldwide	Boston Globe	Boston, MA
8	Sun Sentinel	<i>South Florida</i>	Palm Beach Post	<i>West Palm Beach, Florida</i>
9	Boston Globe	Boston, MA	Los Angeles Times (L.A. Times)	Los Angeles, California
10	Chicago Tribune	Chicago, Illinois	Atlanta Journal Constitution	Atlanta, Georgia
11	New York Post	<i>New York</i>	Sun-Sentinel	<i>South Florida</i>
12	Los Angeles Times (L.A. Times)	Los Angeles, California	Chicago Tribune	Chicago, Illinois
13	Daily News	Various States	Globe & Mail	Toronto & Rest of Canada
14	Freeport News	N/A	New York Post	<i>New York</i>
15	Virginia Pilot/Norfolk Virginian Pilot	Norfolk, Virginia	Times	Various States
16	Baltimore Sun	Baltimore, Maryland	Financial Times	Read Worldwide
17	Houston Chronicle	Houston, Texas	Newsday	<i>New York</i>
18	Philadelphia Inquirer	Philadelphia Inquirer	Houston Chronicle	Houston, Texas

The New York Times and the Miami Herald are also read in many countries other than the United States.

Most popular newspapers for Canada included: Globe & Mail, Toronto Star, National Post, Toronto Sun, New York Times, Vancouver Sun, Miami Herald, USA Today, Calgary Herald, Ottawa Citizen, Montreal Gazette, Edmonton Journal, La Presse (Montreal, Quebec).

Some of the most popular newspapers for Europe included: The Times (UK), Daily Mail, Guardian, Times, Daily Telegraph, Financial Times, USA Today, Sunday Times, Miami Herald

The above table shows some of the Top Producing Markets for Grand Bahama and the Out Islands. It also shows the most popular newspapers read by stopover visitors to those islands from some of their top markets.

NUMBER OF PEOPLE WITH E-MAIL ADDRESSES

DO YOU HAVE E-MAIL ADDRESS?

ISLANDS OF THE BAHAMAS

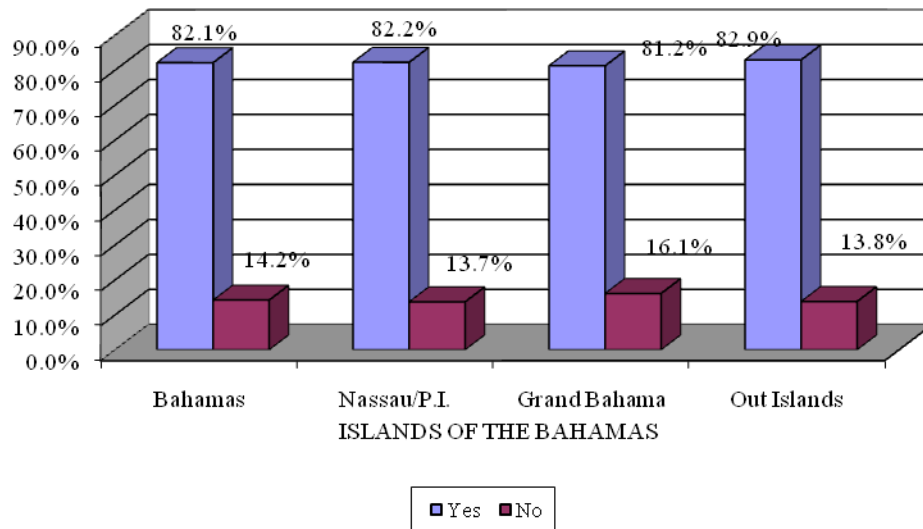
2006

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	82.1%	82.2%	81.2%	82.9%
No	14.2%	13.7%	16.1%	13.8%
No Response	3.7%	4.1%	2.7%	3.3%
Total	100.0%	100.0%	100.0%	100.0%

*82% of American Visitors had e-mail addresses. 85% of the Canadian Visitors had e-mail addresses.

89% of the European Visitors had e-mail addresses.

DO YOU HAVE E-MAIL? ISLANDS OF THE BAHAMAS



- 82% of the stopover visitors to The Islands of the Bahamas indicated that they had an e-mail address.
- 82% of the visitors to Nassau/Paradise Island had e-mail addresses.
- 81% of the visitors to Grand Bahama had e-mail addresses
- 83% of those to the Out Islands had e-mail addresses.

NUMBER OF PEOPLE WHO SURF THE INTERNET

DO YOU SURF THE INTERNET?

ISLANDS OF THE BAHAMAS

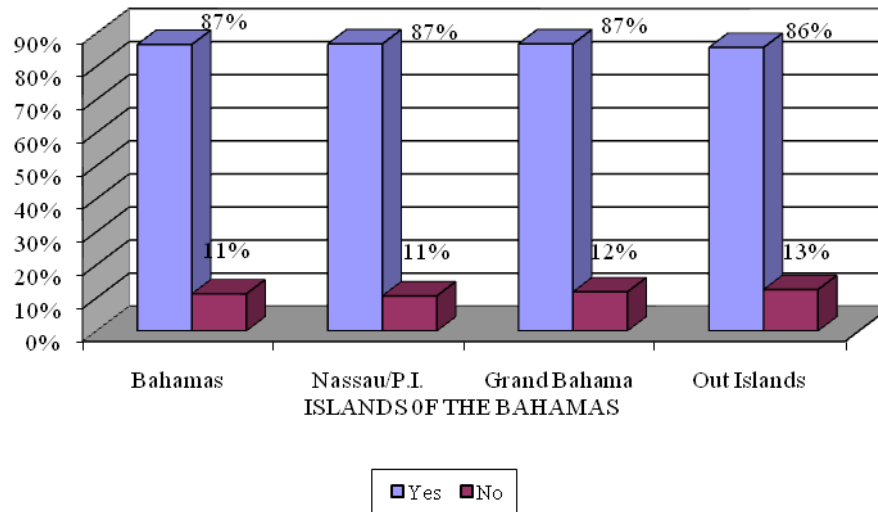
2006

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	87%	87%	87%	86%
No	11%	11%	12%	13%
No Response	2%	3%	1%	2%
Total	100%	100%	100%	100%

*87% of American Visitors indicated that they surfed the Internet. 87% of the Canadian Visitors indicated that they surfed the Internet. 87% of the Europeans indicated that they surfed the Internet.

DO YOU SURF THE INTERNET?

ISLANDS OF THE BAHAMAS



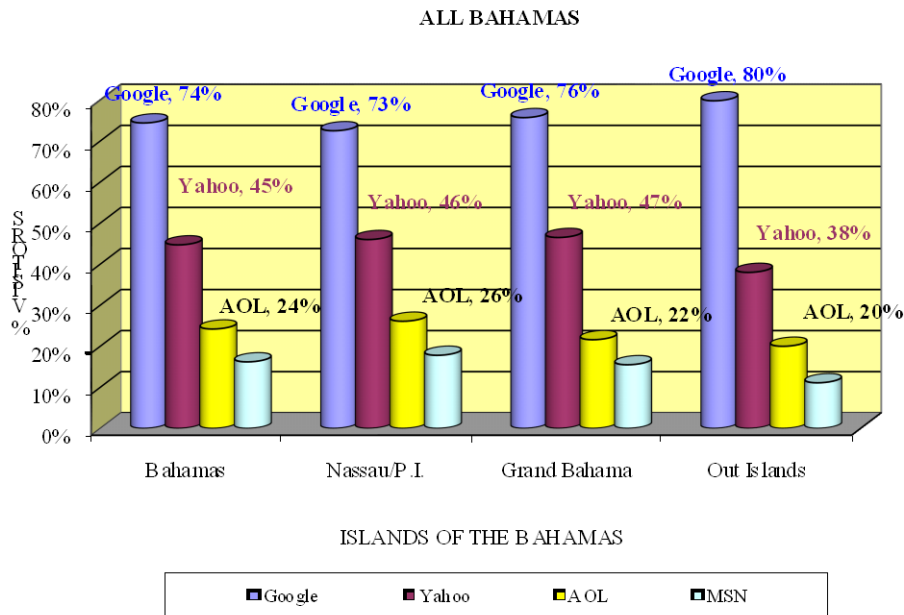
- 87% of the stopover visitors to the Islands of the Bahamas indicated that they “surfed” the Internet.
- 87% of the stopover visitors to Nassau/Paradise Island indicated that they surfed the Internet.
- 87% of the stopover visitors to Grand Bahama surfed the Internet
- 86% of the stopovers to the Out Islands surfed the Internet.

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

FAVOURITE INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS

INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS ISLANDS OF THE BAHAMAS 2006

		Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	Google	74%	73%	76%	80%
2	Yahoo	45%	46%	47%	38%
3	AOL	24%	26%	22%	20%
4	MSN	16%	18%	16%	11%



The top 6 Internet Search Engines/content providers for the Islands of the Bahamas were:

- Google (69%)
- Yahoo (45%)
- AOL (26%)
- MSN (5%)

LIKELIHOOD TO RETURN TO BAHAMAS

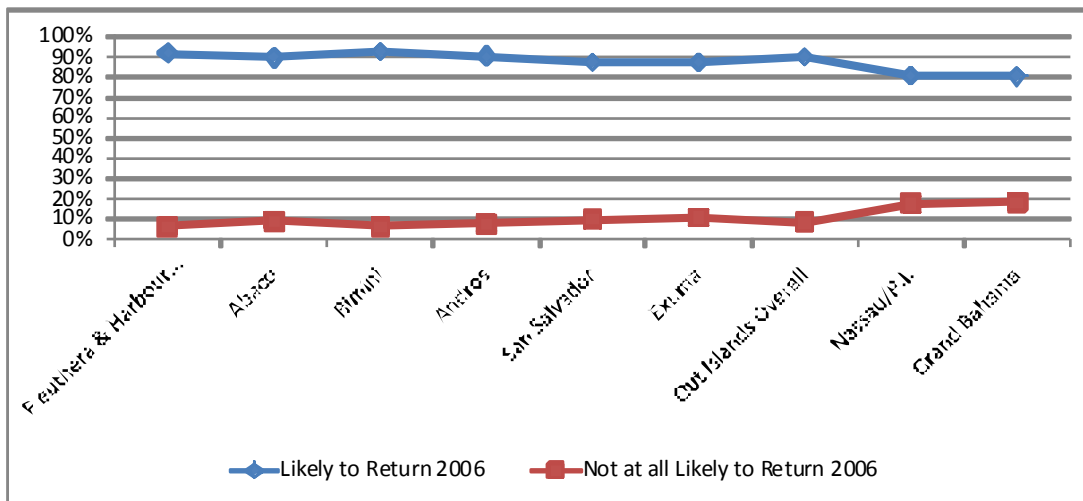
ISLANDS OF THE BAHAMAS LIKELIHOOD TO RETURN STOPOVER VISITORS 2006

Island	Likely to Return	Not at all Likely to Return
	2006	2006
Eleuthera & Harbour Island	92%	7%
Abaco	90%	9%
Bimini	93%	6%
Andros	90%	8%
San Salvador	87%	10%
Exuma	88%	11%
Out Islands Overall	90%	9%
Nassau/P.I.	81%	18%
Grand Bahama	81%	18%
All Bahamas	83%	16%

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

LIKELY RETURN 2006



- 83% of the stopovers were likely to return to the Bahamas in 1-5 yrs (i.e., 52.1% were very likely and 30.4% were somewhat likely to return). 10.2 % said somewhat unlikely, 5.9% said that they were not at all likely to return.

- 81% of the stopovers to Nassau/P.I. said that they were likely to return (i.e., 48.9% were very likely and 32% were somewhat likely to return). 11.2% said that they were somewhat unlikely, and 6.6% said that they were not at all likely to return.
- 81% of the stopovers to Grand Bahama said that they were likely to return (i.e., 49.5% were very likely and 31.1% were somewhat likely). 10.8% said somewhat unlikely and 7.6% said that they were not at all likely to return.
- 90% of the stopovers to the Out Islands said that they were likely to return (i.e., 65.5% were very likely and 24.5% were somewhat likely to return). 6.6% said that they were somewhat unlikely, and 1.9% said that they were not at all likely to return.

LIKELIHOOD OF RECOMMENDING THE BAHAMAS

ISLANDS OF THE BAHAMAS LIKELIHOOD TO RECOMMEND STOPOVER VISITORS 2006

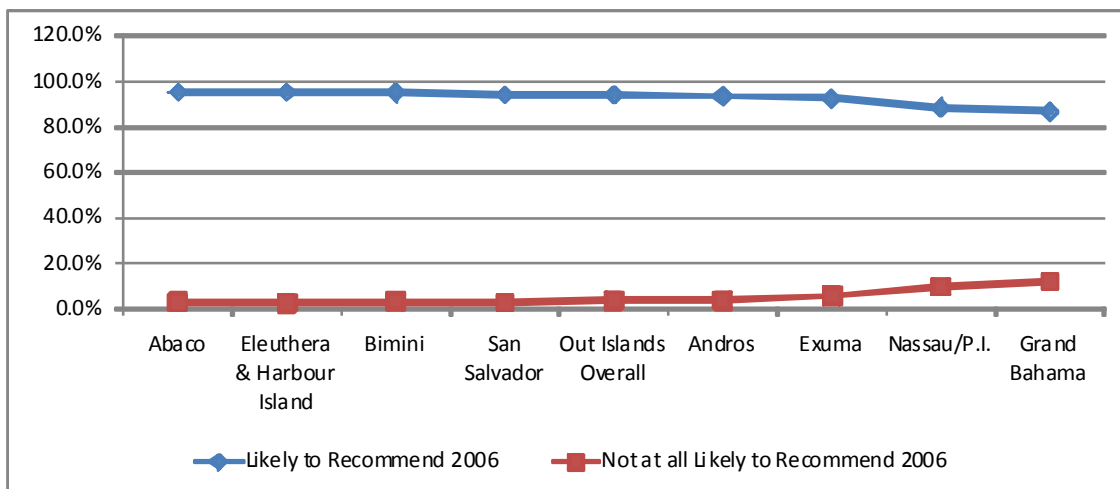
Island	Likely to Recommend	Not at all Likely to Recommend
	2006	2006
Abaco	95.6%	3.0%
Eleuthera & Harbour Island	95.5%	2.6%
Bimini	95.3%	3.2%
San Salvador	94.4%	2.7%
Out Islands Overall	94.3%	3.8%
Andros	93.8%	3.8%
Exuma	92.6%	5.7%
Nassau/P.I.	88.7%	9.7%
Grand Bahama	87.0%	12.0%
All Bahamas	89.5%	8.9%

Source: Exit Survey

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.

LIKELIHOOD OF RECOMMENDING 2006



- 90% of the stopovers were likely to recommend the Bahamas to friends and relatives (i.e., 59.4% were very likely and 30.1% were somewhat likely to recommend). 6.0% were somewhat unlikely and 2.9% were not at all likely to recommend the Bahamas.

- 89% of the stopovers to Nassau/P.I. said that they were likely to recommend (i.e., 57.2% were very likely and 31.5% were somewhat likely to recommend). 6.5% said that they were somewhat unlikely, and 3.2% were not at all likely to recommend the Bahamas.
- 87% of the stopovers to Grand Bahama said that they were likely to recommend (i.e., 53.8% were very likely and 33.2% were somewhat likely to recommend). 7.7% said that they were somewhat unlikely, and 4.3% were not at all likely to recommend the Bahamas.
- 94% of the stopovers to the Out Islands were likely to recommend (i.e., 71.8% were very likely and 22.5% were somewhat likely to recommend). 3.1% said that they were somewhat unlikely, and 0.7% were not at all likely to recommend the Bahamas.

VISITORS WHO WERE NOT LIKELY TO RETURN TO THE BAHAMAS

The stopover visitors who were not likely to return indicated the following reasons:

Bahamas Overall

REASONS VISITORS SAID THEY WOULD NOT RETURN ISLANDS OF THE BAHAMAS STOPOVER VISITORS 2006

1	Prices (neg)	21.7%
2	Want to Go Somewhere Else	18.2%
3	People (neg)	9.7%
4	Service (neg)	6.9%
5	Hotel (neg)	6.4%
6	Litter (neg)	4.3%
7	Food (neg.)	3.6%
8	Value For Money (neg.)	2.6%
9	Weather/Climate (neg.)	2.6%
10	Airport	1.3%

General comments (8.4%) and other comments (2.4%) were made too.

Source: Exit Survey 2006

16% of the stopovers to the Bahamas Overall indicated that they were unlikely to return to the Bahamas in 1-5 years because of one or more of the following:

- High prices
- They wanted to go somewhere else
- Poor attitudes of the people
- Poor Service
- They were dissatisfied with their hotel (i.e., service, quality & prices)
- Litter
- Food (i.e. poor quality, high prices)
- Poor value for money
- Poor weather conditions (either too hot or too cold)
- Dissatisfaction with the Airport Facilities (facilities and processes)

Nassau/Paradise Island

18% of the stopover visitors to Nassau/Paradise Island said that they would not return because of the following:

**REASONS VISITORS SAID THEY WOULD NOT RETURN
NASSAU/PARADISE ISLAND
STOPOVER VISITORS
2006**

1	Prices (neg)	22.4%
2	Want to Go Somewhere Else	18.4%
3	People (neg)	10.1%
4	Hotel (neg)	7.8%
5	Service (neg)	6.3%
6	Litter (neg)	4.7%
7	Food	3.5%
8	Value For Money (neg.)	3.0%
9	Weather/Climate (neg.)	2.4%
10	Airport (neg)	1.6%

General comments (7.1%) and other comments (1.6%) were made too.

Source: Exit Survey 2006

- High Prices
- They wanted to go somewhere else
- The poor attitudes of the people
- Didn't like the hotel where they stayed because of one or more of the following: poor facilities, poor service, hotel too expensive, poor food in hotel, unfriendly people in hotel, items stolen from room
- Poor service
- Litter
- Food (i.e. poor quality, high prices)
- Poor Value for money
- Poor weather conditions (either too hot or too cold)
- The airport: check-in was not good, long lines at airport, airport needs improvement, airport security lacked organization, airport unclean, toilets nasty, more duty free shopping needed, more entertainment needed, airport ceiling leaked, no air condition in some parts

Grand Bahama Island

18% of the stopover visitors to Grand Bahama Island indicated that they were unlikely to return to the Bahamas in 1-5 years. Reasons given were:

**REASONS VISITORS SAID THEY WOULD NOT RETURN
GRAND BAHAMA
STOPOVER VISITORS
2006**

1	Prices (neg)	20.8%
2	Want to Go Somewhere Else	16.3%
3	People (neg)	10.0%
4	Service (neg)	9.8%
5	Food (neg.)	4.2%
6	Litter (neg)	3.4%
7	Hotel (neg)	3.3%
8	Activities (neg.)	2.6%
9	Weather/Climate (neg.)	2.6%
10	Value For Money (neg.)	2.0%

General comments (11.4%) and other comments (3.8%) were made too.

Source: Exit Survey 2006

- High Prices
- They wanted to go somewhere else
- The poor attitudes of the people
- Poor service
- Food (poor quality, too expensive)
- Didn't like the hotel where they stayed
- Lack of Activities
- Bad weather (too hot, too cold, etc.)
- Poor value for money

Out Islands

9% of the stopover visitors to the Out Islands indicated that they were unlikely to return to the Bahamas in 1-5.

**REASONS VISITORS SAID THEY WOULD NOT RETURN
OUT ISLANDS
STOPOVER VISITORS
2006**

1	Prices (neg)	20.4%
2	Want to Go Somewhere Else	19.2%
3	Activities (neg)	5.4%
4	Weather/Climate (neg.)	4.7%
5	People (neg)	4.2%
6	Service (neg)	4.1%
7	Litter (neg)	3.8%
8	Food (neg.)	2.1%
9	Taxes (neg)	2.0%
10	Sports (neg)	1.9%

General comments (13.8%) and other comments (6.5%) were made too.

Source: Exit Survey 2006

- High Prices
- They wanted to go somewhere else
- Lack of Activities
- Bad weather (too hot, too cold, etc.)
- The poor attitudes of the people
- Poor service
- Litter
- Food (poor quality, too expensive)
- Too many taxes
- Sporting Activities (sporting activity not as expected i.e. diving bonefishing, etc.)

VISITORS NOT LIKELY TO RECOMMEND THE BAHAMAS

Bahamas Overall

9% of the stopover visitors to the Bahamas Overall indicated that they were unlikely to recommend the Bahamas to friends and relatives and the reasons they gave were as follows:

**REASONS VISITORS SAID THEY WOULD NOT RECOMMEND
ISLANDS OF THE BAHAMAS
STOPOVER VISITORS
2006**

1	Prices (neg)	23.9%
2	People (neg)	11.3%
3	Service (neg)	9.6%
4	Hotel (neg)	6.5%
5	Litter (neg)	5.5%
6	Food (neg.)	4.8%
7	Value For Money (neg.)	4.0%
8	Weather/Climate	3.6%
9	Airlines	3.0%
10	Want to Go Somewhere Else	2.9%

General comments (11.4%).

Source: Exit Survey 2006

- High Prices
- The poor attitudes of the people
- Poor service
- Didn't like the hotel where they stayed
- Litter
- Food (poor quality, too expensive)
- Poor Value for money
- Bad weather (too hot, too cold, etc.)
- Negative airline experiences (i.e. airline delays, cancellations, poor service, etc.)
- They wanted to go somewhere else

Nassau/Paradise Island

10% of the stopovers to the Nassau/Paradise Island said that they would not recommend the Bahamas to their friends and re indicated this. Reasons given were:

**REASONS VISITORS SAID THEY WOULD NOT RECOMMEND
NASSAU/PARADISE ISLAND
STOPOVER VISITORS
2006**

1	Prices (neg)	25.6%
2	People (neg)	11.8%
3	Hotel (neg)	7.9%
4	Service (neg)	7.6%
5	Litter (neg)	5.7%
6	Value For Money (neg.)	4.8%
7	Airlines	3.7%
8	Weather/Climate	3.7%
9	Food (neg.)	3.7%
10	Want to Go Somewhere Else	2.8%

General comments (11.7%)

Source: Exit Survey 2006

- High Prices
- The poor attitudes of the people
- Didn't like the hotel where they stayed because of one or more of the following: poor facilities, poor service, hotel too expensive, poor food in hotel, unfriendly people in hotel, items stolen from room
- Poor service
- Litter
- Poor Value for money
- Negative airline experiences (i.e. airline delays, cancellations, poor service, etc.)
- Poor weather conditions (either too hot or too cold)
- Food (i.e. poor quality, high prices)
- They wanted to go somewhere else

Grand Bahama Island

12% of the stopover visitors to Grand Bahama Island indicated that they were unlikely to recommend the Bahamas to friends and relatives. Reasons given were:

**REASONS VISITORS SAID THEY WOULD NOT RECOMMEND
GRAND BAHAMA
STOPOVER VISITORS
2006**

1	Prices (neg)	21.0%
2	Service (neg)	15.1%
3	People (neg)	10.7%
4	Food (neg.)	7.4%
5	Hotel (neg)	4.7%
6	Want to Go Somewhere Else	3.8%
7	Litter (neg.)	3.7%
8	Weather/Climate	2.9%
9	Value For Money (neg.)	2.6%
10	Activities (neg.)	2.4%

General comments (10.9%) and nightlife/nightclubs (2.0%) were made too.

Source: Exit Survey 2006

- High Prices
- Poor service
- The poor attitude of the people
- Food (poor quality, too expensive)
- Didn't like the hotel where they stayed
- They wanted to go somewhere else
- Litter
- Poor weather conditions (either too hot or too cold)
- Poor Value for money
- Lack of Activities

Out Islands

4% of the stopover visitors to the Out Islands indicated that they were unlikely to recommend the Bahamas to friends and relatives. Reasons given were:

**REASONS VISITORS SAID THEY WOULD NOT RECOMMEND
OUT ISLANDS
STOPOVER VISITORS
2006**

1	Prices (neg)	24.2%
2	Litter (neg)	12.1%
3	Service (neg)	10.9%
4	People (neg)	5.9%
5	Weather/Climate (neg.)	5.5%
6	Want to Go Somewhere Else	4.5%

General comments (10.3%) and other (5.0%)

- High Prices
- Litter
- Poor service
- The poor attitudes of the people
- Bad weather (too hot, too cold, etc.)
- They wanted to go somewhere else

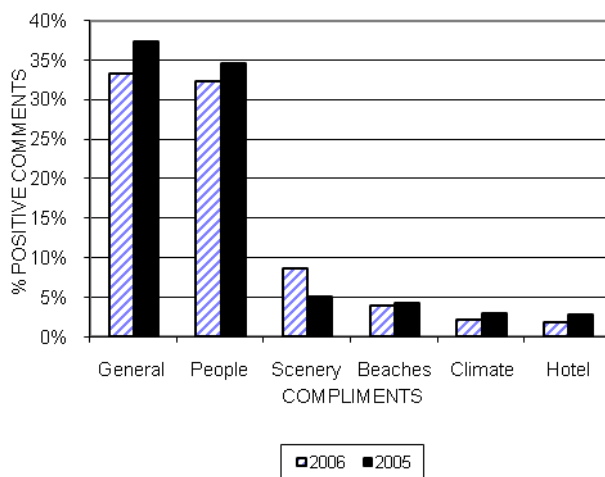
TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

ALL BAHAMAS

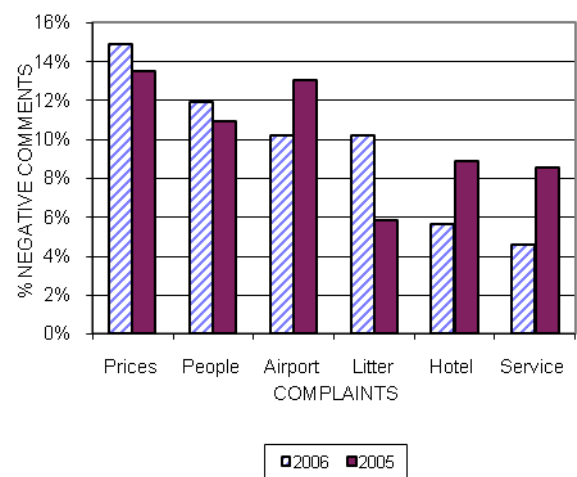
TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2006	2005	2006	2005	
General Comments	33%	37%	Prices	15%	13%
People	32%	35%	People	12%	11%
Scenery/Sightseeing	9%	5%	Airport	10%	13%
Beaches	4%	4%	Litter	10%	6%
Weather/Climate	2%	3%	Hotel	6%	9%
Hotel	2%	3%	Service	5%	9%
No. of Comments	2,346	2,074	No. of Comments	1,331	1,450

Other Positive 3.4%

TOURIST COMMENTS ALL BAHAMAS COMPLIMENTS



TOURIST COMMENTS ALL BAHAMAS COMPLAINTS



Top Compliments

- The people (32% of the comments received)
- Scenery (9% of the comments received)
- Beaches
- Climate
- Hotel

Top Complaints

- High prices (15% of the comments received)
- Poor attitudes of the people
- Airport not up to standards
- Litter
- Hotel not as expected (i.e., too expensive, poor facilities, poor service)
- Poor Service

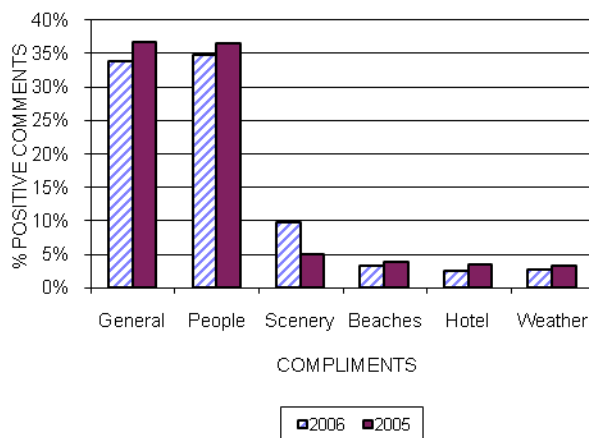
TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

NASSAU/PARADISE ISLAND

TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2006	2005		2006	2005
General Comments	34%	37%	Prices	17%	14%
People	35%	37%	Airport	13%	16%
Scenery/Sightseeing	10%	5%	People	13%	11%
Beaches	3%	4%	Litter	10%	5%
Hotel	3%	3%	Hotel	7%	10%
Weather/Climate	3%	3%	Local Transportation	4%	2%
No. of Comments	1,334	1,245	No. of Comments	881	1,069

Negative general comments in 2006 was 5.4%.

TOURIST COMMENTS NASSAU/PARADISE ISLAND COMPLIMENTS



TOURIST COMMENTS NASSAU/PARADISE ISLAND COMPLAINTS



Top Compliments

- The people (35% of the comments received)
- Scenery
- Beaches
- Hotel
- Climate

Top Complaints

- High prices
- Airport not up to standards (16% of the comments received)
- Poor attitudes of the people
- Too much litter
- Hotel not as expected (i.e., too expensive, poor facilities, poor service)
- Local Transportation

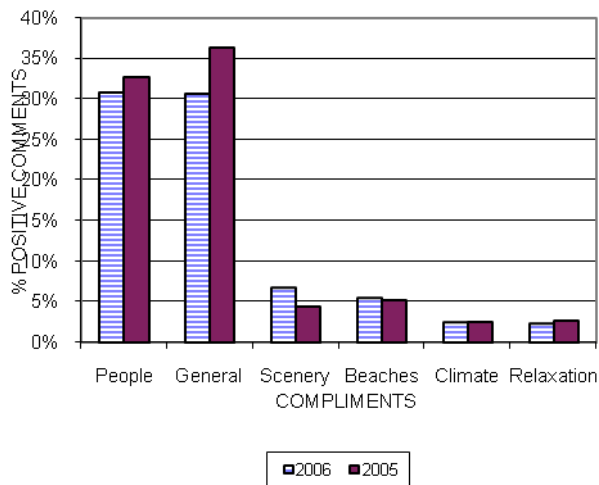
TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

GRAND BAHAMA ISLAND

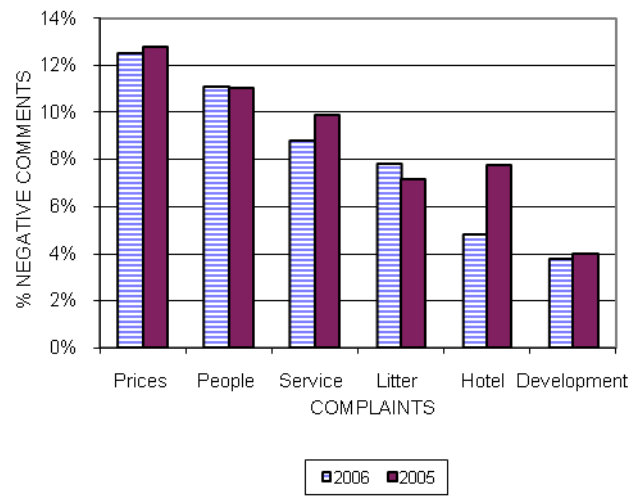
TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2006	2005		2006	2005
People	31%	33%	Prices	13%	13%
General Comments	31%	36%	People	11%	11%
Scenery/Sightseeing	7%	4%	Service	9%	10%
Beaches	5%	5%	Litter	8%	7%
Weather/Climate	2%	3%	Hotel	5%	8%
Relaxation	2%	3%	Development	4%	4%
No. of Comments	530	488	No. of Comments	285	259

Other Positive was 4.7%, Negative General Comments in 2006 was 9% and 8% in 2005.

TOURIST COMMENTS GRAND BAHAMA ISLAND COMPLIMENTS



TOURIST COMMENTS GRAND BAHAMA ISLAND COMPLAINTS



Top Compliments

- The people (31% of the comments received)
- Scenery
- Beaches
- Climate

- Relaxation

Top Complaints

- High prices (13% of the comments received)
- Poor attitude of the people
- Poor Service
- Litter
- Hotel not as expected (i.e., too expensive, poor facilities, poor service)
- Development

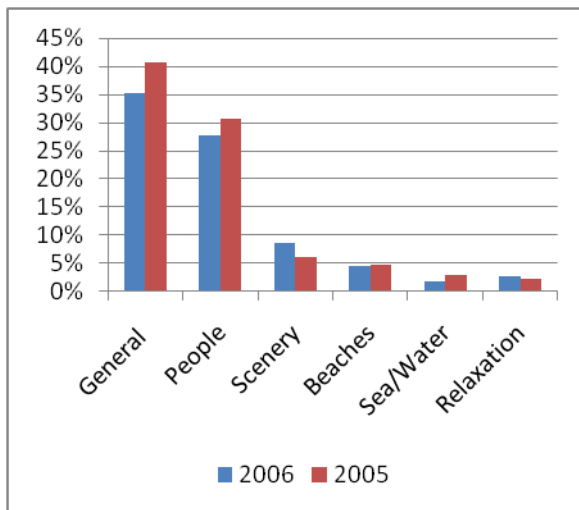
TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

OUT ISLANDS

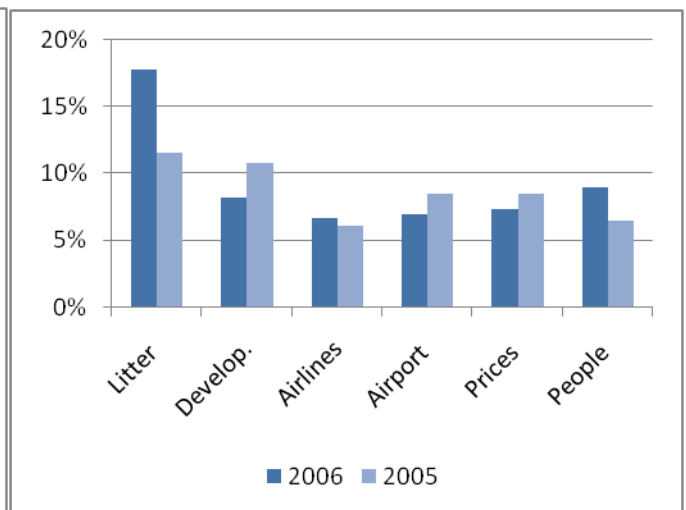
TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2006	2005		2006	2005
General Comments	35%	41%	Litter	18%	12%
People	28%	31%	Development	8%	11%
Scenery	9%	6%	Airlines	7%	6%
Beaches	4%	5%	Airport	7%	8%
Sea/Water	2%	3%	Prices	7%	8%
Relaxation	3%	2%	People	9%	6%
No. of Comments	481	342	No. of Comments	165	122

Other Positive was 4.7%, Negative General Comments in 2006 was 9% and 8% in 2005.

TOURIST COMMENTS OUT ISLANDS COMPLIMENTS



TOURIST COMMENTS OUT ISLANDS COMPLAINTS



Top Compliments

- The people (28% of the comments received)
- Scenery
- Beaches
- Sea/Water
- Relaxation

Top Complaints

- Litter (18% of the comments received)
- Development
- Airlines
- Airport
- High prices
- Poor attitude of the people

RESERVATION BOOKINGS

- The use of travel agents has been declining steadily over the years as visitors began to use other ways (e.g. internet) of booking their reservations.
- In 1997, 72% of the stopover visitors used a travel agent to book their reservations compared to only 39% in 2006. Forty-five percent (45%) of stopovers to Nassau/Paradise Island in 2006 indicated that they had used a travel agent to book their reservations compared to 54% in 2003, 61% in 2002, 68% of them in 2001 and 76% in 1997.
- Twenty-nine percent (29%) of the stopovers in 2006 to Grand Bahama had used a travel agent compared to 52% in 2002, 60% in 2001 and 72% in 1997.
- Twenty-nine percent (29%) of the stopover visitors in 2006 to the Out Islands had used a travel agent compared to 34% in 2002 and 40% in 2001.

AMOUNT OF TIME BETWEEN RESERVATION & VISITOR'S ARRIVAL

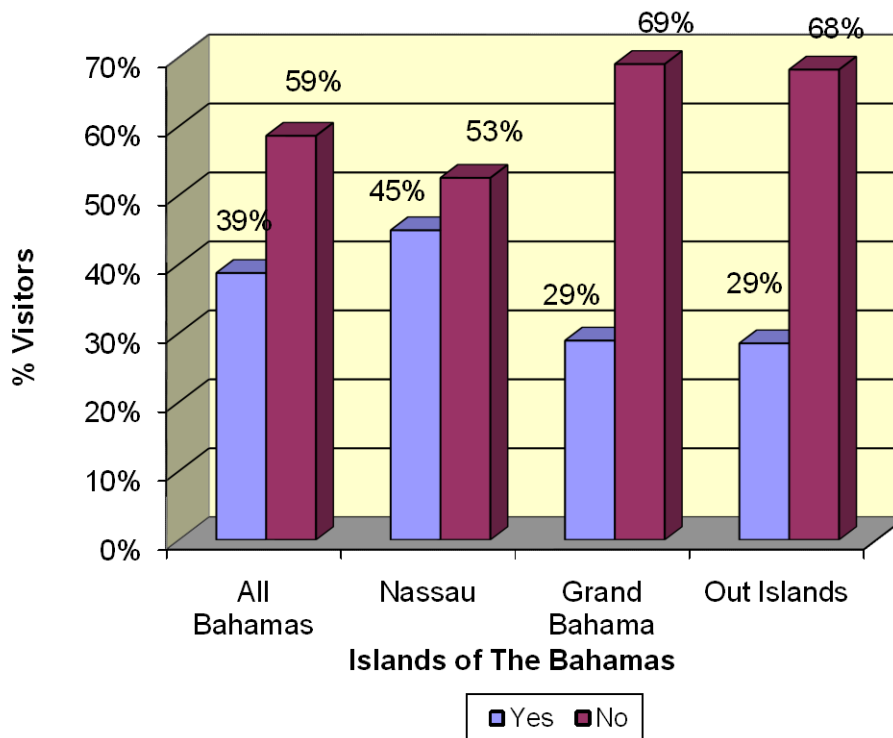
In 2006, stopover visitors to The Islands of The Bahamas booked their reservations anywhere from **7 months** in advance to the very same month of travel. **Short lead times** seemed to be preferred as the highest percentage of visitors booked **1-3 months** in advance or the very same month of travel. There was a very small amount of stopover visitors who booked their reservations **7 months to a year** in advance of traveling to the Bahamas.

TOUR OPERATORS AND TRAVEL AGENTS

USE OF TRAVEL AGENT 2006

	All Bahamas	Nassau	Grand Bahama	Out Islands
Yes	39%	45%	29%	29%
No	59%	53%	69%	68%
No Resp.	3%	3%	2%	3%

Source: Exit Survey 2006



- 39% of the visitors to the Islands of the Bahamas used a tour operator or travel agent.
- 59% of them did not use a tour operator or travel agent.
- Some visitors to the Bahamas used tour operators and travel agents to book their reservations.
- Some booked their reservations directly with the hotel or airline, etc.
- Some booked their reservations directly on the Internet and others used a combination of methods. 53% said that they used an online Internet service to book their reservations.

- Some of the most popular online booking services used were:

**MOST POPULAR ONLINE BOOKING SERVICES USED
STOPOVERS TO THE ISLANDS OF THE BAHAMAS
2006**

expedia.com	spiritair.com	aol.com
orbitz.com	bahamas.com	nwa.com
travelocity.com	bahamasair.com	bahamasvacations.com
atlantis.com	firstchoice.co.uk	grandbahamavacations.com
jetblue.com	ba.com	wyndham.com
aa.com	mexicana.com	radisson.com
continental.com	aircanada.com	hilton.com
carlsonwagonlit.com	gradcity.com	virtuallythere.com
cheaptickets.com	yahoo.com	riu.com
usairwaysvacations.com	deltavacations.com	priceline.com
delta.com	united.com	hotwire.com
sandals.com	paradiseislandvacations.com	hotels.com

This list is not all-inclusive of every online service used.

(Source: Immigration Cards and Tour Media Exit Survey, 2006)

- *Some stopover visitors to the Bahamas stay on more than one island in the Bahamas and use one tour operator/travel agency to book their reservations in all of these islands.*
- *In the following pages with the tour operators/travel agencies you will see that this happened with some of the islands.*

**TOP 35 TOUR OPERATORS/TRAVEL AGENTS USED BY VISITORS
ISLANDS OF THE BAHAMAS
2006**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	OTHER TRAVEL AGENCY	OTHER TRAVEL AGENCY	OTHER TRAVEL AGENCY	OTHER TRAVEL AGENCY
2	EXPEDIA.COM	EXPEDIA.COM	DISCOVERY CRUISE LINE	CLUB MED
3	LIBERTY TRAVEL	LIBERTY TRAVEL	EXPEDIA.COM	EXPEDIA.COM
4	ORBITZ.COM	ORBITZ.COM	SECURITY TRAVEL	ORBITZ.COM
5	TRAVELOCITY.COM	ATLANTIS.COM	SPRING BREAK TRAVEL	CONTINENTAL.COM
6	ATLANTIS.COM	TRAVELOCITY.COM	ORBITZ.COM	AA.COM
7	DISCOVERY CRUISE LINE	JETBLUE.COM	TRAVELOCITY.COM	TRAVELOCITY.COM
8	JETBLUE.COM	AMERICAN EXPRESS TRAVEL	AIRTRAN	AMERICAN EXPRESS TRAVEL
9	AMERICAN EXPRESS TRAVEL	AAA TRAVEL	DISCOVER	CHEAPTICKETS.COM
10	AA.COM	AA.COM	DIAMOND HOLIDAYS	CARLSONWAGONLIT.COM
11	AAA TRAVEL	CARLSONWAGONLIT.COM	AA.COM	AAA TRAVEL
12	CONTINENTAL.COM	CHEAPTICKETS.COM	STUDENT CITY	BAHAMASAIR.COM
13	CARLSONWAGONLIT.COM	GOGO TOURS	RCI TRAVEL	JETBLUE.COM
14	CHEAPTICKETS.COM	DELTA.COM	CHEAPTICKETS.COM	LIBERTY TRAVEL
15	USAIRWAYS VACATIONS.COM	CONTINENTAL.COM	USAIRWAYS VACATIONS.COM	THOMAS COOK
16	DELTA.COM	USAIRWAYS VACATIONS.COM	SPECIAL T TRAVEL	BAHAMAS.COM
17	GOGO TOURS	SANDALS.COM	CONTINENTAL.COM	BA.COM
18	CLUB MED	SPIRITAIR.COM	LIBERTY TRAVEL	USAIRWAYS VACATIONS.COM
19	SECURITY TRAVEL	FIRSTCHOICE.CO.UK	AMERICAN EXPRESS TRAVEL	FOUR SEASONS TRAVEL
20	SANDALS.COM	MEXICANA.COM	AAA TRAVEL	AA VACATIONS
21	SPRING BREAK TRAVEL	BAHAMASAIR.COM	DELTA.COM	DELTA.COM
22	SPIRITAIR.COM	APPLE VACATIONS	CARLSONWAGONLIT.COM	UNIGLOBE TRAVEL
23	BAHAMAS.COM	BA.COM	BAHAMAS.COM	AIRCANADA.COM
24	BAHAMASAIR.COM	AIRCANADA.COM	FAIRFIELD TRAVEL	GOGO TOURS
25	RCI TRAVEL	BAHAMAS.COM	CORAL BEACH TRAVEL	YAHOO.COM
26	FIRSTCHOICE.CO.UK	TRAVEL IMPRESSIONS	GRANDBAHAMAVACATIONS.COM	SPIRITAIR.COM
27	APPLE VACATIONS	VIRGIN HOLIDAYS	VIP TRAVEL	BAHAMASVACATIONS.COM
28	BA.COM	THOMAS COOK	GOGO TOURS	RCI TRAVEL
29	DISCOVER	GRADCITY.COM	APPLE VACATIONS	UNITED.COM
30	AIRTRAN	DESTINATIONS TRAVEL	FLORIDA TRAVEL NETWORK	SEARS TRAVEL
31	MEXICANA.COM	RCI TRAVEL	PARADISEISLANDVACATIONS.COM	DISCOVERY CRUISE LINE
32	THOMAS COOK	AA VACATIONS	YAHOO.COM	VIRGIN HOLIDAYS
33	STUDENT CITY	VIRGIN-ATLANTIC.COM	NAVIGANT	NAVIGANT
34	AIRCANADA.COM	UNIGLOBE TRAVEL	BAHAMASAIR.COM	NWA.COM
35	TRAVEL IMPRESSIONS	SANDERS TRAVEL	AA VACATIONS	STA TRAVEL

**TOP 35 TOUR OPERATORS/TRAVEL AGENTS USED BY VISITORS
ISLANDS OF THE BAHAMAS
2006**

	Abaco	Andros	Bimini	Total Eleuthera
1	OTHER TRAVEL AGENCY	OTHER TRAVEL AGENCY	OTHER TRAVEL AGENCY	OTHER TRAVEL AGENCY
2	EXPEDIA.COM	EXPEDIA.COM	CONTINENTAL.COM	EXPEDIA.COM
3	ORBITZ.COM	ORBITZ.COM	ORBITZ.COM	ORBITZ.COM
4	CONTINENTAL.COM	CONTINENTAL.COM	EXPEDIA.COM	CONTINENTAL.COM
5	AA.COM	JETBLUE.COM	TRAVELOCITY.COM	TRAVELOCITY.COM
6	TRAVELOCITY.COM	TRAVELOCITY.COM	AAA TRAVEL	JETBLUE.COM
7	CHEAPTICKETS.COM	BA.COM	BAHAMAS.COM	AMERICAN EXPRESS TRAVEL
8	BAHAMASAIR.COM	AA.COM	AA.COM	BA.COM
9	AAA TRAVEL	USAIRWAYS VACATIONS.COM	BA.COM	CHEAPTICKETS.COM
10	AMERICAN EXPRESS TRAVEL	DELTA.COM	CARLSONWAGONLIT.COM	AA.COM
11	BAHAMAS.COM	BAHAMAS.COM	JETBLUE.COM	CARLSONWAGONLIT.COM
12	LIBERTY TRAVEL	AAA TRAVEL	CHEAPTICKETS.COM	USAIRWAYS VACATIONS.COM
13	CARLSONWAGONLIT.COM	AMERICAN EXPRESS TRAVEL	UNIGLOBE TRAVEL	AAA TRAVEL
14	USAIRWAYS VACATIONS.COM	CHEAPTICKETS.COM	LIBERTY TRAVEL	BAHAMAS.COM
15	AA VACATIONS	CARLSONWAGONLIT.COM	USAIRWAYS VACATIONS.COM	LIBERTY TRAVEL
16	JETBLUE.COM	AIRCANADA.COM	AMERICAN EXPRESS TRAVEL	DELTA.COM
17	BA.COM	LIBERTY TRAVEL	BLACKBEARDS CHARTERS	BAHAMASAIR.COM
18	DELTA.COM	GOGO TOURS	BAHAMASAIR.COM	AIRCANADA.COM
19	RCI TRAVEL	SPIRITAIR.COM	SPIRITAIR.COM	ATLANTIS.COM
20	UNIGLOBE TRAVEL	UNITED.COM	SEARS TRAVEL	BAHAMAS VACATIONS.COM
21	YAHOO.COM	BAHAMAS VACATIONS.COM	DISCOVERY CRUISE LINE	GOGO TOURS
22	THOMAS COOK	DISCOVER	DELTA.COM	VIRGIN HOLIDAYS
23	GOGO TOURS	BAHAMASAIR.COM	FIRSTCHOICE.CO.UK	UNITED.COM
24	BAHAMAS VACATIONS.COM	WORLD CLASS VACATIONS	AA VACATIONS	AA VACATIONS
25	VIRGIN HOLIDAYS	SEARS TRAVEL	UNITED.COM	UNIGLOBE TRAVEL
26	AIRCANADA.COM	DISCOVERY CRUISE LINE	APPLE VACATIONS	THOMAS COOK
27	AOL.COM	NWA.COM	FUNJET VACATIONS	LINDEN TRAVEL
28	SPIRITAIR.COM	AA VACATIONS	VACATION OUTLET	SPIRITAIR.COM
29	NWA.COM	SECURITY TRAVEL	GOGO TOURS	DESTINATIONS TRAVEL
30	DISCOVERY CRUISE LINE	VIP TRAVEL	SANDALS.COM	NWA.COM
31	FIRSTCHOICE.CO.UK	ATLANTIS.COM	GRADCITY.COM	DELTA VACATIONS.COM
32	UNITED.COM	GARBER TRAVEL	THOMAS COOK	CORAL BEACH TRAVEL
33	STA TRAVEL	THOMAS COOK	BOSCOVS	NAVIGANT
34	PRINCESS VACATIONS	UNIGLOBE TRAVEL	ATLANTIS.COM	GARBER TRAVEL
35	TRAVEL IMPRESSIONS	FUNJET VACATIONS	COLPITTSWORLDTRAVEL.COM	STA TRAVEL

**TOP 35 TOUR OPERATORS/TRAVEL AGENTS USED BY VISITORS
ISLANDS OF THE BAHAMAS
2006**

	Exuma	Harbour Island	San Salvador	Other Out Islands
1	OTHER TRAVEL AGENCY	OTHER TRAVEL AGENCY	CLUB MED	OTHER TRAVEL AGENCY
2	AA.COM	EXPEDIA.COM	OTHER TRAVEL AGENCY	EXPEDIA.COM
3	EXPEDIA.COM	CONTINENTAL.COM	THOMAS COOK	ORBITZ.COM
4	AMERICAN EXPRESS TRAVEL	ORBITZ.COM	CARLSONWAGONLIT.COM	AA.COM
5	ORBITZ.COM	AMERICAN EXPRESS TRAVEL	SEARS TRAVEL	CONTINENTAL.COM
6	CONTINENTAL.COM	TRAVELOCITY.COM	UNIGLOBE TRAVEL	TRAVELOCITY.COM
7	FOUR SEASONS TRAVEL	JETBLUE.COM	AAA TRAVEL	JETBLUE.COM
8	TRAVELOCITY.COM	BA.COM	EXPEDIA.COM	BAHAMASAIR.COM
9	CARLSONWAGONLIT.COM	CARLSONWAGONLIT.COM	AMERICAN EXPRESS TRAVEL	DELTA.COM
10	LIBERTY TRAVEL	AA.COM	LIBERTY TRAVEL	BAHAMAS.COM
11	AA VACATIONS	USAIRWAYS VACATIONS.COM	BAHAMASAIR.COM	CHEAPTICKETS.COM
12	AAA TRAVEL	BAHAMAS.COM	ORBITZ.COM	BA.COM
13	CHEAPTICKETS.COM	CHEAPTICKETS.COM	STA TRAVEL	USAIRWAYS VACATIONS.COM
14	JETBLUE.COM	LIBERTY TRAVEL	SPIRITAIR.COM	DISCOVERY CRUISE LINE
15	BA.COM	AIRCANADA.COM	VIP TRAVEL	AMERICAN EXPRESS TRAVEL
16	USAIRWAYS VACATIONS.COM	DELTA.COM	COLPITTS WORLD TRAVEL	LIBERTY TRAVEL
17	YAHOO.COM	GOGO TOURS	BAHAMAS.COM	SPIRITAIR.COM
18	BAHAMAS.COM	AAA TRAVEL	GARBER TRAVEL	CARLSONWAGONLIT.COM
19	MARITZ TRAVEL	BAHAMASAIR.COM	CONTINENTAL.COM	AIRCANADA.COM
20	NAVIGANT	AA VACATIONS	TRAVELOCITY.COM	UNITED.COM
21	DELTA.COM	UNITED.COM	YAHOO.COM	AAA TRAVEL
22	UNIGLOBE TRAVEL	VIRGIN HOLIDAYS	ATLAS TRAVEL	RCI TRAVEL
23	GOGO TOURS	CORAL BEACH TRAVEL	BA.COM	VIRGIN-ATLANTIC.COM
24	CREATIVE TRAVEL	GARBER TRAVEL	NAVIGANT	FIRSTCHOICE.CO.UK
25	DESTINATIONS TRAVEL	DIAMOND HOLIDAYS	CORAL BEACH TRAVEL	DELTA VACATIONS.COM
26	SPIRITAIR.COM	LINDEN TRAVEL	DELTA.COM	AA VACATIONS
27	UNITED.COM	BAHAMAS VACATIONS.COM	GOGO TOURS	STA TRAVEL
28	WORLD CLASS VACATIONS	CREATIVE TRAVEL	CI TRAVEL	THOMAS COOK
29	DELTA VACATIONS.COM	DELTA VACATIONS.COM	DESTINATIONS TRAVEL	NAVIGANT
30	AIRCANADA.COM	YAHOO.COM	AIRTRAN	DESTINATIONS TRAVEL
31	NWA.COM	UNIGLOBE TRAVEL	AA.COM	BLACKBEARDS CHARTERS
32	TRAVEL IMPRESSIONS	WORLD CLASS VACATIONS	BEL AIR TRAVEL	FOUR SEASONS TRAVEL
33	AOL.COM	FOUR SEASONS TRAVEL	LINDEN TRAVEL	SEARS TRAVEL
34	BAHAMAS VACATIONS.COM	TRAVEL IMPRESSIONS	AIRCANADA.COM	BAHAMAS VACATIONS.COM
35	OMEGA TRAVEL	THOMAS COOK	RCI TRAVEL	NWA.COM

**Source of Top Tour Operator/Travel Agent tables:Immigration Cards*

**DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS**

	2006	2005
MAIN PURPOSE OF VISIT		
Vacation	70.1%	71.2%
Business	7.6%	7.1%
Honeymoon	6.1%	6.1%
DECISION TO VISIT INFLUENCED BY:		
Beaches	56.0%	N/A
Climate	51.5%	N/A
Rest and Relaxation	39.5%	N/A
LIKELY RETURN IN 1-5 YEARS**	82.5%	80.7%
LIKELY RECOMMEND TO FRIENDS/REL**	89.5%	87.8%
USED TRAVEL AGENT**	38.7%	42.2%
AGE*		
25 - 54 years old	56.7%	57.0%
55 years old or older	18.3%	17.7%
SEX*		
Male	48.9%	48.8%
Female	48.2%	48.3%
RACE		
White	83.9%	80.2%
Black	6.6%	9.8%
Hispanic	3.3%	3.2%
Mixed Race/Mixed Heritage	2.0%	1.6%
Asian/Pacific Islander	2.4%	1.6%
American Indian/Alaska Native	0.4%	0.1%
EDUCATION**		
College Graduate or Above	63.4%	63.7%
ANNUAL HOUSEHOLD INCOME**		
\$40,000 - \$59,999	9.8%	9.0%
\$60,000 +	67.6%	68.3%
PREVIOUS VISITS**		
First Time Visitor	44.5%	45.0%
Repeat Visitor	55.0%	54.5%
TRAVELLING PARTY SIZE**		
One	15.0%	14.3%
Two	48.0%	47.0%
HOUSEHOLD SIZE**		
One	12.1%	11.4%
Two	36.7%	36.2%
Three-Four	35.3%	35.3%
COUNTRY OF ORIGIN*		
USA	85.3%	85.8%
Canada	5.3%	4.7%
Europe	5.1%	5.3%
Other Countries	4.3%	4.2%
AVERAGE LENGTH OF STAY*	6.4 nts	6.4 nts

Source: **Exit Survey 2006. *Information on age, sex, country and avg. length of stay were obtained from immigration card data.

In 2006 Likelihood to return: Very Likely=52.1% and Somewhat Likely=30.4%, Likelihood to Recommend: VL= 59.4% and SL=30.1%

All numbers are subject to revision.

Conclusion

Stopover visitors came to the Islands of the Bahamas primarily for the purpose of vacationing. Their decision to visit The Bahamas was primarily influenced by the beaches, the climate, the need for rest and relaxation, the hotel facilities (this was especially true for Nassau/Paradise Island), the friendly people they expected to meet in the destination, the ease of getting to the destination, the fact that they had never been here before, the perceived safety of the islands and the good package deals that were being offered. Visitors to Grand Bahama also mentioned the perceived best value for money that they expected to receive as a major influence for deciding to visit the destination. In addition to the other major influences already mentioned, visitors to the Out Islands were also influenced to visit the islands because of the sporting attractions offered in these islands (e.g. fishing, boating, diving, etc.), and the fact that they had friends there.

Stopover visitors to the Bahamas wanted to participate in a number of different activities when they came to the islands. Most of them wanted to enjoy the beaches. Many of them want to simply “kick back” and relax. A number of them wanted to do some shopping, go snorkeling, go to the casinos, take an island tour, go diving, go sailing, go golfing, go deep sea fishing, and go bone-fishing. Some of them even wanted to go bird-watching.

Stopovers came for vacation and to enjoy various activities. The electronic media most frequently used by these visitors to the Islands of the Bahamas when they planned a vacation was the *Internet*. The second most popular electronic media was *Network Television*. The third most popular electronic media was *Specialty Cable Channels* and the fourth most popular was *Specialty News Channels*.

Most of the stopover visitors (82%) to the Islands of the Bahamas said that they had e-mail addresses and the majority of them (87%) of them “surfed” the Internet. Some of the top Internet search engines and content providers for visitors to the Bahamas were: Google, Yahoo, AOL, and MSN.

In addition to the Internet, stopover visitors used the television when planning their vacations. Most stopover visitors (84%) said that they watched television. The favorite television networks/stations of visitors to the Islands of the Bahamas were: NBC (Network Station), ABC (Network

Station), CNN (Specialty News Station), ESPN (Specialty Cable Channel), CBS (Network Station), FOX (Network Station), HBO (Specialty Cable Channel), Discovery Channel (Specialty Cable Channel), MTV(Specialty Cable Channel), FOXN (Specialty News Station), and the FOOD Network (Specialty Cable Channel).

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

In addition to watching television, some visitors to the Bahamas also read newspapers and magazines for their own personal enjoyment and some of them also read them when planning their vacations. Magazines were the most popular print media used by visitors to the Bahamas when planning their vacations. Almost two-thirds (65%) of the stopover visitors to the Bahamas read magazines for their reading enjoyment. Visitors read a very wide selection of magazines. Some of the top magazines for visitors to the Islands of the Bahamas as a whole were: People, Time Magazine, Newsweek, US/US Weekly, Cosmopolitan/Cosmo, Sports Illustrated, Travel, O (Oprah), In Style, Good Housekeeping, National Geographic Explorer, New Yorker, Travel, Vogue/Vogue Living, Travel and Leisure, Vanity Fair, Southern Living, Glamour, and Conde Naste. Sixty-six percent (66%) of stopover visitors read newspapers. Some of the top newspapers read by visitors to The Islands of The Bahamas were: The New York Times, USA Today, Wall Street Journal, Miami Herald, Washington Post, Newsday, Atlanta Journal-Constitution, Daily News, New York Post, Boston Globe, Globe & Mail, Toronto Star, Sun Sentinel, Los Angeles Times, and Chicago Tribune.

Stopover visitors used the Internet, television, magazines and newspapers for their enjoyment as well as to plan their vacation experiences. When it came time to take the next step, some stopover visitors booked their reservations directly on the Internet, some used tour operators and travel agents to book their reservations and some booked their reservations directly with the hotel or airline, etc. Others used a combination of methods.

Some of the visitors to the Islands of the Bahamas who booked their reservations online used: expedia.com, orbitz.com, travelocity.com, Atlantis.com, jetblue.com, AA.com, continental.com, carlsonwagonlit.com, cheaptickets.com, usairwaysvacations.com, delta.com, sandals.com,

spiritair.com, Bahamas.com, bahamasair.com, firstchoice.co.uk, ba.com, Mexicana.com, aircanada.com, gradcity.com, yahoo.com, etc.

Some of the most popular tour operators/travel agents used by the stopover visitors to the ***Bahamas Overall*** were: Liberty Travel, Discovery Cruise Lines, American Express Travel, AAA Travel/Triple AAA, GOGO Worldwide Vacations/GOGO Tours, Club Med, Security Travel, Spring Break Travel, RCI Travel, Apple Vacations, Discover, Airtran, Thomas Cook Travel, Student City, and Travel Impressions.

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

More than half (55%) of the visitors to the Islands of the Bahamas were repeat visitors. Eighty-three percent (83% i.e. 52.1% very likely and 30.4% somewhat likely) of the stopovers said that they would return to the Bahamas in 1-5 years. Ninety percent (90% i.e. 59.4% very likely and 30.1% somewhat likely) said that they would recommend the Bahamas to their friends or relatives.

Visitors to the Bahamas who were not likely to return or recommend the Bahamas to friends and relatives gave the following reasons: high prices (too expensive), they wanted to visit other places, poor attitudes of the people, poor service, hotel (e.g., poor accommodations, rude staff, poor hotel service), litter/cleanliness (country was too dirty), food (too expensive or poor quality), poor value for money, the airports, and airlines (unscheduled delays, poor service, etc.)

Stopover visitors to the Bahamas were primarily white, between the ages of 25-54, college educated, with annual household incomes over \$60,000.

APPENDIX

TOUR OPERATOR AND MEDIA EXIT SURVEY



Dear Visitor,

The Government of the Bahamas would like to thank you for choosing the Islands of the Bahamas for this visit.

Tourism is our number one Industry and we would like to invite you to share your opinions and your media habits with us so that we would be able to serve you better.

We would be grateful if you would help us by filling out this questionnaire. It should only take a few moments of your time. All information will be treated confidentially.

Thank you for taking the time to help us. We greatly appreciate it.

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

- Business Trip..... []1
- Convention/Conference..... []2
- To Get Married..... []3
- To Attend Wedding..... []4
- Honeymoon..... []5
- Vacation..... []6
- Visiting friends or relatives..... []7
- Casino excursion..... []8

Other (PLEASE WRITE IN)_____

2. WHAT INFLUENCED YOUR DECISION TO VISIT THE BAHAMAS? (PLEASE "X" AS MANY BOXES AS APPLY)

- | | |
|---------------------------|-----------------------------------|
| Beaches..... []1 | Best value for money..... []12 |
| Climate..... []2 | Good package deals..... []13 |
| Safety of islands. []3 | Rest & Relaxation..... []14 |
| Hotel Facilities... []4 | Heard a lot about the Bah. []15 |
| Casinos..... []5 | Friend recommended Bah []16 |
| Nightlife..... []6 | Had friends in the Bah..... []17 |
| Sports (eg.diving)[]7 | Never been here before.... []18 |
| Exotic Islands.... []8 | Travel Agent/Tour Operat.[]19 |
| Shopping..... []9 | Bahamas website..... []20 |
| Friendly people... []10 | Saw Ad on TV..... []21 |
| Easy to get to..... []11 | Saw Ad in Magazine..... []22 |

Other_____

3. WHAT ACTIVITIES DID YOU INTEND TO DO ON THIS VISIT TO THE BAHAMAS? (PLEASE "X" AS MANY BOXES AS APPLY)


- | | |
|-------------------------|---------------------------------|
| Enjoy Beaches... []1 | Go on an Island Tour []7 |
| Shop..... []2 | Go Golfing..... []8 |
| Go Birdwatching []3 | Go Snorkeling..... []9 |
| Rest & Relax []4 | Go Diving..... []10 |
| Go to Casinos..... []5 | Go Bonefishing..... []11 |
| Go Sailing..... []6 | Go Deep Sea Fishing..... []12 |

Other_____

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

Month_____ Year_____

5. DID YOU USE AN ONLINE SERVICE (INTERNET) TO BOOK ANY OF YOUR RESERVATIONS?

1. Yes [] 2. No []  Go to question 7

6. WHICH ONLINE BOOKING SERVICE DID YOU USE TO MAKE YOUR RESERVATIONS TO THE BAH.?

- Expedia.com..... []1 Hotwire.com..... []5
- Travelocity.com. []2 Yahoo.com.....[]6
- Orbitz.com..... []3 Hotels.com..... []7
- Priceline.com..... []4 Cheaptickets.com []8

Other Internet Service (Please Write In)_____

What Items Did You Book Online? (Please “X” As Many As Apply)

- Used the Internet to book:**
- Airline..... []1
 - Hotel..... []2
 - Rental Car..... []3
 - Transfers from Airport..... []4
 - On-island activities (e.g. tours)..... []5

7. DID YOU USE A TOUR OPERATOR/TRAVEL AGENT TO BOOK ANY OF YOUR RESERVATIONS?

1. Yes [] 2. No [] → Go to question 8

(Please Write in Name of Tour Operator/Travel Agent)

Tour Operator &/or Travel Agent Used_____

Town/City where booked_____

WHAT ITEMS DID YOU PURCHASE FROM THE TOUR OPERATOR/TRAVEL AGENT? (Please “X” As Many As Apply)

- Used a travel agent/tour operator to book:**
- Airline..... []1
 - Hotel..... []2
 - Rental Car..... []3
 - Transfers from Airport..... []4
 - On-island activities (e.g. tours)..... []5

8. DID YOU BOOK ANY OF YOUR RESERVATIONS DIRECTLY WITH AIRLINE, HOTEL OR OTHER COMPANIES?

1. Yes [] 2. No [] → Go to question 9

Booked reservations directly with:

- Airline..... []1
- Hotel..... []2
- Rental Car..... []3
- Transport companies (e.g. taxis)..... []4
- On-island activities (e.g. tours)..... []5

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

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

Other (PLEASE WRITE IN)_____

10. **DO YOU WATCH TELEVISION?**

- 1. Yes [] 2. No [] → Go to question 12

WHAT ARE YOUR FAVORITE TELEVISION STATIONS (CABLE OR SATELLITE)?

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

_____ a.m. _____ p.m.

12. **DO YOU USE PRINT MEDIA SUCH AS NEWSPAPERS AND MAGAZINES TO PLAN YOUR VACATION?**

- 1. Yes [] 2. No [] → Go to question 13

When Planning Your Vacation, What Is The Print Media Most Frequently Used? (Please "X As Many Boxes As Apply)

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

Other (PLEASE WRITE IN)_____

13. **DO YOU READ ANY NEWSPAPERS?**

- 1. Yes [] 2. No [] → Go to question 14

What Newspapers Do You Read? (Please Write In)

14. DO YOU READ ANY MAGAZINES?

1. Yes [] 2. No [] → Go to question 15

What Magazines Do You Read? (Please Write In)

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

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

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

Yes.....[]1 No.....[]2 **If no, go to question 18**

17. WHAT INTERNET SEARCH ENGINE (S) &/OR CONTENT PROVIDER (S) DO YOU USE?

(PLEASE "X" AS MANY BOXES AS APPLY)

AOL.....[]1 Lycos.....[]5 Dogpile. []14
Yahoo... []2 Alta Vista..... []6 Earthlink.. []15
Excite... []3 Hotbot..... []7 MSN.... []24
Google []4 Infoseek..... []8
Other_____

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

Yes.....[]1 No.....[]2 **If no, go to quest. 20**

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

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

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

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

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

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

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

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

22. IF YOU STAYED AT A HOTEL (S), GUEST HOUSE OR RENTED COTTAGE, PLEASE WRITE IN THE

NAME (S).

Did not stay in hotel, guest house or cottage..... []

FOR STATISTICAL PURPOSES ONLY.

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

_____ PEOPLE

24. WHERE DO YOU LIVE?

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

Canada []2 Province:_____ PostalCode:_____

Other (PLEASE WRITE IN COUNTRY):_____

Zip/Postal Code_____

25. WHAT IS YOUR AGE? (PLEASE "X" ONE BOX ONLY)

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

26. ARE YOU.....(PLEASE "X" ONE BOX ONLY)

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

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

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

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

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

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

- | | |
|------------------------------|-----------------------------|
| Under \$25,000.....[]1 | \$150,001 to \$200,000[]7 |
| \$25,001 to \$50,000... []2 | \$200,001 to \$250,000[]8 |
| \$50,001 to \$75,000... []3 | \$250,001 to \$325,000[]9 |
| \$75,001 to \$100,000...[]4 | \$325,001 to \$400,000[]10 |
| \$100,001 to \$125,000.[]5 | \$400,001 to \$500,000[]11 |
| \$125,001 to \$150,000.[]6 | Over \$500,000.....[]12 |

30. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ETHNIC ORIGIN? (PLEASE "X" ONE BOX ONLY)

- []1 White
[]2 Black
[]3 Hispanic
[]4 Mixed Race/Mixed Heritage
[]5 Asian/Pacific Islander
[]6 American Indian/Alaska Native

Other (Please Write In) _____

31. WHAT OTHER COMMENTS, IF ANY, WOULD YOU LIKE TO MAKE ABOUT YOUR VISIT TO THE BAHAMAS? (PLEASE WRITE IN)

FOR OFFICE USE ONLY

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