

**TOUR OPERATOR AND MEDIA  
EXIT SURVEY  
2009**



**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: the beaches, the climate, rest and relaxation, the friendly people they expected to find, the hotel facilities, ease of getting to the island, the fact that they had never been to the Bahamas before, and the perceived safety of the islands.
- The Islands of the Bahamas did differ somewhat on the influences that made the visitor choose each of the islands for their vacation experiences.
- Visitors to Nassau/Paradise Island were also influenced to visit the destination because of the good package deals offered to the destination and the casinos.
- Visitors to Grand Bahama were also influenced to visit the destination by the perception that they would receive the best value for money and the good package deals offered to the destination.
- Visitors to the Out Islands were also influenced to visit these islands because of the sporting attractions available, the perception that the islands were exotic, they had friends in the Bahamas or a friend had recommended the destination.

### **Activities Visitors Wanted to Do In The Bahamas**

- Visitors to The Bahamas primarily wanted to enjoy the beaches and rest and relax. Some of them wanted to go shopping, snorkeling, and to the casinos. Some of them wanted to enjoy an island tour.
- Some of the visitors to the Out Islands were especially interested in going diving, sailing, bone-fishing or deep sea fishing.

### **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 & television stations of visitors to the Islands of the Bahamas in general were: CNN (Specialty News Station), NBC (Network Station), ESPN (Specialty Cable Channel), ABC (Network Station), FOX (Network Station), CBS (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 most popular magazines for visitors to the Bahamas were: People, Time Magazine, Better Homes and Gardens, National Geographic Explorer, Cosmopolitan/Cosmo, In Style, Sports Illustrated, Newsweek, Good Housekeeping, O (Oprah), Glamour, Men's Health, Food and Wine, The Economist, Readers Digest, Conde Nast Travel, US/US Weekly, Travel and Leisure, Bon Appétit, Ebony, Business Week, Architectural Digest, Southern Living, Vogue/Vogue Living, Essence, Golf Digest, Forbes, the New Yorker, Travel, Golf, In Touch/In Touch Weekly, Vanity Fair, Money, and Real Simple.
- Some of the top newspapers read by visitors to the Bahamas were: USA Today, The New York Times, Wall Street Journal, Washington Post, Toronto Star, Globe and Mail, Miami Herald, the Daily News, Boston Globe, New York Post, Sun Sentinel, Times, Atlanta Journal-Constitution, Newsday, the Chicago Tribune, New York Daily News, Financial Times, Sun/The Sun News, Denver Post, Los Angeles Times (L.A. Times), La Presse (Montreal, Quebec), Freeport News, Palm Beach Post, Philadelphia Inquirer, Dallas Morning News, Orlando Sentinel, Daily Mail, Houston Chronicle, Guardian, Post, Gazette, National Post and the Tampa Tribune.

### **Internet Usage**

- 87% of the stopover visitors to the Islands of the Bahamas said that they had e-mail addresses.
- 91% 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 and Online Booking Services**

- 28% of the stopover visitors to the Bahamas used a tour operator or travel agent to book their reservations and 64% of them used an online service.
- Some stopover visitors used a combination of methods to make their reservations, i.e., tour operator/travel agent, direct bookings and/or online on 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, atlantis.com, orbitz.com, jetblue.com, travelocity.com, aa.com, sandals.com, cheapcaribbean.com, Usairwaysvacations.com, westjet.com, continental.com, delta.com/deltavacations.com, spiritair.com, priceline.com, aircanada.com, cheaptickets.com, bahamasair.com, carlsonwagonlit.com, bookit.com, Bahamas.com, ba.com, gradcity.com, Itravel2000.com, vacationstogo.com, hotels.com, hotwire.com, cheapoair.com, breezes.com, starwoodvacationownership.com, superclubs.com, intervalworld.com, nwa.com, Xtremetrips.com, selloffvacations.com, wyndham.com, bcdtravel.com, yahoo.com, tdtravelrewards.com, virgin-atlantic.com, Mexicana.com, Tripcentral.ca, Tui.com, airmiles.co.uk, ytb.com, Conquestvacations.com, Lastminute.com, Redtag.ca, uniworldtravel.com, classicvacations.com, trafalgartours.com, greattimesvacation.com, vision2000.ca, trailfinders.com, Riu.com, united.com, dialaflight.com, kayak.com, paradiseislandvacations.com, oliviatravel.com/Olivia.com, gobahama.com, watermakersair.com, and Wildquest.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, RCI Travel, Flight Center, GOGO Tours, Costco Travel, Apple Vacations, Student City, Thomas Cook Travel, Unique Vacations, Sunquest Tours, Student City, ASI Travel, Security Travel, Special T Travel, Appalachia Travel, Autec (Research Facility), IFS (Research Facility), Viaggi Del Ventaglio, Four Seasons Travel, Pro Travel, Twin Air Calypso.

### **Likelihood of Return & Recommend**

- 87% of the stopover visitors said that they were likely to return to the Bahamas in 1-5 years. (i.e., 61.2% of them were very likely and 25.5% of them were somewhat likely to return to The Bahamas).
- 93% of the stopover visitors said that they were likely to recommend the Bahamas to friends and relatives. (i.e., 70.0% of them indicated that they were very likely and 23.2% 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: they wanted to visit other places, hotel dissatisfaction (e.g., poor accommodations, rude staff, poor hotel service), high prices (too expensive), poor service, Lack of activities, and poor attitudes of the people.

### **How and When Did Visitors book their Reservations?**

- Visitors to the Bahamas seemed to prefer short lead times when booking their reservations. Sixteen percent (16%) of the stopover visitors booked their reservations the same month of travel and almost half (47%) of them preferred to book their reservations 1-3 months in advance of travel. Twenty percent (20%) of them booked 4-7 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 \$75,000.
- 80.5% of the stopover visitors were from the United States, 8.1% were from Canada, 5.9% were from Europe and 5.5% were from Other Countries.
- 61% of the visitors to the Islands of the Bahamas were repeat visitors.
- The average length of stay of stopovers to the Bahamas was 6.8nts.

## **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 Exit Survey report was especially designed to capture information on important visitor trip characteristics such as the reason for visit, what influenced a visitor's decision to visit, what they wanted to do when they got to the destination and reservation booking patterns. It was also designed to capture various media used by visitors to the Islands of The Bahamas when planning vacations. This report also contains information from the Immigration cards.

## **RESEARCH OBJECTIVES**

1. Obtain information on trip characteristics (reasons for visit, etc.)
2. Obtain information on what influenced visitors to visit The Bahamas
3. Obtain information on the activities visitors intended to do on this visit
4. Obtain information on reservation bookings
5. Obtain information on Online Services/Tour Operators &/or Travel Agents
6. Obtain information on electronic media used for planning a vacation
7. Obtain information on favorite television networks
8. Obtain information on the time visitors to the Bahamas were most likely to watch television
9. Obtain information on print media choices (e.g., newspapers & magazines read)
10. Obtain information on the number of people who had e-mail addresses
11. Obtain information on favorite internet search engines & or content providers
12. Measure intention to return and recommend
13. 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 2009, The Islands of The Bahamas received an estimated 1,327,007 stopover visitors compared to 1,463,006 in 2008, a decline of 9.3%. The majority of stopover visitors 1,068,726 (80.5%) were from the U.S.A. The other stopovers to The Islands of The Bahamas were from Canada, 107,041 (8.1%), Europe, 78,817 (5.9%), and Other Countries 72,423 (5.5%).

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 5<sup>th</sup> 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 4,975 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.

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\*  
2009**

Place of Stay	Base	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Total	4,975	± 0.8%	± 1.1%	± 1.3%	± 1.4%	± 1.4%
Nassau/P.I.	1,806	± 1.4%	± 1.8%	± 2.1%	± 2.3%	± 2.3%
Grand Bahama	1,602	± 1.5%	± 2.0%	± 2.2%	± 2.4%	± 2.5%
Out Islands	1,566	± 1.5%	± 2.0%	± 2.3%	± 2.4%	± 2.5%

Country of Residence	Base	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
U.S.A.	3,916	± 0.9%	± 1.3%	± 1.4%	± 1.5%	± 1.6%
Canada	518	± 2.9%	± 3.4%	± 4.0%	± 4.2%	± 4.3%
Europe	396	± 3.2%	± 3.9%	± 4.5%	± 4.8%	± 4.9%
Other	144	± 3.5%	± 6.5%	± 7.5%	± 8.0%	± 8.2%

\* 95% Confidence level

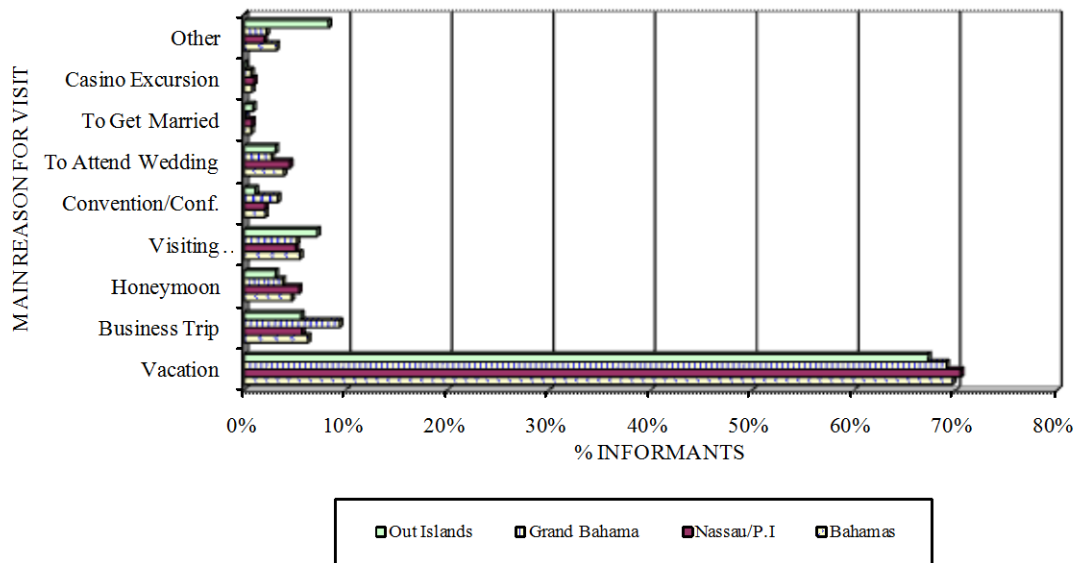
**For example, if 50% of the stopover visitors to Nassau/Paradise Island gave a particular response, 95 times out of 100 times, the answer would be no higher than 52.3% and no lower than 47.7% (a margin of plus or minus 2.3%).**

**TOUR OPERATOR AND MEDIA EXIT SURVEY**  
**MAIN FINDINGS**  
**2009**

**MAIN REASON FOR THIS VISIT TO THE BAHAMAS**  
**STOPOVER VISITORS**  
**2009**

	Bahamas	Nassau/P.I	Grand Bahama	Out Islands
<b>Vacation</b>	<b>70%</b>	<b>71%</b>	<b>69%</b>	<b>67%</b>
Business Trip	6%	6%	9%	6%
Honeymoon	5%	5%	4%	3%
Visiting Friends/Rel.	6%	5%	5%	7%
Convention/Conf.	2%	2%	3%	1%
To Attend Wedding	4%	5%	3%	3%
To Get Married	1%	1%	0%	1%
Casino Excursion	1%	1%	1%	0%
Other	3%	2%	2%	8%

No Response not listed in the table above.



- 70% of all stopover visitors to The Bahamas were on *vacation*.
- 6% of them were on *business*.

- 5% of the stopovers to The Bahamas were on *honeymoon*. 5% of the stopovers to Nassau were on honeymoon compared to 11% in 2001.
- 6% of them were visiting *friends/relatives*.
- 2% of them came for a *Convention and Conference*.
- 4% of them came to the Bahamas to attend a wedding and 1% came to get married.
- 1% of the stopover visitors came on a *Casino excursion* or for some other reason.

**WHAT INFLUENCED VISITORS TO DECIDE TO VISIT THE  
BAHAMAS?**

**TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS  
ISLANDS OF THE BAHAMAS  
2009**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
Beaches	59.2%	59.0%	59.2%	60.0%
Climate	50.5%	51.4%	49.8%	47.9%
Rest and Relaxation	41.9%	42.1%	43.7%	39.5%
Friendly People	27.4%	25.7%	26.9%	33.8%
Hotel Facilities	24.4%	30.5%	14.5%	11.7%
Easy to Get to	22.3%	23.6%	22.2%	17.4%
Never Been Here Before	20.4%	20.4%	24.1%	16.8%
Safety of Islands	16.6%	15.8%	15.3%	20.6%
Good Package Deals	13.5%	15.8%	13.7%	5.2%
Exotic Islands	12.4%	11.9%	10.2%	16.3%
Friend recommended Bah.	11.9%	11.3%	10.8%	15.0%
Sports	11.1%	7.3%	12.1%	24.3%
Had Friends in Bah.	10.3%	9.1%	10.0%	15.1%
Casinos	10.2%	13.3%	8.3%	0.4%
Best Value for Money	8.9%	8.1%	14.2%	6.7%
Heard a lot about Bahamas	8.1%	7.9%	8.0%	8.9%
Other	7.4%	6.4%	9.7%	8.6%
Shopping	5.0%	5.8%	5.7%	1.5%
Nightlife	4.2%	4.9%	4.2%	1.9%
Travel Agent/Tour Operator	4.1%	4.5%	3.3%	3.7%
Bahamas Website	3.3%	3.1%	4.2%	3.2%
Saw Ad on TV	2.4%	3.3%	1.1%	0.5%
Saw Ad in Magazine	0.6%	0.6%	0.7%	0.5%
No Response	4.6%	4.2%	5.0%	5.5%

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

- The beaches
- Climate
- The need for rest & relaxation
- Friendly people

- Hotel facilities
- The ease of getting to the Bahamas
- The fact that they had never been here before
- The perceived safety of the islands
- Good package deals offered to the destination
- The perception that The Bahamas was exotic
- Friends had recommended the destination
- Sporting attractions available in the destination (e.g. snorkeling, diving, sailing, deep sea fishing, and bone-fishing)
  - For the Out Islands, sporting attractions really stood out as a major influence for visiting. In addition to the sport of snorkeling which was important to visitors to all of the Out Islands in the Bahamas there were some sporting activities that stood out by island.
  - For the island chain known as The Abacos (Abaco), **sailing** was a major sporting activity that visitors wanted to enjoy.
  - For the island of Andros, **bonefishing and diving** really stood out as activities that visitors to the island intended to enjoy while there.
  - For Bimini, **deep sea fishing and diving** really stood out.
  - For the Exumas **sailing, bonefishing and diving** stood out in 2009.
  - For Eleuthera, **snorkeling** was the most important sporting activity that visitors intended to do there. Eleuthera had other “enchantments” that made visitors love that chain of islands.
  - For San Salvador, **snorkeling** was the most important sporting activity that visitors intended to do there. Many visitors to this island also intended to go **sailing and diving**.
- They had friends in the Bahamas
- The Casinos
- The perception that they would receive good value for money (this was especially true of Grand Bahama)
- They had heard a lot about The Bahamas

**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  
2009**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
Enjoy Beaches	83.1%	84.3%	83.6%	78.3%
Rest and Relax	73.9%	75.6%	74.6%	66.7%
Shop	34.0%	37.1%	41.5%	15.2%
Go Snorkeling	33.3%	29.0%	34.1%	48.5%
Go to Casinos	24.5%	31.4%	22.6%	1.0%
Go on Island Tour	16.5%	15.8%	20.2%	15.7%
Go Diving	10.6%	7.7%	12.9%	19.3%
Go Sailing	6.8%	4.6%	7.9%	13.7%
Go Deep Sea Fishing	6.3%	5.0%	7.0%	10.7%
Go Golfing	4.3%	4.1%	6.2%	2.8%
Go Bonefishing	3.9%	1.8%	3.8%	12.1%
Other Activities	2.7%	2.2%	4.3%	2.9%
Go Birdwatching	2.1%	1.0%	3.2%	5.5%
No Response	3.9%	3.5%	4.8%	4.7%

*Visitors to The Bahamas wanted to enjoy a number of things while on the islands.*

- They primarily wanted to enjoy the beaches (83% of them), rest and relax (74%), go shopping (34%), go snorkeling (33%), play in the casinos (25%) and go on an island tour (17%).
- *Visitors to Nassau/P.I., Grand Bahama and the Out Islands differed on the following:*
  - 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 had intended to enjoy the sporting attractions available like snorkeling, diving, sailing, bone-

fishing, and deep sea fishing 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. For all of the Out Islands, **snorkeling** was important. Many of them were repeat visitors who came habitually to the islands for their “enchantments”.
- Many visitors to Andros “the Bonefishing Capital of the World” wanted to go **bone-fishing**, 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.
- Many of the visitors to Abaco “the Sailing Capital of the World”, wanted to enjoy the **sailing**, deep sea fishing and the diving available on the island.
- In 2009, many of the visitors to the Exumas wanted to go snorkeling in the most beautiful crystal clear waters in the world. Some of them wanted to go bone-fishing or diving. In 2008 the Four Seasons Resort @ Emerald Bay was in full operation in Exuma. The golf course was a major attraction for that property. For that reason in 2008, golfing was one of the major activities that visitors wanted to do before they came to the island. The Four Seasons Resort in Exuma closed permanently in May 2009. The Sandals Resort and Spa @ Emerald Bay did not open until 2010.

- For Eleuthera, many of the visitors wanted to go **snorkeling** in the beautiful waters off the island destination. For San Salvador **snorkeling**, sailing and diving were important.

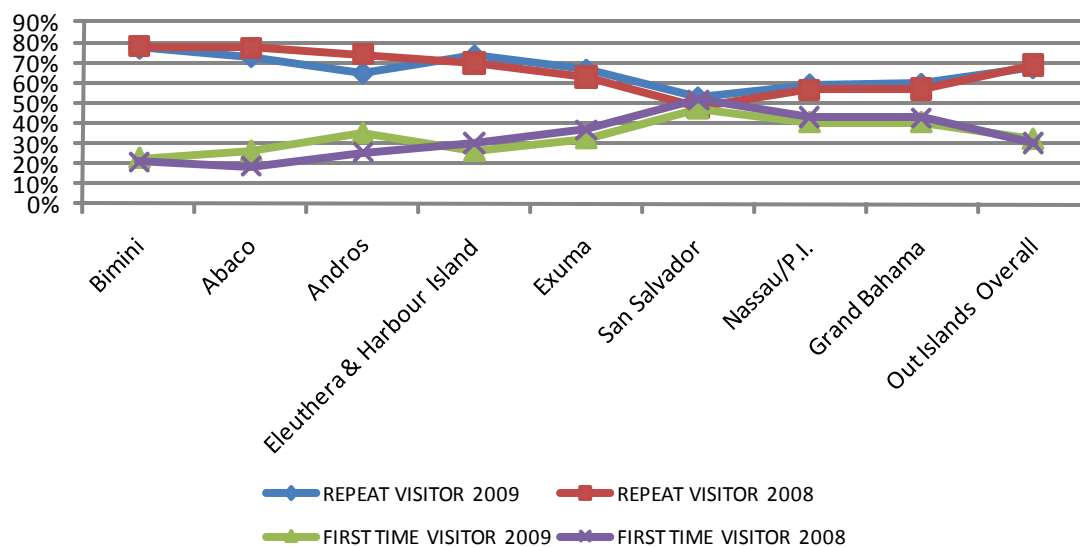


**REPEAT VISITORS VS. FIRST TIME VISITORS**  
**ISLANDS OF THE BAHAMAS**  
**REPEAT VS. FIRST TIME VISITOR**  
**STOPOVER VISITORS**  
**2009**

	REPEAT VISITOR		FIRST TIME VISITOR	
	2009	2008	2009	2008
Bimini	77%	78%	23%	21%
Abaco	73%	77%	26%	19%
Andros	65%	74%	35%	26%
Eleuthera & Harbour Island	74%	70%	26%	30%
Exuma	67%	63%	33%	37%
San Salvador	53%	48%	47%	52%
Nassau/P.I.	59%	57%	41%	43%
Grand Bahama	60%	57%	41%	43%
Out Islands Overall	68%	69%	32%	30%
<b>All Bahamas</b>	61%	59%	39%	41%

Source: Tour Media Exit Survey 2009

**REPEAT VS. FIRST TIME VISITOR**  
**2009**



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. Many of the

islands with this high repeat visitor rate offer sporting attractions that normally have very loyal enthusiasts that would do almost anything to enjoy their sport of choice. The islands with the highest number of return visitors (i.e., repeat visitors) were:

- Bimini (77% repeat visitors)
- Eleuthera including Harbour Island (74%)
- Abaco (73%)
- Exuma (67%)
- Andros (65%)

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

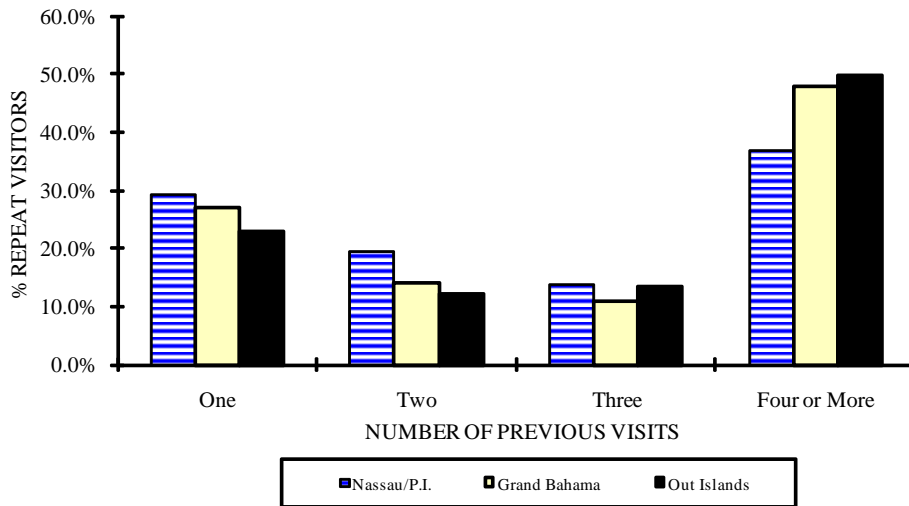
- San Salvador (Many of the visitors to this island are first time visitors)  
53% of the stopover visitors to this island were repeat visitors.
- Grand Bahama (59.5%)
- Nassau/Paradise Island (59.2%)

**NUMBER OF PREVIOUS VISITS EVER MADE**  
**NUMBER OF PREVIOUS VISITS EVER MADE**  
**TO THE BAHAMAS**  
**REPEAT VISITORS**  
**2009**

	Number of Times			
	One	Two	Three	Four or More
Nassau/P.I.	29.2%	19.3%	13.7%	36.7%
Grand Bahama	26.9%	14.2%	11.0%	47.7%
Out Islands	22.8%	12.2%	13.5%	49.8%
All Bahamas	27.6%	17.0%	13.2%	41.2%

Source: Tour Operator and Media Exit Survey 2009

**NUMBER OF PREVIOUS VISITS EVER MADE**  
**TO THE BAHAMAS**  
**REPEAT VISITORS**  
**2009**

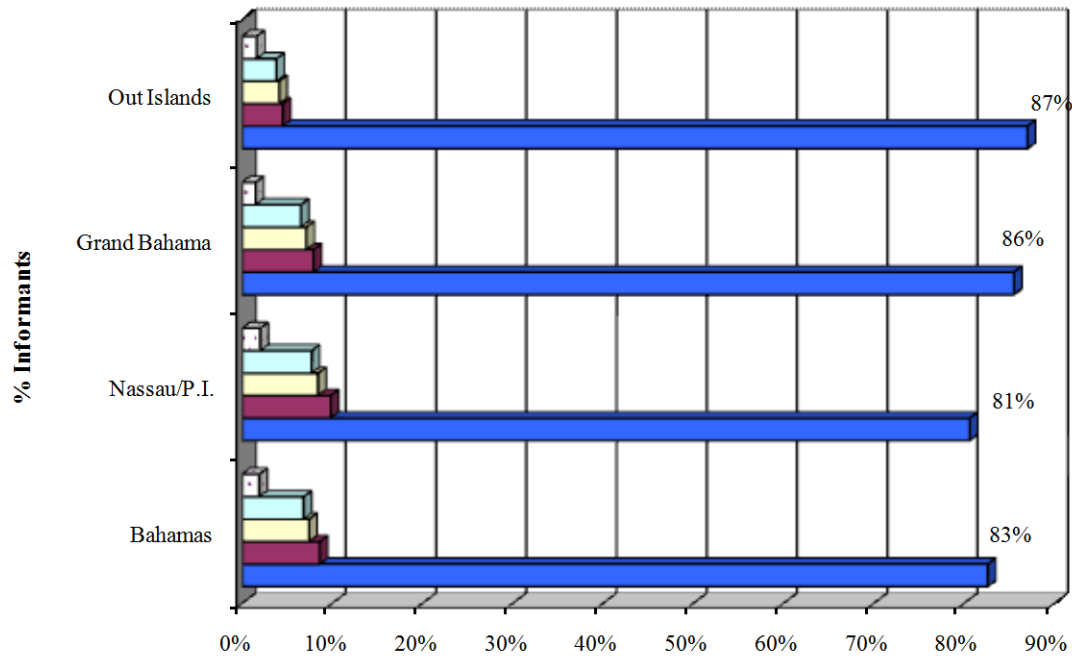


- 28% of the stopover visitors to the Bahamas had been here once before. 29% to Nassau/P.I., 27% to Grand Bahama and 23% to the Out Islands had visited once before.
- 17% of them had been here twice before.
- 13% of them had been here three times before
- 41% of them had visited 4 or more times. 37% to Nassau/P.I., 48% to Grand Bahama and half (50%) to the Out Islands had visited The Bahamas 4 or more times.

**ELECTRONIC MEDIA USED FOR PLANNING VACATIONS**

**ELECTRONIC MEDIA MOST FREQUENTLY USED  
WHEN PLANNING YOUR VACATION  
ISLANDS OF THE BAHAMAS  
2009**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
<b>Internet</b>	<b>83%</b>	<b>81%</b>	<b>86%</b>	<b>87%</b>
Network Television	9%	10%	8%	5%
Specialty Cable Channels	7%	8%	7%	4%
Specialty News Channels	7%	8%	7%	4%
Radio	2%	2%	2%	2%



### **Bahamas Overall**

- 83% 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**

- 81% 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**

- 86% of the visitors to *Grand Bahama* used the Internet to plan their vacations
- 8% of the visitors to *Grand Bahama* used Network Television when planning their vacations
- 7% used Specialty Cable Channels
- 7% used Specialty News Channels

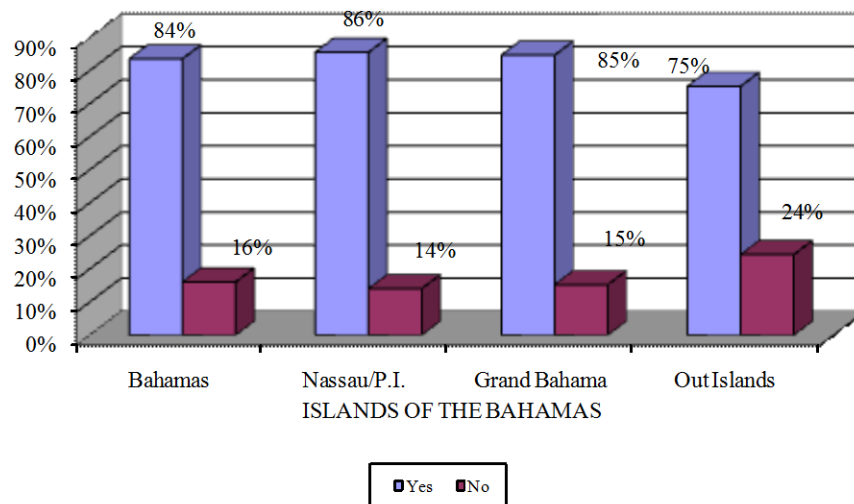
### **Out Islands**

- 87% 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  
2009**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
Yes	84%	86%	85%	75%
No	16%	14%	15%	24%
No Response	0%	0%	0%	0%
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.
- A higher percentage of stopover visitors to the Out Islands did not watch television than those to Nassau/Paradise Island and Grand Bahama. Only 75% of the stopovers to the Out Islands watched television compared to 86% of those to Nassau/Paradise Island and 85% to Grand Bahama.

**TOP 30 FAVORITE TELEVISION NETWORKS/STATIONS/CHANNELS  
ISLANDS OF THE BAHAMAS  
2009**

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

**TOP 30 FAVORITE TELEVISION NETWORKS/STATIONS/CHANNELS**  
**COUNTRY**  
**2009**

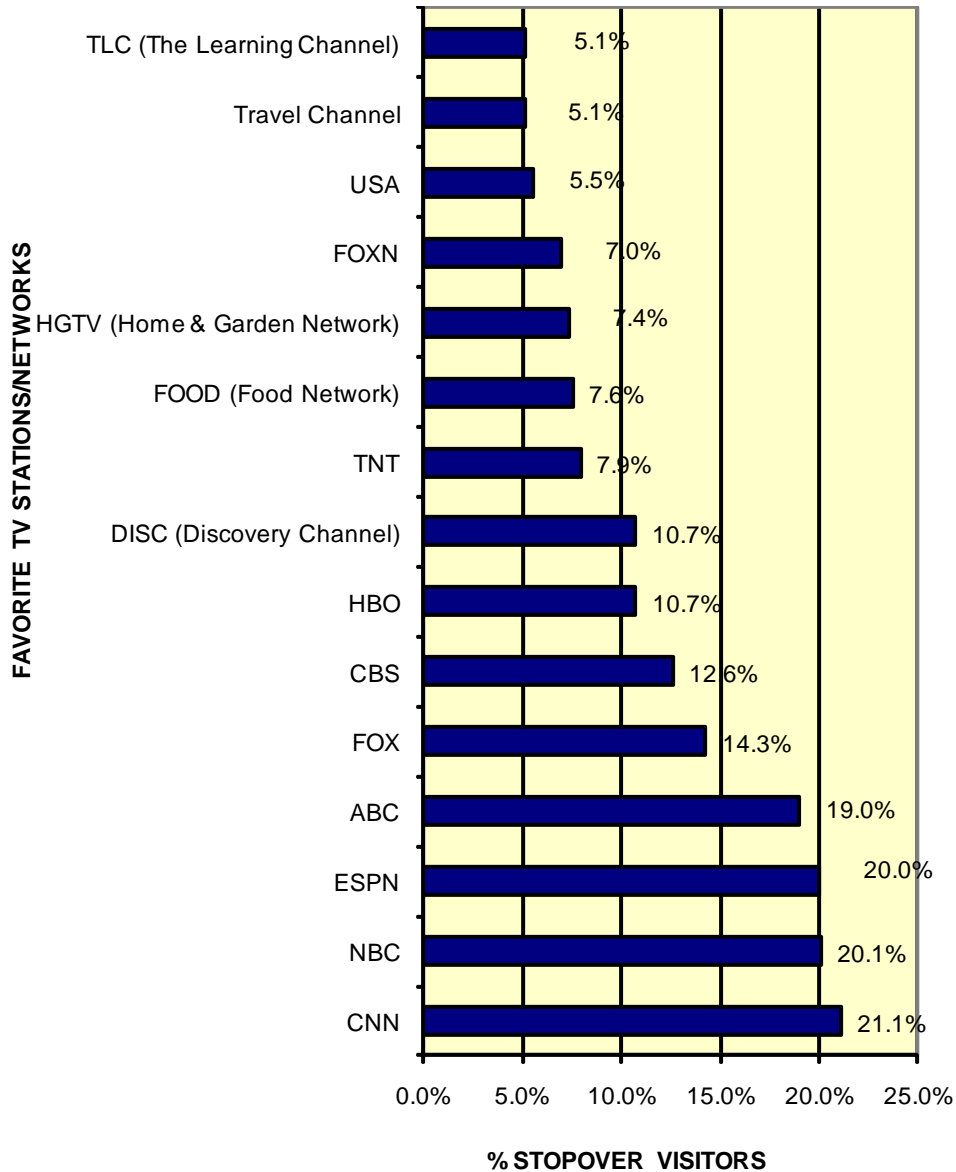
	<b>USA</b>	<b>Canada</b>	<b>Europe</b>	<b>Other Countries</b>
1	<b>NBC</b>	<b>CNN</b>	<b>CNN</b>	<b>CNN</b>
2	<b>ESPN</b>	<b>CBC (Canada)</b>	<b>BBCA (BBC America)</b>	<b>ABC</b>
3	<b>ABC</b>	<b>HGTV (Home &amp; Garden Network)</b>	<b>BBCW (BBC World, London)</b>	<b>ESPN</b>
4	<b>CNN</b>	<b>NBC</b>	<b>Other Local Channels</b>	<b>HBO</b>
5	<b>FOX</b>	<b>ABC</b>	<b>TNT</b>	<b>DISC (Discovery Channel)</b>
6	<b>CBS</b>	<b>TLC (The Learning Channel)</b>	<b>ESPN</b>	<b>TBS</b>
7	<b>HBO</b>	<b>CTV (Canada)</b>	<b>Other Sports Networks</b>	<b>TNT</b>
8	<b>DISC (Discovery Channel)</b>	<b>ESPN</b>	<b>MTV (Music Television)</b>	<b>FOX</b>
9	<b>TNT</b>	<b>CBS</b>	<b>ABC</b>	<b>NBC</b>
10	<b>FOXN</b>	<b>TSN (Sports Network)</b>	<b>FOX</b>	<b>MTV (Music Television)</b>
11	<b>FOOD (Food Network)</b>	<b>FOOD (Food Network)</b>	<b>ITV</b>	<b>FOOD (Food Network)</b>
12	<b>HGTV (Home &amp; Garden Network)</b>	<b>FOX</b>	<b>USA</b>	<b>USA</b>
13	<b>Travel Channel</b>	<b>DISC (Discovery Channel)</b>	<b>DISC (Discovery Channel)</b>	<b>SHW (Showtime)</b>
14	<b>USA</b>	<b>A &amp; E (Arts &amp; Entertainment Network)</b>	<b>E! (E! Entertainment)</b>	<b>Other Local Channels</b>
15	<b>MSNBC</b>	<b>HBO</b>	<b>HBO</b>	<b>CBS</b>
16	<b>TLC (The Learning Channel)</b>	<b>Other Local Channels</b>	<b>NBC</b>	<b>LIFE (Lifetime)</b>
17	<b>MTV (Music Television)</b>	<b>GLOBAL</b>	<b>NGEO (National Geographic Channel)</b>	<b>A &amp; E (Arts &amp; Entertainment Network)</b>
18	<b>HIST (History Channel)</b>	<b>TBS</b>	<b>CBS</b>	<b>BBCA (BBC America)</b>
19	<b>LIFE (Lifetime)</b>	<b>USA</b>	<b>VH1</b>	<b>Other Music Networks</b>
20	<b>BRAVO</b>	<b>MTV (Music Television)</b>	<b>MSNBC</b>	<b>NICK (Nickelodeon)</b>
21	<b>TBS</b>	<b>TNT</b>	<b>FOOD (Food Network)</b>	<b>MAX, MMAX (Cinemax)</b>
22	<b>TWC (The Weather Channel)</b>	<b>TWC (The Weather Channel)</b>	<b>TBS</b>	<b>NGEO (National Geographic Channel)</b>
23	<b>CNBC</b>	<b>Other Sports Networks</b>	<b>ANPL (Animal Planet)</b>	<b>FOXN</b>
24	<b>NICK (Nickelodeon)</b>	<b>STARZ</b>	<b>SCIFI (Science Fiction Network))</b>	<b>Travel Channel</b>
25	<b>E! (E! Entertainment)</b>	<b>Other Movie Networks</b>	<b>Travel Channel</b>	<b>TLC (The Learning Channel)</b>
26	<b>A &amp; E (Arts &amp; Entertainment Network)</b>	<b>BBCW (BBC World, London)</b>	<b>CW Network</b>	<b>E! (E! Entertainment)</b>
27	<b>DSNY (Disney Channel)</b>	<b>NICK (Nickelodeon)</b>	<b>LIFE (Lifetime)</b>	<b>Other Movie Networks</b>
28	<b>VH1</b>	<b>CNBC</b>	<b>SPEED (Speed Vision)</b>	<b>CNBC</b>
29	<b>Other Local Channels</b>	<b>E! (E! Entertainment)</b>	<b>GOLF (Golf Channel)</b>	<b>HIST (History Channel)</b>
30	<b>CMDY (Comedy Central)</b>	<b>HIST (History Channel)</b>	<b>CMDY (Comedy Central)</b>	<b>VH1</b>



- *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.
  
- In 2007, ABC was the most popular television station viewed by visitors to the Bahamas. CNN was the 3<sup>rd</sup> most popular station. For the visitors to the Bahamas it appeared that CNN pulled ahead of the others during the electoral race for the Presidency of the United States in 2008 and the financial meltdown of September 2008. By 2009, CNN was still the top television station for the Bahamas Overall but it did not hold the no. 1 spot for all of the Islands of the Bahamas i.e., it was not the no. 1 station for stopover visitors to Nassau or Grand Bahama but ranked in the top three stations for these two islands.

## Islands of The Bahamas

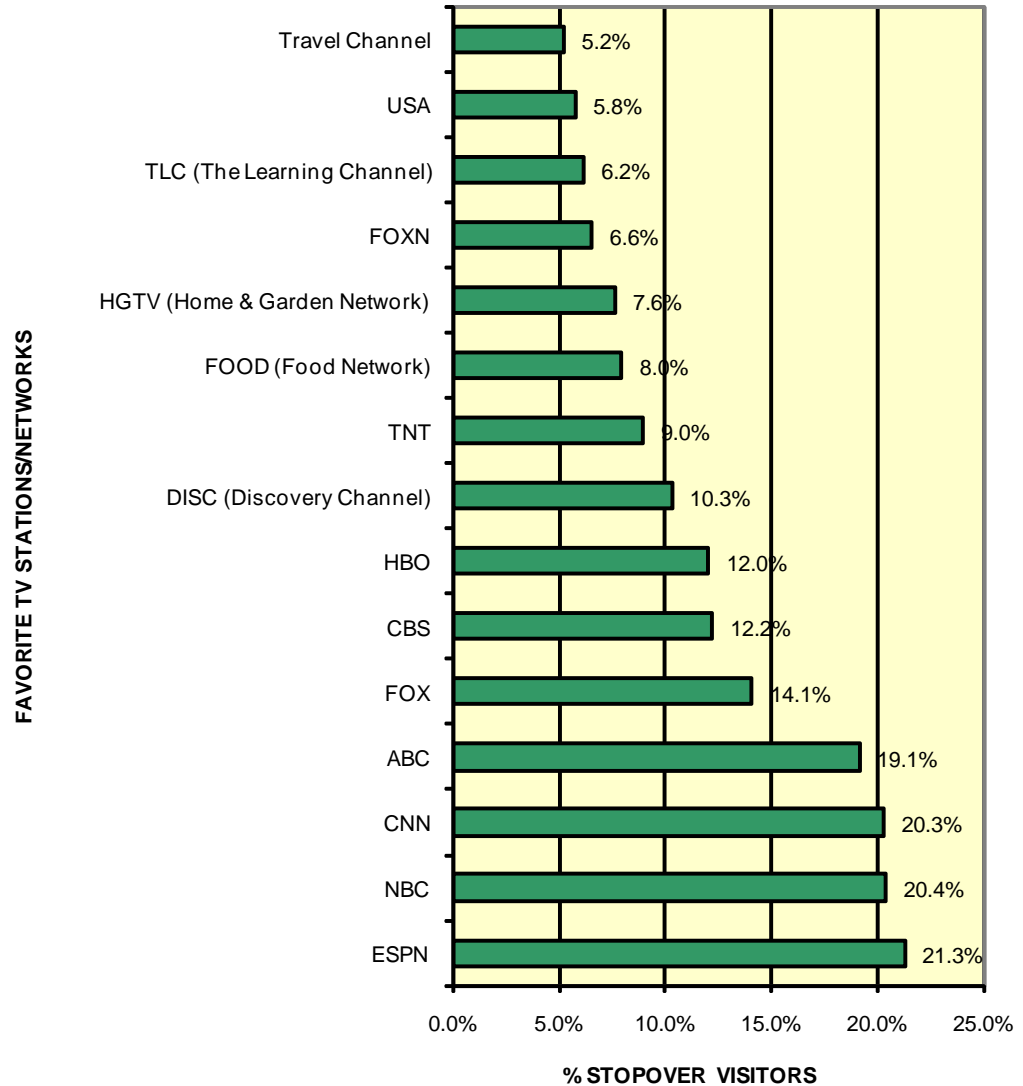
### FAVORITE TELEVISION NETWORKS/STATIONS ISLANDS OF THE BAHAMAS



- CNN was the favorite television network/station viewed by stopover visitors to the Bahamas. Twenty-one percent (21%) of the stopovers to the Bahamas said that CNN was one of their favorite stations.
- NBC (20%) was 2<sup>nd</sup>, ESPN (20%) was 3<sup>rd</sup>
- ABC (19%) was 4<sup>th</sup>, FOX (14%) was 5<sup>th</sup> and CBS (13%) was 6<sup>th</sup>

## Nassau/Paradise Island

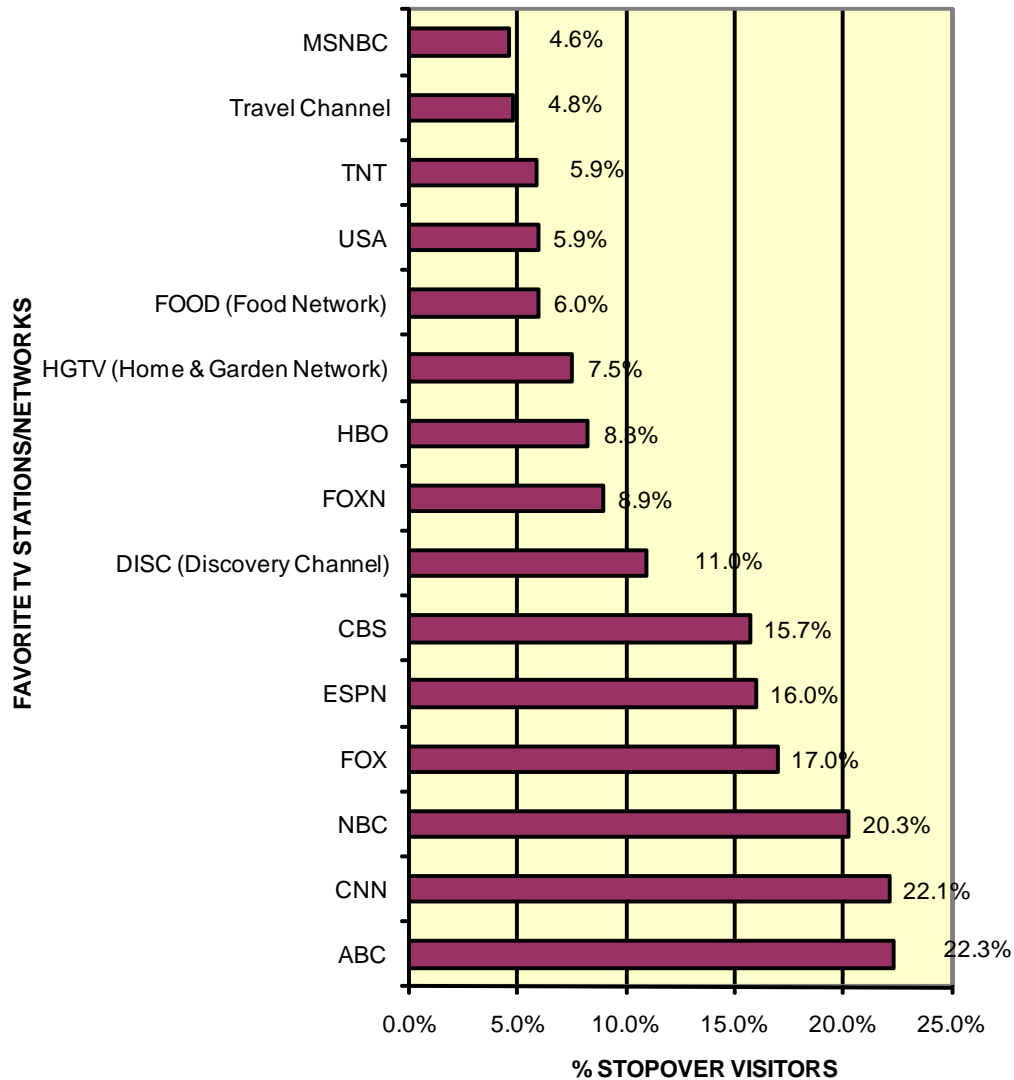
### FAVORITE TELEVISION NETWORKS/STATIONS NASSAU & PARADISE ISLAND



- ESPN was the favorite television network/station viewed by visitors to Nassau/Paradise Island. Twenty-one percent (21%) of the stopovers to Nassau/Paradise Island said that ESPN was one of their favorite stations.
- NBC (20.4%) was 2<sup>nd</sup>
- CNN (20.3%) was 3<sup>rd</sup>
- ABC (19%) was 4<sup>th</sup>
- FOX (14%) was 5<sup>th</sup> and CBS (12%) was 6<sup>th</sup>

## Grand Bahama

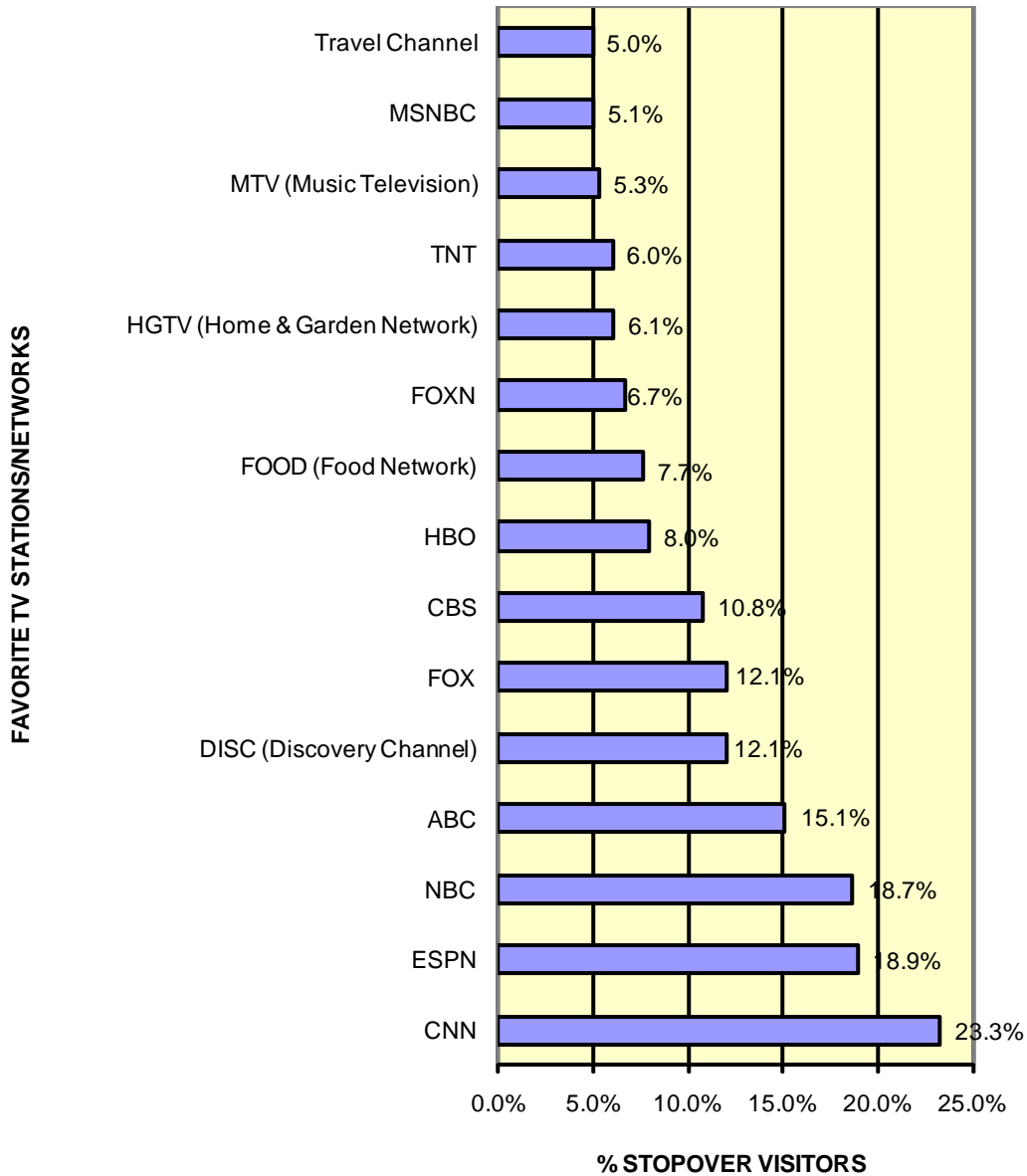
### FAVORITE TELEVISION NETWORKS/STATIONS GRAND BAHAMA ISLAND



- ABC was the favorite television network/station viewed by visitors to Grand Bahama. Twenty-two percent (22%) of the stopovers to Grand Bahama said that ABC was one of their favorite stations.
- CNN (22%) was 2<sup>nd</sup>
- NBC (20%) was 3<sup>rd</sup>
- FOX (17%) was 4<sup>th</sup>
- ESPN (16%) was 5<sup>th</sup>
- CBS (16%) was 6<sup>th</sup>

## Out Islands

### FAVORITE TELEVISION NETWORKS/STATIONS OUT ISLANDS



- CNN was the favorite television network/station viewed by visitors to The Out Islands. Twenty-three (23%) of the stopovers to the Out Islands said that CNN was one of their favorite stations.
- ESPN (19%) was 2<sup>nd</sup>
- NBC (19%) was 3<sup>rd</sup>
- ABC (15%) was 4<sup>th</sup>
- DISC (Discovery Channel 12%) was 5<sup>th</sup>
- FOX (12%) was 6<sup>th</sup>

## Time Visitors Most Likely to Watch Television

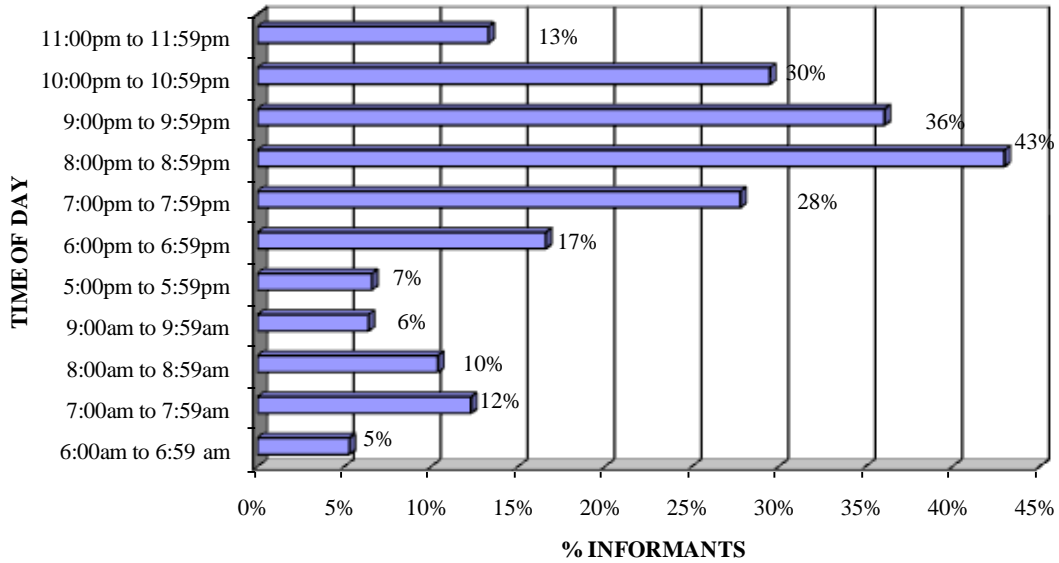
### TIME MOST LIKELY TO WATCH TELEVISION ISLANDS OF THE BAHAMAS 2009

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
6:00am to 6:59 am	5%	6%	5%	5%
7:00am to 7:59am	12%	12%	14%	12%
8:00am to 8:59am	10%	11%	12%	8%
9:00am to 9:59am	6%	7%	9%	4%
5:00pm to 5:59pm	7%	7%	8%	6%
<b>6:00pm to 6:59pm</b>	17%	16%	18%	17%
<b>7:00pm to 7:59pm</b>	28%	27%	28%	30%
<b>8:00pm to 8:59pm</b>	43%	42%	43%	45%
<b>9:00pm to 9:59pm</b>	36%	37%	37%	33%
<b>10:00pm to 10:59pm</b>	30%	30%	32%	24%
11:00pm to 11:59pm	13%	13%	16%	10%

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

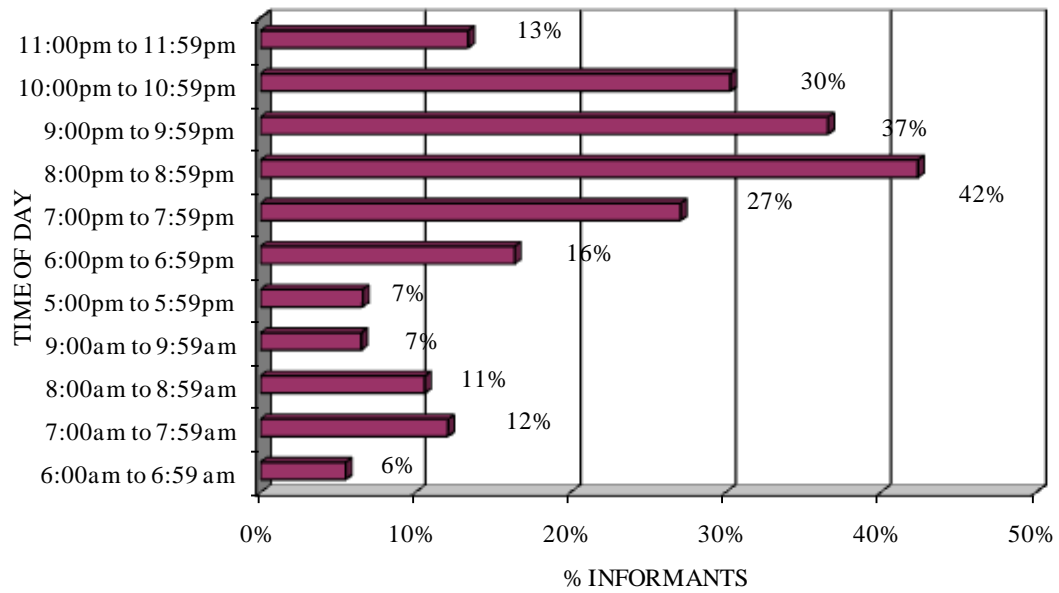
- Visitors to the Bahamas Overall, Nassau/Paradise Island, Grand Bahama and the Out Islands were most likely to watch television between the hours of **6:00 p.m. in the evening to 10:59 p.m.** at night.
- The **most popular time however** for watching television for visitors to the Islands of the Bahamas was between 8:00 p.m. to 8:59 p.m.
- 17% of the visitors to the Bahamas watched television between 6:00 p.m. to 6:59 p.m. in the evening.
- 28% of them watched television between 7:00 p.m. to 7:59 p.m.
- **43% of them watched television between 8:00 p.m. to 8:59 p.m.**
- 36% of them watched television between 9:00 p.m. to 9:59 p.m.
- 30% of them watched television between 10:00 p.m. to 10:59 p.m. at night.

**Bahamas**



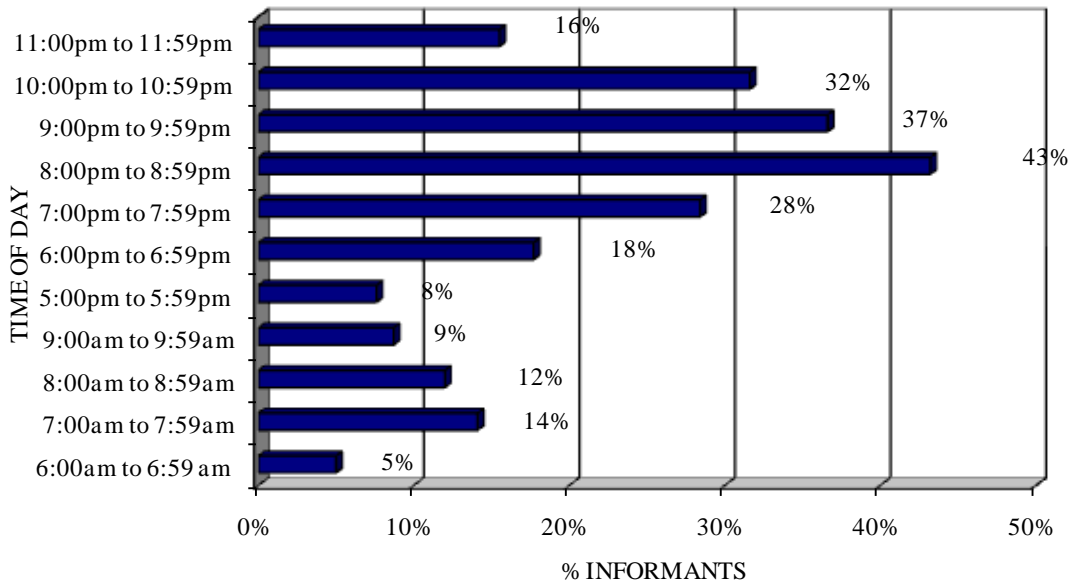
■ Bahamas

**Nassau/P.I.**



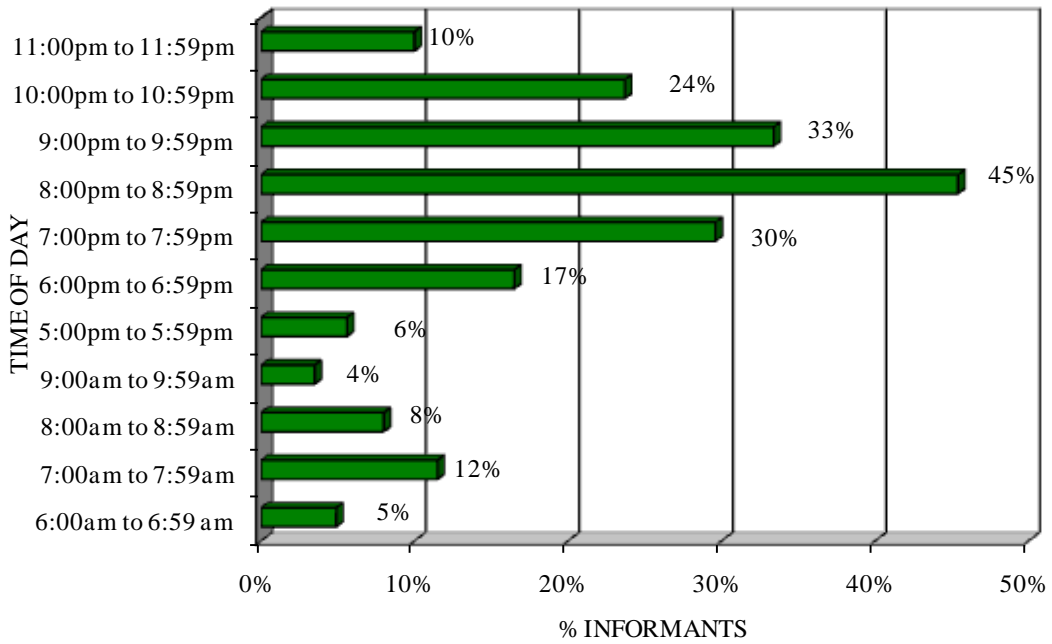
■ Nassau/P.I.

**Grand Bahama**



■ Grand Bahama

**Out Islands**



■ Out Islands



## PRINT MEDIA CHOICES

**DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION?**

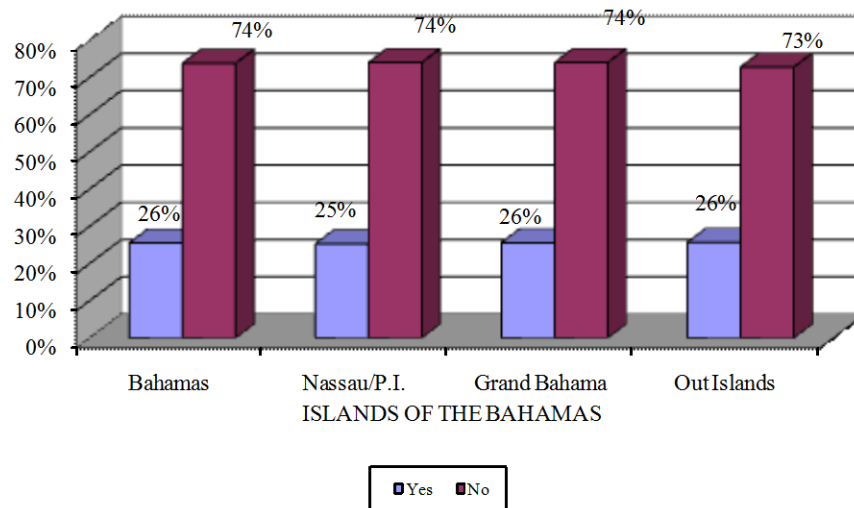
**ISLANDS OF THE BAHAMAS**

**2009**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
Yes	26%	25%	26%	26%
No	74%	74%	74%	73%
No Response	1%	1%	0%	1%
Total	100%	100%	100%	100%

**DO YOU USE PRINT MEDIA TO PLAN YOUR VACATION?**

**ISLANDS OF THE BAHAMAS**



- Over one quarter (26%) of the stopover visitors to The Bahamas used print media to plan their vacations and almost three quarters (74%) did not.

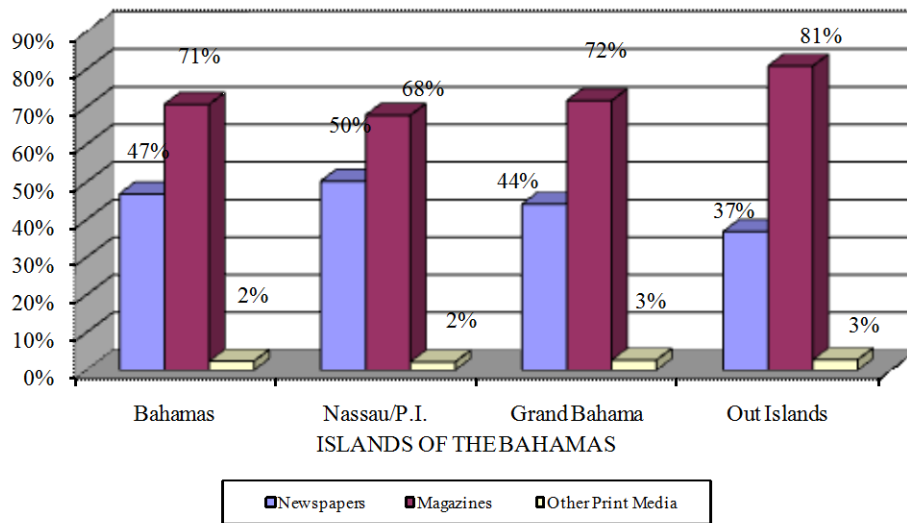
**PRINT MEDIA USED WHEN PLANNING YOUR VACATION  
ISLANDS OF THE BAHAMAS  
2009**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
Newspapers	47%	50%	44%	37%
Magazines	71%	68%	72%	81%
Other Print Media	2%	2%	3%	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**



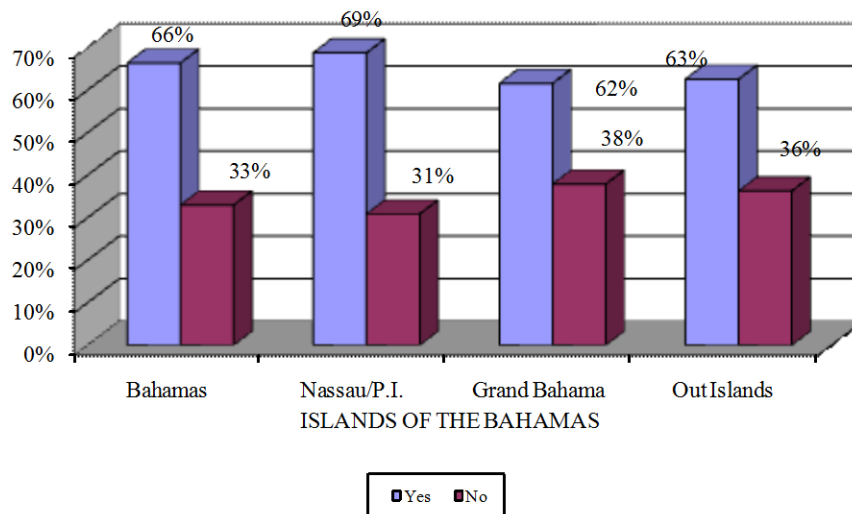
*Twenty-six percent (26%) of the stopover visitors to the Bahamas used print media to plan their vacations. Stopovers to The Bahamas read both newspapers and magazines when they were planning their vacations. Magazines were the most popular print media used.*

- Of the 26% of stopover visitors who used print media to plan their vacations, 47% of them read newspapers and 71% of them read magazines when they were planning their vacations.
- 50% of the visitors to Nassau/Paradise Island read newspapers when they were planning their vacations and 68% of them read magazines.
- 44% of the visitors to Grand Bahama Island read newspapers when they were planning their vacations and 72% of them read magazines.
- 37% of the visitors to the Out Islands read newspapers when they were planning their vacations and 81% of them read magazines.

**DO YOU READ MAGAZINES  
ISLANDS OF THE BAHAMAS  
2009**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
Yes	66%	69%	62%	63%
No	33%	31%	38%	36%
No Response	1%	0%	1%	1%
Total	100%	100%	100%	100%

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



- In 2009, 66% of the stopover visitors to the Bahamas read magazines compared to 59% in 2007 for their reading enjoyment regardless of planning a vacation, and 33% did not.
- 69% of the stopovers to Nassau/Paradise Island in 2009 read magazines for their enjoyment compared to 56% in 2007.
- 62% of them to Grand Bahama in 2009 said that they read magazines.
- 63% 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 100 magazines on the questionnaires. They read magazines that dealt with sporting activities like golf, fly fishing, boating, yachting, flying, diving, weightlifting, running, etc. They read magazines on motor bikes, cycling, aviation, automobile racing and automobiles. They read magazines that dealt with the latest fashions, fitness/health, muscle and fitness, beauty and makeup. They read magazines on business issues, financial matters, current events, architecture, home and garden, and home improvements. They read magazines on family, parenting, bridal matters, cooking, gourmet cooking, food & wine. They read magazines on science, nature, outdoor life, 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 2 very prominent African American magazines among the top read magazines for Grand Bahama in 2009. Ebony and Essence both 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. Therefore, it is not surprising to see more African-American magazines in the top 20 magazines.

**TOP 35 FAVORITE MAGAZINES READ BY VISITORS  
ISLANDS OF THE BAHAMAS  
2009**

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

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 \$75,000 (61% of them) had. 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 Only (In Top 35 magazines)**

- Gourmet
- Jet
- In Touch/In Touch Weekly

**Grand Bahama Only (In Top 35 magazines)**

- Maximum/Maxim

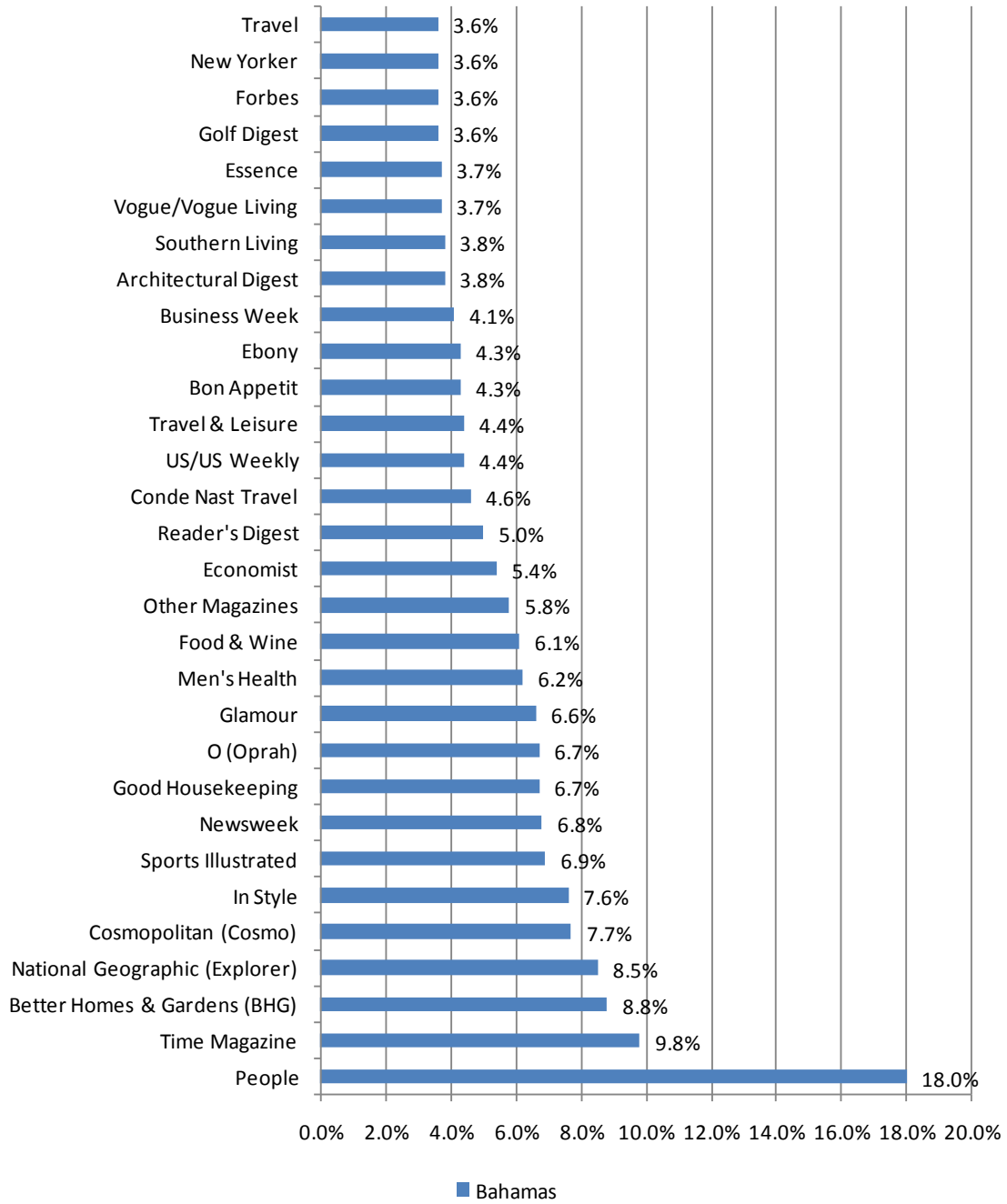
**The Out Islands Only (In Top 35 magazines)**

- Vanity Fair
- Fly Fishing
- Coastal
- Elle Décor
- Salt Water Fisherman
- Islands
- Self

Stopover visitors to the Out Islands listed sporting attractions for example, snorkeling, fishing, scuba diving, etc. as one of the major influences for their visit. Many of the magazine selections were specialty magazines that emanated their tastes.

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. A higher percentage of African Americans go to Grand Bahama than any other island in The Bahamas. 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. Nine percent (9%) of the visitors to Grand Bahama were black, compared to 8.0% of the visitors to Nassau/Paradise Island, and 3% of the visitors to the Out Islands.

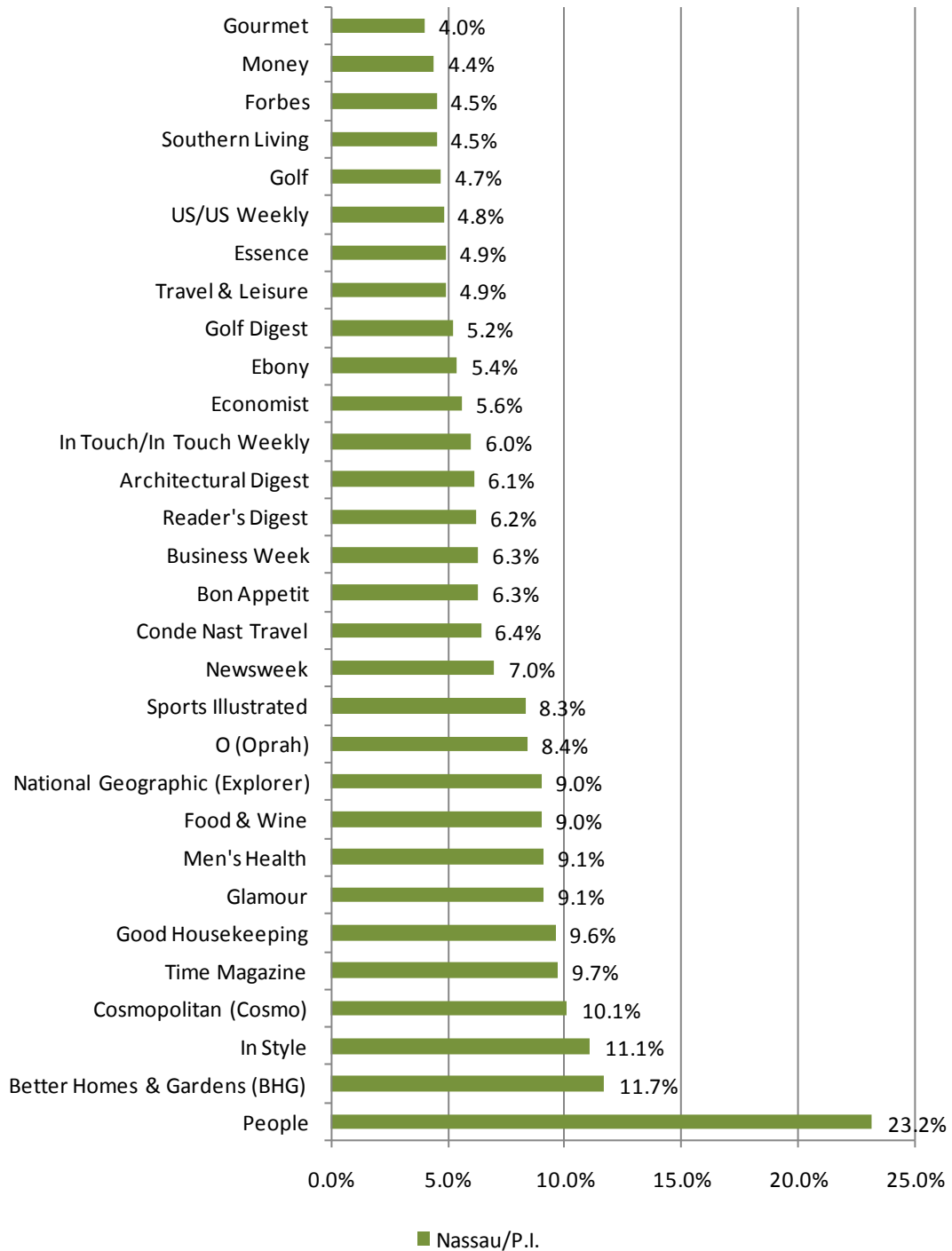
## Bahamas



The above table shows the top 30 magazines read by stopovers to the Bahamas (in percentages).

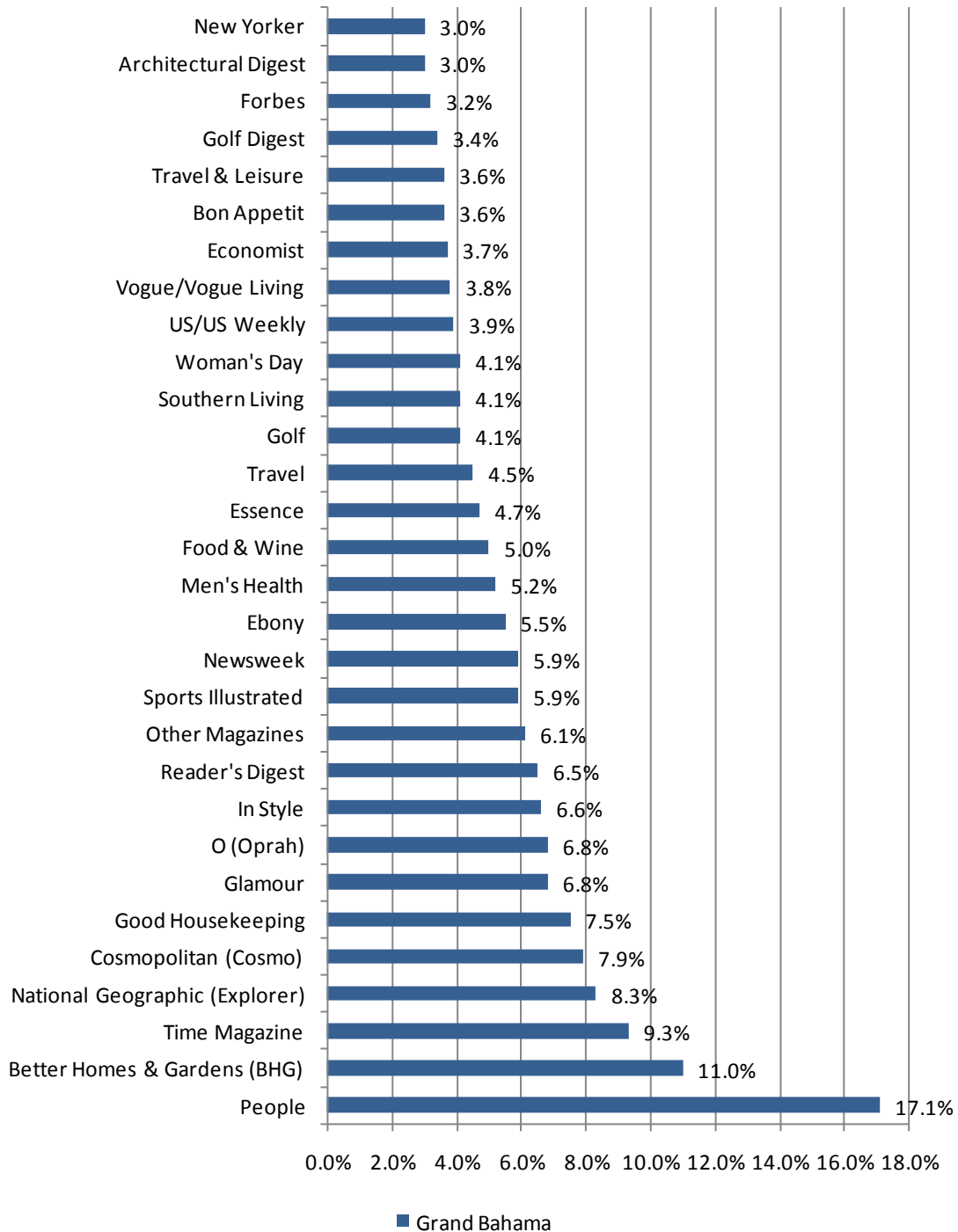


## Nassau/P.I.



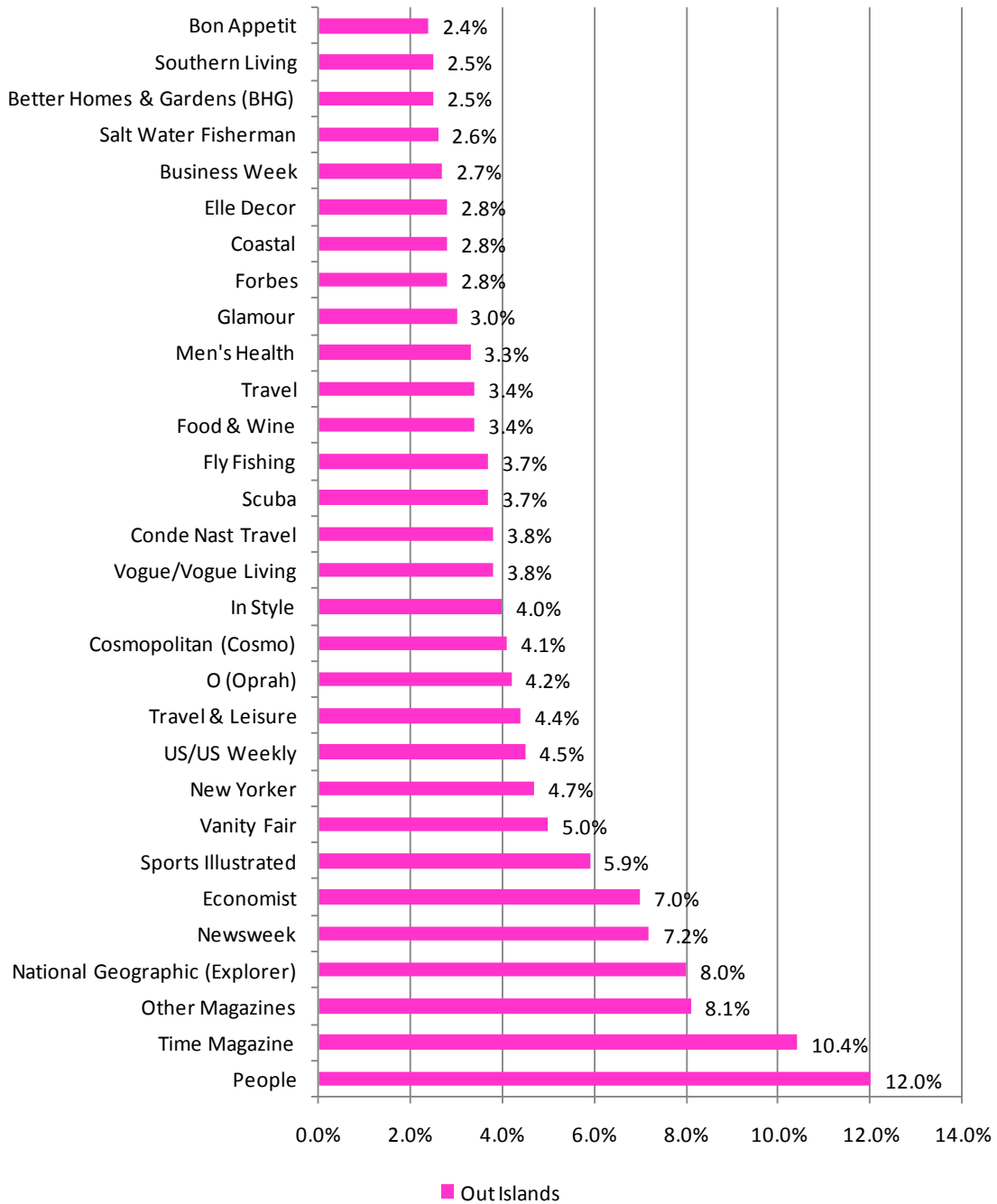
The above table shows the top 30 magazines read by stopovers to Nassau/P.I. in percentages.

## Grand Bahama



The above table shows the top 30 magazines read by stopovers to Grand Bahama in percentages.

## Out Islands



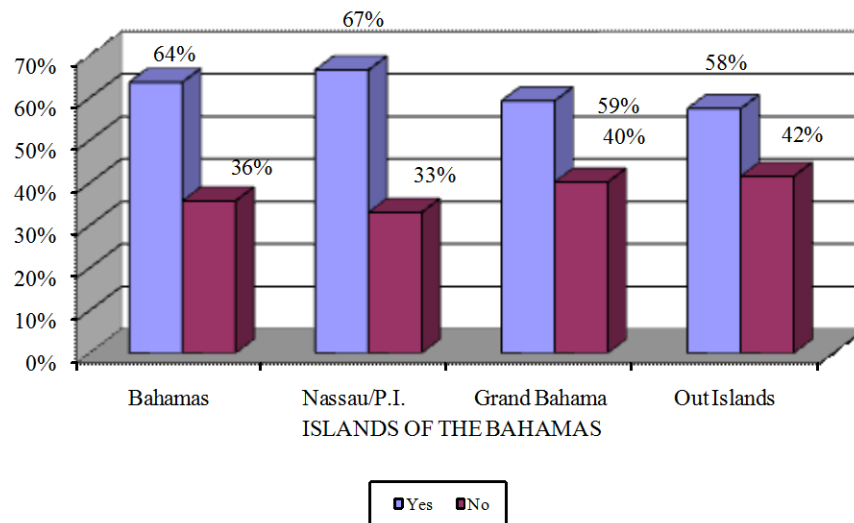
The above table shows the top 30 magazines read by stopovers to the Out Islands in percentages.

**DO YOU READ NEWSPAPERS  
ISLANDS OF THE BAHAMAS  
2009**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
Yes	64%	67%	59%	58%
No	36%	33%	40%	42%
No Response	0%	0%	0%	1%
Total	100%	100%	100%	100%

Source: Research & Statistics Dept.

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



- 64% of the stopover visitors to The Bahamas said that they read newspapers but only 36% of the visitors indicated that they used newspapers when they were planning their vacations.
- 67% of the stopovers to Nassau/P.I. read newspapers but only 33% of the visitors to Nassau/P.I. indicated that they used newspapers when they were planning their vacations.
- 59% of the stopovers to Grand Bahama read newspapers but only 40% of the visitors to Grand Bahama indicated that they used newspapers when planning their vacations.
- 58% of the stopovers to the Out Islands read newspapers but only 42% of the visitors to the Out Islands indicated that they used newspapers when planning their vacations.

**NEWSPAPERS THAT VISITORS WERE READING**  
**TOP 35 FAVORITE NEWSPAPERS READ BY VISITORS**  
**ISLANDS OF THE BAHAMAS**  
**2009**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
1	USA Today	USA Today	New York Times	New York Times
2	New York Times	New York Times	USA Today	USA Today
3	Wall Street Journal	Wall Street Journal	Wall Street Journal	Wall Street Journal
4	Washington Post	Washington Post	Local	Local
5	Local	Globe & Mail	Other	Washington Post
6	Other	Toronto Star	Washington Post	Miami Herald
7	Toronto Star	Daily News	Sun Sentinel	Other
8	Globe & Mail	New York Post	Daily News	La Presse (Montreal, Quebec)
9	Miami Herald	Boston Globe	Miami Herald	Sun Sentinel
10	Daily News	Local	Freeport News	Boston Globe
11	Boston Globe	Other	Boston Globe	Times
12	New York Post	Miami Herald	Chicago Tribune	Denver Post
13	Sun Sentinel	Newsday	Toronto Star	Atlanta Journal Constitution
14	Times	Times	Globe & Mail	Toronto Star
15	Atlanta Journal Constitution	New York Daily News	Atlanta Journal Constitution	New York Post
16	Newsday	Atlanta Journal Constitution	New York Post	Chicago Tribune
17	Chicago Tribune	Financial Times	Times	Financial Times
18	New York Daily News	Sun/The Sun News	Los Angeles Times (L.A. Times)	Palm Beach Post
19	Financial Times	Sun Sentinel	New York Daily News	Globe & Mail
20	Sun/The Sun News	Chicago Tribune	Philadelphia Inquirer	Houston Chronicle
21	Denver Post	Orlando Sentinel	Denver Post	Los Angeles Times (L.A. Times)
22	Los Angeles Times (L.A. Times)	Guardian	Financial Times	Newsday
23	La Presse (Montreal, Quebec)	Dallas Morning News	Dallas Morning News	The Times (U.K.)
24	Freeport News	Daily Mail	Palm Beach Post	Abaconian
25	Palm Beach Post	Philadelphia Inquirer	Newsday	Daily News
26	Philadelphia Inquirer	Post	Sun/The Sun News	Orlando Sentinel
27	Dallas Morning News	Houston Chronicle	Gazette	St. Petersburg Times (FL)
28	Orlando Sentinel	Star Ledger	London Evening Standard	Montreal Gazette
29	Daily Mail	Los Angeles Times (L.A. Times)	Daily Mail	Sun/The Sun News
30	Houston Chronicle	National Post	Tampa Tribune	Gazette
31	Guardian	Boston Herald	Baltimore Sun	Daily Mail
32	Post	Denver Post	Seattle Times	Tampa Tribune
33	Gazette	Palm Beach Post	Guardian	Seattle Times
34	National Post	S.F. Chronicle	Post	National Post
35	Tampa Tribune	Tribune	Detroit Free Press	S.F. Chronicle

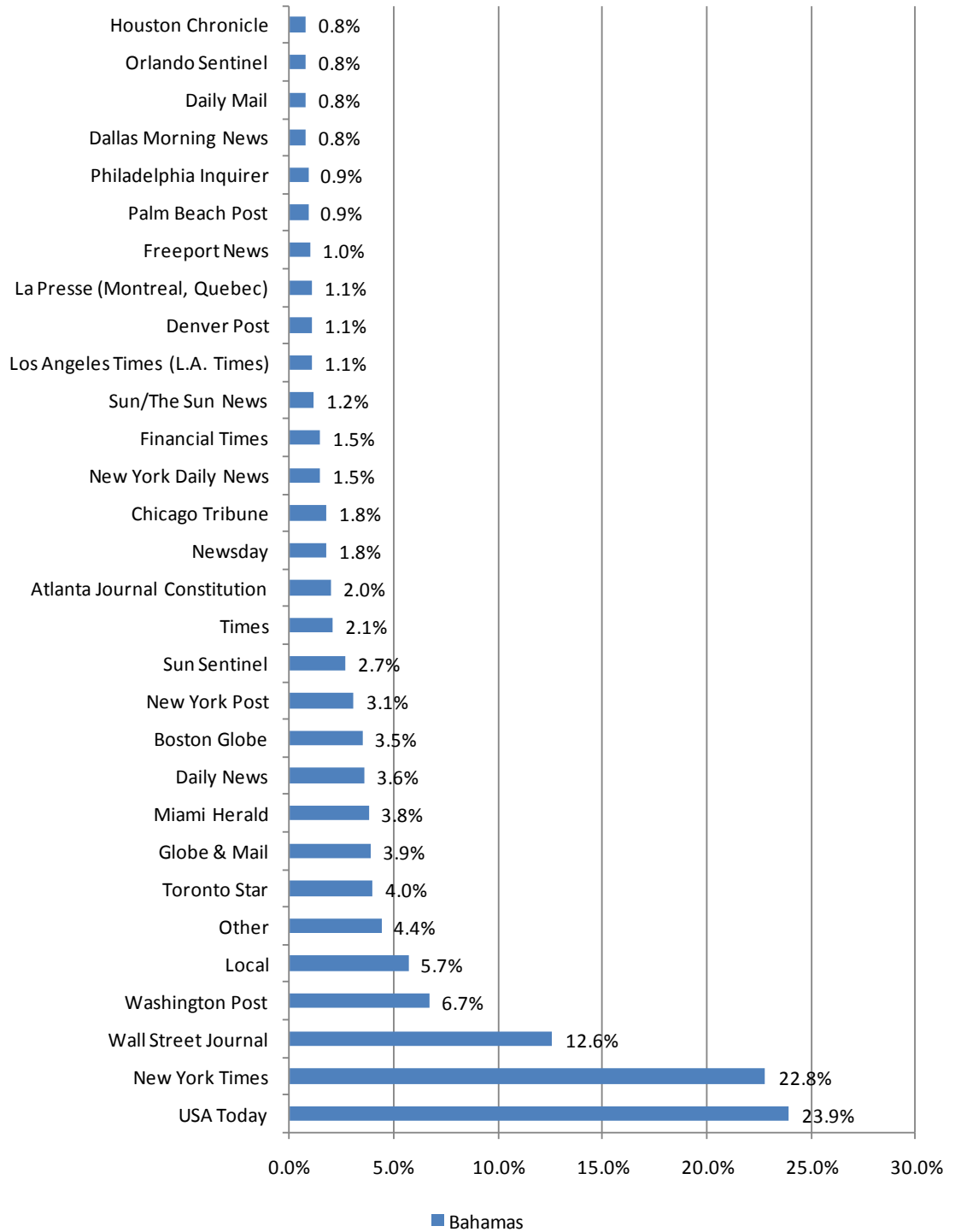
**TOP 35 FAVORITE NEWSPAPERS READ BY VISITORS  
BY COUNTRY  
2009**

	<b>USA</b>	<b>Canada</b>	<b>Europe</b>	<b>Other Countries</b>
1	<b>USA Today</b>	<b>Toronto Star</b>	<b>Times</b>	<b>USA Today</b>
2	<b>New York Times</b>	<b>Globe &amp; Mail</b>	<b>USA Today</b>	<b>New York Times</b>
3	<b>Wall Street Journal</b>	<b>New York Times</b>	<b>Daily Mail</b>	<b>Other</b>
4	<b>Washington Post</b>	<b>USA Today</b>	<b>Other</b>	<b>Wall Street Journal</b>
5	<b>Local</b>	<b>La Presse (Montreal, Quebec)</b>	<b>New York Times</b>	<b>Times</b>
6	<b>Boston Globe</b>	<b>Other</b>	<b>Financial Times</b>	<b>Financial Times</b>
7	Miami Herald	National Post	Guardian	Cayman Compass
8	Daily News	Sun/The Sun News	The Times (U.K.)	Daily News
9	New York Post	Montreal Gazette	Daily Telegraph	Miami Herald
10	Other	Wall Street Journal	German Paper (FAZ)	Local
11	Sun Sentinel	Toronto Sun	Sun/The Sun News	Guardian
12	Atlanta Journal Constitution	Miami Herald	Daily News	Sun Sentinel
13	Newsday	Vancouver Sun	Miami Herald	New York Post
14	Chicago Tribune	Journal DE Montreal	Wall Street Journal	New York Daily News
15	New York Daily News	Ottawa Citizen	Sun Sentinel	Daily Mail
16	Times	Local	Italian Newspaper	Sun/The Sun News
17	Denver Post	Freeport News	Freeport News	Italian Newspaper
18	Los Angeles Times (L.A. Times)	Calgary Herald	Corriere Della Sera Europe	Freeport News
19	Palm Beach Post	Edmonton Journal	Le Monde	Corriere Della Sera Europe
20	Philadelphia Inquirer	Gazette	Observer Report	Observer Report
21	Financial Times	Hamilton Spectator	Independent	Independent
22	Dallas Morning News	London Free Press	Local	Washington Post
23	Houston Chronicle	Washington Post	Washington Post	International Herald Tribune
24	Orlando Sentinel	Times	Tribune	Herald
25	Tampa Tribune	New York Post	International Herald Tribune	Boston Globe
26	Post	Sun Sentinel	Toronto Star	Orlando Sentinel
27	Freeport News	Financial Times	Globe & Mail	La Press (Montreal, Quebec)
28	S.F. Chronicle	Detroit Free Press	New York Post	Houston Chronicle
29	Baltimore Sun	Tribune	London Evening Standard	S.F. Chronicle
30	Seattle Times	Guardian	Economist	The Times (U.K.)
31	Star Ledger	London Evening Standard	Herald	Daily Telegraph
32	St. Petersburg Times (FL)	Economist	Boston Globe	German Paper (FAZ)
33	Gazette	Observer Report	Newsday	Le Monde
34	Detroit Free Press	Herald	Chicago Tribune	Tribune
35	Abaconian	Boston Globe	Los Angeles Times (L.A. Times)	Toronto Star

**WHAT NEWSPAPERS DO YOU READ?  
ISLANDS OF THE BAHAMAS  
2009**

		% of Persons Who Read Those Newspapers			
		Bahamas	Nassau/P.I.	Grand Bah.	Out Islands
1	USA Today	23.9%	34.1%	17.6%	16.5%
2	New York Times	22.8%	22.5%	18.0%	28.3%
3	Wall Street Journal	12.6%	12.2%	10.4%	15.7%
4	Washington Post	6.7%	8.6%	5.2%	5.7%
5	Local	5.7%	4.4%	7.2%	5.9%
6	Other	4.4%	3.4%	5.3%	4.8%
7	Toronto Star	4.0%	6.9%	2.4%	1.4%
8	Globe & Mail	3.9%	7.0%	2.3%	1.2%
9	Miami Herald	3.8%	3.0%	3.4%	5.4%
10	Daily News	3.6%	5.5%	3.9%	0.7%
11	Boston Globe	3.5%	4.7%	2.8%	2.6%
12	New York Post	3.1%	5.0%	2.2%	1.4%
13	Sun Sentinel	2.7%	1.6%	4.2%	2.6%
14	Times	2.1%	2.6%	1.8%	1.9%
15	Atlanta Journal Constitution	2.0%	2.1%	2.3%	1.6%
16	Newsday	1.8%	3.0%	1.0%	1.1%
17	Chicago Tribune	1.8%	1.3%	2.8%	1.3%
18	New York Daily News	1.5%	2.2%	1.6%	0.5%
19	Financial Times	1.5%	1.9%	1.1%	1.3%
20	Sun/The Sun News	1.2%	1.7%	1.0%	0.6%
21	Los Angeles Times (L.A. Times)	1.1%	0.6%	1.8%	1.1%
22	Denver Post	1.1%	0.5%	1.2%	1.8%
23	La Presse (Montreal, Quebec)	1.1%	0.4%	0.2%	2.9%
24	Freeport News	1.0%	0.0%	3.1%	0.0%
25	Palm Beach Post	0.9%	0.5%	1.1%	1.3%
26	Philadelphia Inquirer	0.9%	0.9%	1.3%	0.5%
27	Dallas Morning News	0.8%	0.9%	1.1%	0.4%
28	Daily Mail	0.8%	0.9%	0.8%	0.6%
29	Orlando Sentinel	0.8%	1.1%	0.4%	0.7%
30	Houston Chronicle	0.8%	0.7%	0.6%	1.2%
31	Guardian	0.7%	1.0%	0.7%	0.4%
32	Post	0.6%	0.9%	0.7%	0.2%
33	National Post	0.6%	0.6%	0.6%	0.6%
34	Gazette	0.6%	0.3%	1.0%	0.6%
35	Tampa Tribune	0.6%	0.4%	0.8%	0.6%
36	S.F. Chronicle	0.5%	0.5%	0.4%	0.6%
37	Tribune	0.5%	0.5%	0.6%	0.4%
38	Baltimore Sun	0.5%	0.3%	0.8%	0.4%

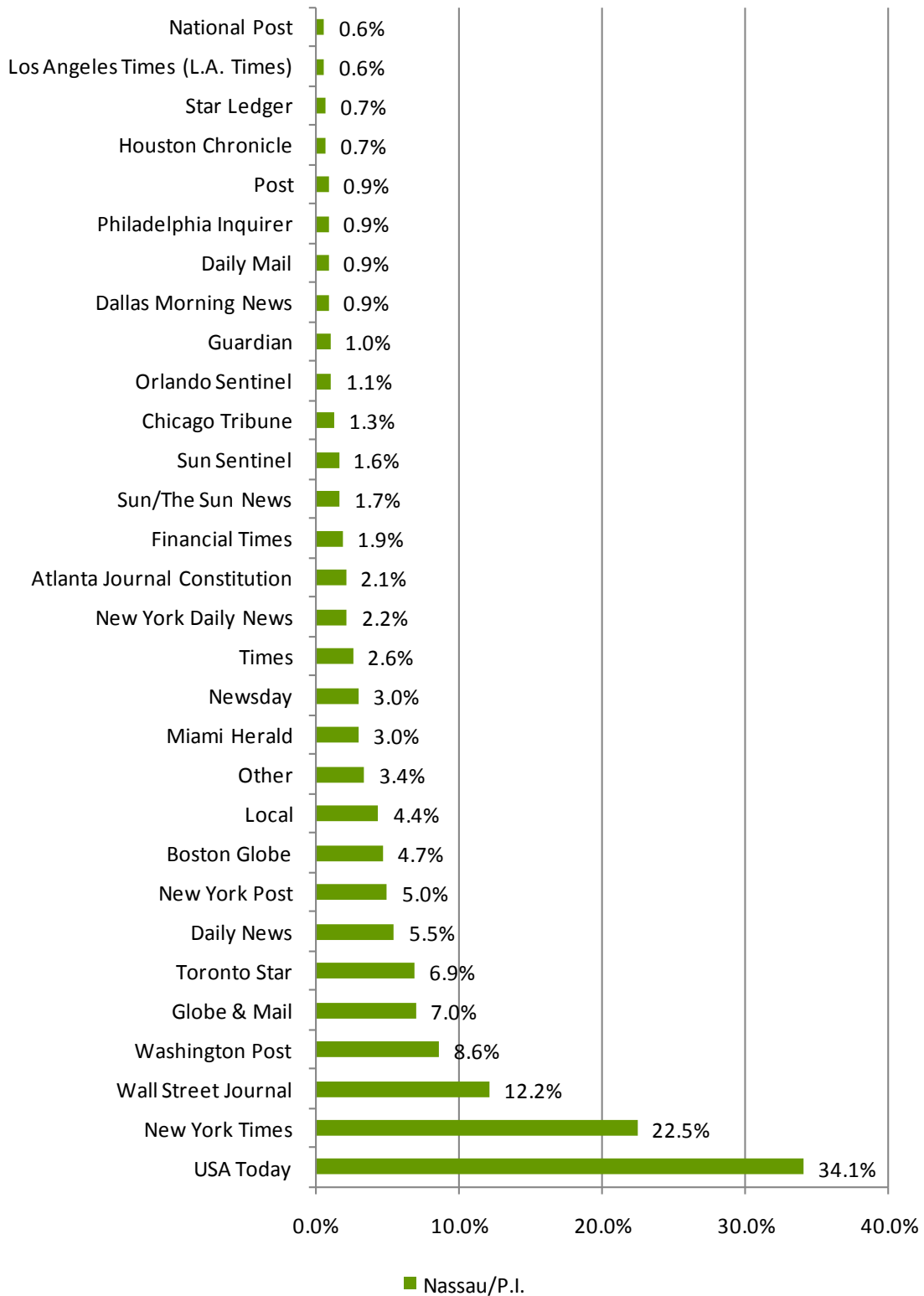
## Bahamas



The above graph shows the top 30 newspapers stopover visitors to the Islands of the Bahamas indicated that they read.

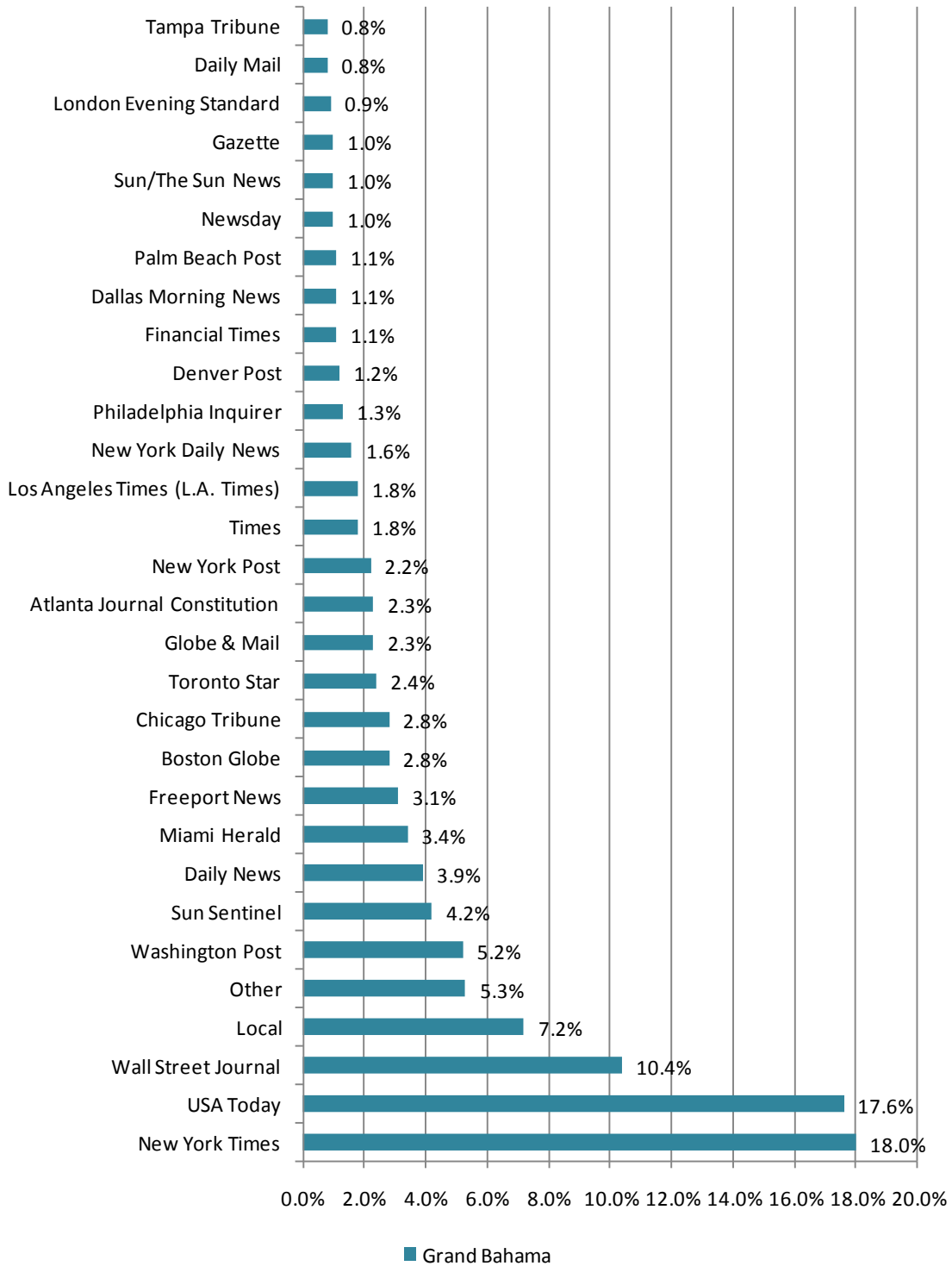


### Nassau/P.I.



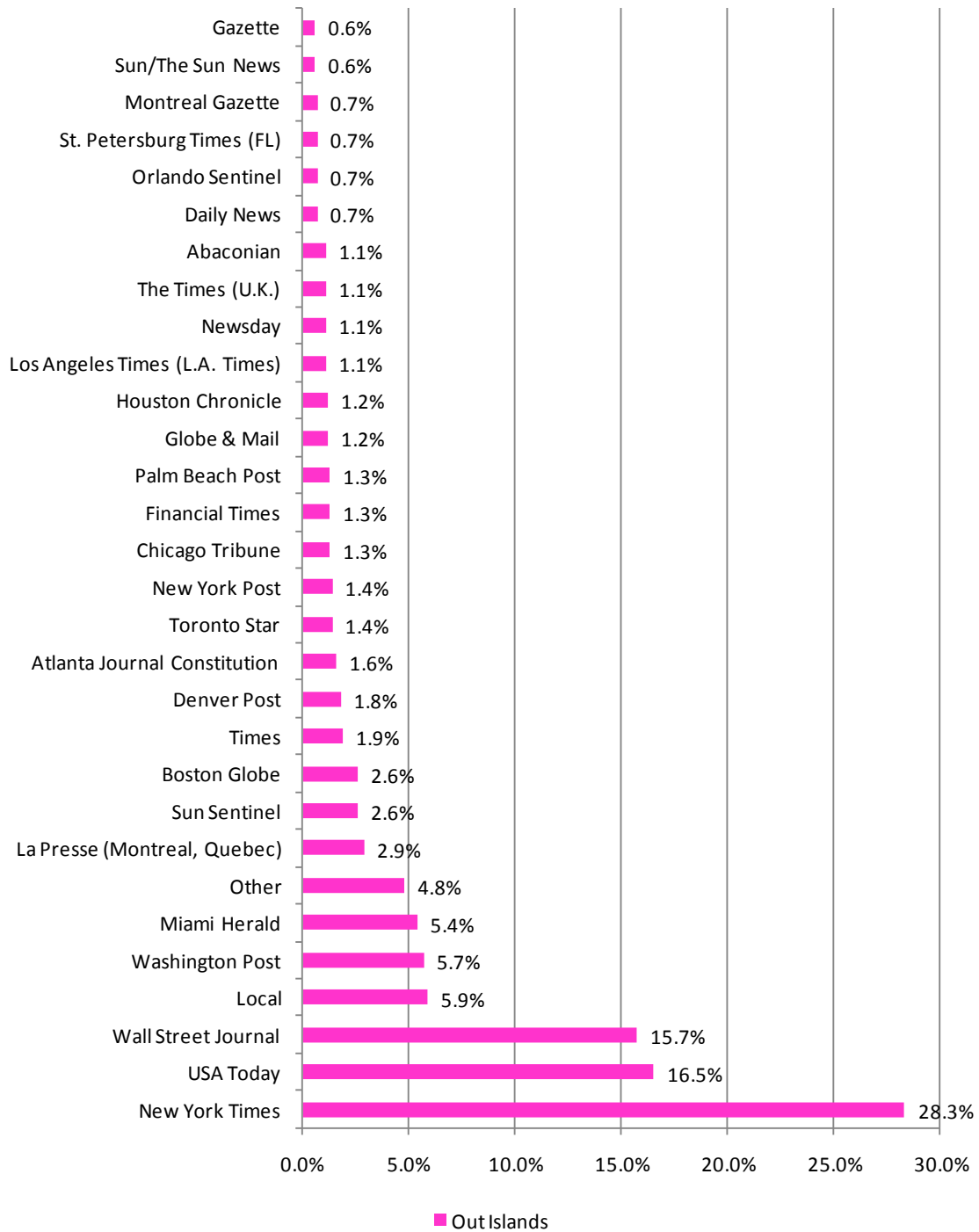
The above graph shows the top 30 newspapers stopover visitors to the Nassau/Paradise Island indicated that they read.

## Grand Bahama



The above graph shows the top 30 newspapers stopover visitors to Grand Bahama Island indicated that they read.

## Out Islands



The above graph shows the top 30 newspapers stopover visitors to The Out Islands indicated that they read.

**NEWSPAPERS AND SOME OF THE TOP PRODUCING MARKETS  
ISLANDS OF THE BAHAMAS  
2009**

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

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

The table above shows the most popular newspapers read by stopover visitors to Nassau/Paradise Island and The Bahamas. It also shows the primary geographical market for these newspapers which includes some of the Top Producing Markets for the Islands of The Bahamas and Nassau/Paradise Island.

**NEWSPAPERS AND SOME OF THE TOP PRODUCING MARKETS  
GRAND BAHAMA ISLAND AND THE OUT ISLANDS  
2009**

	<b>Top Newspapers Read By Visitors To Grand Bahama</b>	<b>Some of the Top Producing Markets for Grand Bahama</b>	<b>Top Newspapers Read By Visitors To Out Islands</b>	<b>Some of the Top Producing Markets To Out Islands</b>
1	New York Times	<i>New York/Read Worldwide</i>	New York Times	<i>New York/Read Worldwide</i>
2	USA Today	<i>Read Worldwide</i>	USA Today	<i>Read Worldwide</i>
3	Wall Street Journal	<i>New York/Read Worldwide</i>	Wall Street Journal	<i>New York/Read Worldwide</i>
4	Local	Various States	Local	Various States
5	Other	Various States	Washington Post	Washington, DC
6	Washington Post	Washington, DC	Miami Herald	<i>Miami, FL/Read Worldwide</i>
7	Sun Sentinel	<i>South Florida</i>	Other	Various States
8	Daily News	Various States	La Presse (Montreal, Quebec)	Montreal, Quebec
9	Miami Herald	<i>Miami, FL/Read Worldwide</i>	Sun Sentinel	<i>South Florida</i>
10	Freeport News	N/A	Boston Globe	Boston, MA
11	Boston Globe	Boston, MA	Times	United Kingdom & Various Countries
12	Chicago Tribune	Chicago, Illinois	Denver Post	Denver, Colorado
13	Toronto Star	Toronto, Canada	Atlanta Journal Constitution	Atlanta, Georgia
14	Globe & Mail	Toronto & Rest of Canada	Toronto Star	Toronto, Canada
15	Atlanta Journal Constitution	Atlanta, Georgia	New York Post	<i>New York</i>
16	New York Post	<i>New York</i>	Chicago Tribune	Chicago, Illinois
17	Times	UK & Various Countries	Financial Times	Read Worldwide
18	Los Angeles Times (L.A. Times)	Los Angeles, California	Palm Beach Post	<i>West Palm Beach, Florida</i>

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

The table above shows the most popular newspapers read by stopover visitors to Grand Bahama Island and The Out Islands and some of the top producing markets.

## NUMBER OF PEOPLE WITH E-MAIL ADDRESSES

### DO YOU HAVE E-MAIL ADDRESS?

#### ISLANDS OF THE BAHAMAS

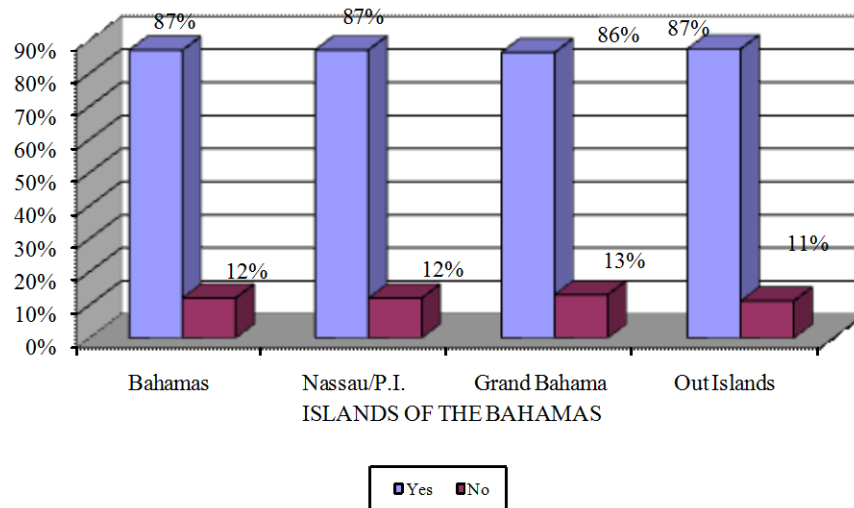
2009

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



- 87% of the stopover visitors to The Islands of the Bahamas indicated that they had an e-mail address.
- 87% of the visitors to Nassau/Paradise Island had e-mail addresses.
- 86% of the visitors to Grand Bahama had e-mail addresses
- 87% 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

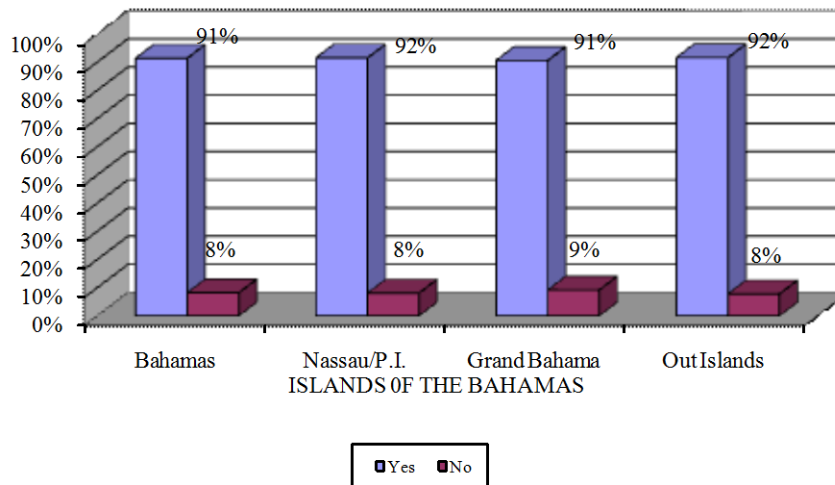
2009

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	91%	92%	91%	92%
No	8%	8%	9%	8%
No Response	0%	0%	0%	1%
Total	100%	100%	100%	100%

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

### DO YOU SURF THE INTERNET?

#### ISLANDS OF THE BAHAMAS



- 91% of the stopover visitors to the Islands of the Bahamas indicated that they “surfed” the Internet.
- 92% of the stopover visitors to Nassau/Paradise Island indicated that they "surfed" the Internet.
- 91% of the stopover visitors to Grand Bahama surfed the Internet
- 92% of the stopovers to the Out Islands "surfed" the Internet.

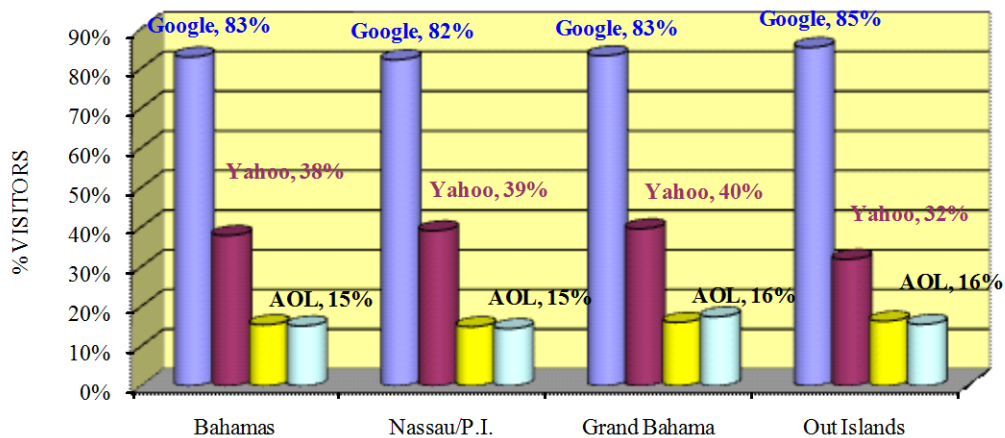
***N.B.*** A key point to remember is that the Internet was the most popular electronic media used by visitors to The Islands of The Bahamas to plan their vacations. This was the case for visitors to Nassau/Paradise Island, Grand Bahama and the Out Islands.

## FAVOURITE INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS

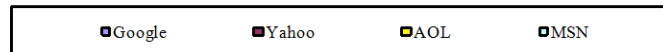
### INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS ISLANDS OF THE BAHAMAS 2009

		Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	Google	83%	82%	83%	85%
2	Yahoo	38%	39%	40%	32%
3	AOL	15%	15%	16%	16%
4	MSN	15%	14%	17%	16%

#### ALL BAHAMAS



#### ISLANDS OF THE BAHAMAS



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

- Google (83%)
- Yahoo (38%)
- AOL (15%) –A higher % of Americans use AOL than Canadians
- MSN (15%)



**LIKELIHOOD TO RETURN TO BAHAMAS**  
**ISLANDS OF THE BAHAMAS**  
**LIKELIHOOD TO RETURN**  
**STOPOVER VISITORS**  
**2009**

	Likely to Return		Not at all Likely to Return	
	2009	2008	2009	2008
Abaco	94%	97%	5%	3%
Andros	91%	96%	8%	4%
Bimini	95%	94%	5%	5%
Eleuthera & Harbour Island	93%	92%	6%	7%
San Salvador	86%	91%	14%	7%
Exuma	87%	89%	10%	11%
Out Islands Overall	91%	92%	8%	7%
Nassau/P.I.	86%	86%	13%	13%
Grand Bahama	84%	82%	16%	17%
<b>All Bahamas</b>	<b>87%</b>	<b>87%</b>	<b>13%</b>	<b>13%</b>

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

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

Source: Tour Media Exit Surveys 2009 & 2008

**LIKELY RETURN**  
**2009**



- 87% of the stopovers were likely to return to the Bahamas in 1-5 yrs (i.e., 61.2% were very likely and 25.5% were somewhat likely to return). 8.8% said somewhat unlikely, 3.8% said that they were not at all likely to return.
- 86% of the stopovers to Nassau/P.I. said that they were likely to return (i.e., 59.6% were very likely and 26.8% were somewhat likely to return). 9.2% said that they were somewhat unlikely, and 3.8% said that they were not at all likely to return.
- 84% of the stopovers to Grand Bahama said that they were likely to return (i.e., 58.3% were very likely and 25.5% were somewhat likely). 9.6% said somewhat unlikely and 6.2% said that they were not at all likely to return.
- 91% of the stopovers to the Out Islands said that they were likely to return (i.e., 70.2% were very likely and 20.4% were somewhat likely to return). 7.0% said that they were somewhat unlikely, and 1.4% said that they were not at all likely to return.

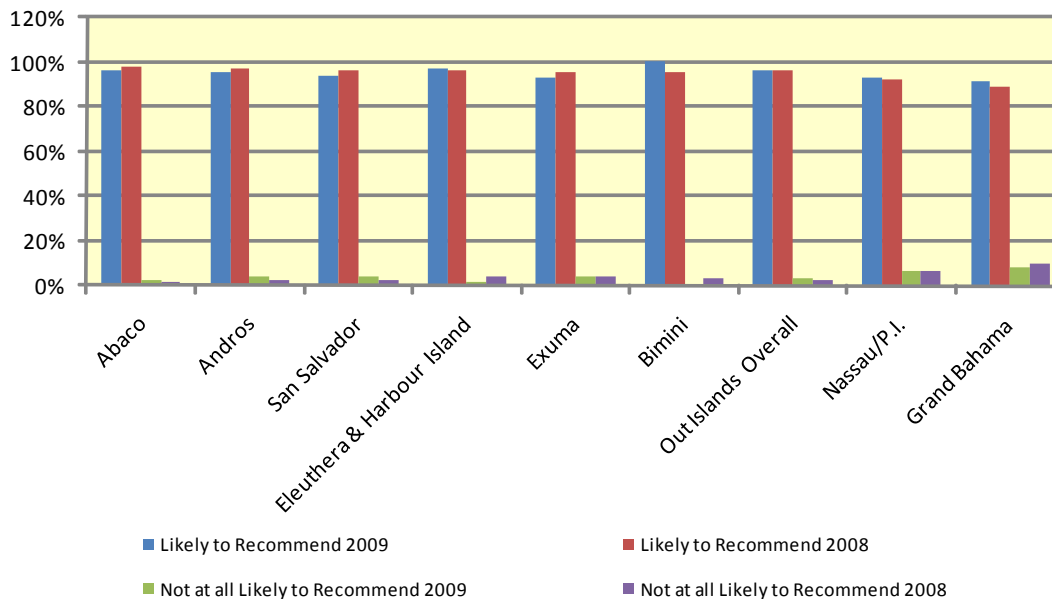
## LIKELIHOOD OF RECOMMENDING THE BAHAMAS

### ISLANDS OF THE BAHAMAS LIKELIHOOD TO RECOMMEND STOPOVER VISITORS 2009

	Likely to Recommend		Not at all Likely to Recommend	
	2009	2008	2009	2008
Abaco	97%	98%	3%	2%
Andros	96%	97%	4%	3%
San Salvador	94%	96%	4%	2%
Eleuthera & Harbour Island	97%	96%	1%	4%
Exuma	93%	96%	4%	4%
Bimini	100%	96%	0%	3%
Out Islands Overall	96%	97%	3%	3%
Nassau/P.I.	93%	92%	7%	7%
Grand Bahama	92%	89%	8%	10%
<b>All Bahamas</b>	<b>93%</b>	<b>93%</b>	<b>6%</b>	<b>7%</b>

Likely Recommend percentages include those persons who said they were **very likely** or **somewhat likely** to recommend. Not Likely to Recommend percentages include those persons who said they were **somewhat unlikely** or **Not at all likely** to recommend. **Source: Tour Media Exit Surveys 2009 & 2008**

### LIKELIHOOD OF RECOMMENDING 2009



- 93% of the stopovers were likely to recommend the Bahamas to friends and relatives (i.e., 70.0% were very likely and 23.2% were somewhat likely to recommend). 4.6% were somewhat unlikely and 1.8% of them were not at all likely to recommend the Bahamas.
- 93% of the stopovers to Nassau/P.I. said that they were likely to recommend (i.e., 68.3% were very likely and 24.5% were somewhat likely to recommend). 5.1% said that they were somewhat unlikely, and 1.8% of them were not at all likely to recommend the Bahamas.
- 92% of the stopovers to Grand Bahama said that they were likely to recommend (i.e., 66.2% were very likely and 25.3% were somewhat likely to recommend). 5.2% said that they were somewhat unlikely, and 3.1% were not at all likely to recommend the Bahamas.
- 96% of the stopovers to the Out Islands were likely to recommend (i.e., 79.8% were very likely and 16.3% were somewhat likely to recommend). 2.6% of the stopovers said that they were somewhat unlikely, and 0.5% of them 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**

*In 2009, 13% of the stopovers to the Bahamas Overall indicated that they were unlikely to return to the Bahamas in 1-5 years. This percentage remained unchanged from 13% in 2008. The visitors who said that they would not return gave the following reasons:*

- They wanted to go somewhere else
- They were dissatisfied with their hotel (i.e., service, quality & prices)
- High prices
- Poor Service
- Lack of activities
- Poor attitudes of the people

### **Nassau/Paradise Island**

*In 2009, 13% of the stopovers to Nassau/Paradise Island indicated that they were unlikely to return to the Bahamas in 1-5 years. This percentage remained unchanged from 13% in 2008. The visitors who said that they would not return gave the following reasons:*

- They wanted to go somewhere else
- Dissatisfaction with hotel: Didn't like the hotel where they stayed because of one or more of the following: poor facilities, poor service, hotel too expensive, unfriendly people in hotel
- High Prices

### **Grand Bahama Island**

*In 2009, 16% of the stopover visitors to Grand Bahama Island indicated that they were unlikely to return to the Bahamas in 1-5 years. This percentage remained relatively unchanged from 17% in 2008. The visitors who said that they would not return gave the following reasons:*

- They wanted to go somewhere else
- Hotel dissatisfaction
- High Prices
- Poor service
- General Negative Comments e.g. boring
- Lack of Activities
- The poor attitudes of the people

### **Out Islands**

*The Out Islands always enjoyed the highest visitor return and recommend rate of The Islands of the Bahamas. In 2008, 8% of the stopover visitors to The Out Islands indicated that they were unlikely to return to the Bahamas in 1-5 years. The visitors who said that they would not return gave the following reasons:*

- They wanted to go somewhere else
- High Prices
- Hotel dissatisfaction
- General Negative Comments
- Lack of Activities
- Poor service
- Litter
- Airlines

## **VISITORS NOT LIKELY TO RECOMMEND THE BAHAMAS**

### **Bahamas Overall**

*In 2009, 6% of the stopovers said that they were not likely to recommend the Bahamas to friends and relatives compared to 7% in 2008. Visitors who were not likely to recommend the Bahamas to their friends and relatives gave some of the following reasons:*

- High Prices
- Hotel dissatisfaction (Didn't like the hotel where they stayed)
- General Negative Comments, e.g. boring
- Lack of activities
- The poor attitudes of the people
- Poor service

### **Nassau/Paradise Island**

*In 2009, 7% of the stopovers to the Nassau/Paradise Island said that they would not recommend the Bahamas to their friends and relatives. Visitors who were not likely to recommend the Bahamas to their friends and relatives gave some of the following reasons:*

- High Prices
- Hotel Dissatisfaction

### **Grand Bahama Island**

*In 2008, 8% of the stopover visitors to Grand Bahama Island indicated that they were unlikely to recommend the Bahamas to friends and relatives compared to 10% for 2008. Visitors who were not likely to recommend the Bahamas to their friends and relatives gave the following reasons:*

- High Prices
- Hotel dissatisfaction (Didn't like the hotel where they stayed)
- Lack of Activities
- General Negative Comments e.g. boring

## **Out Islands**

*In 2009, 3% of the stopover visitors to the Out Islands indicated that they were unlikely to recommend the Bahamas to friends and relatives. Visitors who were not likely to recommend the Bahamas to their friends and relatives gave some of the following reasons:*

- High Prices
- Hotel Dissatisfaction
- Poor Service



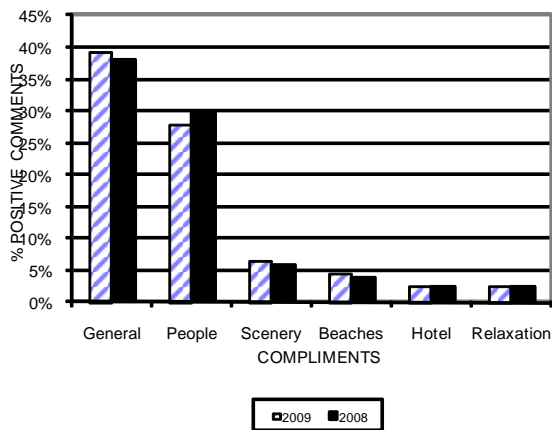
## TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

### ALL BAHAMAS

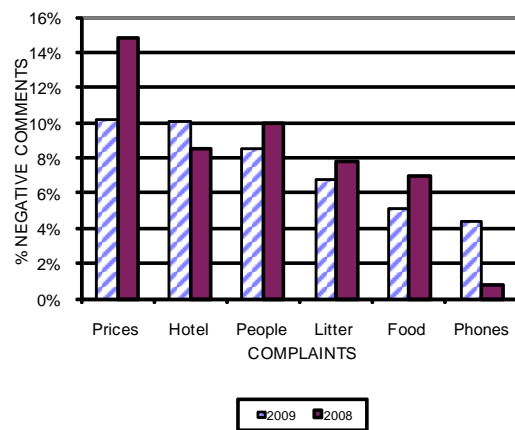
TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2009	2008		2009	2008
General	39%	38%	Prices (neg)	10%	15%
People	28%	30%	Hotel (neg)	10%	9%
Scenery/Sightseeing	6%	6%	People (neg)	9%	10%
Beaches	5%	4%	Litter (neg)	7%	8%
Hotel	2%	3%	Food (neg.)	5%	7%
Relaxation	2%	2%	Phones/Internet (neg)	4%	1%
<b>No. of Comments</b>	<b>2,044</b>	<b>2,009</b>	<b>No. of Comments</b>	<b>1,206</b>	<b>1,494</b>

Poor Service (6.2%) was the 7th top complaint

### TOURIST COMMENTS ALL BAHAMAS COMPLIMENTS



### TOURIST COMMENTS ALL BAHAMAS COMPLAINTS



### Top Compliments

- General (39% of the comments received, e.g. “loved it”)
- The people (28% of the comments received)
- Scenery (6% of the comments received)
- Beaches (5% of the comments received)
- Hotel (2% of the comments received)
- Relaxation (2% of the comments received)

**Top Complaints**

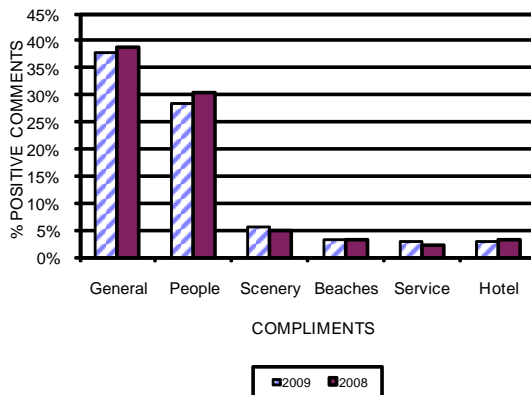
- High prices (10% of the comments received)
- Poor attitudes of the people (9% of the comments received)
- Hotel not as expected (10% of the comments received. e.g. too expensive, rude hotel staff, poor facilities, poor service)
- Litter (7% of the comments received)
- Food (5% of the comments received. e.g. high prices and poor quality)
- Phones (4% of the comments received)

## TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

### NASSAU/PARADISE ISLAND

TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2009	2008		2009	2008
General	38%	39%	Prices (neg)	13%	17%
People	29%	30%	Hotel (neg)	11%	9%
Scenery/Sightseeing	5%	5%	People (neg)	10%	11%
Beaches	3%	3%	Food (neg.)	6%	8%
Service	3%	2%	Phones/Internet (neg)	6%	1%
Hotel	3%	3%	Local Transport. (neg)	5%	5%
<b>No. of Comments</b>	<b>726</b>	<b>535</b>	<b>No. of Comments</b>	<b>569</b>	<b>519</b>

### TOURIST COMMENTS NASSAU/PARADISE ISLAND COMPLIMENTS



### TOURIST COMMENTS NASSAU/PARADISE ISLAND COMPLAINTS



### Top Compliments

- General (38% of the comments received, e.g. “loved it, very nice”)
- The people (29% of the comments received)
- Scenery (5% of the comments received)
- Beaches (3% of the comments received)
- Service (3% of the comments received)
- Hotel (3% of the comments received)

**Top Complaints**

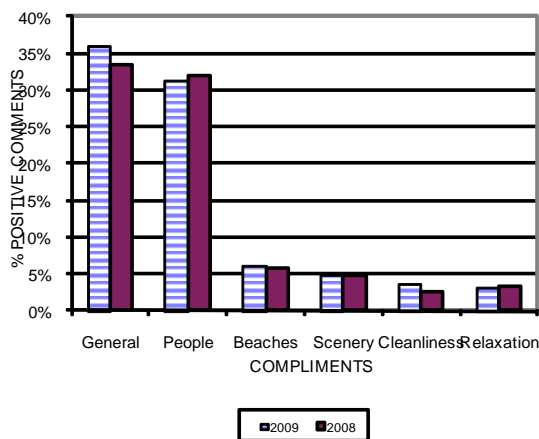
- High prices(13% of the comments received)
- Hotel not as expected (11% of the comments received, i.e., too expensive, poor facilities, poor service, rude hotel staff)
- Poor attitudes of the people(10% of the comments received)
- Food (6% of the comments received. e.g. high prices and poor quality)
- Phones (6% of the comments received)
- Local Transportation (5% of the comments received)

## TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

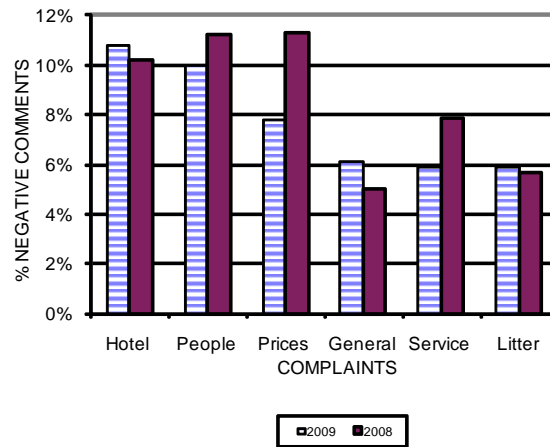
### GRAND BAHAMA ISLAND

TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2009	2008		2009	2008
General	36%	34%	Hotel (neg)	11%	10%
People	31%	32%	People (neg)	10%	11%
Beaches	6%	6%	Prices (neg)	8%	11%
Scenery/Sightseeing	5%	5%	General (neg)	6%	5%
Cleanliness	4%	3%	Service (neg)	6%	8%
Relaxation	3%	3%	Litter (neg)	6%	6%
<b>No. of Comments</b>	<b>705</b>	<b>960</b>	<b>No. of Comments</b>	<b>409</b>	<b>541</b>

### TOURIST COMMENTS GRAND BAHAMA ISLAND COMPLIMENTS



### TOURIST COMMENTS GRAND BAHAMA ISLAND COMPLAINTS



#### Top Compliments

- General (36% of the comments received, e.g. “enjoyed the visit”)
- The people (31% of the comments received)
- Beaches (6% of the comments received)
- Scenery (5% of the comments received)
- Cleanliness (4% of the comments received)
- Relaxation (3% of the comments received)

**Top Complaints**

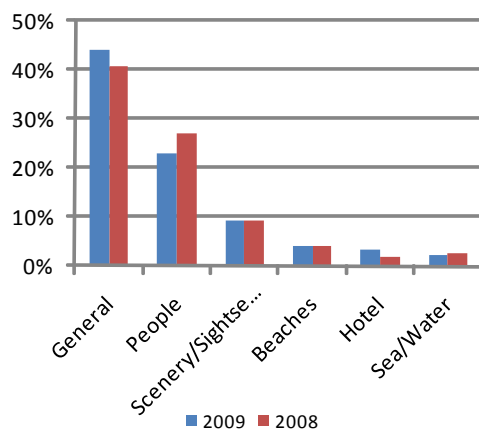
- Hotel dissatisfaction (11% of the comments received e.g. too expensive, poor facilities, poor service, rude hotel staff)
- Poor attitude of the people (10% of the comments received)
- High prices (8% of the comments received)
- General (6% of the comments received)
- Poor Service (6% of the comments received)
- Litter (6% of the comments received)

## TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS

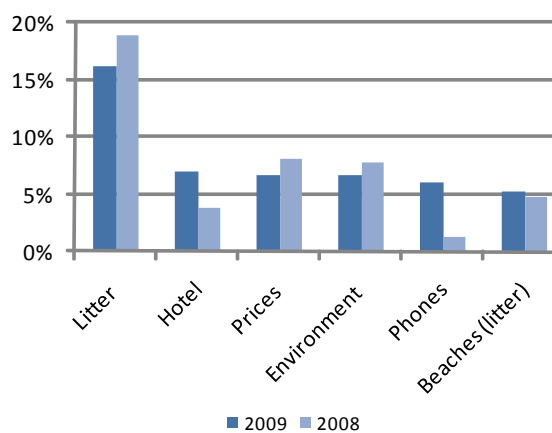
### OUT ISLANDS

	TOP 6 COMPLIMENTS		TOP 6 COMPLAINTS	
	2009	2008	2009	2008
General	44%	41%	Litter (neg)	16%
People	23%	27%	Hotel (neg)	7%
Scenery/Sightseeing	9%	9%	Prices (neg)	7%
Beaches	4%	4%	Environment (neg)	7%
Hotel	3%	2%	Phones (neg)	6%
Sea/Water	2%	3%	Beaches (litter)	5%
<b>No. of Comments</b>	<b>613</b>	<b>701</b>	<b>No. of Comments</b>	<b>228</b>

### TOURIST COMMENTS OUT ISLANDS COMPLIMENTS



### TOURIST COMMENTS OUT ISLANDS COMPLAINTS



#### Top Compliments

- General (44% of the comments received. e.g. “It was wonderful”)
- The People (23% of the comments received)
- Scenery (9% of the comments received)
- Beaches (4% of the comments received)
- Hotel (3% of the comments received)
- Sea/Water (2% of the comments received)

**Top Complaints**

- Litter (16% of the comments received)
- Hotel (7% of the comments received)
- High prices (7% of the comments received)
- Environment (7% of the comments received)
- Phones (6% of the comments received)
- Beaches with litter (5% of the comments received)

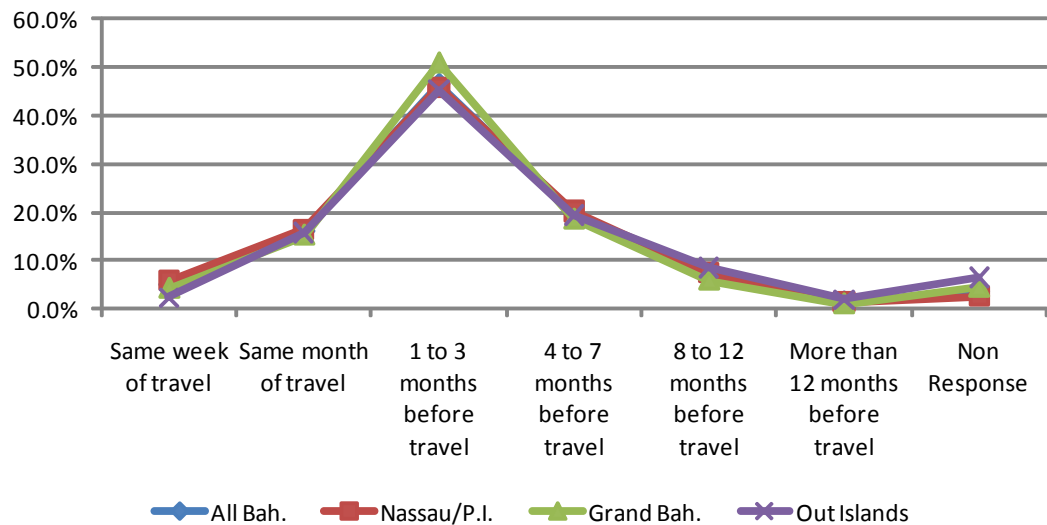


## RESERVATION BOOKINGS

### Amount Of Time Between Reservation & Visitor's Arrival

WHEN DID YOU MAKE YOUR RESERVATIONS?  
ISLANDS OF THE BAHAMAS  
2009

	All Bah.	Nassau/P.I.	Grand Bah.	Out Islands
Same week of travel	5.0%	5.9%	4.2%	2.4%
Same month of travel	16.1%	16.5%	15.2%	15.8%
1 to 3 months before travel	46.6%	45.9%	50.8%	45.4%
4 to 7 months before travel	19.7%	20.2%	18.5%	19.4%
8 to 12 months before travel	7.4%	7.5%	5.9%	8.5%
More than 12 months before travel	1.5%	1.4%	1.0%	2.0%
Non Response	3.6%	2.7%	4.4%	6.5%



In 2009, stopover visitors to The Islands of The Bahamas booked their reservations anywhere from the same month of travel to **7 months** in advance of travel. **Short lead times** seemed to be preferred as the highest percentage of visitors booked **1-3 months** (47% of stopovers) in advance, **4 to 7 months** (20% of stopovers) in advance or the very **same month** (16% of stopovers) of travel. There were some stopover visitors that booked their reservations **8 months or more** in advance of traveling to the Bahamas.

## **HOW DID VISITOR BOOK THEIR RESERVATIONS** **TOUR OPERATORS AND TRAVEL AGENTS**

### ISLANDS OF THE BAHAMAS

#### USE OF TRAVEL AGENT

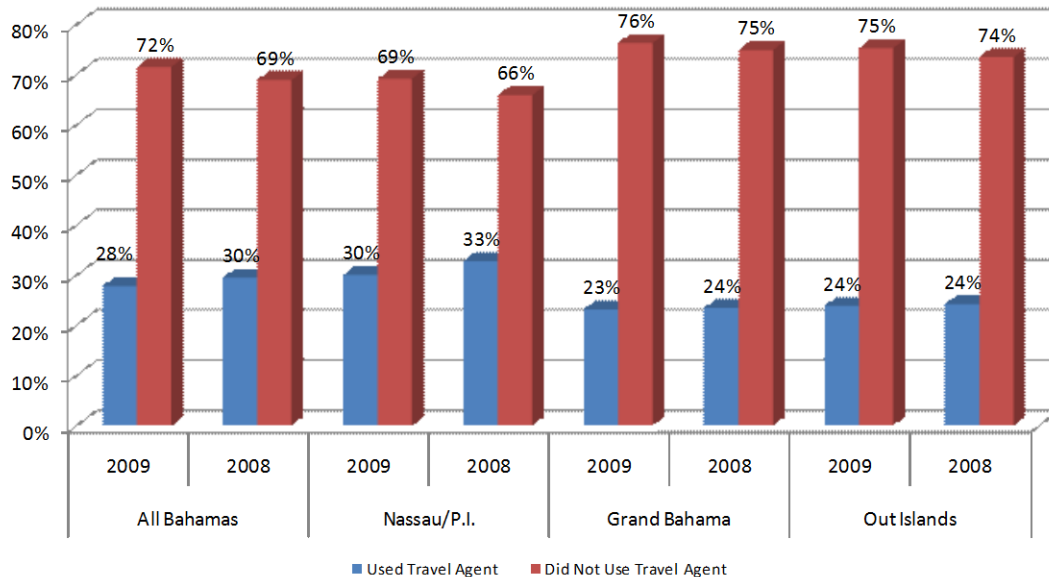
2009

	All Bahamas		Nassau/P.I.		Grand Bahama		Out Islands	
	2009	2008	2009	2008	2009	2008	2009	2008
Used Travel Agent	28%	30%	30%	33%	23%	24%	24%	24%
Did Not Use Travel Agent	72%	69%	69%	66%	76%	75%	75%	74%
	USA		Canada		Europe		Other Countries	
Used Travel Agent	25%	27%	40%	33%	44%	54%	40%	41%
Did Not Use Travel Agent	75%	72%	59%	66%	55%	45%	59%	53%

Source: Tour Operator and Media Exit Surveys 2009 & 2008

#### USE OF TRAVEL AGENT

2009



- 28% of the visitors to the Islands of the Bahamas used a tour operator or travel agent. 64% said that they used an online Internet service to book their reservations.
- A higher percentage of stopovers to Nassau/P.I. (30%) used a Tour Operator/Travel Agent than those to Grand Bahama (23%) and the Out Islands (24%).
- 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 via phone, etc. Some booked their reservations directly on the Internet and others used a combination of methods.

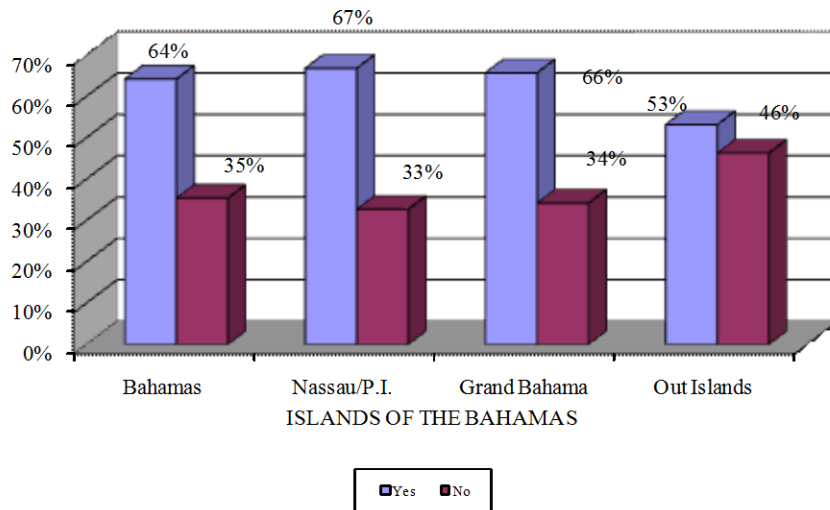
- The use of travel agents has been declining steadily over the years as visitors began to use other ways (e.g. Internet) of booking their reservations.
- In 1997, 72% of the stopover visitors used a travel agent to book their reservations compared to only 28% in 2009. Thirty percent (30%) of stopovers to Nassau/Paradise Island in 2009 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-three percent (23%) of the stopovers in 2009 to Grand Bahama had used a travel agent compared to 52% in 2002, 60% in 2001 and 72% in 1997.
- Twenty-four percent (24%) of the stopover visitors in 2009 to the Out Islands had used a travel agent compared to 34% in 2002 and 40% in 2001.
- In 2007, a higher percentage of Canadians used tour operators and travel agents than their American and European counterparts.
  - In 2009, 40% of the stopover visitors from Canada used a tour operator/travel agent to book their travel experience compared to 52% in 2007. They began to do as many Americans had been doing for years they began to use the online services more.
  - There was a significant increase in the percentage of Canadians booking online in the last few years. In 2009, 58% of Canadians used online services to book a part of or all of their reservations compared to 49% of them in 2007. Sixty-six percent (66%) of Americans booked some or all of their reservations online.
- ***Of the 28% of the stopover visitors that used the tour operator/travel agent to book their reservations in 2009:***
  - 33% of them booked their transfers from the airport and other transfers with the TO/TA
  - 15% of them booked their on-island activities with the TO/TA
  - 4% of them booked their rental car with the TO/TA

**DID YOU USE AN ONLINE SERVICE TO BOOK ANY OF YOUR RESERVATIONS  
ISLANDS OF THE BAHAMAS  
2009**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	64%	67%	66%	53%
No	35%	33%	34%	46%
No Response	0%	1%	0%	0%
Total	100%	100%	100%	100%

65.6% of Americans used online service, 58.4% of Canadians used online service, and 55.9% of Europeans used an online service.

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



- Visitors to The Out Islands used online services less than those to Nassau/P.I. and Grand Bahama.
- 64% of the stopovers to the Bahamas said that they had used an online service to book some or all of their reservations to the Bahamas.
- 67% of them to Nassau/Paradise Island used an online service to book their reservations.
- 66% of them to Grand Bahama used an online service to book their reservations.
- 53% 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 or other type of accommodation, airlines, etc.

**WHAT ITEMS DID YOU BOOK ONLINE  
ISLANDS OF THE BAHAMAS  
2009**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
Airline	88%	86%	90%	90%
Hotel	58%	62%	55%	46%
Transfers	13%	15%	10%	6%
On-island Activities	10%	10%	11%	8%
Rental Car	7%	4%	11%	11%
No Response	7%	8%	4%	4%

- ***Of the 64% of the stopover visitors that used the Internet to book their reservations in 2009:***
  - 88% of them booked their airline online
  - 58% of them booked their hotel online
  - 13% of them booked their transfers from the airport online
  - 10% of them booked their on-island activities online
  - 7% of them booked their rental car online
  
- It is clear that many stopover visitors are using a combination of methods to book their reservations to the Bahamas. Some of them are booking their airline online and then booking their hotel directly by phone or with a tour operator/travel agent.
- A higher percentage of stopovers used a tour operator/travel agent (33%) to book their transfers than those who used an online service (13%). Despite the use of tour operators and online services to book transfers it is clear that many stopovers are still waiting until they arrive in the destination to book their transfers, for example directly with the taxi drivers at the airport, etc.
- A higher percentage of stopovers used a tour operator/travel agent (15%) to book their on-island activities than those who used an online service (10%).
- Rental cars that were booked by visitors were primarily booked directly with the rental car company either before or after the visitor arrived in The Bahamas. Tour Operators/Travel Agents and Online services were not used heavily to book this service.

**MOST POPULAR ONLINE BOOKING SERVICES USED  
STOPOVERS TO THE ISLANDS OF THE BAHAMAS  
2009**

Expedia.com	Ba.com	Tripcentral.ca
Atlantis.com	Gradcity.com	Tui.com
Orbitz.com	Itravel2000.com	Airmiles.co.uk
Jetblue.com	Vacationstogo.com	Ytb.com
Travelocity.com	Hotels.com	Conquestvacations.com
Aa.com	Hotwire.com	Lastminute.com
Sandals.com	Cheapoair.com	Redtag.ca
Cheapcaribbean.com	Breezes.com	Uniworltravel.com
Usairwaysvacations.com	Starwoodvacationownership.com	Classicvacations.com
Westjet.com	Superclubs.com	Trafalgartours.com
Continental.com	Intervalworld.com	Greattimesvacation.com
Delta.com	Nwa.com	Vision2000.ca
Spiritair.com	Xtremetrips.com	Trailfinders.com
Priceline.com	Selloffvacations.com	Riu.com
Aircanada.com	Wyndham.com	United.com
Cheaptickets.com	Bcdtravel.com	Dialaflight.com
Bahamasair.com	Yahoo.com	Kayak.com
Carlsonwagonlit.com	Tdtravelrewards.com	Paradiseislandvacations.com
Bookit.com	Virgin-atlantic.com	Gobahama.com
Bahamas.com	Mexicana.com	oliviatravel.com/olivia.com

This list is not all-inclusive of every online service used. The online services listed in yellow were the most popular.  
(Source: Immigration Cards and Tour Media Exit Survey, 2009)

- *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.*

**MOST POPULAR ONLINE BOOKING SERVICES USED  
STOPOVERS TO NASSAU/PARADISE ISLAND  
2009**

Expedia.com	Gradcity.com	Virgin-atlantic.com
Atlantis.com	Itravel2000.com	Classicvacations.com
Orbitz.com	Bahamas.com	Tui.com
Jetblue.com	Vacationstogo.com	Redtag.ca
Travelocity.com	Hotels.com	Intervalworld.com
Sandals.com	Costco travel	Uniworltravel.com
Aa.com	Breezes.com	Riu.com
Usairwaysvacations.com	Hotwire.com	Trafalgartours.com
Westjet.com	Superclubs.com	Paradiseislandvacations.com
Cheapcaribbean.com	Starwoodvacationownership.com	Airmiles.co.uk
Delta.com	Nwa.com	Vision2000.ca
Aircanada.com	Cheapoair.com	Ytb.com
Priceline.com	Selloffvacations.com	Trailfinders.com
Spiritair.com	Wyndham.com	Lastminute.com
Continental.com	Mexicana.com	Thompsontravel.com
Bahamasair.com	Tdtravelrewards.com	Airfulfillment.com
Cheaptickets.com	Bedtravel.com	Dialaflight.com
Bookit.com	Tripcentral.ca	United.com
Carlsonwagonlit.com	Yahoo.com	Kayak.com
Ba.com	Conquestvacations.com	

This list is not all-inclusive of every online service used. The online services listed in yellow were the most popular.  
(Source: Immigration Cards and Tour Media Exit Survey, 2009)

**MOST POPULAR ONLINE BOOKING SERVICES USED  
STOPOVERS TO GRAND BAHAMA ISLAND  
2009**

Expedia.com	Hotels.com	United.com
Orbitz.com	Gobahama.com	Tui.com
Cheapcaribbean.com	Cheapoair.com	Airmiles.co.uk
Travelocity.com	Vacationstogo.com	Exit-reizen.nl
Aa.com	Wyndham.com	Kayak.com
Usairwaysvacations.com	Aircanada.com	Opodo.com
Spiritair.com	Bahamasun.com	Dialaflight.com
Xtremetrips.com	Ba.com	Meiers-weltreisen.de
Cheaptickets.com	Starwoodvacationownership.com	Canusatours.com
Delta.com	Itravel2000.com	Hotelplan.com
Priceline.com	Hollandamerica.com	Onetravel.com
Jetblue.com	Bookit.com	Vwti.com
Intervalworld.com	Grandbahamavacations.com	Aol.com
Bahamas.com	Lastminute.com	Ebookers.com
Westjet.com	Virgin-atlantic.com	Griffintravel.co.uk
Continental.com	Nwa.com	Tdtravelrewards.com
Hotwire.com	Yahoo.com	Trafalgartours.com
Bahamasair.com	Dertour.de	Selloffvacations.com
Carlsonwagonlit.com	Ytb.com	Atlantis.com
Greattimesvacations.com	Bcdtravel.com	Worldtvl.com

This list is not all-inclusive of every online service used. The online services listed in yellow were the most popular.

Some visitors went to more than one island and for that reason some websites that are Nassau are seen in the above table.

(Source: Immigration Cards and Tour Media Exit Survey, 2009)



**MOST POPULAR ONLINE BOOKING SERVICES USED  
STOPOVERS TO THE OUT ISLANDS  
2009**

Expedia.com	Watermakersair.com	Ytb.com
Orbitz.com	Nwa.com	Explorers.co.uk
Aa.com	Hotwire.com	Gradcity.com
Continental.com	Vision2000.ca	Virgin-atlantic.com
Travelocity.com	Hotels.com	Dialaflight.com
Bahamasair.com	Trailfinders.com	Tui.com
Jetblue.com	Itravel2000.com	Tdtravelrewards.com
Cheaptickets.com	Majestic tours	Vacationstogo.com
Wildquest.com	Atlantis.com	Bcdtravel.com
Carlsonwagonlit.com	Cheapcaribbean.com	Onetravel.com
Westjet.com	Superclubs.com	Bahamasvacations.com
Usairwaysvacations.com	Opodo.com	Vwti.com
Bahamas.com	Selecttour.com	Virtuallythere.com
Priceline.com	Yahoo.com	Royalcaribbeancruiseline.com
Oliviatravel.com	Dertour.de	Travizon.com
Aircanada.com	Hotelpplan.com	United.com
Delta.com	Kayak.com	Uniworltravel.com
Ba.com	Airmiles.co.uk	Breezes.com
Cheapoair.com	Flybia.com	Lastminute.com
Spiritair.com	Worldtv.com	Aol.com

This list is not all-inclusive of every online service used. All of the airline sites do not necessarily fly into the Out Islands.

Some visitors went to more than one island and for that reason some websites that are Nassau are seen in the above table.

The online services listed in yellow were the most popular.

(Source: Immigration Cards and Tour Media Exit Survey, 2009)

**TOP 35 TOUR OPERATORS/TRAVEL AGENTS/ONLINE SERVICES USED BY VISITORS  
ISLANDS OF THE BAHAMAS  
2009**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
1	EXPEDIA.COM	EXPEDIA.COM	DISCOVERY CRUISE LINE	CLUB MED
2	ATLANTIS.COM	ATLANTIS.COM	EXPEDIA.COM	EXPEDIA.COM
3	ORBITZ.COM	ORBITZ.COM	ORBITZ.COM	ORBITZ.COM
4	LIBERTY TRAVEL	LIBERTY TRAVEL	CHEAPCARIBBEAN.COM	AA.COM
5	JETBLUE.COM	JETBLUE.COM	TRAVELCITY.COM	CONTINENTAL.COM
6	TRAVELCITY.COM	AMERICAN EXPRESS TRAVEL	AA.COM	AUTEC
7	AMERICAN EXPRESS TRAVEL	TRAVELCITY.COM	SECURITY TRAVEL	TRAVELCITY.COM
8	DISCOVERY CRUISE LINE	SANDALS.COM	USAIRWAYS VACATIONS.COM	AMERICAN EXPRESS TRAVEL
9	AA.COM	AAA TRAVEL	RCI TRAVEL	IFS
10	SANDALS.COM	AA.COM	STUDENT CITY	BAHAMASAIR.COM
11	CHEAPCARIBBEAN.COM	USAIRWAYS VACATIONS.COM	SPIRITAIR.COM	JETBLUE.COM
12	AAA TRAVEL	WESTJET.COM	LIBERTY TRAVEL	CHEAPTICKETS.COM
13	USAIRWAYS VACATIONS.COM	CHEAPCARIBBEAN.COM	XTREMETRIPS.COM	WILDQUEST.COM
14	CLUB MED	DELTA.COM	AMERICAN EXPRESS TRAVEL	CARLSONWAGONLIT.COM
15	WESTJET.COM	AIRCANADA.COM	CHEAPTICKETS.COM	WESTJET.COM
16	CONTINENTAL.COM	PRICELINE.COM	DELTA.COM	USAIRWAYS VACATIONS.COM
17	DELTA.COM	SPIRITAIR.COM	PRICELINE.COM	BAHAMAS.COM
18	SPIRITAIR.COM	CONTINENTAL.COM	JETBLUE.COM	PRICELINE.COM
19	PRICELINE.COM	BAHAMASAIR.COM	ASI TRAVEL	AAA TRAVEL
20	AIRCANADA.COM	CHEAPTICKETS.COM	INTERVALWORLD.COM	TWIN AIR CALYPSO
21	CHEAPTICKETS.COM	BOOKIT.COM	AAA TRAVEL	OLIVIATRAVEL.COM/OLIVIA.COM
22	BAHAMASAIR.COM	CARLSONWAGONLIT.COM	BAHAMAS.COM	THOMAS COOK
23	CARLSONWAGONLIT.COM	BA.COM	WESTJET.COM	AIRCANADA.COM
24	BOOKIT.COM	GRADCITY.COM	CONTINENTAL.COM	DELTA.COM
25	BAHAMAS.COM	FLIGHT CENTER	THOMAS COOK	BA.COM
26	BA.COM	GOGO TOURS	HOTWIRE.COM	VIAGGI DEL VENTAGLIO
27	RCI TRAVEL	ITRAVEL2000.COM	BAHAMASAIR.COM	CHEAPOAIR.COM
28	FLIGHT CENTER	BAHAMAS.COM	SUMMERBAY RESORTS	RCI TRAVEL
29	GRADCITY.COM	VACATIONSTOGO.COM	CARLSONWAGONLIT.COM	LIBERTY TRAVEL
30	GOGO TOURS	UNIQUE VACATIONS	SPECIAL T TRAVEL	SPIRITAIR.COM
31	ITRAVEL2000.COM	SUNQUEST TOURS	GREATTIMES VACATION.COM	WORLDTVL.COM
32	VACATIONSTOGO.COM	HOTELS.COM	HOTELS.COM	WATERMAKERSAIR.COM
33	HOTELS.COM	COSTCO TRAVEL	APPALACHIA TRAVEL	FLIGHT CENTER
34	COSTCO TRAVEL	APPLE VACATIONS	GOBAMA.COM	FOUR SEASONS TRAVEL
35	HOTWIRE.COM	BREEZES.COM	CHEAPOAIR.COM	PRO TRAVEL

**TOP 35 TOUR OPERATORS/TRAVEL AGENTS/ONLINE SERVICES USED BY VISITORS  
ISLANDS OF THE BAHAMAS  
2009**

	<b>Abaco</b>	<b>Andros</b>	<b>Bimini</b>	<b>Total Eleuthera</b>
1	ORBITZ.COM	AUTEC	EXPEDIA.COM	EXPEDIA.COM
2	EXPEDIA.COM	EXPEDIA.COM	WILDQUEST.COM	CONTINENTAL.COM
3	AA.COM	WATERMAKERSAIR.COM	CONTINENTAL.COM	ORBITZ.COM
4	CONTINENTAL.COM	IFS	TRAVELOCITY.COM	AMERICAN EXPRESS TRAVEL
5	BAHAMASAIR.COM	ORBITZ.COM	ORBITZ.COM	TWIN AIR
6	TRAVELOCITY.COM	CONTINENTAL.COM	RCI TRAVEL	TRAVELOCITY.COM
7	AMERICAN EXPRESS TRAVEL	TRAVELOCITY.COM	JETBLUE.COM	JETBLUE.COM
8	CHEAPTICKETS.COM	FRONTIERS TRAVEL	WESTJET.COM	AA.COM
9	PRICELINE.COM	WESTJET.COM	BIA	USAIRWAYSVACATIONS.COM
10	AAA TRAVEL	JETBLUE.COM	SPIRITAIR.COM	BAHAMAS.COM
11	CHEAPOAIR.COM	USAIRWAYSVACATIONS.COM	USAIRWAYSVACATIONS.COM	CHEAPTICKETS.COM
12	BAHAMAS.COM	AIRCANADA.COM	AA.COM	BA.COM
13	WESTJET.COM	AMERICAN EXPRESS TRAVEL	AIRCANADA.COM	PRICELINE.COM
14	TWIN AIR	CHEAPTICKETS.COM	CHEAPTICKETS.COM	DELTA.COM
15	AIRCANADA.COM	SPIRITAIR.COM	HOTWIRE.COM	BAHAMASAIR.COM
16	LIBERTY TRAVEL	PRICELINE.COM	FLYBIA.COM	CARLSONWAGONLIT.COM
17	CARLSONWAGONLIT.COM	CARLSONWAGONLIT.COM	DELTA.COM	AIRCANADA.COM
18	ODYSSEY TRAVEL	BA.COM	BAHAMAS.COM	PRO TRAVEL
19	BA.COM	AA.COM	AMERICAN EXPRESS TRAVEL	FLIGHT CENTER
20	DELTA.COM	WORLDTVL.COM	HOTELS.COM	AAA TRAVEL
21	USAIRWAYSVACATIONS.COM	NWA.COM	BAHAMASAIR.COM	CHEAPOAIR.COM
22	JETBLUE.COM	FLIGHT CENTER	AAA TRAVEL	LIBERTY TRAVEL
23	SUPERCLUBS.COM	FLAMINGO TOURS	CHEAPOAIR.COM	WORLDTVL.COM
24	TRAVEL LEADERS	DISCOVERY CRUISE LINE	PRICELINE.COM	VIAGGI DEL VENTAGLIO
25	FLIGHT CENTER	SANDERS TRAVEL	ADVENTURE TOURS	ALTOUR INTERNATIONAL
26	WORLDTVL.COM	BAHAMASAIR.COM	CHEAPCARIBBEAN.COM	WESTJET.COM
27	RCI TRAVEL	UNITED.COM	BA.COM	MAJESTIC TOURS
28	NWA.COM	VACATION STATION	NWA.COM	HOTELS.COM
29	ATLANTIS.COM	DELTA.COM	INTERVALWORLD.COM	BAHAMASVACATIONS.COM
30	TRAVEL ADVANTAGE	AAA TRAVEL	AIR JAMAICA	AIRMILES.CO.UK
31	TRAILFINDERS.COM	MAJESTIC TOURS	THE TRAVEL STORE	NWA.COM
32	CAA	SELLOFFVACATIONS.COM	REDTAG.CA	ADVENTURE TOURS
33	CHEAPCARIBBEAN.COM	COVINGTON TRAVEL	CARLSONWAGONLIT.COM	SPIRITAIR.COM
34	YAHOO.COM	ROYALCARIBBEANCRUISELINE.COM	LIBERTY TRAVEL	CHEAPCARIBBEAN.COM
35	GRADCITY.COM	VISTA TRAVEL	TRAVEL CONNECTIONS	THOMAS COOK

**TOP 35 TOUR OPERATORS/TRAVEL AGENTS/ONLINE SERVICES USED BY VISITORS  
ISLANDS OF THE BAHAMAS  
2009**

	<b>Exuma</b>	<b>Harbour Island</b>	<b>San Salvador</b>
1	AA.COM	EXPEDIA.COM	CLUB MED
2	EXPEDIA.COM	ORBITZ.COM	IFS
3	ORBITZ.COM	CONTINENTAL.COM	OLIVIATRAVEL.COM
4	AMERICAN EXPRESS TRAVEL	AMERICAN EXPRESS TRAVEL	THOMAS COOK
5	CONTINENTAL.COM	JETBLUE.COM	VIAGGI DEL VENTAGLIO
6	CARLSONWAGONLIT.COM	TRAVELOCITY.COM	CARLSONWAGONLIT.COM
7	TRAVELOCITY.COM	AA.COM	VISION2000.CA
8	FOUR SEASONS TRAVEL	USAIRWAYSVACATIONS.COM	SELECTTOUR.COM
9	WORLDTVL.COM	BAHAMAS.COM	CAA
10	WATERMAKERSAIR.COM	BA.COM	EXPEDIA.COM
11	JETBLUE.COM	LIBERTY TRAVEL	LIBERTY TRAVEL
12	CHEAPTICKETS.COM	DELTA.COM	ORBITZ.COM
13	AAA TRAVEL	TWIN AIR	CONTINENTAL.COM
14	WESTJET.COM	WORLDTVL.COM	BAHAMASAIR.COM
15	BAHAMAS.COM	AIRCANADA.COM	SPIRITAIR.COM
16	UNIQUE VACATIONS	ALTOUR INTERNATIONAL	PARK TRAVEL
17	BA.COM	PRICELINE.COM	AAA TRAVEL
18	USAIRWAYSVACATIONS.COM	BAHAMASAIR.COM	UNIGLOBE TRAVEL
19	PRO TRAVEL	HOTELS.COM	TRAVEL CONCEPTS
20	PRICELINE.COM	CARLSONWAGONLIT.COM	AMERICAN EXPRESS TRAVEL
21	BAHAMASAIR.COM	FLIGHT CENTER	FLIGHT CENTER
22	EXPLORERS.CO.UK	CHEAPTICKETS.COM	WESTJET.COM
23	AIRCANADA.COM	MAJESTIC TOURS	TRAVEL SENSATIONS
24	VIAGGI DEL VENTAGLIO	VIAGGI DEL VENTAGLIO	GLOBE TRAVEL
25	DELTA.COM	PRO TRAVEL	TRAVEL UNLIMITED
26	MARITZ TRAVEL	GOGO TOURS	HAVANA TOURS
27	ALTOUR INTERNATIONAL	THOMAS COOK	BLUVACANZE.IT
28	HOTELPLAN.COM	AAA TRAVEL	TRAVELOCITY.COM
29	LIBERTY TRAVEL	WESTJET.COM	GOGO TOURS
30	ITRAVEL2000.COM	CHEAPOAIR.COM	JETAIR.COM
31	OPODO.COM	AIRJOURNEY.COM	SEARS TRAVEL
32	BLACKBEARDS CHARTERS	KUONI	MARLIN TRAVEL
33	CLASSICVACATIONS.COM	SPIRITAIR.COM	BAHAMAS.COM
34	CHEAPOAIR.COM	HOTELPLAN.COM	HOUSE OF TRAVEL
35	UNIWORLDTRAVEL.COM	STA TRAVEL	ALTOUR INTERNATIONAL

Source:Immigration Cards

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

	2009	2008
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	70%	70%
Business	6%	7%
Honeymoon	5%	5%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	59%	60%
Climate	51%	51%
Rest and Relaxation	42%	43%
<b>LIKELY RETURN IN 1-5 YEARS</b>	87%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>	93%	93%
<b>USED TRAVEL AGENT</b>	28%	30%
<b>AGE*</b>		
25 - 54 years old	55%	56%
55 years old or older	20%	19%
<b>SEX*</b>		
Male	49%	49%
Female	48%	48%
<b>RACE</b>		
White	82%	82%
Black	7%	7%
Hispanic	4%	4%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	3%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
<b>EDUCATION</b>		
College Graduate or Above	66%	67%
<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	8%	7%
\$50,001 to \$75,000	11%	10%
\$75,001 or more	61%	62%
<b>PREVIOUS VISITS</b>		
First Time Visitor	39%	41%
Repeat Visitor	61%	59%
<b>TRAVELLING PARTY SIZE</b>		
One	18%	16%
Two	42%	44%
Three or more	37%	37%
<b>HOUSEHOLD SIZE</b>		
One	14%	12%
Two	39%	38%
Three-Four	35%	38%
<b>COUNTRY OF ORIGIN</b>		
USA	81%	81%
Canada	8%	8%
Europe	6%	6%
Other Countries	6%	5%
<b>AVERAGE LENGTH OF STAY</b>	6.8 nts.	6.6 nts.

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

\*Source: Tour Operator & Media Exit Study.

In 2009, Likelihood to return: Very Likely=61.2% and Somewhat Likely=25.5%, Likelihood to Recommend: VL= 70% and SL=23.2%. All numbers are subject to revision.

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE**  
**NASSAU/PARADISE ISLAND**  
**2009**

	Nassau/Paradise Island	All Bahamas
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	71%	70%
Business	6%	6%
Honeymoon	5%	5%
Visit Friends/Relatives	5%	6%
Attend Wedding	5%	4%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	59%	59%
Climate	51%	51%
Rest and Relaxation	42%	42%
Hotel Facilities	31%	24%
Friendly People	26%	27%
Easy to get to	24%	22%
Never Been Here Before	20%	20%
Casinos	13%	10%
Safety of Islands	16%	17%
Good Package Deals Offered	16%	14%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	84%	83%
Rest and Relax	76%	74%
Shop	37%	34%
Go To Casinos	31%	25%
Go Snorkeling	29%	33%
Go on Island Tour	16%	17%
<b>LIKELY RETURN IN 1-5 YEARS</b>		
	86%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>		
	93%	93%
<b>USED TRAVEL AGENT</b>		
	30%	28%
<b>AGE*</b>		
25 - 54 years old	56%	55%
55 years old or older	18%	20%
<b>SEX*</b>		
Male	47%	49%
Female	50%	48%
<b>RACE</b>		
White	80%	82%
Black	8%	8%
Hispanic	4%	4%
Mixed Race/Mixed Heritage	4%	3%
Asian/Pacific Islander	4%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
NASSAU/PARADISE ISLAND  
2009**

<b>EDUCATION</b>		
College Graduate or Above	66%	66%
<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	7%	8%
\$50,001 to \$75,000	11%	11%
\$75,001 or more	63%	61%
<b>PREVIOUS VISITS</b>		
First Time Visitor	41%	39%
Repeat Visitor	59%	61%
<b>TRAVELLING PARTY SIZE</b>		
One	17%	18%
Two	44%	42%
Three or more	37%	37%
<b>HOUSEHOLD SIZE</b>		
One	13%	14%
Two	38%	39%
Three-Four	36%	35%
<b>COUNTRY OF ORIGIN</b>		
USA	79%	81%
Canada	10%	8%
Europe	5%	6%
Other Countries	6%	6%
<b>AVERAGE LENGTH OF STAY</b>	6.1 nts.	6.8 nts.

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

\*Source: Tour Operator & Media Exit Study.

In 2009, Likelihood to return: Very Likely=59.6% and Somewhat Likely=26.8%, Likelihood to Recommend: VL= 68.3% and SL=24.4%. All numbers are subject to revision.

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
GRAND BAHAMA ISLAND  
2009**

	Grand Bahama	All Bahamas
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	69%	70%
Business	9%	6%
Visit Friends/Relatives	5%	6%
Honeymoon	4%	5%
Convention/Conference	3%	2%
Attend Wedding	3%	4%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	59%	59%
Climate	50%	51%
Rest and Relaxation	44%	42%
Friendly People	27%	27%
Never Been Here Before	24%	20%
Easy to Get to	22%	22%
Hotel Facilities	14%	24%
Safety of Islands	15%	17%
Best Value for Money	14%	9%
Good Package Deals	14%	14%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	84%	83%
Rest and Relax	75%	74%
Shop	42%	34%
Go Snorkeling	34%	29%
Go To Casinos	23%	25%
Go on Island Tour	20%	17%
<b>LIKELY RETURN IN 1-5 YEARS</b>		
	84%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>		
	92%	93%
<b>USED TRAVEL AGENT</b>		
	23%	28%
<b>AGE*</b>		
25 - 54 years old	56%	55%
55 years old or older	21%	20%
<b>SEX*</b>		
Male	50%	49%
Female	48%	48%
<b>RACE</b>		
White	80%	82%
Black	9%	8%
Hispanic	4%	4%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	3%	3%
American Indian/Alaska Native	1%	0%
Other	0%	0%



**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
GRAND BAHAMA ISLAND  
2009**

<b>EDUCATION</b>		
College Graduate or Above	64%	66%
<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	11%	8%
\$50,001 to \$75,000	13%	11%
\$75,001 or more	57%	61%
<b>PREVIOUS VISITS</b>		
First Time Visitor	41%	39%
Repeat Visitor	60%	61%
<b>TRAVELLING PARTY SIZE</b>		
One	23%	18%
Two	43%	42%
Three or more	32%	37%
<b>HOUSEHOLD SIZE</b>		
One	15%	14%
Two	43%	39%
Three-Four	32%	35%
<b>COUNTRY OF ORIGIN</b>		
USA	81%	81%
Canada	6%	8%
Europe	8%	6%
Other Countries	5%	6%
<b>AVERAGE LENGTH OF STAY</b>	6.5 nts.	6.8 nts.

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

\*Source: Tour Operator & Media Exit Study.

In 2009, Likelihood to return: Very Likely=58.3% and Somewhat Likely=25.6%, Likelihood to Recommend: VL= 66.2% and SL=25.3%. All numbers are subject to revision.

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
OUT ISLANDS  
2009**

	Out Islands	All Bahamas
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	67%	70%
Other	8%	3%
Business	6%	6%
Visiting Friends and Relatives	7%	6%
Honeymoon	3%	5%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	60%	59%
Climate	48%	51%
Rest and Relaxation	40%	42%
Friendly People	34%	27%
Sports	24%	11%
Safety of Islands	21%	17%
Easy to get to	17%	22%
Hotel Facilities	12%	24%
Exotic Islands	16%	12%
Never Been Here Before	17%	20%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	78%	83%
Rest and Relax	67%	74%
Go Snorkeling	49%	33%
Go Diving	19%	11%
Go on Island Tour	16%	17%
Go Bonefishing	12%	4%
Shop	15%	34%
Sailing	14%	7%
Deep Sea Fishing	11%	6%
<b>LIKELY RETURN IN 1-5 YEARS</b>	91%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>	96%	93%
<b>USED TRAVEL AGENT</b>	24%	28%
<b>AGE*</b>		
25 - 54 years old	52%	55%
55 years old or older	26%	20%
<b>SEX*</b>		
Male	55%	49%
Female	42%	48%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
OUT ISLANDS  
2009**

<b>RACE</b>		
White	90%	82%
Black	3%	8%
Hispanic	3%	4%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	1%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
<b>EDUCATION</b>		
College Graduate or Above	71%	66%
<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	8%	8%
\$50,001 to \$75,000	10%	11%
\$75,001 or more	57%	61%
<b>PREVIOUS VISITS</b>		
First Time Visitor	32%	39%
Repeat Visitor	68%	61%
<b>TRAVELLING PARTY SIZE</b>		
One	19%	18%
Two	34%	42%
Three or more	42%	37%
<b>HOUSEHOLD SIZE</b>		
One	17%	14%
Two	40%	39%
Three-Four	31%	35%
<b>COUNTRY OF ORIGIN</b>		
USA	85%	81%
Canada	5%	8%
Europe	7%	6%
Other Countries	3%	6%
<b>AVERAGE LENGTH OF STAY</b>	9.8 nts.	6.8 nts.

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

\*Source: Tour Operator & Media Exit Study. All numbers are subject to revision.

In 2009, Likelihood to return: Very Likely=70.2% and Somewhat Likely=20.4%, Likelihood to Recommend: VL= 79.8% and SL=16.3%.

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
ABACO ISLAND  
2009**

	<b>Abaco</b>	<b>All Bahamas</b>
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	64%	70%
Business	6%	6%
Honeymoon	2%	5%
Other	4%	3%
To Attend Wedding	6%	4%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	57%	59%
Rest and Relaxation	48%	42%
Climate	48%	51%
Friendly People	39%	27%
Had Friends in the Bahamas	22%	10%
Safety of Islands	20%	17%
Friend Recommended Bahamas	18%	12%
Never Been Here Before	16%	20%
Easy to Get to	15%	22%
Sporting Attractions	13%	11%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	75%	83%
Rest and Relax	66%	74%
Go Snorkeling	45%	33%
Shop	23%	34%
Sailing	21%	7%
Go Deep Sea Fishing	18%	6%
Diving	15%	11%
<b>LIKELY RETURN IN 1-5 YEARS</b>	94%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>	97%	93%
<b>USED TRAVEL AGENT</b>	11%	28%
<b>AGE*</b>		
25 - 54 years old	48%	55%
55 years old or older	30%	20%
<b>SEX*</b>		
Male	54%	49%
Female	43%	48%
<b>RACE</b>		
White	87%	82%
Black	2%	7%
Hispanic	3%	4%
Mixed Race/Mixed Heritage	5%	3%
Asian/Pacific Islander	1%	3%
American Indian/Alaska Native	0%	0%
Other	1%	0%
<b>EDUCATION</b>		
College Graduate or Above	71%	66%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
ABACO ISLAND  
2009**

<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	6%	8%
\$50,001 to \$75,000	9%	11%
\$75,001 or more	61%	61%
<b>PREVIOUS VISITS</b>		
First Time Visitor	26%	39%
Repeat Visitor	73%	61%
<b>TRAVELLING PARTY SIZE</b>		
One	18%	18%
Two	26%	42%
Three or more	49%	37%
<b>HOUSEHOLD SIZE</b>		
One	19%	14%
Two	35%	39%
Three-Four	31%	35%
<b>COUNTRY OF ORIGIN</b>		
USA	91%	81%
Canada	4%	8%
Europe	4%	6%
Other Countries	2%	6%
<b>AVERAGE LENGTH OF STAY</b>	10.5 nts.	6.8 nts.

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

\*Source: Tour Operator & Media Exit Study 2009.

In 2009, Likelihood to return: Very Likely=77.3% and Somewhat Likely=17.1%, Likelihood to Recommend: VL= 85.6% and SL=10.9%. All numbers are subject to revision.

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
ANDROS ISLAND  
2009**

	Andros	All Bahamas
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	63%	70%
Other	17%	3%
Business	4%	6%
Visiting Friends and Relatives	5%	6%
Honeymoon	4%	5%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Sporting Attractions	46%	11%
Beaches	42%	59%
Climate	41%	51%
Rest and Relaxation	33%	42%
Friendly People	30%	27%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	55%	83%
Rest and Relax	50%	74%
Go Snorkeling	36%	33%
Go Bonefishing	34%	4%
Go Diving	34%	11%
<b>LIKELY RETURN IN 1-5 YEARS</b>		
	91%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>		
	96%	93%
<b>USED TRAVEL AGENT</b>		
	24%	28%
<b>AGE*</b>		
25 - 54 years old	50%	55%
55 years old or older	32%	20%
<b>SEX*</b>		
Male	59%	49%
Female	38%	48%
<b>RACE</b>		
White	91%	82%
Black	3%	7%
Hispanic	2%	4%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	2%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
<b>EDUCATION</b>		
College Graduate or Above	74%	66%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
ANDROS ISLAND  
2009**

<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	6%	8%
\$50,001 to \$75,000	11%	11%
\$75,001 or more	61%	61%
<b>PREVIOUS VISITS</b>		
First Time Visitor	35%	39%
Repeat Visitor	65%	61%
<b>TRAVELLING PARTY SIZE</b>		
One	20%	18%
Two	37%	42%
Three or more	38%	37%
<b>HOUSEHOLD SIZE</b>		
One	16%	14%
Two	41%	39%
Three-Four	32%	35%
<b>COUNTRY OF ORIGIN</b>		
USA	90%	81%
Canada	4%	8%
Europe	4%	6%
Other Countries	3%	6%
<b>AVERAGE LENGTH OF STAY</b>	10.2 nts.	6.8 nts.

Source: Tour Operator and Media Exit Survey 2009. Information on age, sex and avg. length of stay were obtained from immigration.

In 2009, Likelihood to return: Very Likely=68.8% and Somewhat Likely=21.8%, Likelihood to Recommend: VL= 78.7%

and SL=16.9%.

All numbers are subject to revision.

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE**  
**BIMINI**  
**2009**

	<b>Bimini</b>	<b>All Bahamas</b>
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	66%	70%
Business	5%	6%
Visting Friends & Relatives	4%	6%
Other	8%	3%
Honeymoon	2%	5%
To Attend Wedding	8%	4%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	63%	59%
Rest and Relaxation	40%	42%
Climate	39%	51%
Friendly People	29%	27%
Sporting Attractions	21%	11%
Exotic Islands	19%	12%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	83%	83%
Rest and Relax	62%	74%
Go Snorkeling	38%	33%
Go Deep Sea Fishing	29%	6%
Go Diving	19%	11%
<b>LIKELY RETURN IN 1-5 YEARS</b>	95%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>	100%	93%
<b>USED TRAVEL AGENT</b>	16%	28%
<b>AGE*</b>		
25 - 54 years old	54%	55%
55 years old or older	20%	20%
<b>SEX*</b>		
Male	58%	49%
Female	40%	48%
<b>RACE</b>		
White	73%	82%
Black	1%	7%
Hispanic	21%	4%
Mixed Race/Mixed Heritage	1%	3%
Asian/Pacific Islander	3%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
<b>EDUCATION</b>		
College Graduate or Above	59%	66%
<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	9%	8%
\$50,001 to \$75,000	11%	11%
\$75,001 or more	49%	61%



**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
BIMINI  
2009**

<b>PREVIOUS VISITS</b>		
First Time Visitor	23%	39%
Repeat Visitor	77%	61%
<b>TRAVELLING PARTY SIZE</b>		
One	16%	18%
Two	20%	42%
Three or more	60%	37%
<b>HOUSEHOLD SIZE</b>		
One	16%	14%
Two	36%	39%
Three-Four	41%	35%
<b>COUNTRY OF ORIGIN</b>		
USA	92%	81%
Canada	3%	8%
Europe	2%	6%
Other Countries	3%	6%
<b>AVERAGE LENGTH OF STAY</b>	8.1 nts.	6.8 nts.

Source: Tour Operator and Media Exit Survey 2009.

\*Information on age, sex and avg. length of stay were obtained from immigration card data.  
card data. In 2009, Likelihood to return: Very Likely=81.3% and Somewhat Likely=13.7%, Likelihood to Recommend: VL= 87.3%  
and SL=12.7%.

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
ELEUTHERA (INCLUDING HARBOUR ISL.)  
2009**

	Eleuthera	All Bahamas
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	69%	70%
Friends and Relatives	10%	6%
Business	7%	6%
Other	2%	3%
Honeymoon	3%	5%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	70%	59%
Climate	54%	51%
Rest and Relaxation	47%	42%
Friendly People	41%	27%
Safety of Islands	28%	17%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	86%	83%
Rest and Relax	74%	74%
Go Snorkeling	51%	33%
Shop	18%	34%
Go on Island Tour	13%	17%
<b>LIKELY RETURN IN 1-5 YEARS</b>	93%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>	97%	93%
<b>USED TRAVEL AGENT</b>	7%	28%
<b>AGE*</b>		
25 - 54 years old	53%	55%
55 years old or older	26%	20%
<b>SEX*</b>		
Male	52%	49%
Female	45%	48%
<b>RACE</b>		
White	93%	82%
Black	2%	7%
Hispanic	1%	4%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	1%	3%
American Indian/Alaska Native	1%	0%
Other	0%	0%
<b>EDUCATION</b>		
College Graduate or Above	66%	66%
<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	11%	8%
\$50,001 to \$75,000	11%	11%
\$75,001 or more	56%	61%
<b>PREVIOUS VISITS</b>		
First Time Visitor	26%	39%
Repeat Visitor	74%	61%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
ELEUTHERA (INCLUDING HARBOUR ISL.)  
2009**

<b>TRAVELLING PARTY SIZE</b>		
One	21%	18%
Two	35%	42%
Three or more	42%	37%
<b>HOUSEHOLD SIZE</b>		
One	15%	14%
Two	42%	39%
Three-Four	32%	35%
<b>COUNTRY OF ORIGIN</b>		
USA	87%	81%
Canada	4%	8%
Europe	7%	6%
Other Countries	3%	6%
<b>AVERAGE LENGTH OF STAY</b>	9.9 nts.	6.8 nts.

Source: Tour Operator and Media Exit Survey 2009. All numbers are subject to revision.

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

In 2009, Likelihood to return: Very Likely=77.6% and Somewhat Likely=14.9%, Likelihood to Recommend: VL= 82.2% and SL=15.2%

Avg. Length of Stay of visitors to Harbour Island is 6.7 nts.

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE**  
**EXUMA**  
**2009**

	Exuma	All Bahamas
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	74%	70%
Business	6%	6%
Friends and Relatives	8%	6%
Honeymoon	4%	5%
Attend Wedding	2%	4%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	56%	59%
Climate	46%	51%
Rest and Relaxation	42%	42%
Friendly People	31%	27%
Exotic Islands	24%	12%
Easy to Get to	21%	22%
Safety of the Islands	19%	17%
Had Friends in Bahamas	17%	10%
Sporting Attractions	17%	11%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	79%	83%
Rest and Relax	72%	74%
Go Snorkeling	47%	33%
Go on Island Tour	18%	17%
Sailing	18%	7%
Bonefishing	16%	4%
Shopping	15%	34%
Diving	14%	11%
<b>LIKELY RETURN IN 1-5 YEARS</b>	87%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>	93%	93%
<b>USED TRAVEL AGENT</b>	17%	28%
<b>AGE*</b>		
25 - 54 years old	55%	55%
55 years old or older	26%	20%
<b>SEX*</b>		
Male	51%	49%
Female	45%	48%
<b>RACE*</b>		
White	86%	82%
Black	6%	7%
Hispanic	2%	4%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	2%	3%
American Indian/Alaska Native	1%	0%
Other	0%	0%
<b>EDUCATION</b>		
College Graduate or Above	78%	66%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
EXUMA  
2009**

<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	6%	8%
\$50,001 to \$75,000	10%	11%
\$75,001 or more	58%	61%
<b>PREVIOUS VISITS</b>		
First Time Visitor	33%	39%
Repeat Visitor	67%	61%
<b>TRAVELLING PARTY SIZE</b>		
One	22%	18%
Two	39%	42%
Three or more	33%	37%
<b>HOUSEHOLD SIZE</b>		
One	16%	14%
Two	42%	39%
Three-Four	29%	35%
<b>COUNTRY OF ORIGIN</b>		
USA	82%	81%
Canada	5%	8%
Europe	8%	6%
Other Countries	4%	6%
<b>AVERAGE LENGTH OF STAY</b>	9.4 nts.	6.8 nts.

Source: Tour Operator and Media Exit Survey 2009.

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

In 2009, Likelihood to return: Very Likely=65.1% and Somewhat Likely=22.1%, Likelihood to Recommend: VL= 74.6% and SL=18.8%.

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
SAN SALVADOR  
2009**

	San Salvador	All Bahamas
<b>MAIN PURPOSE OF VISIT</b>		
Vacation	73%	70%
Business	2%	6%
Other	9%	3%
Honeymoon	6%	5%
<b>DECISION TO VISIT INFLUENCED BY:</b>		
Beaches	79%	59%
Climate	57%	51%
Sporting Attractions	35%	11%
Hotel Facilities	28%	24%
Rest and Relaxation	25%	42%
Exotic Islands	25%	12%
Never been Here Before	23%	20%
Friendly People	20%	27%
Safety of Islands	20%	17%
<b>ACTIVITIES VISITORS INTENDED TO DO</b>		
Enjoy Beaches	88%	83%
Rest and Relax	70%	74%
Go Snorkeling	59%	33%
Go Sailing	37%	7%
Go Diving	18%	11%
Go on Island Tour	15%	17%
<b>LIKELY RETURN IN 1-5 YEARS</b>	86%	87%
<b>LIKELY RECOMMEND TO FRIENDS/REL</b>	94%	93%
<b>USED TRAVEL AGENT</b>	66%	28%
<b>AGE*</b>		
25 - 54 years old	58%	55%
55 years old or older	21%	20%
<b>SEX*</b>		
Male	46%	49%
Female	50%	48%
<b>RACE*</b>		
White	95%	82%
Black	1%	7%
Hispanic	1%	4%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	1%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
<b>EDUCATION</b>		
College Graduate or Above	70%	66%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE  
SAN SALVADOR  
2009**

<b>ANNUAL HOUSEHOLD INCOME</b>		
\$25,001 to \$50,000	6%	8%
\$50,001 to \$75,000	4%	11%
\$75,001 or more	51%	61%
<b>PREVIOUS VISITS</b>		
First Time Visitor	47%	39%
Repeat Visitor	53%	61%
<b>TRAVELLING PARTY SIZE</b>		
One	11%	18%
Two	39%	42%
Three or more	48%	37%
<b>HOUSEHOLD SIZE</b>		
One	24%	14%
Two	36%	39%
Three-Four	30%	35%
<b>COUNTRY OF ORIGIN</b>		
USA	31%	81%
Canada	17%	8%
Europe	43%	6%
Other Countries	9%	6%
<b>AVERAGE LENGTH OF STAY</b>	8.7 nts.	6.8 nts.

Source: Tour Operator and Media Exit Survey 2009.

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

In 2009, Likelihood to return: Very Likely=61.8% and Somewhat Likely=23.9%, Likelihood to Recommend: VL= 83.8% and SL=10.4%.

## **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 friendly people they expected to meet in the destination, the hotel facilities (this was especially true for Nassau/Paradise Island), the ease of getting to the destination, the fact that they had never been to the Bahamas before, the perceived safety of the islands, the good package deals offered, and the exotic nature of the islands. Some of them were also influenced to visit because a friend had recommended the Bahamas. Visitors to Grand Bahama also mentioned the perceived best value for money expectation 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, snorkeling, etc.), and the fact that they had friends there.

Stopover visitors to the Bahamas wanted to participate in a number of different activities before they came to the islands. Most of them wanted to enjoy the beaches. Many of them wanted to simply “kick back” and relax. Some of them wanted to do some shopping (e.g. Nassau/P.I. & Grand Bahama), go snorkeling, go to the casinos (e.g. Nassau/P.I. & Grand Bahama), or take an island tour. Some of them wanted to go diving (e.g. Andros, Bimini, Exuma), sailing (e.g. Abaco, Exuma), deep sea fishing (Bimini), golfing and bone-fishing (e.g. Andros, Exuma). Some of them even wanted to go bird-watching (Abaco, Andros, Bimini, Eleuthera and San Salvador).

Stopovers came for vacation and wanted 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*** (*Some of the top Internet search engines and content providers for visitors to the Bahamas were: Google, Yahoo, AOL, and MSN*). 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***.

In addition to the Internet, some stopover visitors used the television when planning their vacations. Most stopover visitors said that they



watched television although all of them did not use TV specifically to plan their vacations. The favorite television networks/stations of visitors to the Islands of the Bahamas were: CNN (Specialty News Station), NBC (Network Station), ESPN (Specialty Cable Channel), ABC (Network Station), FOX (Network Station), CBS (Network Station), HBO (Specialty Cable Channel), Discovery Channel (Specialty Cable Channel), TNT (Specialty Cable Channel), the FOOD Network (Specialty Cable Channel), HGTV/Home and Garden Network (Specialty Cable Channel), FOXN (Specialty News Station), USA (Specialty Cable Channel), Travel Channel (Specialty Cable Channel), TLC (The Learning Channel) and MTV (Music Television).

Visitors to the Islands of the Bahamas primarily 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, Better Homes and Gardens, National Geographic Explorer, Cosmopolitan/Cosmo, In Style, Sports Illustrated, Newsweek, Good Housekeeping, O (Oprah), Glamour, Men's Health, Food & Wine, Economist, Readers Digest, Conde Nast Travel, US/US Weekly, Travel and Leisure, Bon Appetit, Ebony, Business Week, Architectural Digest, Southern Living, Vogue/Vogue Living, Essence, Essence, and Golf Digest.

In addition to magazines, some stopover visitors did read newspapers. Almost two thirds of the stopover visitors read newspapers regardless of planning a vacation but only one half read and used them to actually plan their vacations. Some of the top newspapers read by visitors to The Bahamas were: USA Today, The New York Times, Wall Street Journal, Washington Post, Toronto Star, Globe and Mail, Miami Herald, the Daily News, Boston Globe, New York Post, Sun Sentinel, Times, Atlanta Journal-Constitution, Newsday, the Chicago Tribune, the New York Daily News,

Financial Times, Sun/The Sun News, Denver Post and the Los Angeles Times.

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 (64%), some used tour operators and travel agents (28%) and some booked their reservations directly with the hotel or airline, etc. Others used a combination of methods. Stopover visitors to the Bahamas were more likely to book their airport transfers with a Tour Operator/Travel Agent than online however, many of them still preferred to wait until they arrived in the destination so that they could use the available transportation at the airports (e.g. taxis). In addition, stopover visitors to the Bahamas were more likely to book their on-island activities with a Tour Operator/Travel Agent than online however, many of them still preferred to wait until they arrived in the destination before they booked their on-island activities. Visitors who booked rental cars tended to do so directly and primarily with the rental car company either before or after their arrival in the Bahamas.

Some of the visitors to the Islands of the Bahamas who booked their reservations online used: expedia.com, atlantis.com, orbitz.com, jetblue.com, travelocity.com, aa.com, sandals.com, cheapcaribbean.com, Usairwaysvacations.com, westjet.com, continental.com, delta.com/deltavacations.com, spiritair.com, priceline.com, aircanada.com, cheaptickets.com, bahamasair.com, carlsonwagonlit.com, bookit.com, Bahamas.com, ba.com, gradcity.com, Itravel2000.com, vacationstogo.com, hotels.com, hotwire.com, cheapoair.com, breezes.com, starwoodvacationownership.com, superclubs.com, intervalworld.com, nwa.com, Xtremetrips.com, selloffvacations.com, wyndham.com, bcdtravel.com, yahoo.com, tdtravelrewards.com, virgin-atlantic.com, Mexicana.com, Tripcentral.ca, Tui.com, airmiles.co.uk, ytb.com, Conquestvacations.com, Lastminute.com, Redtag.ca, uniworldtravel.com, classicvacations.com, trafalgartours.com, greattimesvacation.com, vision2000.ca, trailfinders.com, Riu.com, united.com, dialaflight.com, kayak.com, paradiseislandvacations.com, oliviatravel.com/Olivia.com, gobahama.com, watermakersair.com, and Wildquest.com.

Some of the visitors to the Islands of the Bahamas who booked their reservations with a tour operator/travel agent used: Liberty Travel, American Express Travel, Discovery Cruise Line, AAA Travel/Triple AAA,

Club Med, RCI Travel, Flight Center, GOGO Tours, Costco Travel, Apple Vacations, Student City, Thomas Cook Travel, Unique Vacations, Sunquest Tours, Student City, ASI Travel, Security Travel, Special T Travel, Appalachia Travel, Autec (Research Facility), IFS (Research Facility), Viaggi Del Ventaglio, Four Seasons Travel, Pro Travel, Twin Air Calypso.

Stopover visitors used a plethora of ways to book their travel arrangements to the Bahamas. Whether stopover visitors booked their reservations online, with a tour operator/TA or directly it seemed that many of them preferred short lead times. The highest percentage of visitors booked their reservations 1-3 months in advance.

No matter how visitors to the Bahamas booked their reservations, it was clear that there were some commonalities between them. More than half of the visitors to the Islands of the Bahamas were repeat visitors. Eighty-seven percent (87%) of the stopovers said that they would return to the Bahamas in 1-5 years. Ninety-three percent (93%) said that they would recommend the Bahamas to their friends or relatives.

Visitors to The Islands of The Bahamas who were not likely to return or recommend the Bahamas to friends and relatives gave the following reasons: they wanted to visit other places, hotel dissatisfaction (e.g., poor accommodations, rude staff, poor hotel service), high prices (too expensive), poor service, lack of activities, and poor attitudes of the people.

Stopover visitors to the Bahamas were primarily white, between the ages of 25-54, college educated, with annual household incomes over \$75,000. In fact, almost half of them (47%) 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         | Best value for money..... [ ]12   |
| Climate..... [ ]2         | Good package deals..... [ ]13     |
| Safety of islands. [ ]3   | Rest & Relaxation..... [ ]14      |
| Hotel Facilities... [ ]4  | Heard a lot about the Bah. [ ]15  |
| Casinos..... [ ]5         | Friend recommended Bah [ ]16      |
| Nightlife..... [ ]6       | Had friends in the Bah..... [ ]17 |
| Sports (eg.diving)[ ]7    | Never been here before.... [ ]18  |
| Exotic Islands.... [ ]8   | Travel Agent/Tour Operat.[ ]19    |
| Shopping..... [ ]9        | Bahamas website..... [ ]20        |
| Friendly people... [ ]10  | Saw Ad on TV..... [ ]21           |
| Easy to get to..... [ ]11 | Saw Ad in Magazine..... [ ]22     |

Other\_\_\_\_\_

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

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

Other\_\_\_\_\_


**4. COMPARED WITH WHAT YOU EXPECTED, HOW WOULD YOU RATE EACH OF THE ITEMS LISTED BELOW? (PLEASE "X" ONE BOX FOR EACH ITEM)**

	Much Better	Better	The Same	Not As Good	Much Worse	Don't Know/ N/App.
Hotel Rooms.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6
Hotel Service.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6
Hotel Food.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6
Value for Money of Hotel.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6
Easy to get to.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6
Beaches.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6
Climate.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6
Attitude of the People.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6
Food in Restaurants.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6
Service in Restaurants.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6
Overall Value For Money.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6
Bahamas Overall.....	[ ]1	[ ]2	[ ]3	[ ]4	[ ]5	[ ]6

**5. WHEN DID YOU MAKE YOUR RESERVATIONS?  
(PLEASE "X" ONE BOX ONLY)**

- Same **week** of travel ..... [ ]1
- Same **month** of travel ..... [ ]2
- 1 to 3 months before travel..... [ ]3
- 4 to 7 months before travel..... [ ]4
- 8 to 12 months before travel.... [ ]5
- More than 12 months before travel. [ ]6

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

1. Yes [ ]    2. No [ ]  Go to question 8

7. **WHICH ONLINE SERVICE (S) DID YOU USE TO MAKE YOUR RESERVATIONS TO THE BAHAMAS? (PLEASE "X" AS MANY BOXES AS APPLY)**

<b>ONLINE BOOKING SERVICES USED</b>			
<b>ISLANDS OF THE BAHAMAS</b>			
Expedia.com	[ ]	11	<b>Other</b>
Travelocity.com	[ ]	12	Bahamas.com [ ] 126
Orbitz.com	[ ]	13	Bahamasvacations.com [ ] 127
Priceline.com	[ ]	14	Carlsongonlit.com [ ] 128
Hotwire.com	[ ]	15	Grandbahamavacations.com [ ] 129
Yahoo.com	[ ]	16	Gradcity.com [ ] 130
Google.com	[ ]	17	Intervalinternational.com [ ] 131
Hotels.com	[ ]	18	Kayak.com [ ] 132
Cheaptickets.com	[ ]	19	Libertytravel.com [ ] 133
Cheapflights.com	[ ]	110	Skyauction.com [ ] 134
Cheapcaribbean.com	[ ]	111	Virtuallythere.com [ ] 135
<b>Hotels</b>			<b>Airlines</b>
Atlantis.com	[ ]	112	AA.com [ ] 136
Bestwestern.com	[ ]	113	Aircanada.com [ ] 137
Breezes.com	[ ]	114	Airjamaica.ca [ ] 138
Fourseasons.com	[ ]	115	Ba.com [ ] 139
Hilton.com	[ ]	116	Bahamasair.com [ ] 140
Sandals.com	[ ]	117	Britishairways.com [ ] 141
Sheraton.com	[ ]	118	Continental.com [ ] 142
Starwood.com/westin.com	[ ]	119	Delta.com/deltavacations.com [ ] 143
Spg.com	[ ]	120	Firstchoice.co.uk [ ] 144
RCI.com	[ ]	121	Jetblue.com [ ] 145
Riu.com	[ ]	122	Mexicana.com [ ] 146
Wyndham.com	[ ]	123	Nwa.com [ ] 147
<b>Other</b>			Spiritair.com [ ] 148
Aol.com	[ ]	124	United.com [ ] 149
Americanexpress.com	[ ]	125	Usairwaysvacations.com [ ] 150

Other Internet Website (Please Write In) \_\_\_\_\_

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

1. Yes [ ]      2. No [ ]

Tour Operator &/or Travel Agent Used \_\_\_\_\_  
(Please write in)



**9. WHICH ITEMS DID YOU BOOK ONLINE/DIRECTLY OR WITH A TOUR OPERATOR/TRAVEL AGENT?**

Please "X" the Boxes That Apply

	Booked Online or Directly	Booked With Tour Operator/Travel Agent
Airline	[ ] 1	[ ] 1
Hotel	[ ] 2	[ ] 2
Rental Car	[ ] 3	[ ] 3
Transport Companies (e.g. transfers)	[ ] 4	[ ] 4
On-island activities (e.g. tours)	[ ] 5	[ ] 5

**10. 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)\_\_\_\_\_

**11. DO YOU WATCH TELEVISION?**

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

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

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_ a.m.    \_\_\_\_\_ p.m.

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

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

**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)\_\_\_\_\_

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

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

**What Newspapers Do You Read?** (Please “X” as Many as Appy)

- |                     |       |                              |       |
|---------------------|-------|------------------------------|-------|
| New York Times      | [ ]1  | Atlanta Journal Constitution | [ ]12 |
| USA Today           | [ ]2  | Chicago Tribune              | [ ]13 |
| Wall Street Journal | [ ]3  | Post                         | [ ]14 |
| New York Post       | [ ]4  | New York Daily News          | [ ]15 |
| Washington Post     | [ ]5  | Dallas Morning News          | [ ]16 |
| Miami Herald        | [ ]6  | Times                        | [ ]17 |
| Daily News          | [ ]7  | Orlando Sentinel             | [ ]18 |
| Newsday             | [ ]8  | Sun Sentinel                 | [ ]19 |
| Boston Globe        | [ ]9  | Palm Beach Post              | [ ]20 |
| Globe & Mail        | [ ]10 | Sun/The Sun News             | [ ]21 |
| Toronto Star        | [ ]11 | Denver Post                  | [ ]22 |

(Other Please Write In)

_____	_____
_____	_____

**15. DO YOU READ ANY MAGAZINES?**

1. Yes  2. No  → Go to question 16

**What Magazines Do You Read?**

Architectural Digest	<input type="checkbox"/> ]1	Men's Health	<input type="checkbox"/> ]26
Better Homes & Gardens (BHG)	<input type="checkbox"/> ]2	Money	<input type="checkbox"/> ]27
Bon Appetit	<input type="checkbox"/> ]3	National Geographic (Explorer)	<input type="checkbox"/> ]28
Business Week	<input type="checkbox"/> ]4	New Yorker	<input type="checkbox"/> ]29
Coastal	<input type="checkbox"/> ]5	Newsweek	<input type="checkbox"/> ]30
Conde Naste Travel	<input type="checkbox"/> ]6	O (Oprah)	<input type="checkbox"/> ]31
Cosmopolitan (Cosmo)	<input type="checkbox"/> ]7	Out	<input type="checkbox"/> ]32
Ebony	<input type="checkbox"/> ]8	People	<input type="checkbox"/> ]33
Economist (The)	<input type="checkbox"/> ]9	Reader's Digest	<input type="checkbox"/> ]34
Elle Decor	<input type="checkbox"/> ]10	Real Simple	<input type="checkbox"/> ]35
Essence	<input type="checkbox"/> ]11	Redbook	<input type="checkbox"/> ]36
Flex	<input type="checkbox"/> ]12	Salt Water Fisherman	<input type="checkbox"/> ]37
Fly Fishing	<input type="checkbox"/> ]13	Scuba	<input type="checkbox"/> ]38
Food & Wine	<input type="checkbox"/> ]14	Self	<input type="checkbox"/> ]39
Forbes	<input type="checkbox"/> ]15	Shape	<input type="checkbox"/> ]40
Glamour	<input type="checkbox"/> ]16	Southern Living	<input type="checkbox"/> ]41
Golf	<input type="checkbox"/> ]17	Sports Illustrated	<input type="checkbox"/> ]42
Golf Digest	<input type="checkbox"/> ]18	Star	<input type="checkbox"/> ]43
Good Housekeeping	<input type="checkbox"/> ]19	Time Magazine	<input type="checkbox"/> ]44
Gourmet	<input type="checkbox"/> ]20	Travel	<input type="checkbox"/> ]45
In Style	<input type="checkbox"/> ]21	Travel & Leisure	<input type="checkbox"/> ]46
In Touch/In Touch Weekly	<input type="checkbox"/> ]22	US/US Weekly	<input type="checkbox"/> ]47
Islands	<input type="checkbox"/> ]23	Vanity Fair	<input type="checkbox"/> ]48
Jet	<input type="checkbox"/> ]24	Vogue/Vogue Living	<input type="checkbox"/> ]49
Maximum/Maxim	<input type="checkbox"/> ]25	Woman's Day	<input type="checkbox"/> ]50

(Other Please Write In)

\_\_\_\_\_

\_\_\_\_\_

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

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

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

Yes.....[  ]1 No.....[  ]2 **If no, go to question 19**

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

(PLEASE "X" AS MANY BOXES AS APPLY)

- |   |  |  |
|---|--|--|
| AOL.....[ <input type="checkbox"/> ]1   | Lycos.....[ <input type="checkbox"/> ]5      | Dogpile.[ <input type="checkbox"/> ]14     |
| Yahoo... [ <input type="checkbox"/> ]2  | Alta Vista.....[ <input type="checkbox"/> ]6 | Earthlink.. [ <input type="checkbox"/> ]15 |
| Excite... [ <input type="checkbox"/> ]3 | Hotbot..... [ <input type="checkbox"/> ]7    | MSN.... [ <input type="checkbox"/> ]24     |
| Google [ <input type="checkbox"/> ]4    | Infoseek..... [ <input type="checkbox"/> ]8  |  |
| Other_____                              |  |  |

19. **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. 21

20. **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

21. **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?**\_\_\_\_\_

\_\_\_\_\_

22. **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?**\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

23. **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.**

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

\_\_\_\_\_PEOPLE

**25. WHERE DO YOU LIVE?**

United States  1 State:\_\_\_\_\_ Zip Code:\_\_\_\_\_

Canada .....  2 Province:\_\_\_\_\_ PostalCode:\_\_\_\_\_

Other (PLEASE WRITE):\_\_\_\_\_ Zip/Postal Code\_\_\_\_\_

**26. 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

**27. ARE YOU.....(PLEASE "X" ONE BOX ONLY)**

Male.....  1 Female.....  2

**28. 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

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

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

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

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

**31. 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)\_\_\_\_\_

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

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FOR OFFICE USE ONLY

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

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