

**TOUR OPERATOR AND MEDIA
EXIT SURVEY
2007**



**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. 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: ABC (Network Station), ESPN (Specialty Cable Channel), CNN (Specialty News Station), NBC (Network Station), 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, Cosmopolitan/Cosmo, Newsweek, Sports Illustrated, US/US Weekly, Vogue/Vogue Living, O (Oprah), National Geographic Explorer, Readers Digest, Travel and Leisure, Good Housekeeping, the New Yorker, Golf, Ebony, In Style, Real Simple, Jet, Southern Living, Better Homes and Gardens and Elle Décor.

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

Internet Usage

- 84% 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

- 35% 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, travelocity.com, orbitz.com, atlantis.com, cheaptickets.com, aa.com, aircanada.com, americanexpress.com, aol.com, ba.com, Bahamas.com, bahamasair.com, bestwestern.com, carlsonwagonlit.com, cheapcaribbean.com, cheapflights.com, continental.com, delta.com, deltavacations.com, firstchoice.co.uk, fourseasons.com, google.com, hotels.com, hotwire.com, intervalinternational.com, jetblue.com, kayak.com, nwa.com, priceline.com, rci.com, sandals.com, skyauction.com, spg.com, spiritair.com, starwood.com/westin.com, united.com, Usairwaysvacations.com, virgin-atlantic.com, virtuallythere.com, wyndham.com, and yahoo.com.

- Some of the popular tour operators/travel agents for the *Bahamas Overall* were: Liberty Travel, American Express Travel, Discovery Cruise Line, AAA Travel/Triple AAA, Club Med, Security Travel, GOGO Worldwide Vacations/GOGO Tours, RCI Travel, Student City, Apple Vacations, Thomas Cook Travel, Uniglobe Travel, Travel Impressions, Diamond Holidays, and Airtran.

Likelihood of Return & Recommend

- 81% of the stopover visitors said that they were likely to return to the Bahamas in 1-5 years. (i.e., 50.7% of them were very likely and 30.4% of them were somewhat likely to return to The Bahamas).
- 89% of the stopover visitors said that they were likely to recommend the Bahamas to friends and relatives. (i.e., 58.0% of them indicated that they were very likely and 30.7% 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 service, poor attitudes of the people, hotel dissatisfaction (e.g., poor accommodations, rude staff, poor hotel service), poor value for money, litter/cleanliness (country was too dirty), bad weather, food (too expensive or poor quality), 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 prefer 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.
- 58% 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 2007, The Islands of The Bahamas received an estimated 1,527,726 stopover visitors compared to 1,600,862 in 2006, a decline of 5%. The majority of stopover visitors 1,263,678 (82.7%) were from the U.S.A. The other stopovers to The Islands of The Bahamas were from Canada, 100,340 (6.6%), Europe, 87,170 (5.7%), and Other Countries 76,538 (5.0%).

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 5,089 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 2007 which was conducted during the same period but contained a larger sample of 8,295. 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*
2007**

Place of Stay	Base	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Total	5,089	± 0.8%	± 1.1%	± 1.3%	± 1.3%	± 1.4%
Nassau/P.I.	3,200	± 1.0%	± 1.4%	± 1.6%	± 1.7%	± 1.7%
Grand Bahama	930	± 1.9%	± 2.6%	± 2.9%	± 3.1%	± 3.2%
Out Islands	959	± 1.9%	± 2.5%	± 2.9%	± 3.1%	± 3.2%

Country of Residence	Base	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
U.S.A.	4,209	± 0.9%	± 1.2%	± 1.4%	± 1.4%	± 1.5%
Canada	334	± 3.2%	± 4.3%	± 4.9%	± 5.3%	± 5.4%
Europe	290	± 3.5%	± 4.6%	± 5.3%	± 5.6%	± 5.8%
Other	255	+ 3.7%	+ 4.9%	+ 5.6%	+ 6.0%	+ 6.1%

* 95% Confidence level

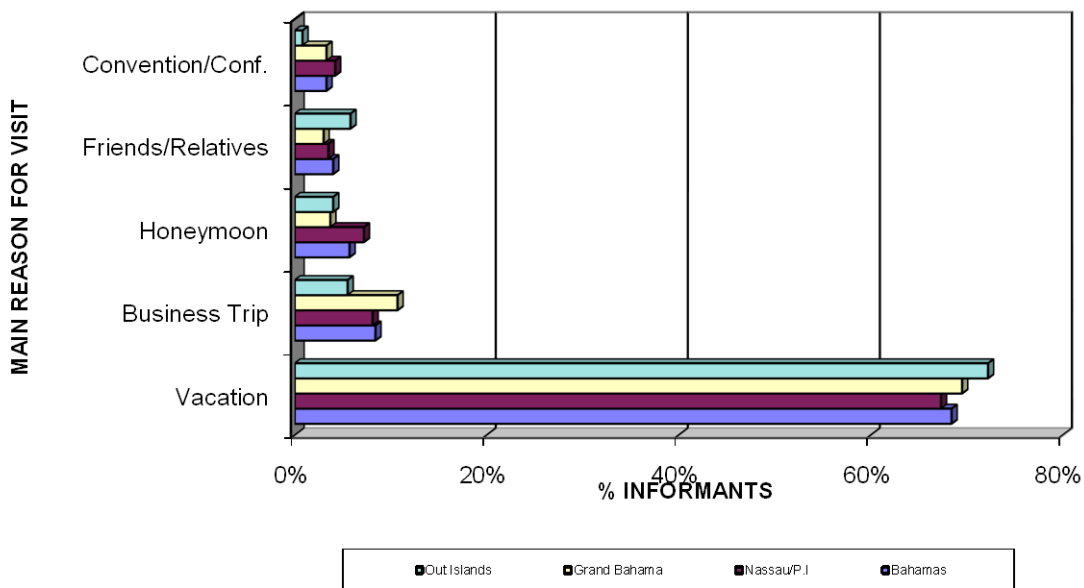
For example, if 50% of the stopover visitors to Nassau/Paradise Island gave a particular response, 95 times out of 100 times, the answer would be no higher than 51.7% and no lower than 48.3% (a margin of plus or minus 1.7%).

TOUR OPERATOR AND MEDIA EXIT SURVEY
MAIN FINDINGS
2007

MAIN REASON FOR THIS VISIT TO THE BAHAMAS
STOPOVER VISITORS
2007

	Bahamas	Nassau/P.I	Grand Bahama	Out Islands
Vacation	68%	67%	70%	72%
Business Trip	8%	8%	11%	6%
Honeymoon	6%	7%	4%	4%
Friends/Relatives	4%	4%	3%	6%
Convention/Conf.	3%	4%	3%	1%

Source: Exit Study 2007



- 68% of all stopover visitors to The Bahamas were on *vacation*.
- 6% of the stopovers to The Bahamas were on *honeymoon*. 7% of the stopovers to Nassau were on honeymoon compared to 11% in 2001.
- Persons visiting The Islands of the Bahamas for *business* accounted for 8%.
- 2% of the stopover visitors to the Bahamas were *accompanying family on business*.
- 3% of them came for a *Convention and Conference*.

- 4% of them were visiting *friends/relatives*.
- 2% of the visitors were on *Casino excursions* and *personal business* together and *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
2007**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Beaches	55%	52%	58%	60%
Climate	51%	52%	50%	48%
Rest and Relaxation	42%	42%	43%	42%
Hotel Facilities	25%	31%	16%	16%
Friendly People	23%	19%	23%	33%
Easy to Get to	19%	19%	22%	20%
Never Been Here Before	19%	18%	22%	16%
Safety of Islands	13%	11%	14%	21%
Casinos	13%	17%	10%	2%
Exotic Islands	12%	12%	10%	16%
Good Package Deals	11%	13%	12%	3%
Other	11%	9%	14%	11%
Friend recommended Bah.	10%	9%	10%	15%
Had Friends in Bah.	10%	9%	8%	15%
Sports	10%	6%	10%	21%
Heard a lot about Bahamas	9%	10%	7%	8%
Best Value for Money	8%	8%	14%	5%
Shopping	6%	8%	6%	2%
Nightlife	5%	5%	4%	2%
Travel Agent/Tour Operator	4%	5%	4%	2%
Bahamas Website	3%	3%	4%	5%
Saw Ad on TV	1%	1%	1%	1%
Saw Ad in Magazine	1%	1%	1%	1%
No Response	4%	4%	5%	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)
- The Casinos
- The perception that The Bahamas was exotic
- Good package deals
- Friends had recommended the destination
- They had friends in the Bahamas
- Sporting attractions (e.g. snorkeling, diving, sailing, deep sea fishing, golfing, and bonefishing)
- They had heard a lot about the Bahamas
- For the Out Islands, sporting attractions really stood out as a major influence for visiting. For the island of Andros, bonefishing really stood out. For Bimini, deep sea fishing really stood out. For the Exumas golfing really stood out. For Eleuthera, snorkeling stood out.

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
2007**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Enjoy Beaches	80%	79%	86%	78%
Rest and Relax	74%	75%	74%	67%
Shop	40%	44%	45%	20%
Go Snorkeling	30%	25%	34%	42%
Go to Casinos	27%	33%	29%	6%
Go on Island Tour	16%	15%	18%	14%
Other Activities	9%	9%	11%	8%
Go Diving	9%	7%	11%	16%
Go Sailing	6%	5%	6%	10%
Go Deep Sea Fishing	6%	4%	6%	12%
Go Golfing	6%	5%	8%	7%
Go Bonefishing	5%	2%	3%	18%
Go Birdwatching	3%	3%	2%	5%
No Response	4%	4%	4%	6%

- Visitors to The Bahamas wanted to enjoy a number of things while on the islands.
- They primarily wanted to enjoy the beaches (80% of them), rest and relax (74%), go shopping (40%), go snorkeling (30%), play in the casinos (27%) and go on an island tour (16%).
- *Visitors to Nassau/P.I., Grand Bahama and the Out Islands differed on the following:*
 - Before arriving in Grand Bahama a higher percentage of visitors to that island had intended to enjoy *the beaches* than visitors to Nassau/Paradise Island and the Out Islands.

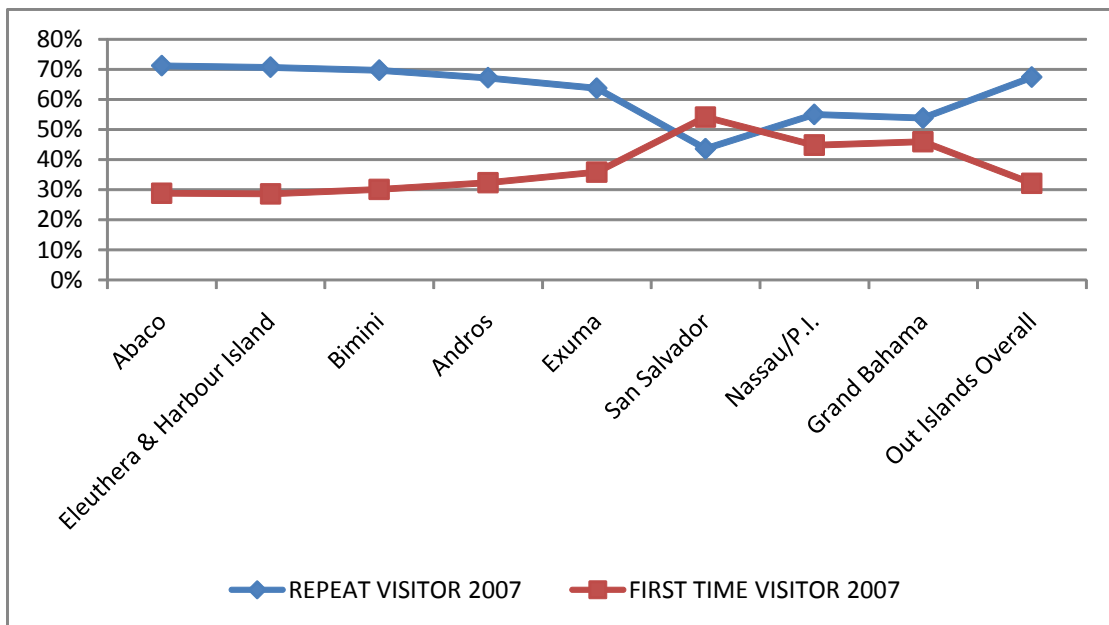
- Before their arrival, a higher percentage of visitors to Nassau/P.I. and Grand Bahama had intended to go ***shopping and play in the casinos*** than visitors to the Out Islands.
- Before their arrival in the Out Islands, a higher percentage of visitors to these islands wanted to enjoy the sporting attractions available like snorkeling, bonefishing, diving, deep sea fishing and sailing than the visitors to Nassau/P.I. and Grand Bahama.
- Many of the visitors to the Out Islands had a well defined idea of what they wanted to do when they arrived in the islands. Many of them wanted to participate in the sporting attractions available on the islands. As many of the visitors to the Out Islands are repeat visitors that is not surprising.
- Many visitors to Andros “the Bonefishing Capital of the World” wanted to go **bonefishing**, snorkeling and diving. Andros is well known for its blue holes and the ocean surrounding the island is the home of the third largest barrier reef in the world and the Tongue of the Ocean.
- Many of the visitors to Bimini “the Sport Fishing Capital of the World” wanted to go **deep sea fishing**, and diving. The waters off Bimini are teeming with fish like blue marlins, white marlins, tuna, Wahoo, sailfish, dolphin fish, barracuda and swordfish and because of this are well known to sports fisherman from all over the world. For Abaco “the Sailing Capital of the World”, many of the visitors wanted to enjoy the **sailing**, and the deep sea fishing available on the island. For the Exumas, many of the visitors wanted to go **snorkeling** in the most beautiful crystal clear waters in the world and enjoy some golfing on the Emerald Bay Four Seasons World Class golf course. For Eleuthera, many of the visitors wanted to go **snorkeling** in the beautiful waters off the island destination.

REPEAT VISITORS VS. FIRST TIME VISITORS
ISLANDS OF THE BAHAMAS
REPEAT VS. FIRST TIME VISITOR
STOPOVER VISITORS
2007

Island	REPEAT VISITOR	FIRST TIME VISITOR
	2007	2007
Abaco	71%	29%
Eleuthera & Harbour Island	71%	29%
Bimini	70%	30%
Andros	67%	32%
Exuma	64%	36%
San Salvador	44%	54%
Nassau/P.I.	55%	45%
Grand Bahama	54%	46%
Out Islands Overall	67%	32%
All Bahamas	58%	42%

Source:Exit Survey 2007

REPEAT VISITORS
2007



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 repeat visitors were:

- San Salvador (Many of the visitors to this island are first time visitors)
- Nassau/Paradise Island
- Grand Bahama

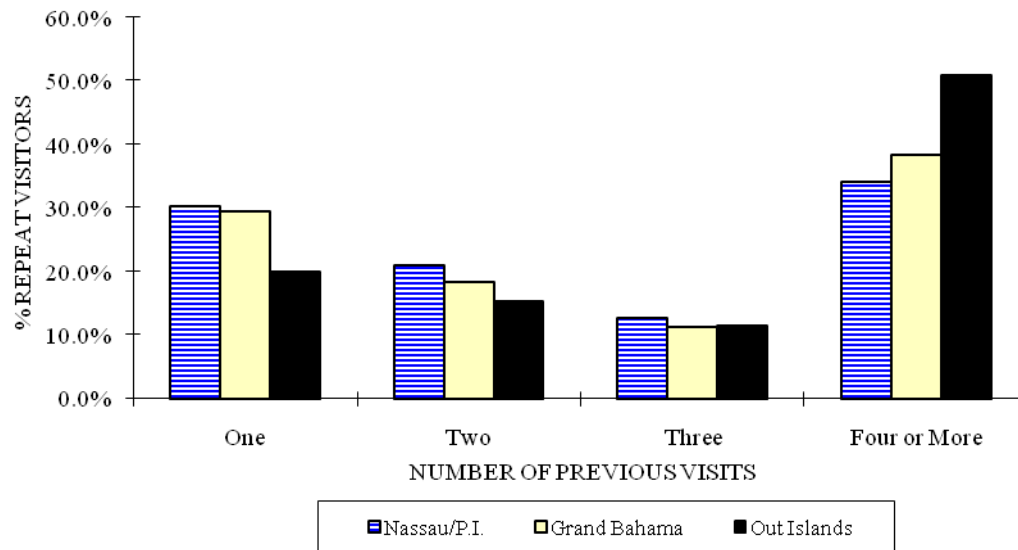
NUMBER OF PREVIOUS VISITS EVER MADE

**NUMBER OF PREVIOUS VISITS EVER MADE
TO THE BAHAMAS
REPEAT VISITORS
2007**

	Number of Times			
	One	Two	Three	Four or More
Nassau/P.I.	30.2%	21.0%	12.7%	34.1%
Grand Bahama	29.5%	18.3%	11.4%	38.3%
Out Islands	19.9%	15.3%	11.5%	50.9%
All Bahamas	27.5%	19.0%	12.2%	39.0%

Source:Exit Survey 2007

**NUMBER OF PREVIOUS VISITS EVER MADE
TO THE BAHAMAS
REPEAT VISITORS
2007**



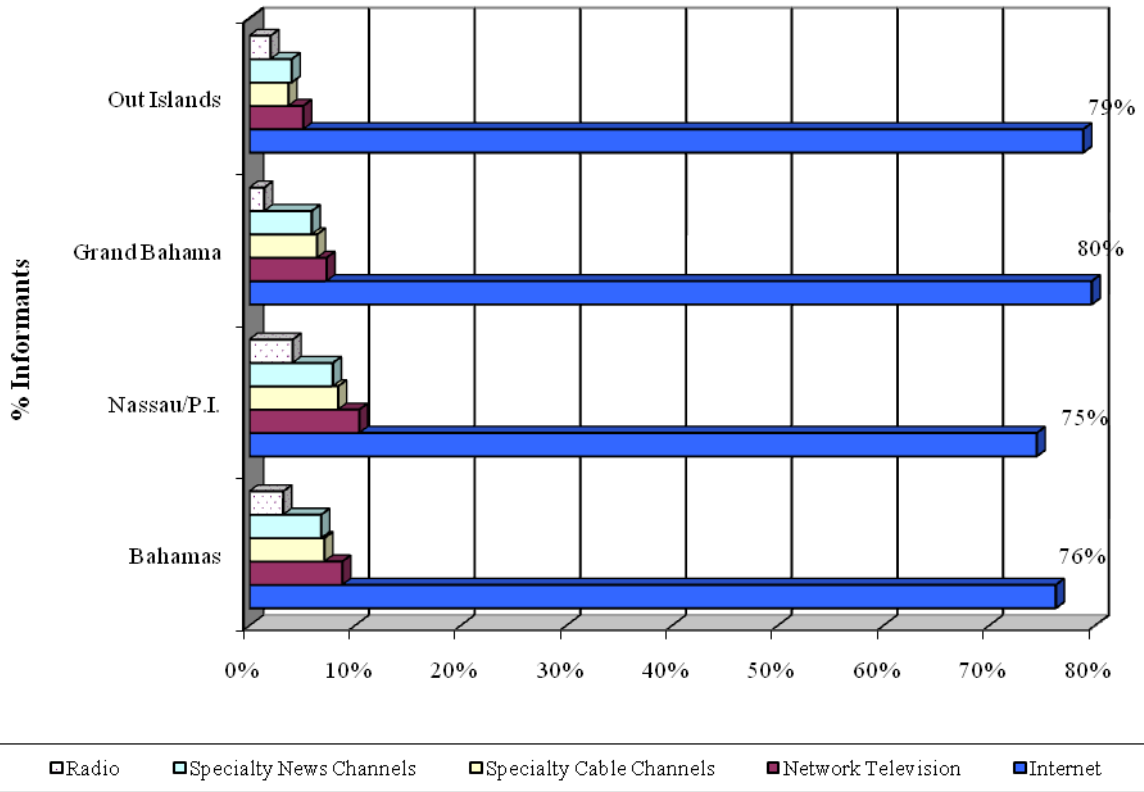
- 28% of the stopover visitors to the Bahamas had been here once before. 30% to Nassau/P.I., 30% to Grand Bahama and 20% to the Out Islands had visited once before.

- 19% of them had been here twice before.
- 12% of them had been here three times before
- 39% of them had visited 4 or more times. 34% to Nassau/P.I., 38% to Grand Bahama and 51% 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
2007**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Internet	76%	75%	80%	79%
Network Television	9%	10%	7%	5%
Specialty Cable Channels	7%	8%	6%	4%
Specialty News Channels	7%	8%	6%	4%
Radio	3%	4%	1%	2%



Bahamas Overall

- 76% 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.
- 9% of the visitors to the Islands of the Bahamas used *Network Television* when planning their vacations
- 7% used *Specialty Cable Channels*.
- 7% used *Specialty News Channels*.
- Some used a combination of methods

Nassau/Paradise Island

- 75% of the visitors to *Nassau/Paradise Island* used the Internet to plan their vacations.
- 10% of the visitors to *Nassau/Paradise Island* used Network Television when planning their vacations
- 8% used Specialty Cable Channels
- 8% used Specialty News Channels.

Grand Bahama Island

- 80% of the visitors to *Grand Bahama* used the Internet to plan their vacations
- 7% of the visitors to *Grand Bahama* used Network Television when planning their vacations
- 6% used Specialty Cable Channels
- 6% used Specialty News Channels

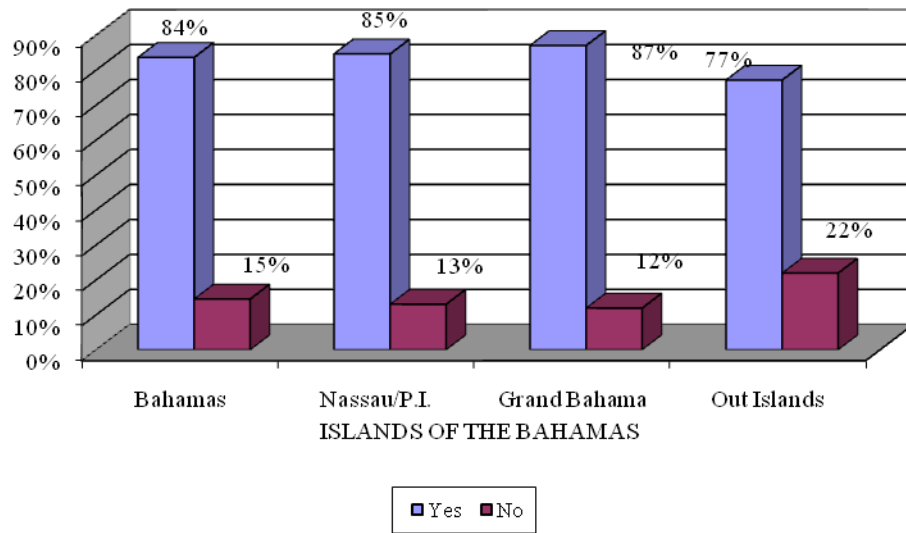
Out Islands

- 79% 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
- 4% used Specialty Cable Channels
- 4% used Specialty News Channels

**DO YOU WATCH TELEVISION
ISLANDS OF THE BAHAMAS
2007**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	84%	85%	87%	77%
No	15%	13%	12%	22%
No Response	2%	2%	1%	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 77% of the stopovers to the Out Islands watched television compared to 85% of those to Nassau/Paradise Island and 87% to Grand Bahama.

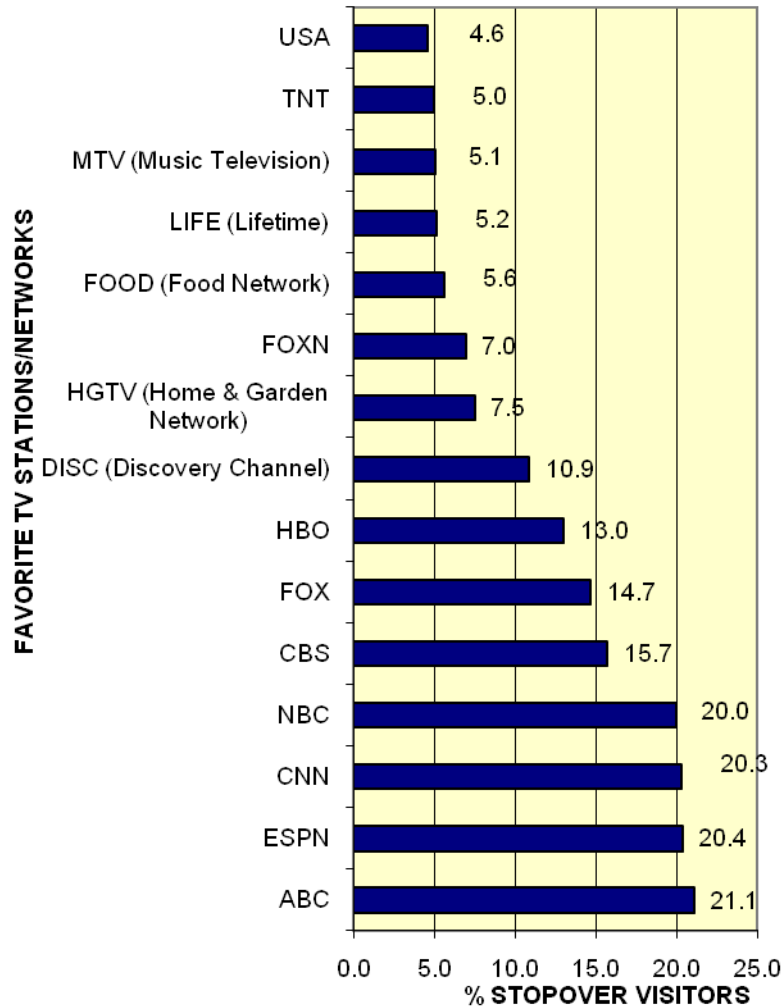
**TOP 30 FAVORITE TELEVISION NETWORKS/STATIONS/CHANNELS
ISLANDS OF THE BAHAMAS
2007**

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

- ***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

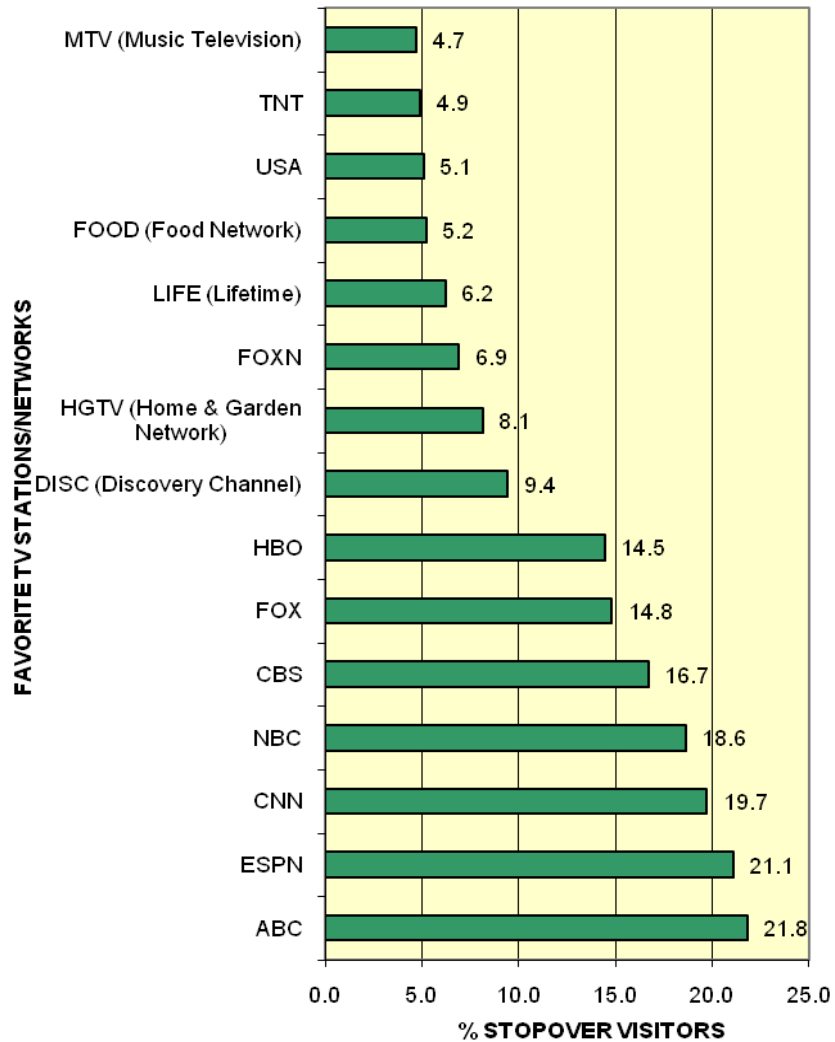
FAVORITE TELEVISION NETWORKS/STATIONS ISLANDS OF THE BAHAMAS



- ABC was the favorite television network/station viewed by visitors to the Bahamas. Twenty-one percent (21%) of the stopovers to the Bahamas said that ABC was one of their favorite stations.
- ESPN was 2nd
- CNN was 3rd
- NBC was 4th
- CBS was 5th
- FOX was 6th

Nassau/Paradise Island

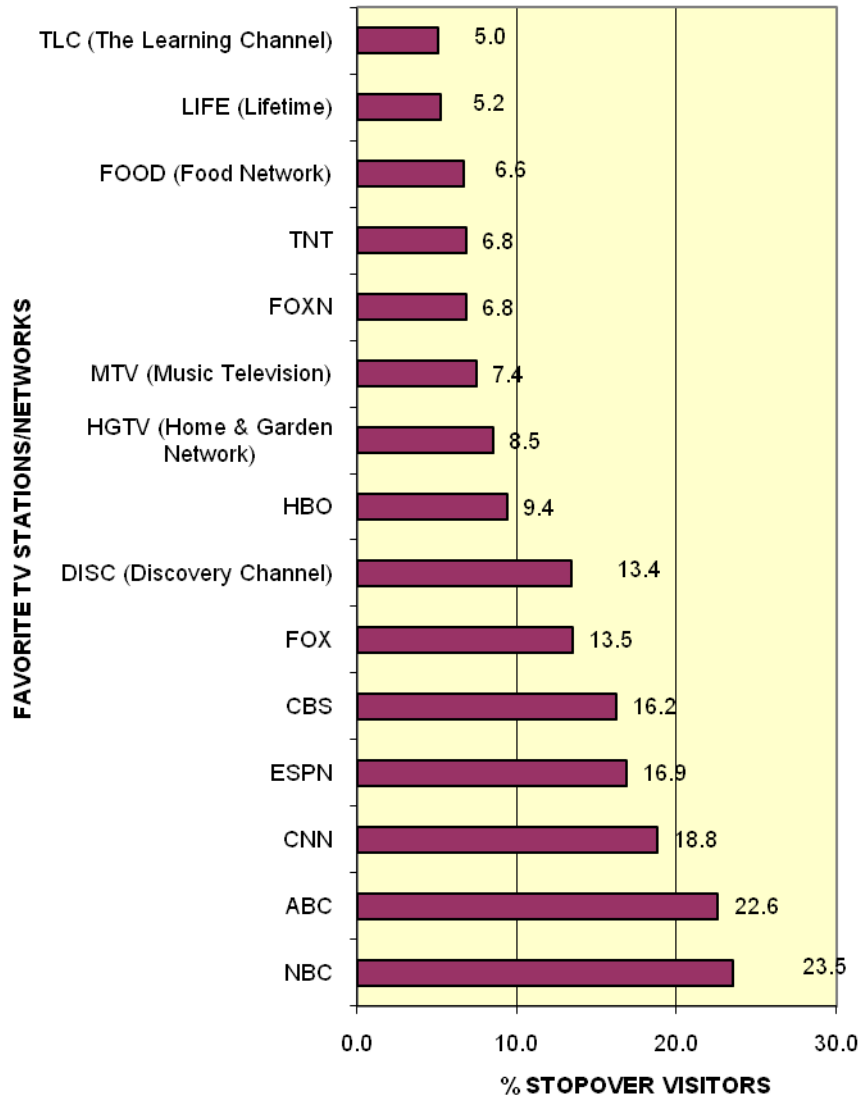
FAVORITE TELEVISION NETWORKS/STATIONS NASSAU & PARADISE ISLAND



- ABC was the favorite television network/station viewed by visitors to Nassau/Paradise Island. Twenty-two percent (22%) of the stopovers to Nassau/Paradise Island said that ABC was one of their favorite stations.
- ESPN was 2nd
- CNN was 3rd
- NBC was 4th
- CBS was 5th
- FOX was 6th

Grand Bahama

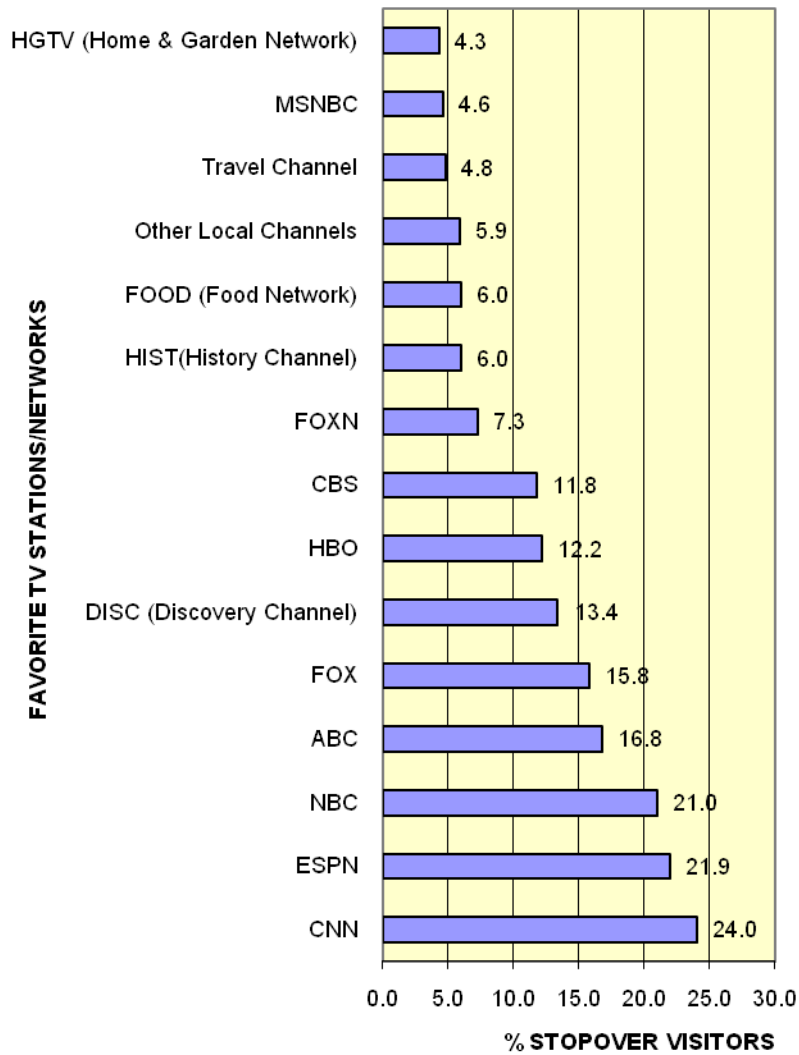
FAVORITE TELEVISION NETWORKS/STATIONS GRAND BAHAMA ISLAND



- NBC was the favorite television network/station viewed by visitors to Grand Bahama Island. Twenty-four percent (24%) of the stopovers to the Grand Bahama said that NBC was one of their favorite stations.
- ABC was 2nd
- CNN was 3rd
- ESPN was 4th
- CBS was 5th and 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 (24%) of the stopovers to the Out Islands said that CNN was one of their favorite stations.
- ESPN was 2nd
- NBC was 3rd
- ABC was 4th
- FOX was 5th
- DISC (Discovery Channel) was 6th

Time Visitors Most Likely to Watch Television

TIME MOST LIKELY TO WATCH TELEVISION

ISLANDS OF THE BAHAMAS

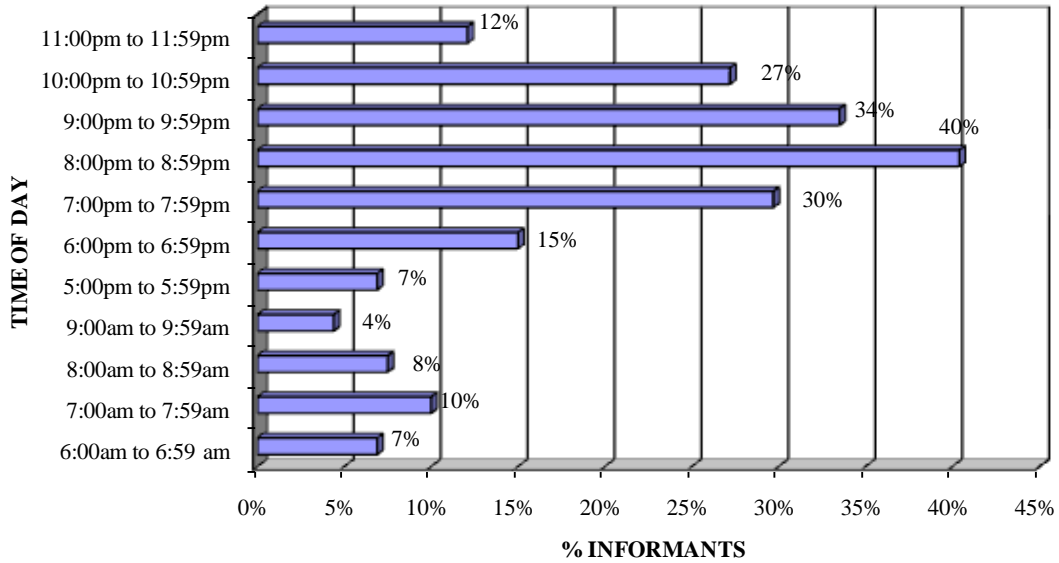
2007

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
6:00am to 6:59 am	7%	7%	5%	7%
7:00am to 7:59am	10%	10%	11%	11%
8:00am to 8:59am	8%	6%	9%	10%
9:00am to 9:59am	4%	5%	5%	3%
5:00pm to 5:59pm	7%	8%	6%	6%
6:00pm to 6:59pm	15%	14%	16%	17%
7:00pm to 7:59pm	30%	30%	27%	31%
8:00pm to 8:59pm	40%	38%	44%	46%
9:00pm to 9:59pm	34%	31%	36%	39%
10:00pm to 10:59pm	27%	27%	27%	27%
11:00pm to 11:59pm	12%	13%	13%	10%

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

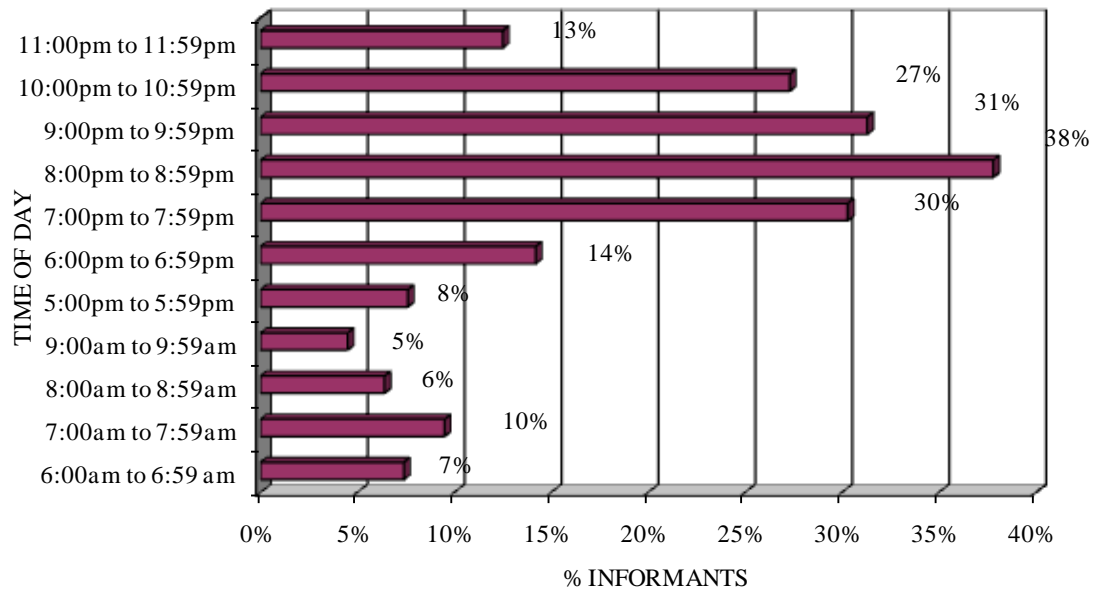
- Visitors to the Bahamas Overall, Nassau/Paradise Island, Grand Bahama and the Out Islands were most likely to watch television between the hours of **6:00 p.m. in the evening to 10:59 p.m.** at night.
- The **most popular time however** for watching television for visitors to the Islands of the Bahamas 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.
- 30% of them watched television between 7:00 p.m. to 7:59 p.m.
- **40% of them watched television between 8:00 p.m. to 8:59 p.m.**
- 34% of them watched television between 9:00 p.m. to 9:59 p.m.
- 27% of them watched television between 10:00 p.m. to 10:59 p.m. at night.

Bahamas



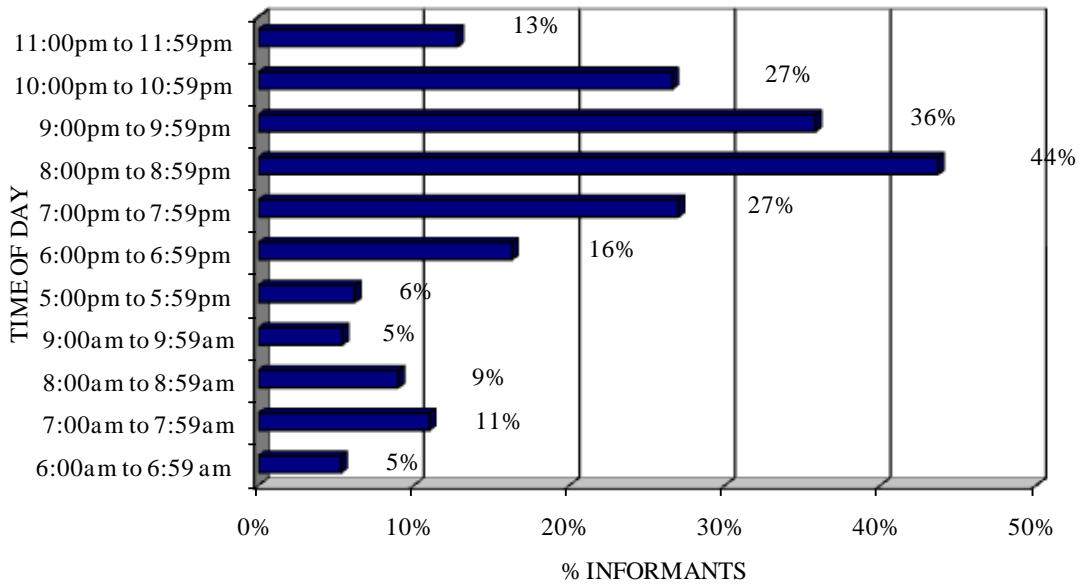
■ Bahamas

Nassau/P.I.



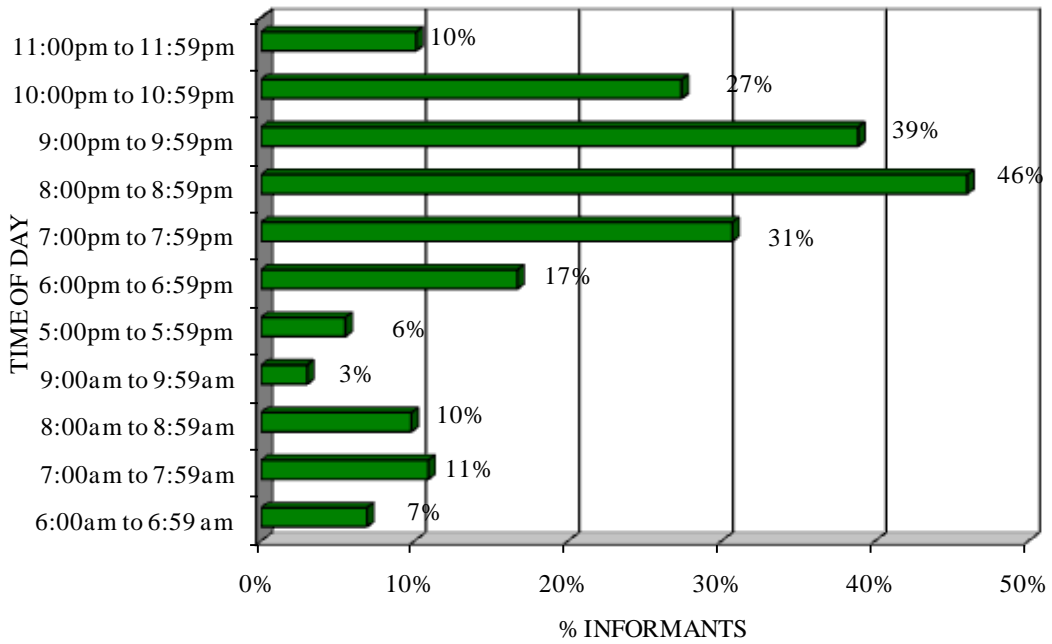
■ Nassau/P.I.

Grand Bahama



■ Grand Bahama

Out Islands



■ Out Islands

PRINT MEDIA CHOICES

DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION?

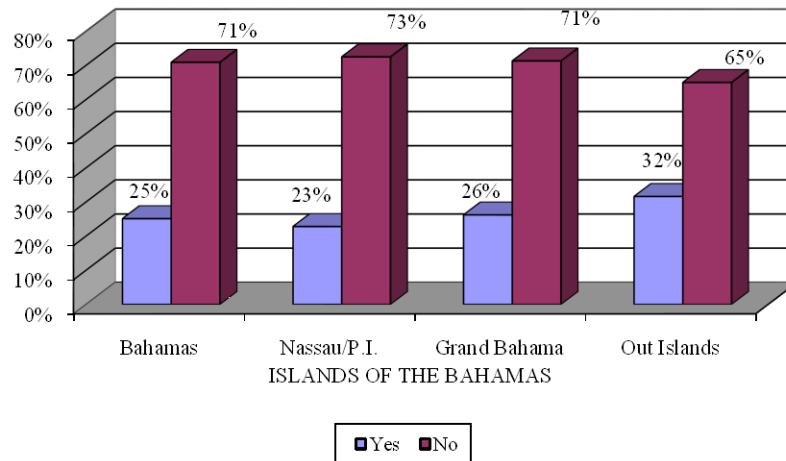
ISLANDS OF THE BAHAMAS

2007

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	25%	23%	26%	32%
No	71%	73%	71%	65%
No Response	4%	5%	3%	4%
Total	100%	100%	100%	100%

DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION?

ISLANDS OF THE BAHAMAS



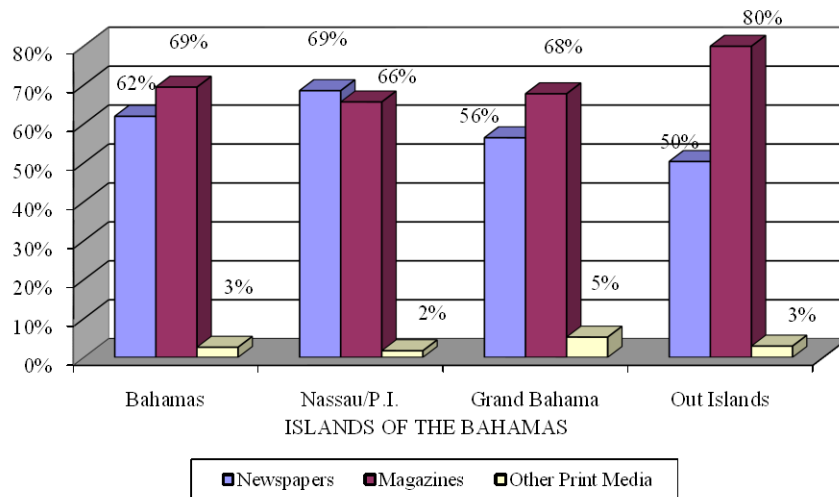
- One quarter (25%) of the stopover visitors to The Bahamas used print media to plan their vacations, and more than two thirds (71%) did not.
- Visitors to the Out Islands were more likely to use print media to plan their vacations than visitors to Nassau/Paradise Island and Grand Bahama. Almost one-third (32%) 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
2007**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Newspapers	62%	69%	56%	50%
Magazines	69%	66%	68%	80%
Other Print Media	3%	2%	5%	3%

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

PRINT MEDIA USED WHEN PLANNING YOUR VACATION



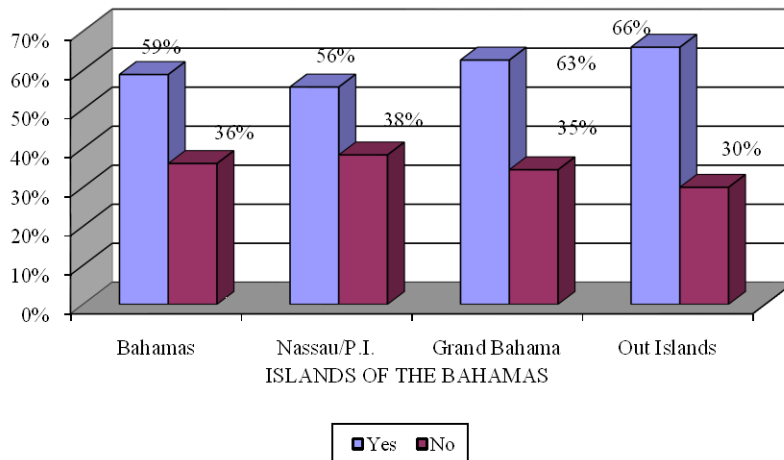
Twenty-five percent (25%) of the stopover visitors to the Bahamas used print media to plan their vacations. Stopovers to The Bahamas read both newspapers and magazines when they were planning their vacations. Magazines were the most popular print media used.

- Of the 25% of stopover visitors who used print media to plan their vacations, 62% of them read newspapers and 69% of them read magazines when they were planning their vacations.
- 69% of the visitors to Nassau/Paradise Island read newspapers when they were planning their vacations and 66% of them read magazines.
- 56% of the visitors to Grand Bahama Island read newspapers when they were planning their vacations and 68% of them read magazines.
- 50% of the visitors to the Out Islands read newspapers when they were planning their vacations and 80% of them read magazines.

**DO YOU READ MAGAZINES
ISLANDS OF THE BAHAMAS
2007**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	59%	56%	63%	66%
No	36%	38%	35%	30%
No Response	5%	6%	3%	4%
Total	100%	100%	100%	100%

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



- 59% of the stopover visitors to the Bahamas read magazines for their reading enjoyment regardless of planning a vacation, and 36% did not.
- 56% of the stopovers to Nassau/Paradise Island read magazines for their enjoyment.
- 63% of them to Grand Bahama said that they read magazines.
- 66% 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 2007. 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
2007**

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

2 islands

Only in this island (s)

In All Bah. Nassau/P.I., GBI & 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
- Good Housekeeping
- Ebony
- Jet
- Essence
- New Yorker
- Self
- Shape
- Men's Health
- Money
- Glamour

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.

- Elle Décor
- Forbes

Nassau/Paradise Island Only (In Top 35 magazines)

- Maximum/Maxim
- Money
- In Touch

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.

- Travel

Grand Bahama Only (In Top 35 magazines)

- Woman's Day
- Redbook
- Scuba

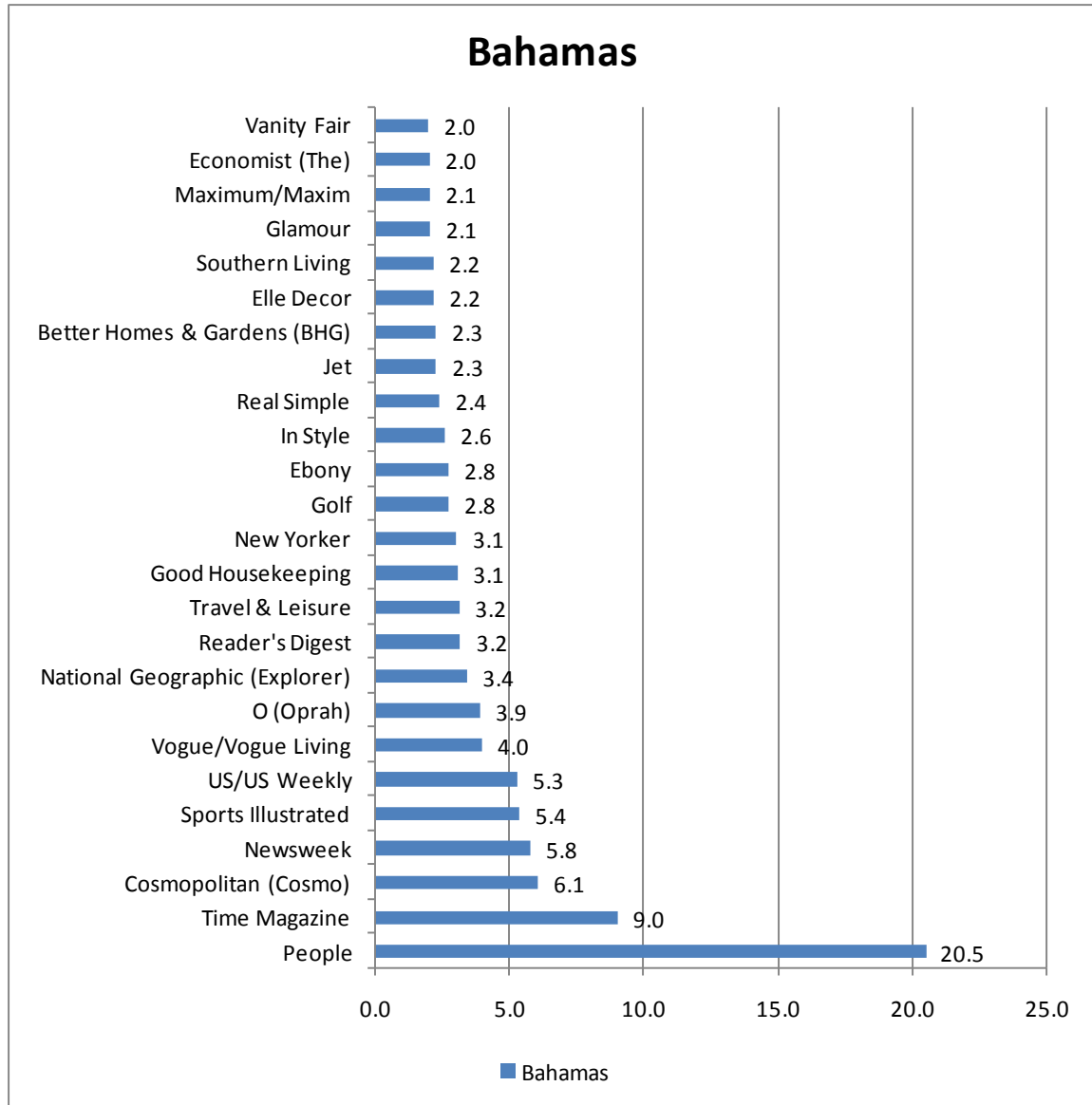
The Out Islands Only

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.

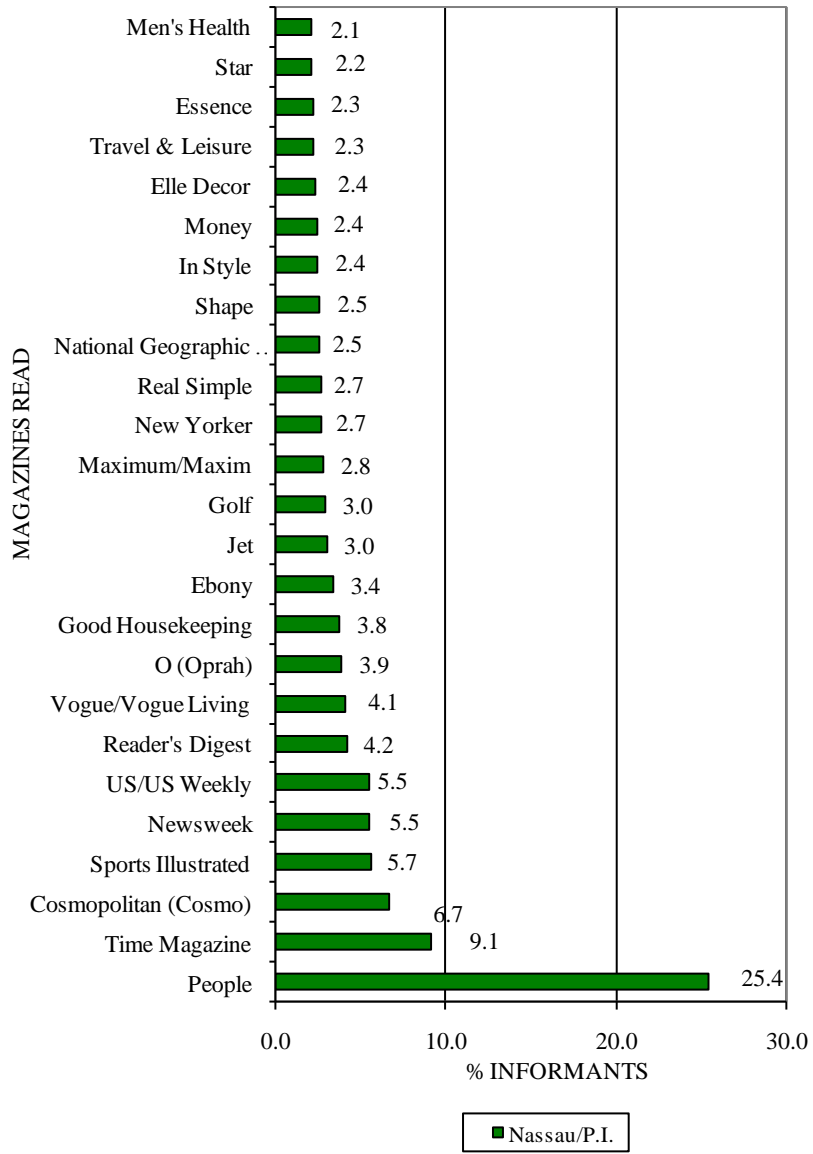
- Food and Wine
- Coastal
- Business Week
- Out
- Bon Appetit

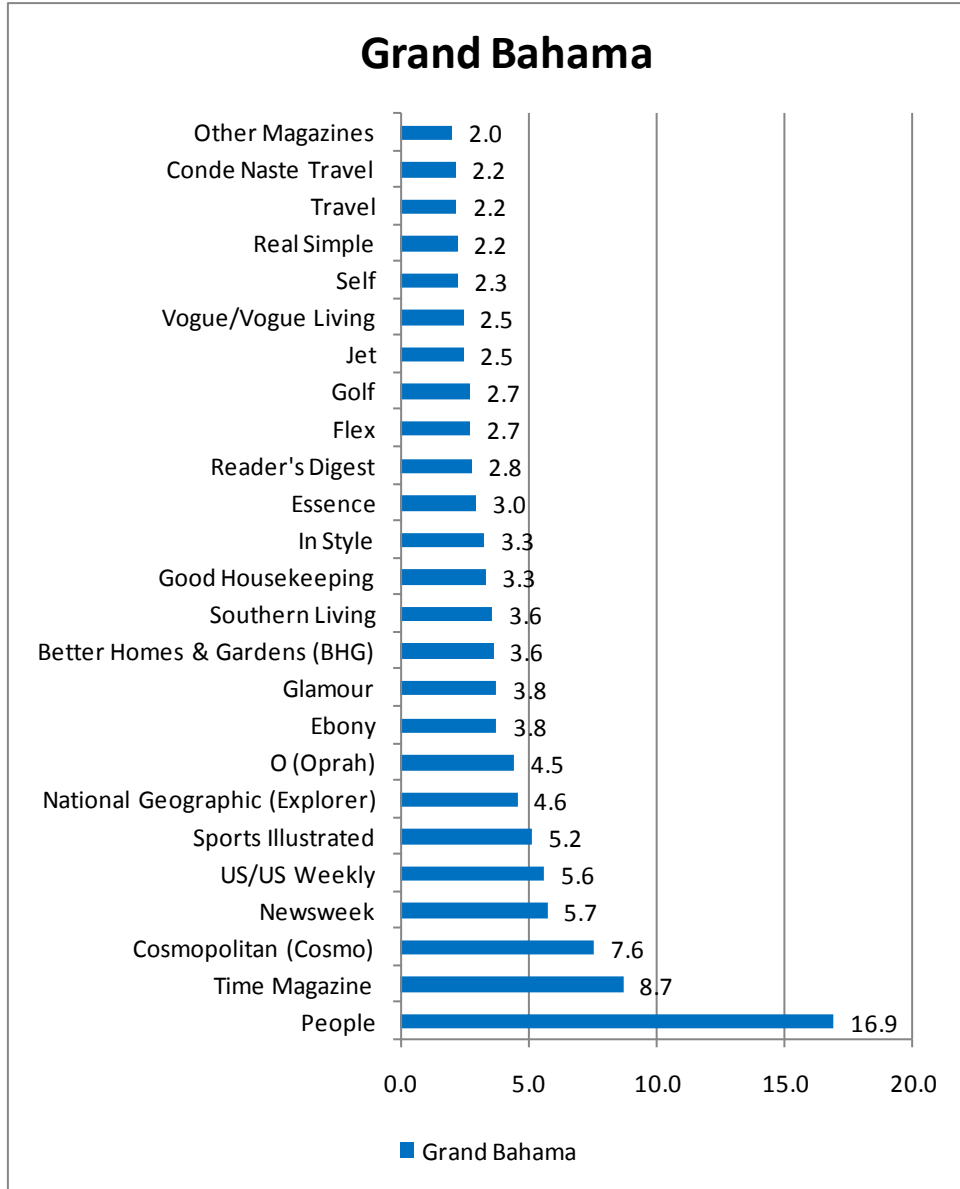
- Gourmet
- Salt Water Fisherman/Sportsman
- Fly Fishing
- Architectural Digest
- Islands

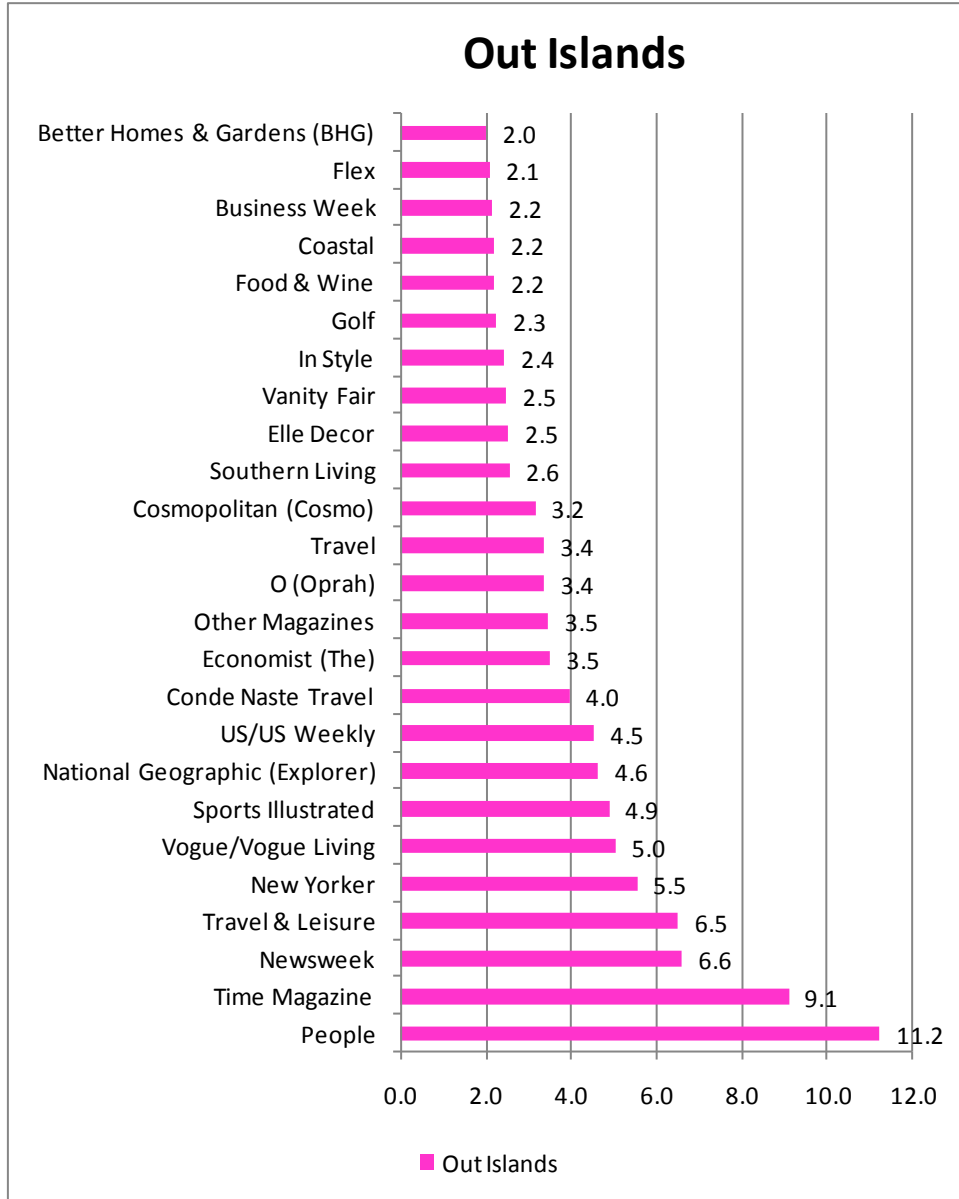
One of the primary reasons stopover visitors selected the Out Islands to visit was because of the sporting attractions that were available, for example, fishing, diving, etc. The stopover visitors to The Out Islands were primarily white, between the ages of 25-54 years of age, with more than half (53%) 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.



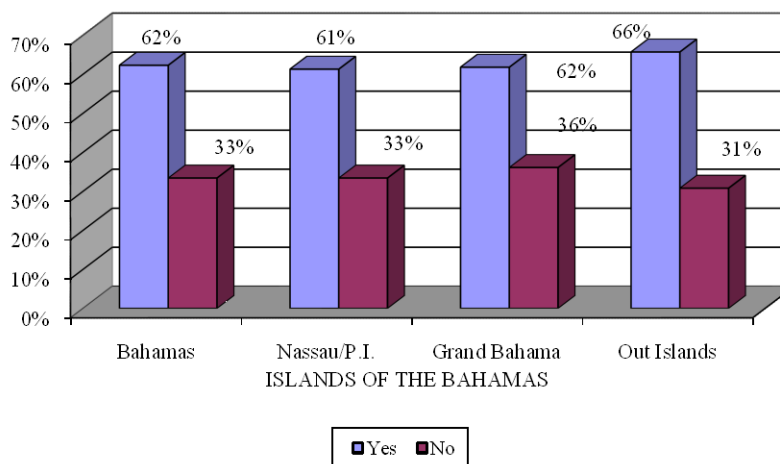




**DO YOU READ NEWSPAPERS
ISLANDS OF THE BAHAMAS
2007**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	62%	61%	62%	66%
No	33%	33%	36%	31%
No Response	4%	5%	2%	4%
Total	100%	100%	100%	100%

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



- 62% of the stopover visitors to the Islands of the Bahamas said that they read newspapers.
- 33% of the stopovers said that they did not read newspapers.
- 61% of the stopovers to Nassau/P.I. read newspapers.
- 62% of the stopovers to Grand Bahama read newspapers.
- 66% of the stopovers to the Out Islands read newspapers.

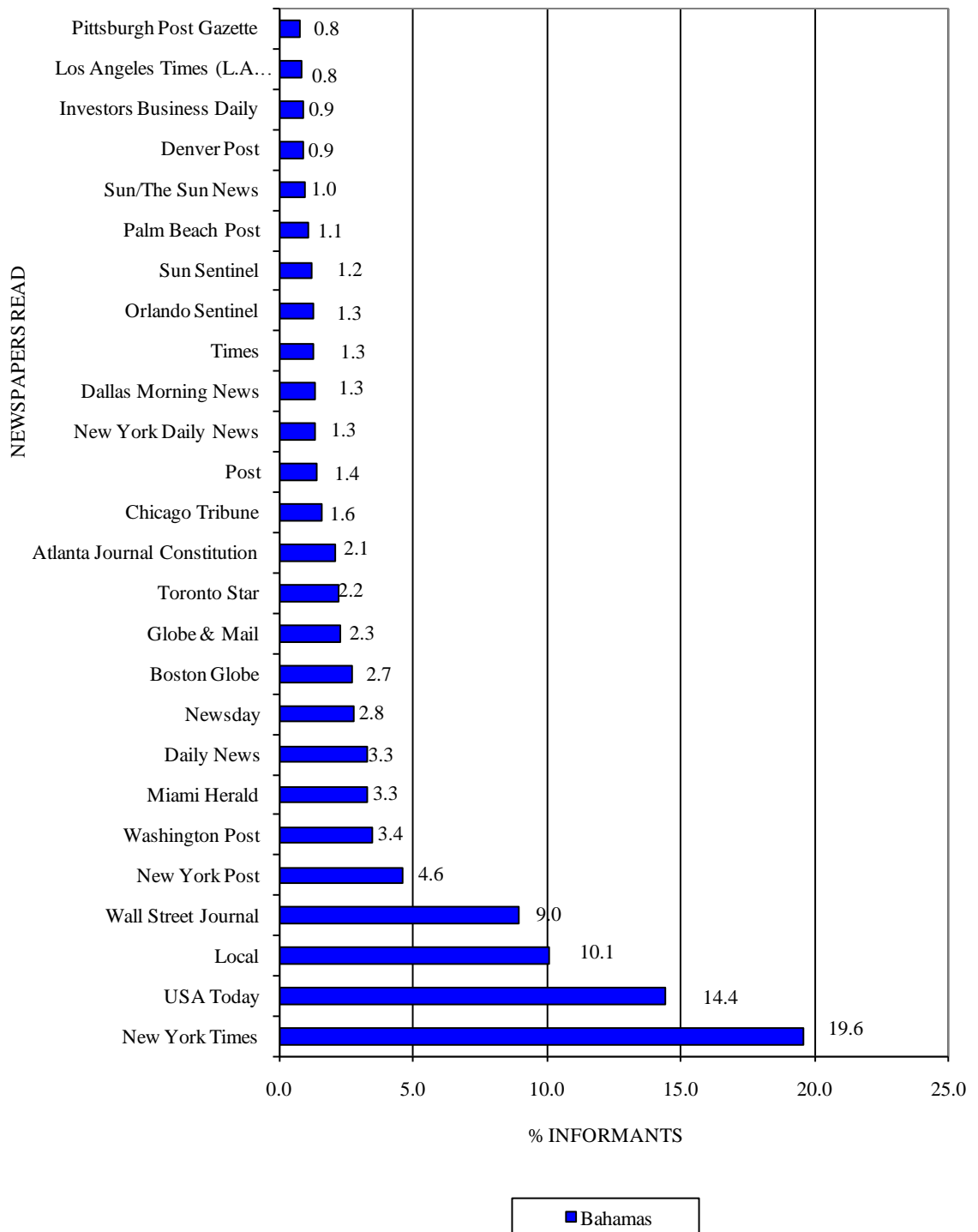
NEWSPAPERS THAT VISITORS WERE READING
TOP 35 FAVORITE NEWSPAPERS READ BY VISITORS
ISLANDS OF THE BAHAMAS
2007

	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	Local
5	New York Post	New York Post	Washington Post	Miami Herald
6	Washington Post	Daily News	Atlanta Journal Constitution	Washington Post
7	Miami Herald	Newsday	Boston Globe	Boston Globe
8	Daily News	Globe & Mail	Miami Herald	Sun Sentinel
9	Newsday	Toronto Star	Freeport News	New York Post
10	Boston Globe	Miami Herald	Chicago Tribune	Palm Beach Post
11	Globe & Mail	Boston Globe	Los Angeles Times (L.A. Times)	Los Angeles Times (L.A. Times)
12	Toronto Star	Washington Post	Daily News	Atlanta Journal Constitution
13	Atlanta Journal Constitution	Post	Sun Sentinel	Financial Times
14	Chicago Tribune	New York Daily News	Times	Chicago Tribune
15	Post	Chicago Tribune	Toronto Star	Philadelphia Inquirer
16	New York Daily News	Dallas Morning News	Globe & Mail	La Presse Montreal
17	Dallas Morning News	Orlando Sentinel	Palm Beach Post	S.F. Chronicle
18	Times	Times	New York Post	St. Petersburg Times
19	Orlando Sentinel	Atlanta Journal Constitution	Star Ledger	Houston Chronicle
20	Sun Sentinel	Investors Business Daily	Houston Chronicle	Dallas Morning News
21	Palm Beach Post	Sun/The Sun News	Virginia Pilot/VA Pilot/Norfolk Virginian Pilot	Times
22	Sun/The Sun News	Sunday Times	Baltimore Sun	Abaconian
23	Denver Post	London Times	Daily Mail	Star Ledger
24	Investors Business Daily	Pittsburgh Post Gazette	Philadelphia Inquirer	Orlando Sentinel
25	Los Angeles Times (L.A. Times)	Denver Post	Minneapolis Tribune	Denver Post
26	Pittsburgh Post Gazette	Herald	Sun/The Sun News	Toronto Star
27	S.F. Chronicle	Columbus "Ohio" Dispatch	Newsday	Tribune
28	Sunday Times	New Times	Dallas Morning News	Globe & Mail
29	London Times	Cincinnati Enquirer	S.F. Chronicle	Austin American Statesman
30	Herald	Daily Mail	Boston Herald	Gazette
31	Columbus "Ohio" Dispatch	The Metro	Tribune	Tampa Tribune
32	Daily Mail	Sun Sentinel	Telegraph	Guardian
33	St. Petersburg Times	Palm Beach Post	Other	National Post
34	Baltimore Sun	S.F. Chronicle	Post	Herald
35	New Times	St. Petersburg Times	Orlando Sentinel	Daily News

**WHAT NEWSPAPERS DO YOU READ?
ISLANDS OF THE BAHAMAS
2007**

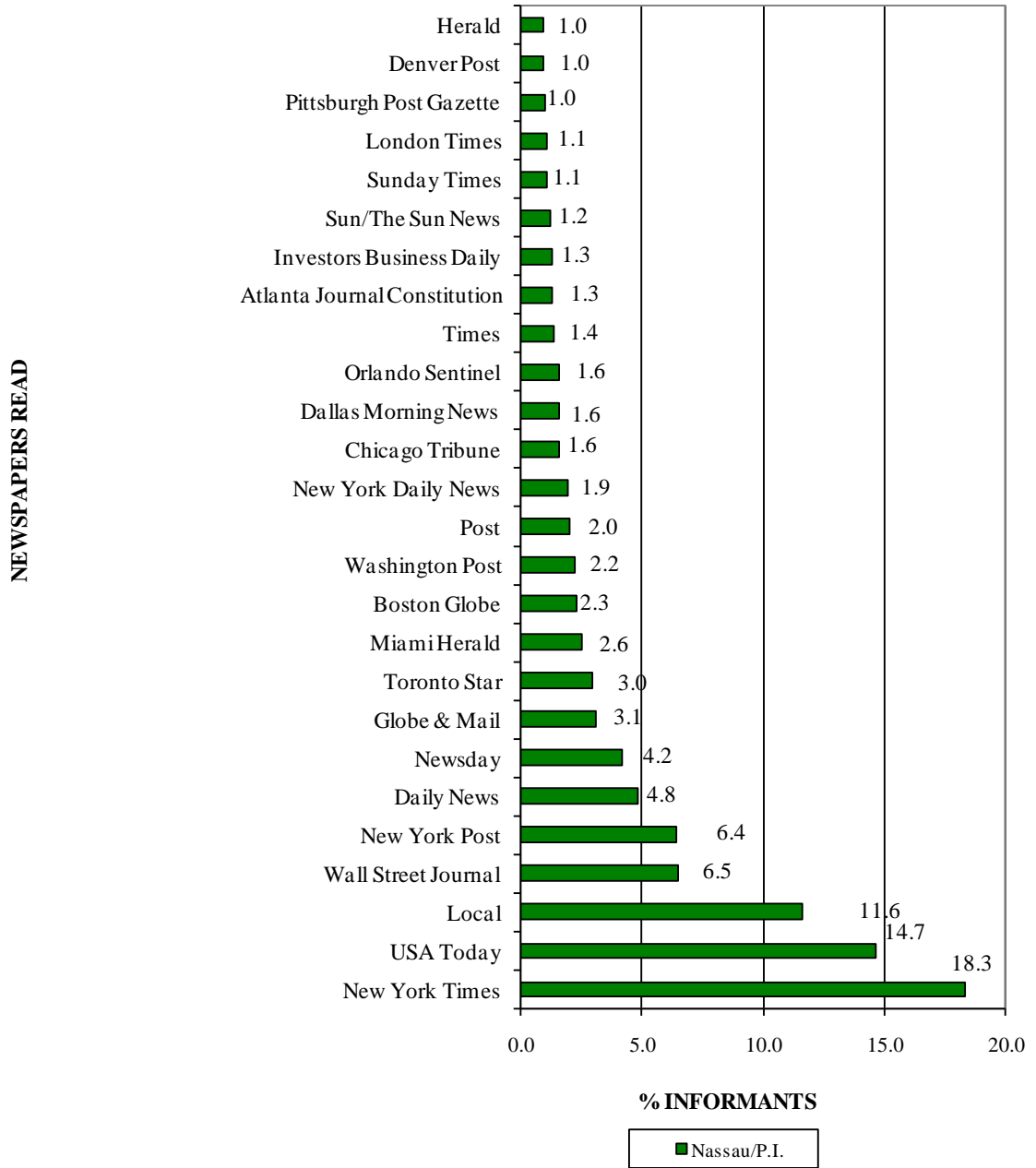
		% of Persons Who Read Those Newspapers			
		Bahamas	Nassau/P.I.	Grand Bah.	Out Islands
1	New York Times	19.6	18.3	14.3	28.0
2	USA Today	14.4	14.7	16.4	11.8
3	Local	10.1	11.6	8.4	7.0
4	Wall Street Journal	9.0	6.5	7.7	17.4
5	New York Post	4.6	6.4	1.1	2.5
6	Washington Post	3.4	2.2	5.4	5.2
7	Miami Herald	3.3	2.6	2.6	6.1
8	Daily News	3.3	4.8	1.4	0.5
9	Newsday	2.8	4.2	0.8	0.4
10	Boston Globe	2.7	2.3	3.6	3.1
11	Globe & Mail	2.3	3.1	1.2	0.8
12	Toronto Star	2.2	3.0	1.2	0.9
13	Atlanta Journal Constitution	2.1	1.3	5.3	1.5
14	Chicago Tribune	1.6	1.6	1.6	1.5
15	Post	1.4	2.0	0.6	0.2
16	New York Daily News	1.3	1.9	0.4	0.5
17	Dallas Morning News	1.3	1.6	0.7	1.1
18	Times	1.3	1.4	1.3	1.1
19	Orlando Sentinel	1.3	1.6	0.6	0.9
20	Sun Sentinel	1.2	0.6	1.4	2.6
21	Palm Beach Post	1.1	0.6	1.2	2.2
22	Sun/The Sun News	1.0	1.2	0.8	0.3
23	Denver Post	0.9	1.0	0.6	0.9
24	Investors Business Daily	0.9	1.3	0.1	0.4
25	Los Angeles Times (L.A. Times)	0.8	0.3	1.6	1.7
26	Pittsburgh Post Gazette	0.8	1.0	0.4	0.3
27	S.F. Chronicle	0.8	0.6	0.7	1.2
28	Sunday Times	0.8	1.1	0.2	0.4
29	London Times	0.8	1.1	0.2	0.4
30	Herald	0.7	1.0	0.2	0.5
31	Columbus "Ohio" Dispatch	0.7	1.0	0.4	0.3
32	Daily Mail	0.7	0.7	0.9	0.4
33	St. Petersburg Times	0.7	0.6	0.1	1.2
34	Baltimore Sun	0.6	0.6	1.0	0.3
35	New Times	0.6	1.0	0.1	0.2
36	Philadelphia Inquirer	0.6	0.3	0.9	1.3
37	Cincinnati Enquirer	0.6	1.0	0.1	0.0
38	Star Ledger	0.6	0.3	1.0	0.9

Bahamas



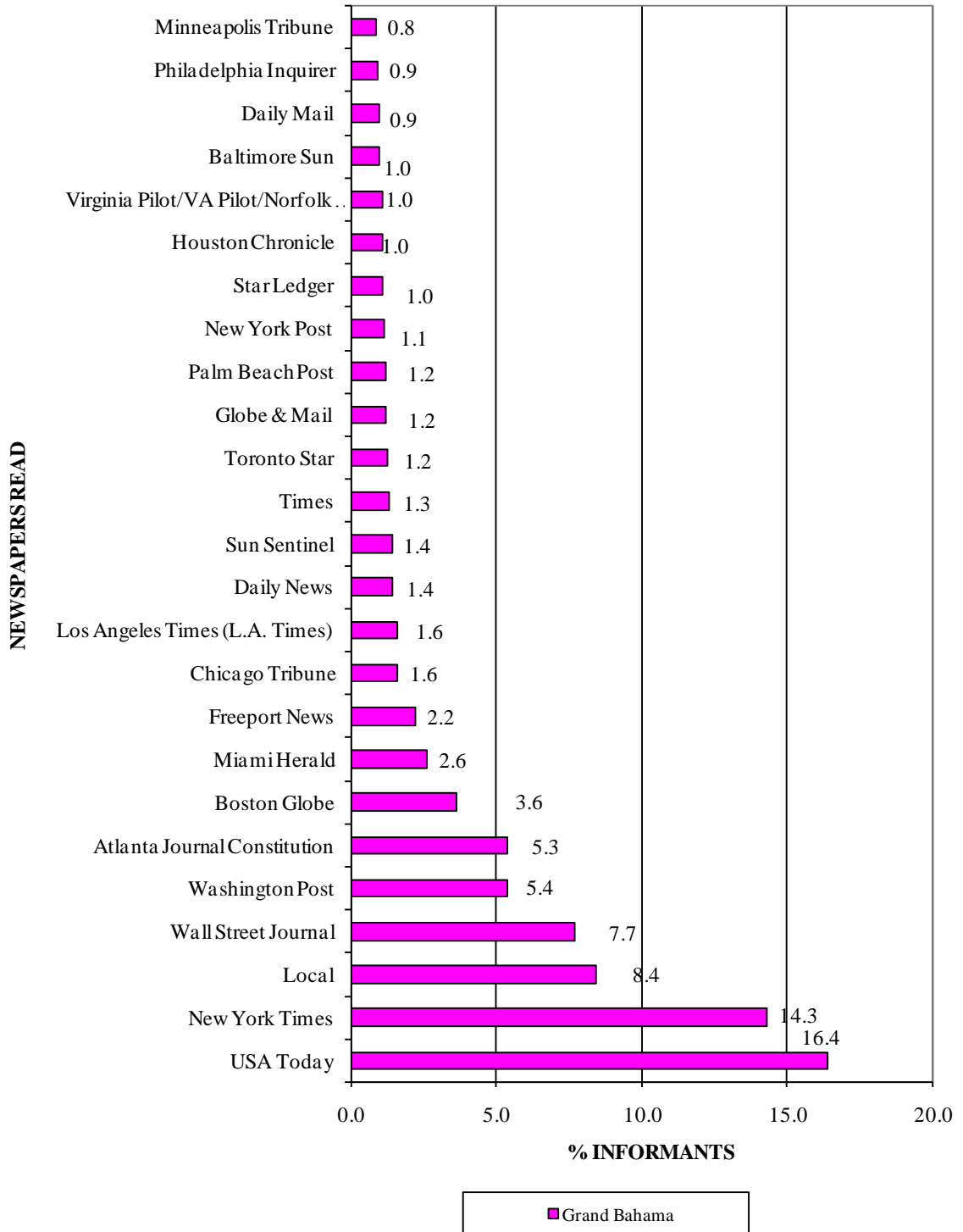
The above graph shows the top 26 newspapers stopover visitors to the Islands of the Bahamas indicated that they read.

Nassau/P.I.



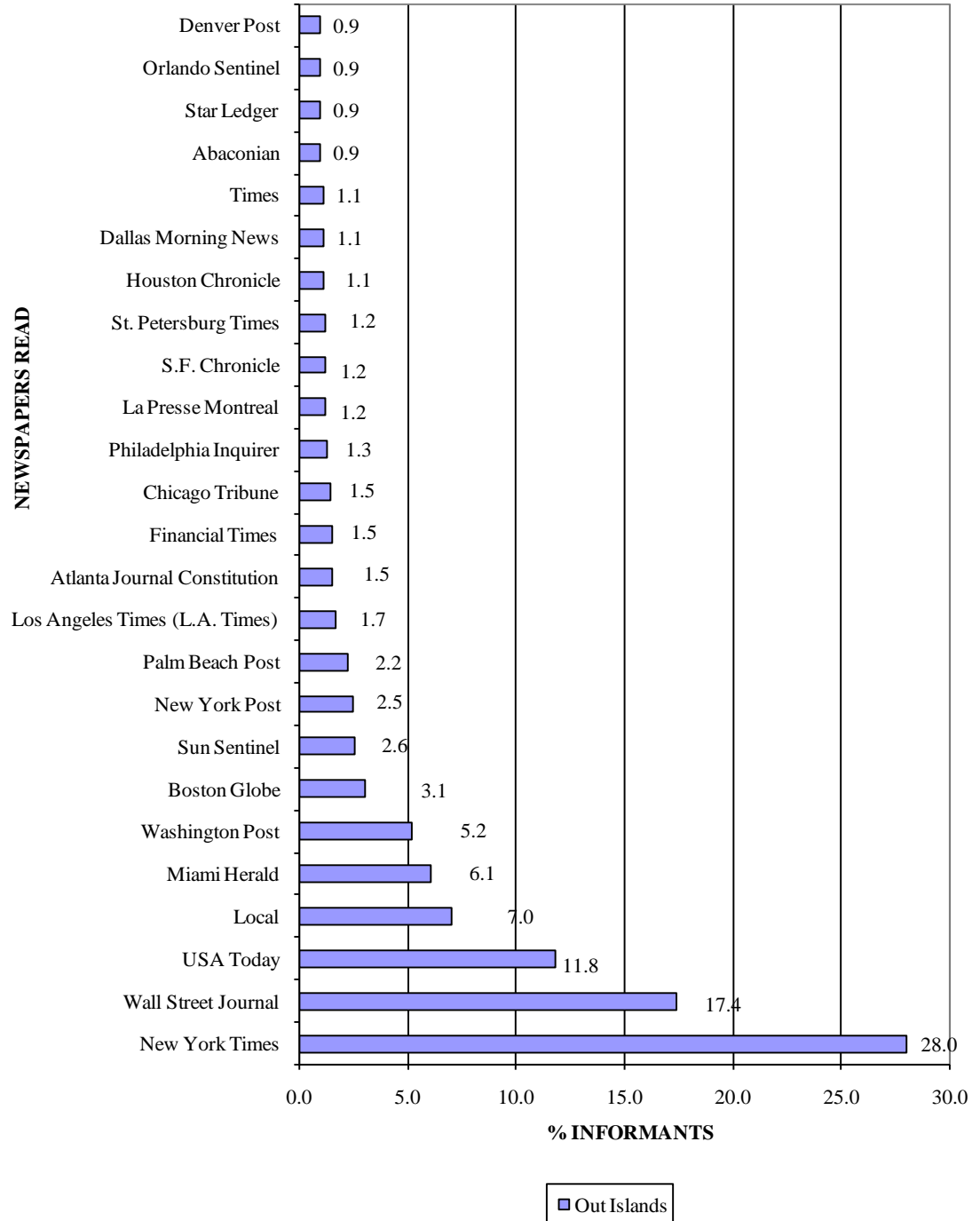
The above graph shows the top 26 newspapers stopover visitors to the Nassau/Paradise Island indicated that they read.

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
2007

	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	New York Post	<i>New York</i>	New York Post	<i>New York</i>
6	Washington Post	Washington, DC	Daily News	Various States
7	Miami Herald	<i>Miami, FL/Read Worldwide</i>	Newsday	<i>New York</i>
8	Daily News	Various States	Globe & Mail	Toronto & Rest of Canada
9	Newsday	<i>New York</i>	Toronto Star	Toronto, Canada
10	Boston Globe	Boston, MA	Miami Herald	<i>Miami, FL/Read Worldwide</i>
11	Globe & Mail	Toronto & Rest of Canada	Boston Globe	Boston, MA
12	Toronto Star	Toronto, Canada	Washington Post	Washington, DC
13	Atlanta Journal Constitution	Atlanta, Georgia	Post	Various States
14	Chicago Tribune	Chicago, Illinois	New York Daily News	<i>New York</i>
15	Post	Various States	Chicago Tribune	Chicago, Illinois
16	New York Daily News	<i>New York</i>	Dallas Morning News	Dallas, Texas
17	Dallas Morning News	Dallas, Texas	Orlando Sentinel	<i>Orlando, FL and Central Florida</i>
18	Times	Various States	Times	Various States

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, La Presse Montreal, National Post, Ottawa Citizen, Toronto Sun, Sun/Sun News, USA Today,

New York Times, Globe, Montreal Gazette, Journal de Montreal, Canadian, Vancouver Sun, Toronto Globe, Guardian, Ottawa Sun, The Province, Gazette, Telegraph Journal, etc.

Some of the most popular newspapers for Europe included: Sunday Times, Daily Mail, Times, Telegraph, etc.

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
2007**

	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>	Local	Various States
5	Washington Post	Washington, DC	Miami Herald	<i>Miami, FL/Read Worldwide</i>
6	Atlanta Journal Constitution	Atlanta, Georgia	Washington Post	Washington, DC
7	Boston Globe	Boston, MA	Boston Globe	Boston, MA
8	Miami Herald	<i>Miami, FL/Read Worldwide</i>	Sun Sentinel	<i>South Florida</i>
9	Freeport News	N/A	New York Post	<i>New York</i>
10	Chicago Tribune	Chicago, Illinois	Palm Beach Post	<i>West Palm Beach, Florida</i>
11	Los Angeles Times (L.A. Times)	Los Angeles, California	Los Angeles Times (L.A. Times)	Los Angeles, California
12	Daily News	Various States	Atlanta Journal Constitution	Atlanta, Georgia
13	Sun Sentinel	<i>South Florida</i>	Financial Times	Read Worldwide
14	Times	Various States	Chicago Tribune	Chicago, Illinois
15	Toronto Star	Toronto, Canada	Philadelphia Inquirer	Philadelphia, PA
16	Globe & Mail	Toronto & Rest of Canada	La Presse Montreal	Montreal, Canada
17	Palm Beach Post	<i>West Palm Beach, Florida</i>	S.F. Chronicle/San Francisco Chronicle	San Francisco & Northern California
18	New York Post	<i>New York</i>	St. Petersburg Times	<i>St. Petersburg, Florida</i>

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, La Presse Montreal, National Post, Ottawa Citizen, Toronto Sun, Sun/Sun News, USA Today.

New York Times, Globe, Montreal Gazette, Journal de Montreal, Canadian, Vancouver Sun, Toronto Globe, Guardian, Ottawa Sun, The Province, Gazette, Telegraph Journal, etc.

Some of the most popular newspapers for Europe included: Sunday Times, Daily Mail, Times, Telegraph, etc.

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

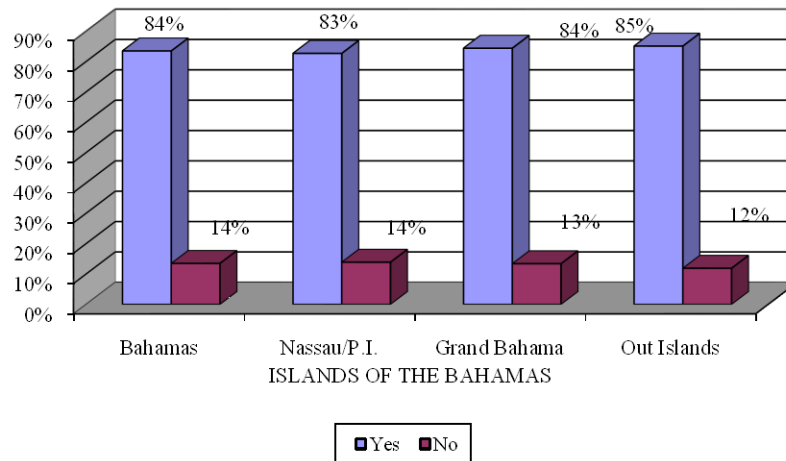
2007

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	84%	83%	84%	85%
No	14%	14%	13%	12%
No Response	3%	3%	2%	3%
Total	100%	100%	100%	100%

*83% of American Visitors had e-mail addresses. 89% of the Canadian Visitors had e-mail addresses.

83% of the European Visitors had e-mail addresses.

DO YOU HAVE E-MAIL? ISLANDS OF THE BAHAMAS



- 84% of the stopover visitors to The Islands of the Bahamas indicated that they had an e-mail address.
- 83% of the visitors to Nassau/Paradise Island had e-mail addresses.
- 84% of the visitors to Grand Bahama had e-mail addresses
- 85% 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

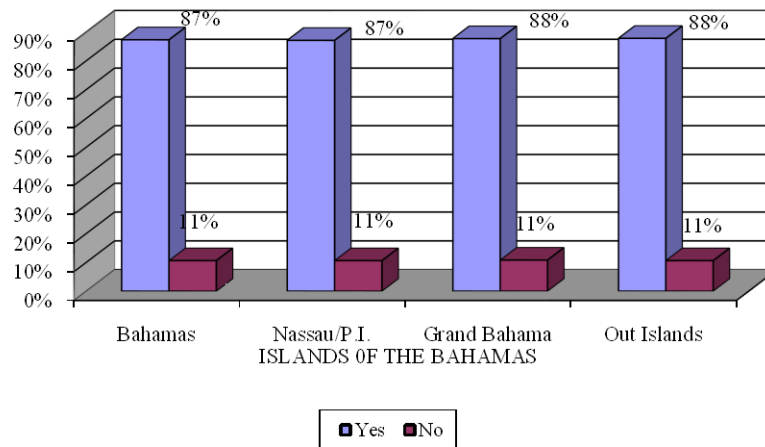
2007

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	87%	87%	88%	88%
No	11%	11%	11%	11%
No Response	2%	2%	2%	2%
Total	100%	100%	100%	100%

*88% of American Visitors indicated that they surfed the Internet. 86% of the Canadian Visitors indicated that they surfed the Internet. 83% of the Europeans indicated that they surfed the Internet.

DO YOU SURF THE INTERNET?

ISLANDS OF THE BAHAMAS



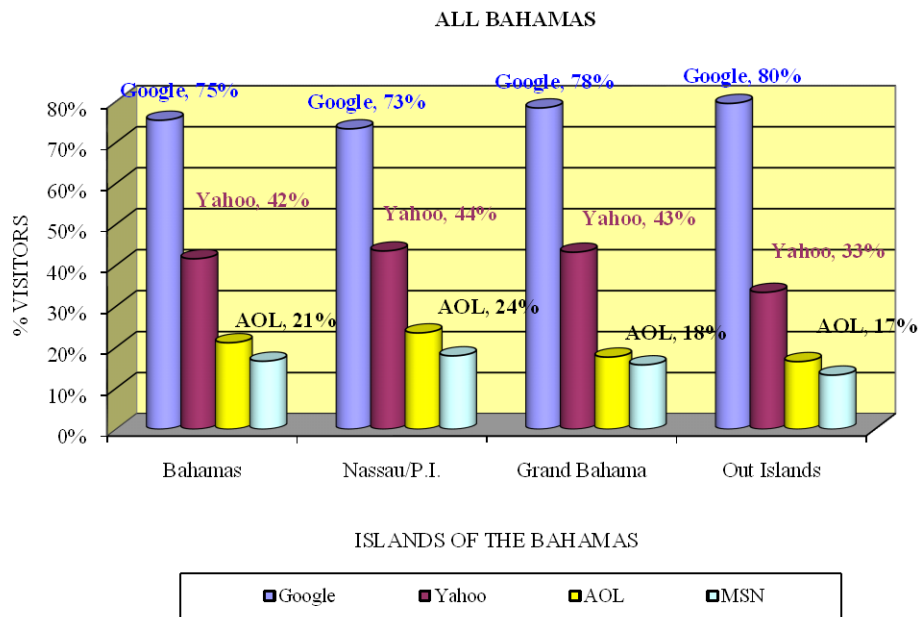
- 87% of the stopover visitors to the Islands of the Bahamas indicated that they “surfed” the Internet.
- 87% of the stopover visitors to Nassau/Paradise Island indicated that they surfed the Internet.
- 88% of the stopover visitors to Grand Bahama surfed the Internet
- 88% of the stopovers to the Out 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 2007

		Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	Google	75%	73%	78%	80%
2	Yahoo	42%	44%	43%	33%
3	AOL	21%	24%	18%	17%
4	MSN	17%	18%	16%	13%



The top 4 Internet Search Engines/content providers for the Islands of the Bahamas were:

- Google (75%)
- Yahoo (42%)
- AOL (21%)
- MSN (17%)

LIKELIHOOD TO RETURN TO BAHAMAS

ISLANDS OF THE BAHAMAS LIKELIHOOD TO RETURN STOPOVER VISITORS 2007

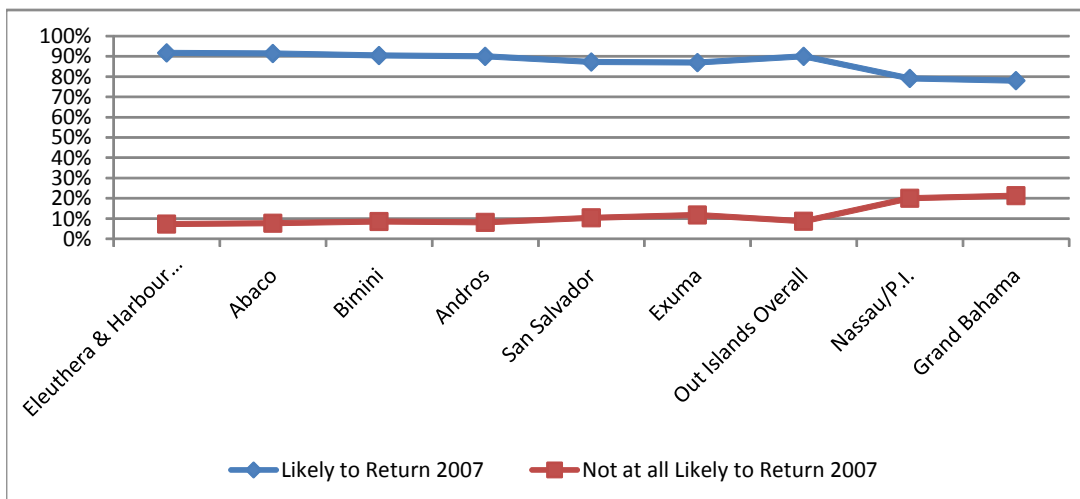
Island	Likely to Return	Not at all Likely to Return
	2007	2007
Eleuthera & Harbour Island	92%	7%
Abaco	91%	8%
Bimini	90%	9%
Andros	90%	8%
San Salvador	87%	10%
Exuma	87%	12%
Out Islands Overall	90%	9%
Nassau/P.I.	79%	20%
Grand Bahama	78%	21%
All Bahamas	81%	18%

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

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

Source: Exit Survey 2007

LIKELY RETURN 2007



- 81% of the stopovers were likely to return to the Bahamas in 1-5 yrs (i.e., 50.7% were very likely and 30.4% were somewhat likely to return). 11.4% said somewhat unlikely, 6.5% said that they were not at all likely to return.

- 79% of the stopovers to Nassau/P.I. said that they were likely to return (i.e., 46.6% were very likely and 32.5% were somewhat likely to return). 12.5% said that they were somewhat unlikely, and 7.6% said that they were not at all likely to return.
- 78% of the stopovers to Grand Bahama said that they were likely to return (i.e., 46.5% were very likely and 31.5% were somewhat likely). 13.2% said somewhat unlikely and 8.1% 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., 66.3% were very likely and 23.7% were somewhat likely to return). 6.5% said that they were somewhat unlikely, and 2.2% said that they were not at all likely to return.

LIKELIHOOD OF RECOMMENDING THE BAHAMAS

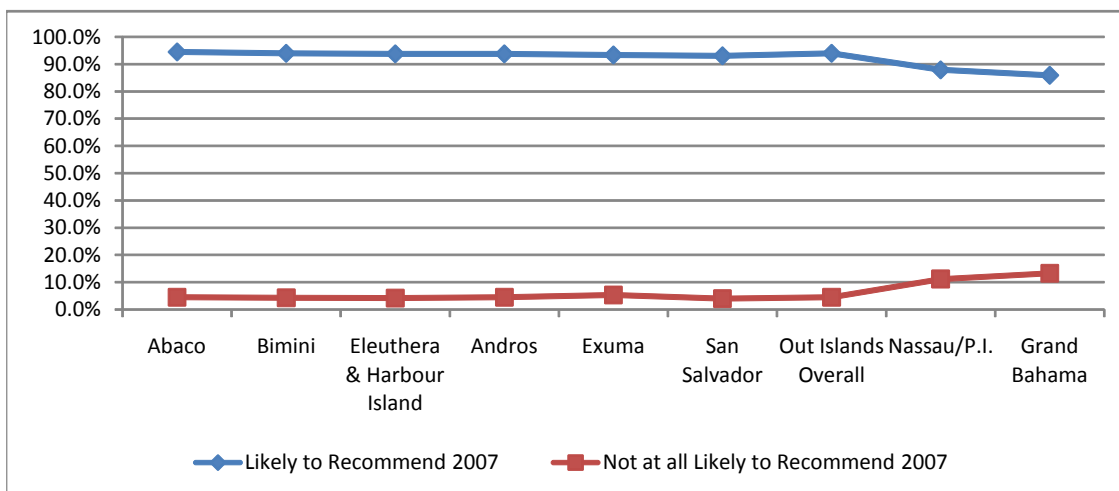
ISLANDS OF THE BAHAMAS LIKELIHOOD TO RECOMMEND STOPOVER VISITORS 2007

Island	Likely to Recommend	Not at all Likely to Recommend
	2007	2007
Abaco	94.5%	4.5%
Bimini	94.0%	4.3%
Eleuthera & Harbour Island	93.8%	4.2%
Andros	93.8%	4.5%
Exuma	93.4%	5.3%
San Salvador	93.1%	4.0%
Out Islands Overall	94.0%	4.5%
Nassau/P.I.	87.9%	11.2%
Grand Bahama	85.9%	13.3%
All Bahamas	88.7%	10.3%

Source: Exit Survey 2007

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 2007



- 89% of the stopovers were likely to recommend the Bahamas to friends and relatives (i.e., 58.0% were very likely and 30.7% were somewhat likely to recommend). 6.6% were somewhat unlikely and 3.7% were not at all likely to recommend the Bahamas.

- 88% of the stopovers to Nassau/P.I. said that they were likely to recommend (i.e., 55.8% were very likely and 32.1% were somewhat likely to recommend). 6.8% said that they were somewhat unlikely, and 4.4% were not at all likely to recommend the Bahamas.
- 86% of the stopovers to Grand Bahama said that they were likely to recommend (i.e., 51.3% were very likely and 34.6% were somewhat likely to recommend). 9.1% said that they were somewhat unlikely, and 4.2% were not at all likely to recommend the Bahamas.
- 94% of the stopovers to the Out Islands were likely to recommend (i.e., 70.7% were very likely and 23.3% were somewhat likely to recommend). 3.2% of the stopovers said that they were somewhat unlikely, and 1.3% 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 2007

1	Prices (neg)	26.8%
2	Want to Go Somewhere Else	13.5%
3	Service (neg)	12.6%
4	People (neg)	11.6%
5	Hotel (neg)	4.2%
6	Value For Money (neg.)	3.4%
7	Litter (neg)	2.5%
8	Weather/Climate (neg.)	2.3%
9	Food (neg.)	2.0%
10	Airport (neg)	2.0%

Source: Exit Survey 2007

18% 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 Service
- Poor attitudes of the people
- They were dissatisfied with their hotel (i.e., service, quality & prices)
- Poor value for money
- Litter
- Poor weather conditions (either too hot or too cold)
- Food (i.e. poor quality, high prices)
- Dissatisfaction with the Airport Facilities (facilities and processes)

Nassau/Paradise Island

20% 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
2007**

1	Prices (neg)	31.2%
2	Service (neg)	13.7%
3	Want to Go Somewhere Else	12.4%
4	People (neg)	11.7%
5	Hotel (neg)	4.4%
6	Value For Money (neg.)	4.1%
7	Litter (neg)	2.8%
8	Airport (neg)	2.7%
9	Weather/Climate (neg.)	1.6%
10	Roads/Traffic (neg.)	1.3%

- High Prices
- Poor service
- 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
- Poor Value for money
- Litter
- The airport: check-in was not good, long lines at airport, airport needs improvement, airport security not good, airport unclean, bathrooms not clean, no luggage carts, need better food service.
- Poor weather conditions (either too hot or too cold)
- Roads/Traffic

Grand Bahama Island

21% 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
2007**

1	Prices (neg)	17.4%
2	Want to Go Somewhere Else	15.5%
3	People (neg)	12.9%
4	Service (neg)	11.3%
5	Hotel (neg)	4.3%
6	Food (neg.)	3.8%
7	Activities (neg.)	3.7%
8	Weather/Climate (neg.)	3.3%
9	Value For Money (neg.)	2.4%
10	Litter (neg)	2.1%

- High Prices
- They wanted to go somewhere else
- The poor attitudes of the people
- Poor service
- Hotel dissatisfaction
- Food (poor quality, too expensive)
- Lack of Activities
- Bad weather (too hot, too cold, etc.)
- Poor value for money
- Litter (on beaches, and elsewhere)

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
2007**

1	Prices (neg)	19.7%
2	Want to Go Somewhere Else	17.1%
3	Service (neg)	8.3%
4	People (neg)	7.7%
5	Airlines (neg.)	4.0%
6	Weather/Climate (neg.)	3.8%
7	Food (neg.)	3.1%
8	Environment (neg)	2.5%
9	Litter (neg)	2.5%
10	Crime (neg)	2.3%

- High Prices
- They wanted to go somewhere else
- Poor service
- The poor attitudes of the people
- Bad weather (too hot, too cold, etc.)
- Airlines (on-time flights, missed flights, need direct flights, more flights)
- Food (poor quality, too expensive)
- Environment (need to protect it, etc.)
- Litter
- Crime

VISITORS NOT LIKELY TO RECOMMEND THE BAHAMAS

Bahamas Overall

10% 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
2007**

1	Prices (neg)	28.8%
2	People (neg)	14.8%
3	Service (neg)	14.0%
4	Want to Go Somewhere Else	4.2%
5	Hotel (neg)	4.0%
6	Value For Money (neg.)	3.2%
7	Food (neg.)	2.7%
8	Activities (neg.)	2.3%
9	Airport (neg)	2.1%
10	Litter (neg)	1.5%

- High Prices
- The poor attitudes of the people
- Poor service
- They wanted to go somewhere else
- Didn't like the hotel where they stayed
- Poor Value for money
- Food (poor quality, too expensive)
- Lack of activities
- Dissatisfaction with airport facilities
- Litter

Nassau/Paradise Island

11% 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
2007**

1	Prices (neg)	33.5%
2	People (neg)	14.9%
3	Service (neg)	14.4%
4	Want to Go Somewhere Else	4.8%
5	Hotel (neg)	4.3%
6	Value For Money (neg.)	3.3%
7	Airport (neg)	2.6%
8	Roads/Traffic (neg.)	2.0%
9	Food (neg.)	1.9%
10	Activities (neg.)	1.8%

Gratuity ranked equal with activities.

- High Prices
- The poor attitudes of the people
- Poor service
- They wanted to go somewhere else
- 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 Value for money
- Dissatisfaction with airport experience
- Roads/Traffic (too much traffic, better roads, better road signs)
- Food (i.e. poor quality, high prices)
- Lack of Activities

Grand Bahama Island

13% 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
2007**

1	Prices (neg)	19.5%
2	Service (neg)	15.3%
3	People (neg)	15.2%
4	Food (neg.)	4.4%
5	Hotel (neg)	4.4%
6	Activities (neg.)	4.2%
7	Want to Go Somewhere Else	3.7%
8	Value For Money (neg.)	3.4%
9	Airlines (neg.)	2.1%
10	Nightlife/Nightclubs (neg)	1.9%

- High Prices
- Poor service
- The poor attitude of the people
- Food (poor quality, too expensive)
- Didn't like the hotel where they stayed
- Lack of Activities
- They wanted to go somewhere else
- Poor Value for money
- Dissatisfaction with the airlines
- Lack of nightlife

Out Islands

5% 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
2007**

1	Prices (neg)	24.2%
2	People (neg)	11.8%
3	Service (neg)	7.2%
4	Weather/Climate (neg.)	6.9%
5	Litter (neg)	6.1%
6	Food (neg.)	4.7%

- High Prices
- The poor attitudes of the people
- Poor service
- Bad weather (too hot, too cold, etc.)
- Litter
- Food (poor quality or too expensive)

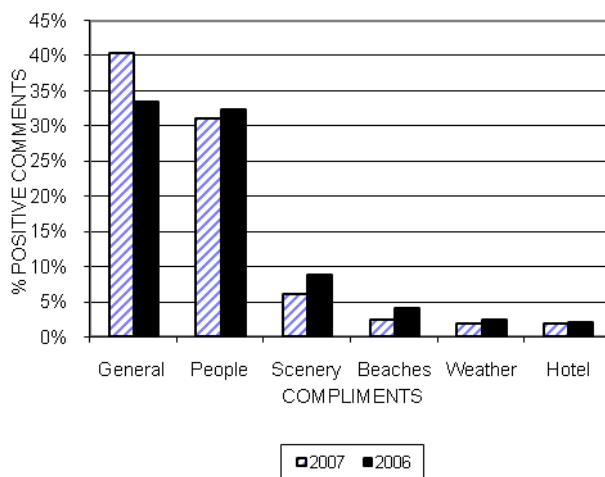
TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

ALL BAHAMAS

TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2007	2006		2007	2006
General Comments	40%	33%	Prices	12%	15%
People	31%	32%	People	12%	12%
Scenery/Sightseeing	6%	9%	Hotel	11%	6%
Beaches	3%	4%	Litter	7%	10%
Weather/Climate	2%	2%	Service	6%	5%
Hotel	2%	2%	Food	5%	1%
No. of Comments	1,685	2,346	No. of Comments	1,221	1,331

Complaints General Comments was 7% in 2007, and Airport was 5.1%

TOURIST COMMENTS ALL BAHAMAS COMPLIMENTS



TOURIST COMMENTS ALL BAHAMAS COMPLAINTS



Top Compliments

- The people (31% of the comments received)
- Scenery (9% of the comments received)
- Beaches
- Climate/Weather
- Hotel

Top Complaints

- High prices (12% of the comments received)
- Poor attitudes of the people
- Hotel not as expected (i.e., too expensive, poor facilities, poor service)
- Litter
- Poor Service
- Food (high prices and poor quality)
- Airport not up to standards

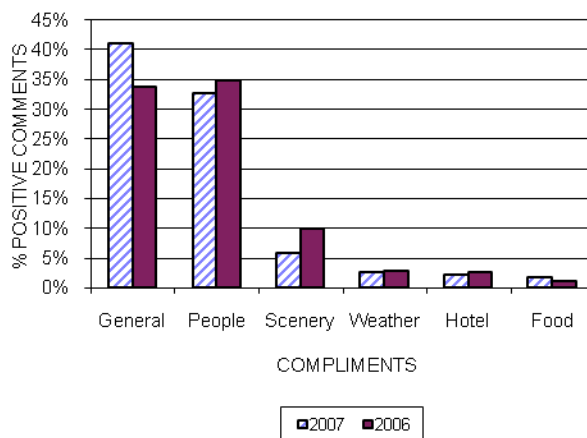
TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

NASSAU/PARADISE ISLAND

	TOP 6 COMPLIMENTS		TOP 6 COMPLAINTS		
	2007	2006	2007	2006	
General	41%	34%	Hotel (neg)	14%	7%
People	33%	35%	Prices (neg)	14%	17%
Scenery/Sightseeing	6%	10%	People (neg)	12%	13%
Weather/Climate	3%	3%	Airport (neg)	7%	13%
Hotel	2%	3%	Food (neg.)	6%	1%
Food	2%	1%	Service (neg)	6%	3%
No. of Comments	879	1,334	No. of Comments	855	881

Negative comments for general comments totaled 6%, and litter totaled 5% in 2007.

TOURIST COMMENTS NASSAU/PARADISE ISLAND COMPLIMENTS



TOURIST COMMENTS NASSAU/PARADISE ISLAND COMPLAINTS



Top Compliments

- The people (33% of the comments received)
- Scenery
- Weather/Cimate
- Hotel
- Food

Top Complaints

- Hotel not as expected (14% of the comments received, i.e., too expensive, poor facilities, poor service)
- High prices
- Poor attitudes of the people
- Airport not up to standards (7% of the comments received)
- Food (high prices or poor quality)
- Poor Service
- Too much litter

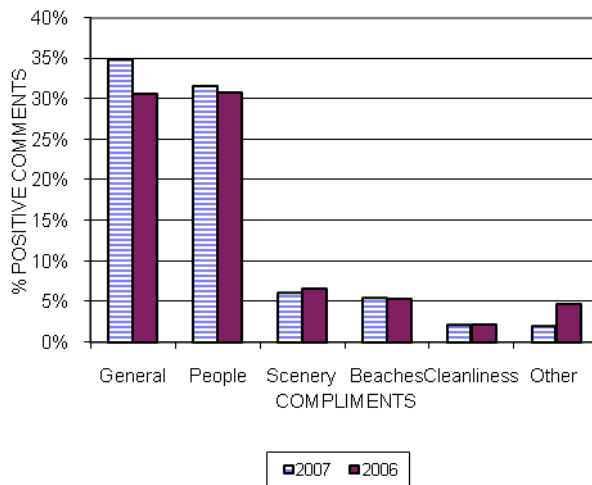
TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

GRAND BAHAMA ISLAND

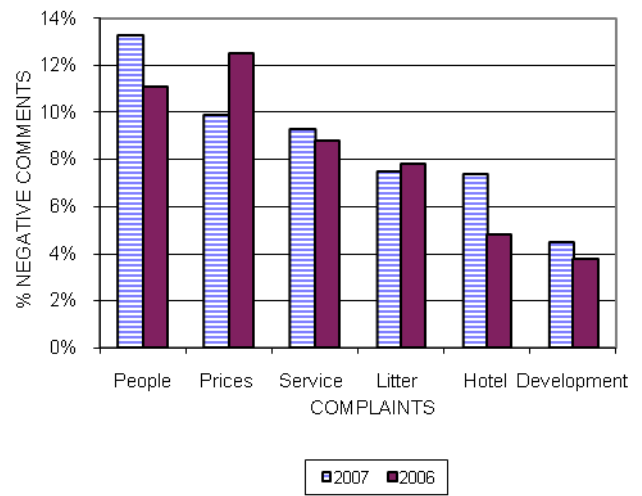
TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2007	2006		2007	2006
General	35%	31%	People (neg)	13%	11%
People	32%	31%	Prices (neg)	10%	13%
Scenery/Sightseeing	6%	7%	Service (neg)	9%	9%
Beaches	5%	5%	Litter (neg)	7%	8%
Cleanliness	2%	2%	Hotel (neg)	7%	5%
Other Positive	2%	5%	Development	5%	4%
No. of Comments	389	530	No. of Comments	223	285

Negative complaints for General Comments totaled 10%

TOURIST COMMENTS GRAND BAHAMA ISLAND COMPLIMENTS



TOURIST COMMENTS GRAND BAHAMA ISLAND COMPLAINTS



Top Compliments

- The people (32% of the comments received)
- Scenery
- Beaches
- Cleanliness

- Other

Top Complaints

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

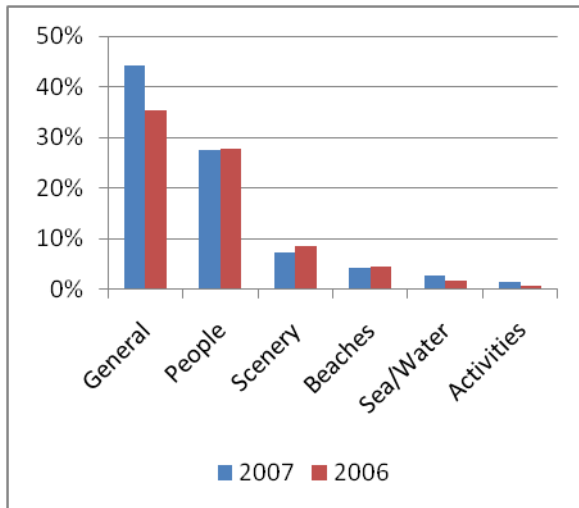
TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

OUT ISLANDS

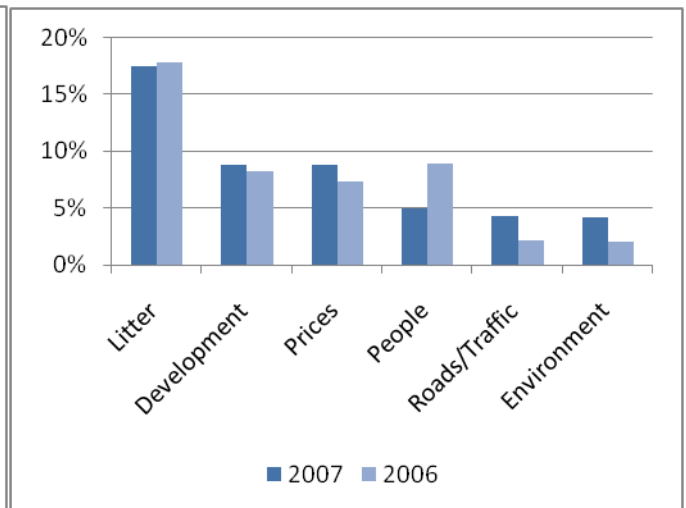
TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2007	2006		2007	2006
General	44%	35%	Litter (neg)	17%	18%
People	28%	28%	Development (neg)	9%	8%
Scenery/Sightseeing	7%	9%	Prices (neg)	9%	7%
Beaches	4%	4%	People (neg)	5%	9%
Sea/Water	3%	2%	Roads/Traffic (neg.)	4%	2%
Activities	1%	0%	Environment (neg)	4%	2%
No. of Comments	418	481	No. of Comments	143	165

General Comment complaints was 9% and other negative was 5%. Negative Airline Comments totaled 3.8% in 2007

TOURIST COMMENTS OUT ISLANDS COMPLIMENTS



TOURIST COMMENTS OUT ISLANDS COMPLAINTS



Top Compliments

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

Top Complaints

- Litter (17% of the comments received)
- Development
- High Prices
- Poor attitude of the people
- Roads/Traffic
- Environment

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 35% in 2007. Forty-one percent (41%) of stopovers to Nassau/Paradise Island in 2007 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 2007 to Grand Bahama had used a travel agent compared to 52% in 2002, 60% in 2001 and 72% in 1997.
- Twenty-six percent (26%) 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 2007, 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.

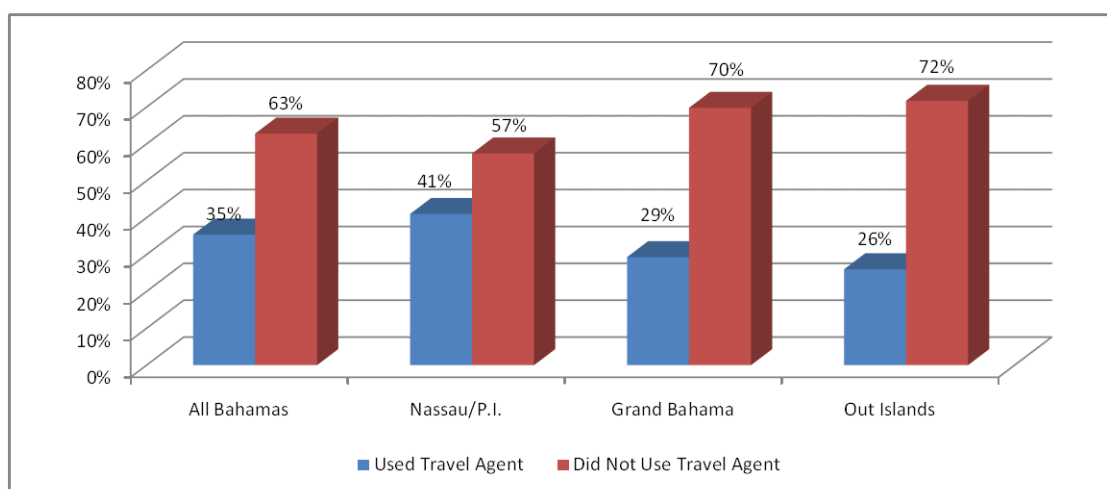
TOUR OPERATORS AND TRAVEL AGENTS

ISLANDS OF THE BAHAMAS USE OF TRAVEL AGENT 2007

	All Bahamas		Nassau/P.I.		Grand Bahama		Out Islands		
	2007	2006	2007	2006	2007	2006	2007	2006	
Used Travel Agent	35%	39%	41%	45%	29%	29%	26%	29%	
Did Not Use Travel Agent	63%	59%	57%	53%	70%	69%	72%	68%	
		USA		Canada		Europe		Other Countries	
Used Travel Agent	33%	37%	52%	60%	47%	46%	43%	45%	
Did Not Use Travel Agent	65%	61%	47%	38%	52%	49%	53%	49%	

Source: Exit Survey 2007

USE OF TRAVEL AGENT 2007



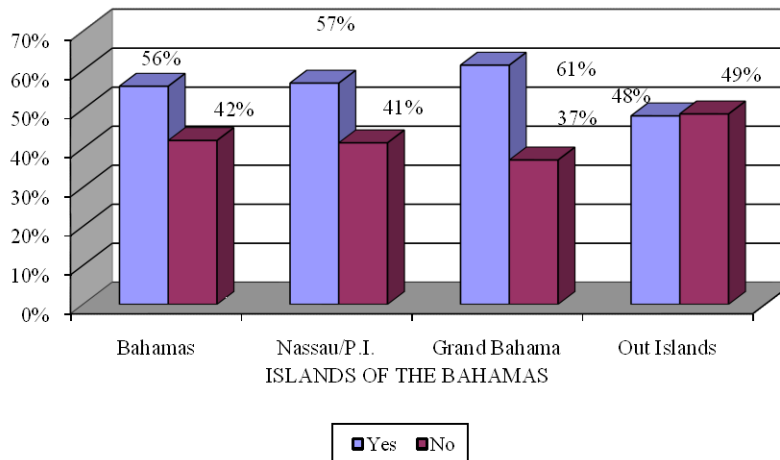
- 35% of the visitors to the Islands of the Bahamas used a tour operator or travel agent.
- 63% of them did not use a tour operator or travel agent.
- Some visitors to the Bahamas used tour operators and travel agents to book their reservations.
- Some booked their reservations directly with the hotel 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:

**DID YOU USE AN ONLINE SERVICE TO BOOK ANY OF YOUR RESERVATIONS
ISLANDS OF THE BAHAMAS
2007**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	56%	57%	61%	48%
No	42%	41%	37%	49%
No Response	2%	2%	2%	3%
Total	100%	100%	100%	100%

58% of Americans used online service, 49% of Canadians used online service, and 52% of Europeans used an online service.

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



- Some visitors to the Bahamas used a combination of methods to book their reservations, for example the Internet, booking directly via phone or tour operator/travel agent.
- 56% of the stopovers said that they had used an online service to book some or all of their reservations to the Bahamas.
- 57% of them to Nassau/Paradise Island used an online service to book their reservations.
- 61% of them to Grand Bahama used an online service to book their reservations.
- 48% of the stopovers to the Out Islands used an online service to book their reservations. Some of them booked their reservations directly with the hotels, etc.

**MOST POPULAR ONLINE BOOKING SERVICES USED
STOPOVERS TO THE ISLANDS OF THE BAHAMAS
2007**

Expedia.com	Cheapflights.com	Skyauction.com
Travelocity.com	Continental.com	Spg.com
Orbitz.com	Delta.com	Spiritair.com
Atlantis.com	Firstchoice.co.uk	Starwood.com/westin.com
Cheaptickets.com	Fourseasons.com	United.com
Aa.com	Google.com	Usairwaysvacations.com
Aircanada.com	Hotels.com	Virgin-atlantic.com
Americanexpress.com	Hotwire.com	Virtuallythere.com
Aol.com	Intervalinternational.com	Wyndham.com
Ba.com	Jetblue.com	Yahoo.com
Bahamas.com	Kayak.com	
Bahamasair.com	Nwa.com	
Bestwestern.com	Priceline.com	
Carlsonwagonlit.com	Rci.com	
Cheapcaribbean.com	Sandals.com	

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

(Source: Immigration Cards and Tour Media Exit Survey, 2007)

- *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
2007**

	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	ORBITZ.COM	ATLANTIS.COM	EXPEDIA.COM	EXPEDIA.COM
4	ATLANTIS.COM	LIBERTY TRAVEL	SECURITY TRAVEL	CONTINENTAL.COM
5	LIBERTY TRAVEL	ORBITZ.COM	TRAVELOCITY.COM	ORBITZ.COM
6	TRAVELOCITY.COM	TRAVELOCITY.COM	ORBITZ.COM	TRAVELOCITY.COM
7	AMERICAN EXPRESS TRAVEL	AMERICAN EXPRESS TRAVEL	CARLSONWAGONLIT.COM	AA.COM
8	AA.COM	AAA TRAVEL	AA.COM	AMERICAN EXPRESS TRAVEL
9	DISCOVERY CRUISE LINE	AA.COM	STUDENT CITY	CARLSONWAGONLIT.COM
10	AAA TRAVEL	JETBLUE.COM	USAIRWAYS VACATIONS.COM	CHEAPTICKETS.COM
11	CARLSONWAGONLIT.COM	CARLSONWAGONLIT.COM	RCI TRAVEL	AAA TRAVEL
12	CONTINENTAL.COM	SPIRITAIR.COM	AMERICAN EXPRESS TRAVEL	BAHAMASAIR.COM
13	JETBLUE.COM	USAIRWAYS VACATIONS.COM	CHEAPTICKETS.COM	BAHAMAS.COM
14	USAIRWAYS VACATIONS.COM	SANDALS.COM	CONTINENTAL.COM	LIBERTY TRAVEL
15	CLUB MED	DELTA.COM	DIAMOND HOLIDAYS	THOMAS COOK
16	CHEAPTICKETS.COM	CHEAPTICKETS.COM	AIRTRAN	JETBLUE.COM
17	DELTA.COM	CONTINENTAL.COM	AAA TRAVEL	DELTA.COM
18	SPIRITAIR.COM	AIRCANADA.COM	DELTA.COM	FOUR SEASONS TRAVEL
19	SANDALS.COM	GOGO TOURS	LIBERTY TRAVEL	USAIRWAYS VACATIONS.COM
20	SECURITY TRAVEL	BAHAMASAIR.COM	BAHAMAS.COM	BA.COM
21	GOGO TOURS	BA.COM	SPECIAL T TRAVEL	ATLANTIS.COM
22	RCI TRAVEL	BAHAMAS.COM	DISCOVER	AIRCANADA.COM
23	BAHAMAS.COM	APPLE VACATIONS	SPIRITAIR.COM	UNIGLOBE TRAVEL
24	AIRCANADA.COM	RCI TRAVEL	WYNDHAM.COM	SPIRITAIR.COM
25	BAHAMASAIR.COM	UNIGLOBE TRAVEL	BAHAMASAIR.COM	NWA.COM
26	BA.COM	FIRSTCHOICE.CO.UK	GOGO TOURS	YAHOO.COM
27	STUDENT CITY	THOMAS COOK	GRANDBAHAMA VACATIONS.COM	RCI TRAVEL
28	APPLE VACATIONS	TRAVEL IMPRESSIONS	VIP TRAVEL	BAHAMASVACATIONS.COM
29	THOMAS COOK	GRADCITY.COM	TRAVEL IMPRESSIONS	COLPITTSWORLDTRAVEL.COM
30	UNIGLOBE TRAVEL	DESTINATIONS TRAVEL	APPLE VACATIONS	DESTINATIONS TRAVEL
31	TRAVEL IMPRESSIONS	VIRGIN HOLIDAYS	YAHOO.COM	UNITED.COM
32	FIRSTCHOICE.CO.UK	VIRGIN-ATLANTIC.COM	CORAL BEACH TRAVEL	GOGO TOURS
33	GRADCITY.COM	NWA.COM	GARBER TRAVEL	LINDENTRAVEL
34	DIAMOND HOLIDAYS	YAHOO.COM	THOMAS COOK	VIP TRAVEL
35	AIRTRAN	UNITED.COM	JETBLUE.COM	VIRGIN HOLIDAYS

**TOP 35 TOUR OPERATORS/TRAVEL AGENTS USED BY VISITORS
ISLANDS OF THE BAHAMAS
2007**

	Abaco	Andros	Bimini	Total Eleuthera
1	OTHER TRAVEL AGENCY	OTHER TRAVEL AGENCY	OTHER TRAVEL AGENCY	OTHER TRAVEL AGENCY
2	EXPEDIA.COM	CONTINENTAL.COM	CONTINENTAL.COM	CONTINENTAL.COM
3	ORBITZ.COM	EXPEDIA.COM	EXPEDIA.COM	EXPEDIA.COM
4	CONTINENTAL.COM	ORBITZ.COM	ORBITZ.COM	ORBITZ.COM
5	TRAVELocity.COM	TRAVELocity.COM	TRAVELocity.COM	TRAVELocity.COM
6	AA.COM	BA.COM	BAHAMAS.COM	AMERICAN EXPRESS TRAVEL
7	CHEAPTICKETS.COM	JETBLUE.COM	CHEAPTICKETS.COM	CHEAPTICKETS.COM
8	AAA TRAVEL	AAA TRAVEL	SPIRITAIR.COM	AAA TRAVEL
9	AMERICAN EXPRESS TRAVEL	BAHAMAS.COM	RCI TRAVEL	CARLSONWAGONLIT.COM
10	BAHAMASAIR.COM	AMERICAN EXPRESS TRAVEL	AA.COM	JETBLUE.COM
11	CARLSONWAGONLIT.COM	CHEAPTICKETS.COM	AMERICAN EXPRESS TRAVEL	BAHAMAS.COM
12	BAHAMAS.COM	DELTA.COM	JETBLUE.COM	DELTA.COM
13	LIBERTY TRAVEL	USAIRWAYS VACATIONS.COM	AAA TRAVEL	ATLANTIS.COM
14	ATLANTIS.COM	LIBERTY TRAVEL	CARLSONWAGONLIT.COM	LIBERTY TRAVEL
15	DELTA.COM	CARLSONWAGONLIT.COM	BAHAMASAIR.COM	USAIRWAYS VACATIONS.COM
16	USAIRWAYS VACATIONS.COM	AA.COM	USAIRWAYS VACATIONS.COM	AA.COM
17	RCI TRAVEL	SPIRITAIR.COM	BEST TRAVEL	AIRCANADA.COM
18	JETBLUE.COM	AIRCANADA.COM	LIBERTY TRAVEL	BAHAMAS VACATIONS.COM
19	UNIGLOBE TRAVEL	UNITED.COM	BA.COM	BA.COM
20	NWA.COM	BEST TRAVEL	COLPITTSWORLDTRAVEL.COM	NWA.COM
21	YAHOO.COM	STA TRAVEL	DELTA.COM	BAHAMASAIR.COM
22	BA.COM	NWA.COM	STA TRAVEL	LINDEN TRAVEL
23	BAHAMAS VACATIONS.COM	CORAL BEACH TRAVEL	ATLANTIS.COM	SPIRITAIR.COM
24	AIRCANADA.COM	DISCOVERY CRUISE LINE	VIRGIN HOLIDAYS	YAHOO.COM
25	SPIRITAIR.COM	UNIGLOBE TRAVEL	AIRCANADA.COM	DESTINATIONS TRAVEL
26	UNITED.COM	GOGO TOURS	TNT VACATIONS	UNIGLOBE TRAVEL
27	GOGO TOURS	ATLANTIS.COM	AOL.COM	UNITED.COM
28	THOMAS COOK	DESTINATIONS TRAVEL	DISCOVER Y CRUISE LINE	VIP TRAVEL
29	VIP TRAVEL	COLPITTSWORLDTRAVEL.COM	YAHOO.COM	VIRGIN HOLIDAYS
30	FIRSTCHOICE.CO.UK	STUDENT CITY	GRADCITY.COM	MARITZ TRAVEL
31	AOL.COM	BAHAMASAIR.COM	DELTA VACATIONS.COM	VIRTUALLYTHERE.COM
32	FOUR SEASONS TRAVEL	THOMAS COOK	ATLAS TRAVEL	GOGO TOURS
33	VIRGIN HOLIDAYS	DELTA VACATIONS.COM	DISCOVER	STA TRAVEL
34	CI TRAVEL	YAHOO.COM	FOUR SEASONS TRAVEL	RCI TRAVEL
35	VIRGIN-ATLANTIC.COM	GRANDBAHAMA VACATIONS.COM	GOGO TOURS	ATLAS TRAVEL

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

2007

	Exuma	Harbour Island	San Salvador
1	OTHER TRAVEL AGENCY	OTHER TRAVEL AGENCY	CLUB MED
2	AA.COM	EXPEDIA.COM	OTHER TRAVEL AGENCY
3	AMERICAN EXPRESS TRAVEL	CONTINENTAL.COM	THOMAS COOK
4	EXPEDIA.COM	ORBITZ.COM	CARLSONWAGONLIT.COM
5	CONTINENTAL.COM	AMERICAN EXPRESS TRAVEL	AAA TRAVEL
6	ORBITZ.COM	TRAVELOCITY.COM	UNIGLOBE TRAVEL
7	FOUR SEASONS TRAVEL	JETBLUE.COM	LIBERTY TRAVEL
8	CARLSONWAGONLIT.COM	CHEAPTICKETS.COM	BAHAMASAIR.COM
9	TRAVELOCITY.COM	AAA TRAVEL	ORBITZ.COM
10	AAA TRAVEL	USAIRWAYS VACATIONS.COM	SEARS TRAVEL
11	CHEAPTICKETS.COM	CARLSONWAGONLIT.COM	AMERICAN EXPRESS TRAVEL
12	LIBERTY TRAVEL	BAHAMAS.COM	EXPEDIA.COM
13	DELTA.COM	BA.COM	BAHAMAS.COM
14	COLPITTS WORLD TRAVEL.COM	AA.COM	SPIRITAIR.COM
15	BA.COM	LINDEN TRAVEL	GOGO TOURS
16	USAIRWAYS VACATIONS.COM	LIBERTY TRAVEL	MARITZ TRAVEL
17	JETBLUE.COM	DELTA.COM	CONTINENTAL.COM
18	BAHAMAS.COM	AIRCANADA.COM	FOUR SEASONS TRAVEL
19	DESTINATIONS TRAVEL	BAHAMASAIR.COM	BA.COM
20	YAHOO.COM	YAHOO.COM	TRAVELOCITY.COM
21	AIRCANADA.COM	NWA.COM	CHEAPTICKETS.COM
22	UNIGLOBE TRAVEL	VIRGIN HOLIDAYS	AIRCANADA.COM
23	BAHAMASAIR.COM	SPIRITAIR.COM	DESTINATIONS TRAVEL
24	THOMAS COOK	STA TRAVEL	AA.COM
25	MACYSTRAVEL.COM	VIP TRAVEL	CI TRAVEL
26	LINDEN TRAVEL	ATLANTIS.COM	STA TRAVEL
27	MARITZ TRAVEL	AOL.COM	VIRGIN HOLIDAYS
28	VIRGIN-ATLANTIC.COM	UNITED.COM	LINDEN TRAVEL
29	AOL.COM	DIAMOND HOLIDAYS	USAIRWAYS VACATIONS.COM
30	UNITED.COM	LUFTHANSA.COM	ATLAS TRAVEL
31	GOGO TOURS	ATLAS TRAVEL	FAIRFIELD TRAVEL
32	SANDALS.COM	BAHAMAS VACATIONS.COM	VIRTUALLYTHERE.COM
33	VIRTUALLYTHERE.COM	SWISSAIR.COM	ATLANTIS.COM
34	TRAVEL IMPRESSIONS	AIRFRANCE.COM	DELTA VACATIONS.COM

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

**DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS**

	2007	2006
MAIN PURPOSE OF VISIT		
Vacation	68%	70%
Business	8%	8%
Honeymoon	6%	6%
DECISION TO VISIT INFLUENCED BY:		
Beaches	55%	56%
Climate	51%	52%
Rest and Relaxation	42%	40%
LIKELY RETURN IN 1-5 YEARS		
	81%	83%
LIKELY RECOMMEND TO FRIENDS/REL		
	89%	90%
USED TRAVEL AGENT		
	35%	39%
AGE*		
25 - 54 years old	56%	57%
55 years old or older	20%	18%
SEX*		
Male	49%	49%
Female	48%	48%
RACE		
White	82%	81%
Black	7%	7%
Hispanic	3%	3%
Mixed Race/Mixed Heritage	3%	2%
Asian/Pacific Islander	3%	2%
American Indian/Alaska Native	0%	0%
EDUCATION		
College Graduate or Above	65%	63%
ANNUAL HOUSEHOLD INCOME		
\$40,000 - \$59,999	8%	10%
\$60,000 +	69%	68%
PREVIOUS VISITS		
First Time Visitor	42%	45%
Repeat Visitor	58%	55%
TRAVELLING PARTY SIZE		
One	17%	15%
Two	48%	48%
HOUSEHOLD SIZE		
One	12%	12%
Two	39%	37%
Three-Four	34%	35%
COUNTRY OF ORIGIN		
USA	83%	85%
Canada	7%	5%
Europe	6%	5%
Other Countries	5%	4%
AVERAGE LENGTH OF STAY		
	6.6 nts.	6.4 nts

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

*Information on reason for visit, influence, race was obtained from the Tour Operator & Media Exit Study. Other demographic data from Exit Survey 2007. In 2007 Likelihood to return: Very Likely=50.7% and Somewhat Likely=30.4%, Likelihood to Recommend: VL= 58% and SL=30.7%. 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 casinos. 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. Some of them wanted to do some shopping, go snorkeling, go to the casinos, and take an island tour. Some of them wanted to go diving, go sailing, go deep sea fishing, go golfing, 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 to the Islands of the Bahamas said that they had e-mail addresses and the majority of them “surf” 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 said that they watched television. The favorite television networks/stations of visitors to the Islands of the Bahamas were: ABC (Network Station), ESPN (Specialty Cable

Channel), CNN (Specialty News Station), NBC (Network Station), CBS (Network Station), FOX (Network Station), HBO (Specialty Cable Channel), Discovery Channel (Specialty Cable Channel), HGTV/Home and Garden Network (Specialty Cable Channel), FOXN (Specialty News Station), the FOOD Network (Specialty Cable Channel) and LIFE/Lifetime (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. More than half 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, Cosmopolitan/Cosmo, Newsweek, Sports Illustrated, US/US Weekly, Vogue/Vogue Living, O (Oprah), National Geographic Explorer, Readers Digest, Travel and Leisure, Good Housekeeping, the New Yorker, Golf, Ebony, In Style, Real Simple, Jet, Southern Living, Better Homes and Gardens and Elle Décor.

Almost two thirds of the stopover visitors read newspapers regardless of planning a vacation. Some of the top newspapers read by visitors to The Islands of The Bahamas were: The New York Times, USA Today, Wall Street Journal, New York Post, Washington Post, Miami Herald, the Daily News, Newsday, Boston Globe, Globe and Mail, Toronto Star, Atlanta Journal-Constitution, the Chicago Tribune, Post, New York Daily News, Dallas Morning News, Times, Orlando Sentinel and Sun Sentinel.

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, travelocity.com, orbitz.com, atlantis.com, cheaptickets.com, aa.com, aircanada.com, americanexpress.com, aol.com, ba.com, Bahamas.com, bahamasair.com, bestwestern.com, carlsonwagonlit.com, cheapcaribbean.com, cheapflights.com, continental.com, delta.com, deltavacations.com, firstchoice.co.uk, fourseasons.com, google.com, hotels.com, hotwire.com, intervalinternational.com, jetblue.com, kayak.com, nwa.com, priceline.com, rci.com, sandals.com, skyauction.com, spg.com, spiritair.com, starwood.com/westin.com, united.com, Usairwaysvacations.com, etc.

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

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 of the visitors to the Islands of the Bahamas were repeat visitors. Eighty-one percent of the stopovers said that they would return to the Bahamas in 1-5 years. Eighty-nine percent 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 service, poor attitudes of the people, hotel dissatisfaction (e.g., poor accommodations, rude staff, poor hotel service), poor value for money, litter/cleanliness (country was too dirty), bad weather, food (too expensive or poor quality), dissatisfaction with the airports (poor airports facilities).

Stopover visitors to the Bahamas were primarily white, between the ages of 25-54, college educated, with annual household incomes over \$60,000. In fact, almost half of them had household incomes of \$100,000 or more.

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