

ABACO



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2014**

Abaco is located in the northern region of the Bahamas archipelago. To many of the world's sailing enthusiasts it is known as the "Boating/Sailing Capital of the World." Abaco is more than just one island. It is really a chain of islands and cays that stretches like jewels for 120 to 130 miles through beautiful turquoise sea.¹ Each island in the chain offers a different experience. The island of Abaco is 650 sq. miles with a population of approximately 16,000 residents.² Because there are so many islands in Abaco it is also known as The Abacos.

Abaco is unlike any other island in the Bahamas. It was settled by the Loyalists in the 1700's. The Loyalists left behind their legacy in the form of the architecture scattered all across the Abacos. The Abacos have quaint little settlements that take you back in time to New England fishing villages with beautiful wooden houses and cute picket fences all adorned in pastel colours. The Loyalists also left behind a skill for boat building. Some natives of Abaco are known for their incredible boat building skills. These skills have been passed down for generations and can be seen in Man-O-War Cay.

Abaco is not only known for its boat building. Once upon a time in Abaco, shipwrecking was a big business for the island residents. The ships that did not wreck on their own sailing through the treacherous reefs were encouraged to do so by the residents who were not above giving false signals to unsuspecting ships. When ships would wreck on the nearby reefs the residents of Abaco would salvage what they could for their own use.³

Shipwrecking off the coast of The Abacos was once big business. Now the island economy earns a healthy living from Tourism. The Abacos have many attractions that are unique to the island archipelago. There are two lighthouses that are located in the island chain. One of them is the famous 120 ft. kerosene operated candy striped lighthouse in Hope Town, Abaco that was built in the 1800's.⁴ It was originally built to guide boaters around the reef in Elbow Cay to a safe harbour. This lighthouse is manual and is often featured in photos of the island. There is another lighthouse that is located in "Hole in the Wall" Abaco. This lighthouse is automatic. Some of the attractions of today like the lighthouses were once the bane of the residents of the islands. Abaco's other attractions include Historical Museums, national parks, incredible wildlife with wild boars, Bahama parrots, wild horses (Spanish Barbs), ocean holes and caves.⁵

1. Why Did Stopover Visitors Come to Abaco?

- Approximately seven in ten (72%) stopover visitors came to Abaco for a vacation;
- Approximately one in ten (9%) stopovers came to visit friends & relatives;
- One in twenty-five (4%) came to attend a wedding;
- 2% of them came on a business trip;
- 2% of them came on a honeymoon and 0.6% to get married.

¹ Jeritzan Outten-former Sr. Director, Abaco Tourist Office & www.myoutislands.com/natural-vacations/abaco-attractions.cfm

² Jeritzan Outten- former Sr. Director, Abaco Tourist Office

³ www.myoutislands.com/natural-vacations/abaco-attractions.cfm

⁴ www.myoutislands.com/natural-vacations/abaco-attractions.cfm

⁵ Jeritzan Outten- former Sr. Director, Abaco Tourist Office & www.myoutislands.com/natural-vacations/abaco-attractions.cfm

2. What Influenced Stopover Visitors to Visit Abaco?

TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2014

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	ABACO
Beaches	66%	66%	68%	65%	61%
Climate	57%	58%	57%	51%	48%
Rest and Relaxation	43%	41%	47%	45%	45%
Friendly People	27%	24%	28%	35%	35%
Safety of Islands	20%	19%	21%	24%	23%
Had Friends in Bah.	8%	6%	8%	13%	21%
Exotic Islands	13%	11%	11%	19%	21%
Sports	9%	6%	10%	20%	19%
Easy to Get to	22%	23%	23%	21%	17%
Friend recommended Bah.	12%	12%	10%	14%	17%
Never Been Here Before	23%	23%	28%	18%	15%
Other	10%	9%	9%	13%	15%
Heard a lot about Bahamas	9%	10%	9%	7%	7%
Best Value for Money	10%	9%	21%	6%	5%
Hotel Facilities	25%	30%	16%	15%	5%
Culture	3%	3%	1%	2%	4%
Nightlife	4%	5%	2%	3%	3%
Shopping	4%	5%	6%	2%	3%
Good Package Deals	16%	16%	27%	7%	2%
Travel Agent/TO	5%	4%	5%	5%	2%
Bahamas Website	2%	2%	3%	2%	1%
Junkanoo/Other Festival	0%	0%	0%	1%	1%
Saw Ad on TV	3%	4%	1%	1%	0%
Casinos	9%	13%	5%	1%	0%
Saw Ad in Magazine	1%	1%	1%	1%	0%

Source: Tour Operator and Media Exit Survey 2014, Research & Statistics Dept.

- Approximately six in ten (61%) stopover visitors to Abaco were influenced to visit the Bahamas because of the beaches and approximately half (48%) of them were influenced to visit by the climate;
- Roughly half (45%) of stopovers were influenced to visit by the rest and relaxation that they expected to enjoy in Abaco and approximately one in every three (35%) were influenced to visit because of the friendly people;
- Roughly two in ten stopovers to Abaco were influenced to visit because of: the perceived safety of the island (23%), the fact that they had friends (21%) on the island, the perception that the Abacos were exotic (21%), the sporting activities available (19%, e.g. snorkeling, sailing, diving etc.), the fact that friends had recommended it (17%) or it was easy to get to (17%).

3. What Activities Did Visitors Intend to Do While in Abaco?

ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS ISLANDS OF THE BAHAMAS 2014

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	ABACO
Enjoy Beaches	83%	81%	89%	83%	83%
Rest and Relax	73%	72%	78%	71%	72%
Go Snorkeling	34%	28%	34%	52%	60%
Go Sailing	8%	5%	6%	18%	27%
Shop	30%	30%	45%	18%	25%
Go on Island Tour	16%	13%	22%	20%	15%
Go Deep Sea Fishing	5%	4%	7%	10%	14%
Go Diving	8%	7%	7%	15%	10%
Other Activities	7%	6%	9%	6%	8%
Go Bonefishing	4%	2%	3%	12%	8%
Go Golfing	5%	3%	5%	10%	5%
Go Birdwatching	3%	2%	4%	5%	4%
Go to Junkanoo/Other Festival	1%	1%	1%	1%	2%
Go to Casinos	20%	26%	21%	1%	1%
Non Response	5%	5%	5%	5%	6%

Source: Tour Operator and Media Exit Survey 2014, Research and Statistics Dept., Ministry of Tourism

- Roughly eight in ten (83%) stopover visitors to Abaco intended to enjoy the beaches and roughly seven in ten (72%) intended to rest and relax;
- **Sporting activities** in the Abacos were of particular interest to visitors to the island chain. Snorkeling, sailing, deep sea fishing, diving, bone-fishing and golfing, were some of the key activities that stopovers to Abaco wanted to do while on island. Six in ten (60%) stopovers to Abaco wanted to go snorkeling and roughly three in ten (27%) wanted to go sailing. Others wanted to go deep sea fishing (14%), diving (10%), bone-fishing (8%) and golfing (5%);
- One in four (25%) stopovers to Abaco intended to go shopping and approximately one in seven (15%) wanted to go on an island tour.

4. When Did the Stopover Visitors to Abaco Make Their Reservations?

WHEN DID YOU MAKE YOUR RESERVATIONS STOPOVER VISITORS 2014

	All Bah.	Nassau/P.I.	Grand Bah.	Out Isl.	ABACO
Same Week of Travel	5%	5%	5%	6%	7%
Same Month of Travel	15%	17%	15%	11%	12%
1 to 3 Months Before Travel	45%	46%	48%	40%	41%
4 to 7 Months Before Travel	24%	23%	23%	28%	24%
8 to 12 Months Before Travel	7%	7%	5%	9%	8%
More than 12 months Before Travel	1%	1%	2%	3%	5%
Non-Response	2%	2%	2%	3%	4%

Source: Tour Operator and Media Exit Survey 2014, Research and Statistics, Dept Ministry of Tourism

- Stopover visitors to Abaco primarily booked their reservations anywhere from the same month of travel to seven months in advance of travel.

Approximately one in ten (12%) stopovers booked their reservations the month of travel. Approximately four in ten (41%) stopover visitors booked their reservations one to three months before travel and roughly two in ten (24%) stopovers booked four to seven months in advance of travel.

5. Did Stopovers Use an Online Service to Book Their Reservations to Abaco?

- Seven in ten (70%) stopover visitors to Abaco used an online service to book some or all of their reservations.

a) Which Online Services Were Used Most by Stopover Visitors to Abaco?

MOST POPULAR ONLINE BOOKING SERVICES USED

ABACO

2014

Aa.com	Ba.com	Americanexpress.com
Expedia.com	Jetblue.com	Angleradventures.com
United.com	Delta.com/deltavacations.com	Atlantis.com
Bahamasair.com	Watermakersair.com	Breezes.com
Orbitz.com	Aircanada.com	Brownelltravel.com
Silverairways.com	Homeaway.com	Cheapair.com
Travelocity.com	Cheaptickets.com	Cheapcaribbean.com
Cheapoair.com	Westjet.com	Cheapflights.com
Vrbo.com	Carlsonwagonlit.com	Dialaflight.com
Moorings.com	Booking.com	Flighthub.com
Priceline.com	Itravel2000.com	Hotels.com
Kayak.com	Gradcity.com	Hotwire.com
Onetravel.com	Airjourney.com	Spiritair.com
Bahamas.com	Worldtv.com	Sunsail.com
Usairwaysvacations.com	Interturnet.com.br	Trailfinders.com

Some online services listed for Eleuthera were also used by visitors to book their reservations for Nassau because of the fact that some stopovers visited both destinations during their visit. Online services with yellow background were the top 30 and the other top online services are listed in alphabetical order.

(Source: Immigration Cards and Tour Media Exit Survey, 2014)

6. Did Stopover Visitors to Abaco Use a Tour Operator/Travel Agent to Book Any of Their Reservations?

ISLANDS OF THE BAHAMAS

USE OF TOUR OPERATOR/TRAVEL AGENT

2014

	All Bah.	Nassau/P.I.	Grand Bahama	Out Islands	ABACO
Used Travel Agent	31%	32%	34%	26%	15%
Did Not Use Travel Agent	68%	67%	65%	73%	83%

Source: Tour Operator and Media Exit Survey 2014, Research and Statistics, Dept Ministry of Tourism

- Approximately one in every seven (15%) stopover visitors used a travel agent to book some or all of their reservations to Abaco. The percentage of stopovers who booked their reservations to Abaco using a tour operator/travel agent was low due to the fact that the island chain has a large repeat visitor rate. Many stopover visitors to Abaco already knew before they came how and where they wanted to book their reservations and did so online or directly.

- Some stopovers to Abaco who used tour operators/travel agents used the following: American Express Travel, AAA Travel, Flight Center, RCI Travel, Travel Leaders, Liberty Travel, Odessey Travel, Airtran, Thomas Cook, Brown Travel, Altour International, Student City, Majestic Tours, Regency Travel, Uniglobe Travel and STA Travel.

7. What Electronic Media Did Stopover Visitors to Abaco Use Most When Planning Their Vacation?

- Roughly eight in ten (84%) stopover visitors to Abaco used the Internet as the electronic media most frequently used when planning their vacation;
- Approximately one in sixteen (6%) stopovers used Network television, one in twenty-five (4%) used Specialty Cable Channels, 3% used Specialty News Channels and 2% used radio the most when planning their vacations.

8. What Were the Favorite TV Stations Watched by Stopovers to Abaco?

**TOP 20 FAVORITE TELEVISION STATIONS BY VISITORS
ISLANDS OF THE BAHAMAS
2014**

	Bahamas	% Informants	ABACO	% Informants
1	ESPN	21%	ESPN	19%
2	ABC	19%	ABC	18%
3	NBC	18%	NBC	17%
4	HBO	14%	HBO	14%
5	CNN	13%	HGTV(Home & Garden Network)	13%
6	CBS	13%	CBS	12%
7	HGTV(Home & Garden Network)	13%	CNN	11%
8	FOX	12%	FOX	10%
9	FOOD (Food Network)	7%	DISC (Discovery Channel)	9%
10	TNT	6%	FOXN	9%
11	DISC (Discovery Channel)	6%	FOOD (Food Network)	7%
12	FOXN	6%	HIST (History Channel)	7%
13	USA	5%	TWC (The Weather Channel)	5%
14	BRAVO	5%	BRAVO	5%
15	HIST (History Channel)	5%	AMC (American Movie Classics)	5%
16	TLC (The Learning Channel)	4%	SHW (Showtime)	5%
17	SHW (Showtime)	4%	PBS (Public Broadcasting Station)	4%
18	TBS	4%	USA	4%
19	A & E (Arts & Entertainment Network)	3%	CMDY (Comedy Central)	4%
20	E! (E! Entertainment)	3%	E! (E! Entertainment)	4%
	Nassau/P.I.	% Informants	Grand Bahama	% Informants
1	ESPN	21%	ABC	20%
2	ABC	18%	NBC	18%
3	NBC	18%	HBO	17%
4	HBO	14%	ESPN	17%
5	CNN	14%	CBS	15%
6	FOX	13%	HGTV(Home & Garden Network)	14%
7	CBS	13%	CNN	12%
8	HGTV(Home & Garden Network)	13%	FOX	12%
9	FOOD (Food Network)	7%	DISC (Discovery Channel)	7%
10	TNT	7%	FOOD (Food Network)	7%
11	USA	6%	TNT	6%
12	DISC (Discovery Channel)	5%	FOXN	6%
13	BRAVO	5%	TLC (The Learning Channel)	5%
14	TLC (The Learning Channel)	5%	A & E (Arts & Entertainment Network)	5%
15	FOXN	5%	CBC (Canada)	4%
16	SHW (Showtime)	5%	USA	4%
17	HIST (History Channel)	5%	BRAVO	4%
18	TBS	4%	LIFE (Lifetime)	4%
19	E! (E! Entertainment)	3%	HIST (History Channel)	4%
20	A & E (Arts & Entertainment Network)	3%	TBS	4%

Source: Tour Operator and Media Exit Survey 2014. Percentages based on informants who watched TV.

- Roughly two in ten stopovers watched ESPN (19%), ABC (18%), or NBC (17%) and approximately one in seven stopovers watched HBO (14%). Roughly one in ten watched HGTV (13%) CBS (12%), CNN (11%) and FOX (10%).

9. What Time Were Stopover Visitors Most Likely to Watch Television?

- Stopover visitors to Abaco were most likely to watch television between the hours of 7:00 am to 8:59 am and 6:00 pm to 10:59 pm at night. The hours of 8:00 pm to 8:59 pm were of course the most popular time and roughly one-half (48%) of stopovers watched television during that time.

10. Did Stopover Visitors Use Print Media When They Were Planning Their Vacations?

- Approximately two in ten (19%) stopover visitors to Abaco used print media when they were planning their vacations. Of the stopover visitors to Abaco who used print media to plan their vacations, approximately three in ten (31%) used newspapers and approximately three in four (75%) used magazines.

11. Use of Newspapers

TOP 20 FAVORITE NEWSPAPERS READ BY VISITORS ISLANDS OF THE BAHAMAS 2014

	Bahamas	% Informants	ABACO	% Informants
1	New York Times	26%	New York Times	30%
2	USA Today	26%	USA Today	29%
3	Wall Street Journal	17%	Wall Street Journal	23%
4	New York Post	11%	Washington Post	9%
5	Daily News	8%	Daily News	5%
6	Toronto Star	6%	Boston Globe	5%
7	Globe & Mail	5%	New York Post	5%
8	Washington Post	5%	Miami Herald	5%
9	New York Daily News	4%	Palm Beach Post	4%
10	Newsday	4%	Sun Sentinel	3%
11	Times	4%	Abaconian	3%
12	Boston Globe	3%	Atlanta Journal Constitution	3%
13	Post	2%	Globe & Mail	3%
14	Miami Herald	2%	Chicago Tribune	2%
15	Chicago Tribune	2%	Toronto Star	2%
16	Atlanta Journal Constitution	2%	Orlando Sentinel	2%
17	Sun Sentinel	2%	Newsday	2%
18	Sun/The Sun News	1%	Times	1%
19	Daily Mail	1%	Dallas Morning News	1%
20	Orlando Sentinel	1%	Stuart Daily News	1%
	Nassau/P.I.	% Informants	Grand Bahama	% Informants
1	New York Times	25%	USA Today	25%
2	USA Today	25%	New York Times	23%
3	Wall Street Journal	15%	Wall Street Journal	16%
4	New York Post	14%	Toronto Star	8%
5	Daily News	9%	Daily News	7%
6	Toronto Star	6%	Washington Post	7%
7	New York Daily News	5%	Globe & Mail	6%
8	Newsday	5%	New York Post	4%
9	Globe & Mail	5%	Boston Globe	4%
10	Times	4%	Sun/The Sun News	3%
11	Washington Post	4%	Times	2%
12	Post	3%	Chicago Tribune	2%
13	Boston Globe	3%	Atlanta Journal Constitution	2%
14	Chicago Tribune	2%	Miami Herald	2%
15	Miami Herald	2%	Richmond Times	2%
16	Sun Sentinel	1%	Sun Sentinel	2%
17	Atlanta Journal Constitution	1%	New York Daily News	1%
18	Sun/The Sun News	1%	Newsday	1%
19	Daily Mail	1%	Edmonton Journal	1%
20	Star Ledger	1%	Freeport News	1%

Source: Tour Operator and Media Exit Survey 2014. Percentages based on informants who read newspapers.

- Although only 19% of stopover visitors to Abaco used print media when planning their vacations approximately half (52%) of the stopovers to the island read newspapers for their personal enjoyment and edification;
- Three in ten stopovers to Abaco read the New York Times (30%) and USA Today (29%). Approximately two in ten (23%) stopovers read the Wall Street Journal.

12. Use of Magazines

- Although only 19% of stopover visitors to Abaco used print media when planning their vacations six in ten (60%) stopovers read magazines for their enjoyment or personal edification.

TOP 20 FAVORITE MAGAZINES READ BY VISITORS ISLANDS OF THE BAHAMAS 2014

	Bahamas	% Informants	ABACO	% Informants
1	People	22%	People	18%
2	Better Homes & Gardens (BHG)	16%	Better Homes & Gardens (BHG)	16%
3	Good Housekeeping	12%	Food & Wine	13%
4	In Style	12%	National Geographic (Explorer)	12%
5	Food & Wine	10%	Southern Living	11%
6	Men's Health	9%	Bon Appetit	10%
7	Sports Illustrated	9%	Architectural Digest	10%
8	Cosmopolitan (Cosmo)	9%	Coastal	9%
9	National Geographic (Explorer)	9%	Conde Nast Travel	9%
10	Time Magazine	9%	In Style	8%
11	Glamour	8%	Men's Health	8%
12	Architectural Digest	8%	Good Housekeeping	8%
13	O (Oprah)	7%	Time Magazine	8%
14	Bon Appetit	7%	Economist	7%
15	Reader's Digest	7%	Sports Illustrated	7%
16	Travel & Leisure	6%	Travel & Leisure	7%
17	Conde Nast Travel	6%	New Yorker	6%
18	Southern Living	6%	Shape	6%
19	Woman's Day	5%	Cosmopolitan (Cosmo)	6%
20	Real Simple	5%	Real Simple	6%
	Nassau/P.I.	% Informants	Grand Bahama	% Informants
1	People	22%	People	23%
2	Better Homes & Gardens (BHG)	15%	Better Homes & Gardens (BHG)	20%
3	Good Housekeeping	13%	Good Housekeeping	15%
4	In Style	13%	Cosmopolitan (Cosmo)	11%
5	Sports Illustrated	11%	Glamour	11%
6	Men's Health	10%	In Style	11%
7	Food & Wine	9%	O (Oprah)	11%
8	Cosmopolitan (Cosmo)	9%	National Geographic (Explorer)	11%
9	Time Magazine	9%	Food & Wine	10%
10	National Geographic (Explorer)	8%	Men's Health	8%
11	Architectural Digest	8%	Time Magazine	8%
12	O (Oprah)	8%	Reader's Digest	8%
13	Glamour	8%	Sports Illustrated	7%
14	Reader's Digest	7%	Southern Living	7%
15	Woman's Day	7%	Economist	6%
16	Travel & Leisure	6%	Golf Digest	5%
17	Bon Appetit	6%	Bon Appetit	5%
18	Real Simple	6%	In Touch/In Touch Weekly	5%
19	In Touch/In Touch Weekly	5%	Ebony	5%
20	Shape	5%	Conde Nast Travel	5%

Source: Tour Operator and Media Exit Survey 2014, Research and Statistics Dept. Ministry of Tourism

Percentages based on informants who read magazines.

- Approximately two in ten (18%) stopovers to Abaco read People magazine and one in six (16%) read Better Homes & Gardens. Roughly one in ten stopovers read Food & Wine (13%), National Geographic Explorer (12%), Southern Living (11%), Bon Appetit (10%) and Architectural Digest (10%).

13. What Were the Top Compliments & Complaints Given by Visitors to Abaco?

TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS ABACO

TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2014	2013		2014	2013
General Positive	40%	39%	Prices (neg)	18%	16%
People	21%	19%	Airlines (neg)	12%	8%
Scenery/Sightseeing	8%	7%	General (neg)	7%	6%
Will Return/Can't wait to return	4%	7%	People (neg)	6%	3%
Food	3%	2%	Food (neg)	6%	6%
Relaxation	2%	1%	Taxes (neg.)	5%	1%
No. of Comments	492	459	No. of Comments	181	147

Source: Tour Operator and Media Exit Survey 2014, Research and Statistics Dept.

- Approximately two in ten (18%) complaints received from stopover visitors to Abaco were about the high prices in the island destination. High prices was the number one complaint made by stopover visitors to Abaco, i.e., food expensive, utilities expensive, stores & goods expensive, etc.;
- Approximately one in every ten (12%) complaints made by stopovers was about the Airlines flying into Abaco, i.e. airlines/airfare too expensive, airline service unreliable, poor airline connections, airline staff rude and unhelpful;
- Approximately one in every sixteen complaints made by stopovers was about the people (6%, i.e., rude employees, bar staff rude), or the food (6%, i.e., groceries too expensive, food not good, food was expensive);
- Approximately one in every twenty (5%) complaints received from stopover visitors to Abaco were about taxes like VAT being introduced.

14. How Did Stopover Visitors Rate Their Product Experiences?

PRODUCT SATISFACTION RATINGS 2014

Rating Area	Much Better or Better				Not as Good or Worse			
	The Bah.	Nassau/P.I.	Grand Bahama	ABACO	The Bah.	Nassau/P.I.	Grand Bahama	ABACO
Attitude of People	66%	65%	67%	68%	6%	7%	8%	3%
Beaches	66%	64%	70%	67%	3%	3%	3%	2%
Food in Restaurants	48%	47%	49%	52%	9%	9%	12%	7%
Climate	58%	59%	58%	52%	6%	6%	6%	7%
Restaurant Service	48%	49%	44%	46%	10%	9%	14%	9%
Easy to Get to	45%	46%	47%	29%	5%	4%	6%	8%
Overall Value for Money	34%	34%	38%	28%	14%	15%	13%	14%
Hotel Rooms	38%	40%	33%	18%	10%	11%	19%	3%
Food in Hotels	38%	41%	31%	18%	12%	12%	19%	4%
Hotel Service	45%	49%	40%	17%	9%	10%	15%	2%
Value for Money in Hotels	29%	30%	32%	12%	15%	18%	12%	7%
Bahamas Overall	64%	63%	63%	66%	3%	3%	5%	3%

Research & Statistics Dept., Ministry of Tourism, includes cruise stopover visitors e.g. Bah. Celebration & Baleria Bah. Express in GBI

Source: Tour Operator and Media Exit Survey 2014

- Attitude of the people received the highest rating of the 12 product ratings asked of stopover visitors to Abaco. Approximately seven in ten (68%)

stopovers thought that the attitude of the people was much better or better than expected and 3% of them thought that it was not as good as or much worse than expected;

- Approximately two in every ten stopovers thought that the hotel rooms (18%), the hotel food (18%) and hotel service (17%) were much better or better than expected but some stopovers thought that the hotel rooms (3%), hotel food (4%) and hotel service (2%) were not as good as or worse than expected;
- Abaco like many islands in The Bahamas did have a problem with providing overall value for money to stopover visitors. Approximately one in every seven (14%) stopovers to Abaco thought that the overall value for money in the island was not as good as or worse than they had expected it to be. Roughly one in every ten (7%) stopovers thought that the value for money in hotels was not as good as or worse than they had expected it to be;
- Approximately one in ten stopovers to Abaco thought that restaurant service (9%), ease of getting to the island (8%) and food in restaurants (7%) were not as good or worse than expected.

15. How Did Stopover Visitors to Abaco Get There?

- Roughly seven in ten (66%) stopover visitors to Abaco travelled to Abaco via a commercial airline.
- Approximately two in ten (22%) stopovers travelled to the island destination via a private plane and 7% by a yacht/private boat.

16. Where Did Visitors to Abaco Stay While There?

- Roughly three in ten stopovers to Abaco stayed in a hotel (33%) or in an apt/villa (28%) and approximately one in every six (16%) stopovers stayed on a private boat/yacht. Approximately one in ten stopovers stayed in their own property (8%) or with friends or relatives (8%).

17. Which Stopover Visitors to Abaco Tended to Stay the Longest?

- Stopover visitors from Asia stayed 23.3 nights;
- Stopovers from Africa stayed 23.0 nights;
- On average, stopovers from the region known as Australasia stayed 22.8 nights;
- Stopovers from Canada stayed an average of 16.7 nights;
- Stopover visitors from Europe stayed 15.0 nights;
- Stopovers from the Caribbean stayed an average 13.3 nights, those from the United States 9.6 nights and those from Latin America stayed an average 8.8 nights and the Middle East 7.5 nights;
- Stopover visitors to Abaco on average stayed 10.2 nights.

18. What Were the Busiest Months for Stopover Visitors to Abaco?

- Although stopover visitors visit Abaco all year round, the busiest months are normally between the months of March to July. The summer months of June and July are normally the busiest months for Abaco.

19. What Were the Slowest Months for Stopover Visitors to Abaco?

- The slowest months for stopover visitors to visit Abaco were normally September and October. It is not unusual for some hotel properties to close during these months.

20. How Many Stopover Visitors Did Abaco Receive and Where Did They Come From (2014)?

- In total, Abaco received 93,994 stopover visitors.

United States: 90% (84,268) of the stopover visitors came from the United States. Stopovers to Abaco from the United States primarily came from the states of Florida (39%), Texas (5%), Georgia (5%), New York (5%), South Carolina (4%), California (4%) and North Carolina (3%).

Canada: 4% (3,865) of the stopover visitors came from Canada. Stopovers to Abaco from Canada primarily came from the Canadian Provinces of Ontario (47% of them), Quebec (14%), Alberta (9%), and British Columbia (7%).

Europe: 3.5% (3,310) of the stopover visitors came from Europe. Stopovers to Abaco from Europe primarily came from the UK (39% of them), Germany (13%), France (10%), Switzerland (7%), Italy (6%), Sweden (4%) and Austria (4%).

Latin America: 0.5% (450) of the stopover visitors came from Latin America. Stopover Visitors to Abaco from Latin America primarily came from Argentina (19%), Brazil (13%), Mexico (12%), Chile (12%), Colombia (7%), and Venezuela (7% of them).

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
2014

	Abaco	All Bah.
MAIN PURPOSE OF VISIT		
Vacation	72%	73%
Visiting Friends/Rel.	9%	5%
To Attend Wedding	4%	3%
Business Trip	2%	5%
Honeymoon	2%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	61%	66%
Climate	48%	57%
Rest and Relaxation	45%	43%
Friendly People	35%	27%
Safety of Islands	23%	20%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	83%	83%
Rest and Relax	72%	73%
Go Snorkeling	60%	34%
Sailing	27%	8%
Shop	25%	30%
Go on Island Tour	15%	16%
Go Deep Sea Fishing	14%	5%
Go Diving	10%	8%
Go Bonefishing	8%	4%
LIKELY RETURN IN 1-5 YEARS	91%	88%
LIKELY RECOMMEND TO FRIENDS/REL	97%	95%
USED ONLINE SERVICE	70%	64%
USED TRAVEL AGENT	15%	31%
AGE*		
25 - 54 years old	45%	53%
55 years old or older	33%	23%
SEX*		
Male	54%	49%
Female	42%	48%
RACE		
White	91%	81%
Black	1%	6%
Hispanic	3%	5%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	1%	3%
American Indian/Alaska Native	0%	0%
Other	0%	1%
EDUCATION		
College Graduate or Above	66%	67%

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
2014**

	Abaco	All Bah.
ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	5%	9%
\$50,001 to \$75,000	8%	11%
\$75,001 or more	58%	57%
PREVIOUS VISITS		
First Time Visitor	31%	40%
Repeat Visitor	69%	59%
TRAVELLING PARTY SIZE		
One	16%	17%
Two	29%	44%
Three or more	52%	35%
HOUSEHOLD SIZE		
One	11%	11%
Two	43%	44%
Three-Four	31%	32%
COUNTRY OF ORIGIN		
USA	90%	78%
Canada	4%	10%
Europe	4%	6%
Other Countries	3%	7%
AVERAGE LENGTH OF STAY	10.2 nts.	6.7 nts.

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

*Source: Tour Operator & Media Exit Study 2014. Some rounding may have occurred

Information in this brochure is based on the Tour Operator & Media Exit Survey 2014, Immigration Card, The Bahamas Tourist Office Abaco, and myoutislands.com. If you have any questions about this report you may call the number below.



Ms. Georgina Delancy
 Research and Statistics Department
 Bahamas Ministry of Tourism
 P.O. Box N-3701
 Nassau, Bahamas
 Tel: 242-302-2094
www.Tourismtoday.com and www.bahamas.com