DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2019	2018
MAIN PURPOSE OF VISIT		
Vacation	75%	75%
Honeymoon	5%	6%
Visiting friends and relatives	3%	3%
Business	5%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	69%	68%
Climate	56%	53%
Rest and Relaxation	47%	46%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	86%	86%
Rest and Relax	74%	73%
Go Snorkeling	31%	34%
Shop	26%	26%
Go To Casinos	20%	20%
Go on Island Tour	19%	19%
LIKELY RETURN IN 1-5 YEARS	86%	86%
LIKELY RECOMMEND TO FRIENDS/REL	94%	94%
USED ONLINE SERVICE TO BOOK	78%	80%
USED TRAVEL AGENT	28%	30%
AGE*		
25 - 54 years old	50%	49%
55 years old or older	22%	23%
SEX*		
Male	46%	47%
Female	47%	47%
RACE		
White	83%	85%
Black	4%	3%
Hispanic	4%	4%
Mixed Race/Mixed Heritage	2%	2%
Asian/Pacific Islander	3%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
EDUCATION		
College Graduate or Above	72%	71%

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2019	2018
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	5%	5%
$50,001 to $75,000	8%	9%
$75,001 to $100,000	10%	11%
$100,001 to $125,000	9%	9%
$125,001 to $150,000	10%	8%
$150,001 to $250,000	19%	19%
$250,001 and over	15%	14%
PREVIOUS VISITS		
First Time Visitor	41%	42%
Repeat Visitor	58%	56%
TRAVELLING PARTY SIZE		
One	16%	18%
Two	47%	48%
Three or more	36%	33%
HOUSEHOLD SIZE		
One	10%	12%
Two	43%	43%
Three-Four	33%	32%
COUNTRY OF ORIGIN		
USA	82%	80%
Canada	7%	8%
Europe	7%	8%
Other Countries	4%	5%
AVERAGE LENGTH OF STAY	6.4 nts	6.7 nts

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

*Source:Tour Operator & Media Exit Study 2019 & 2018, Research and Statistics Dept. Bahamas Ministry of Tourism

In 2019, Likelihood to return: Very Likely=58.3% and Somewhat Likely=27.7%, Likelihood to Recommend: VL=73.5 %

and SL=20.2%. Likelihood of not returning: Somewhat Unlikely to return=8.4% and Not at all likely to return=3.6%

Likelihood of not recommending: Somewhat Unlikely to recommend=3.1% and Not at all likely to recommend=1.4%

All numbers are subject to revision.

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2018	2017
MAIN PURPOSE OF VISIT		
Vacation	75%	77%
Honeymoon	6%	5%
Visiting friends and relatives	3%	4%
Business	5%	3%
DECISION TO VISIT INFLUENCED BY:		
Beaches	68%	67%
Climate	53%	54%
Rest and Relaxation	46%	46%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	86%	85%
Rest and Relax	73%	73%
Go Snorkeling	34%	36%
Shop	26%	28%
Go To Casinos	20%	18%
Go on Island Tour	19%	19%
LIKELY RETURN IN 1-5 YEARS	86%	86%
LIKELY RECOMMEND TO FRIENDS/REL	94%	93%
USED ONLINE SERVICE TO BOOK	80%	74%
USED TRAVEL AGENT	30%	27%
AGE*		
25 - 54 years old	49%	49%
55 years old or older	23%	23%
SEX*		
Male	47%	48%
Female	47%	47%
RACE		
White	85%	83%
Black	3%	4%
Hispanic	4%	4%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	3%	2%
American Indian/Alaska Native	0%	0%
Other	0%	1%
EDUCATION		
College Graduate or Above	71%	68%

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2018	2017
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	5%	7%
$50,001 to $75,000	9%	10%
$75,001 to $100,000	11%	11%
$100,001 to $125,000	9%	9%
$125,001 to $150,000	8%	9%
$150,001 to $250,000	19%	18%
$250,001 and over	14%	13%
PREVIOUS VISITS		
First Time Visitor	42%	41%
Repeat Visitor	56%	58%
TRAVELLING PARTY SIZE		
One	18%	14%
Two	48%	45%
Three or more	33%	39%
HOUSEHOLD SIZE		
One	12%	10%
Two	43%	41%
Three-Four	32%	35%
COUNTRY OF ORIGIN		
USA	80%	79%
Canada	8%	8%
Europe	8%	8%
Other Countries	5%	5%
AVERAGE LENGTH OF STAY	6.7 nts	7.1 nts.

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

*Source:Tour Operator & Media Exit Study 2018 & 2017, Research and Statistics Dept. Bahamas Ministry of Tourism

In 2018, Likelihood to return: Very Likely=60.0% and Somewhat Likely=26.0%, Likelihood to Recommend: VL=76.4%

and SL=17.7%. Likelihood of not returning: Somewhat Unlikely to return=8.1% and Not at all likely to return=3.4%

Likelihood of not recommending: Somewhat Unlikely to recommend=2.8% and Not at all likely to recommend=1.1%

All numbers are subject to revision.

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2017	2016
MAIN PURPOSE OF VISIT		
Vacation	77%	74%
Honeymoon	5%	5%
Visiting friends and relatives	4%	4%
Business	3%	4%
DECISION TO VISIT INFLUENCED BY:		
Beaches	67%	65%
Climate	54%	51%
Rest and Relaxation	46%	45%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	85%	83%
Rest and Relax	73%	72%
Go Snorkeling	36%	34%
Shop	28%	30%
Go To Casinos	18%	18%
Go on Island Tour	19%	16%
LIKELY RETURN IN 1-5 YEARS	86%	86%
LIKELY RECOMMEND TO FRIENDS/REL	93%	93%
USED ONLINE SERVICE TO BOOK	74%	68%
USED TRAVEL AGENT	27%	28%
AGE*		
25 - 54 years old	49%	52%
55 years old or older	23%	23%
SEX*		
Male	48%	47%
Female	47%	47%
RACE		
White	83%	79%
Black	4%	7%
Hispanic	4%	5%
Mixed Race/Mixed Heritage	3%	4%
Asian/Pacific Islander	2%	3%
American Indian/Alaska Native	0%	0%
Other	1%	1%
EDUCATION		
College Graduate or Above	68%	67%

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2017	2016
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	7%	8%
$50,001 to $75,000	10%	10%
$75,001 to $100,000	11%	11%
$100,001 to $125,000	9%	9%
$125,001 to $150,000	9%	8%
$150,001 to $250,000	18%	16%
$250,001 and over	13%	12%
PREVIOUS VISITS		
First Time Visitor	41%	43%
Repeat Visitor	58%	56%
TRAVELLING PARTY SIZE		
One	14%	17%
Two	45%	45%
Three or more	39%	36%
HOUSEHOLD SIZE		
One	10%	11%
Two	41%	41%
Three-Four	35%	34%
COUNTRY OF ORIGIN		
USA	79%	79%
Canada	8%	8%
Europe	8%	7%
Other Countries	5%	6%
AVERAGE LENGTH OF STAY	7.1 nts.	6.9 nts.

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

*Source:Tour Operator & Media Exit Study 2017 & 2016, Research and Statistics Dept. Bahamas Ministry of Tourism

In 2017, Likelihood to return: Very Likely=58.5% and Somewhat Likely=27.5%, Likelihood to Recommend: VL= 73.6%

and SL=19.8%. Likelihood of not returning: Somewhat Unlikely to return=7.9% and Not at all likely to return=3.7%

Likelihood of not recommending: Somewhat Unlikely to recommend=3.1% and Not at all likely to recommend=1.3%

All numbers are subject to revision.

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2016	2015
MAIN PURPOSE OF VISIT		
Vacation	74%	74%
Honeymoon	5%	6%
Visiting friends and relatives	4%	5%
Business	4%	4%
DECISION TO VISIT INFLUENCED BY:		
Beaches	65%	69%
Climate	51%	53%
Rest and Relaxation	45%	45%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	83%	84%
Rest and Relax	72%	71%
Go Snorkeling	34%	36%
Shop	30%	28%
Go To Casinos	18%	16%
Go on Island Tour	16%	16%
LIKELY RETURN IN 1-5 YEARS	86%	88%
LIKELY RECOMMEND TO FRIENDS/REL	93%	95%
USED ONLINE SERVICE TO BOOK	68%	67%
USED TRAVEL AGENT	28%	30%
AGE*		
25 - 54 years old	52%	52%
55 years old or older	23%	24%
SEX*		
Male	47%	48%
Female	47%	48%
RACE		
White	79%	80%
Black	7%	7%
Hispanic	5%	4%
Mixed Race/Mixed Heritage	4%	3%
Asian/Pacific Islander	3%	3%
American Indian/Alaska Native	0%	0%
Other	1%	1%
EDUCATION		
College Graduate or Above	67%	67%

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2016	2015
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	8%	8%
$50,001 to $75,000	10%	10%
$75,001 or more	56%	57%
PREVIOUS VISITS		
First Time Visitor	43%	43%
Repeat Visitor	56%	56%
TRAVELLING PARTY SIZE		
One	17%	17%
Two	45%	45%
Three or more	36%	36%
HOUSEHOLD SIZE		
One	11%	11%
Two	41%	42%
Three-Four	34%	35%
COUNTRY OF ORIGIN		
USA	79%	77%
Canada	8%	10%
Europe	7%	6%
Other Countries	6%	7%
AVERAGE LENGTH OF STAY	6.9 nts.	6.7 nts.

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

*Source:Tour Operator & Media Exit Study 2016 & 2015, Research and Statistics Dept. Bahamas Ministry of Tourism

In 2016, Likelihood to return: Very Likely=55.9% and Somewhat Likely=29.9%, Likelihood to Recommend: VL= 70.0%

and SL=23.3%. Likelihood of not returning: Somewhat Unlikely to return=7.8% and Not at all likely to return=4.0%

Likelihood of not recommending: Somewhat Unlikely to recommend=3.4% and Not at all likely to recommend=1.2%

All numbers are subject to revision.

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2015	2014
MAIN PURPOSE OF VISIT		
Vacation	74%	73%
Business	4%	5%
Honeymoon	6%	5%
Visiting friends and relatives	5%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	69%	66%
Climate	53%	57%
Rest and Relaxation	45%	43%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	84%	83%
Rest and Relax	71%	73%
Go Snorkeling	36%	34%
Shop	28%	30%
Go on Island Tour	16%	16%
Go To Casinos	16%	20%
LIKELY RETURN IN 1-5 YEARS	88%	88%
LIKELY RECOMMEND TO FRIENDS/REL	95%	95%
USED ONLINE SERVICE TO BOOK	67%	64%
USED TRAVEL AGENT	30%	31%
AGE*		
25 - 54 years old	52%	53%
55 years old or older	24%	23%
SEX*		
Male	48%	49%
Female	48%	48%
RACE		
White	80%	81%
Black	7%	6%
Hispanic	4%	5%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	3%	3%
American Indian/Alaska Native	0%	0%
Other	1%	1%

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2015	2014
EDUCATION		
College Graduate or Above	67%	67%
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	8%	9%
$50,001 to $75,000	10%	11%
$75,001 or more	57%	57%
PREVIOUS VISITS		
First Time Visitor	43%	40%
Repeat Visitor	56%	59%
TRAVELLING PARTY SIZE		
One	17%	17%
Two	45%	44%
Three or more	36%	35%
HOUSEHOLD SIZE		
One	11%	11%
Two	42%	44%
Three-Four	35%	32%
COUNTRY OF ORIGIN		
USA	77%	78%
Canada	10%	10%
Europe	6%	6%
Other Countries	7%	7%
AVERAGE LENGTH OF STAY	6.7 nts.	6.7 nts.

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

*Source:Tour Operator & Media Exit Study 2015 & 2014, Research and Statistics Dept. Bahamas Ministry of Tourism

In 2015, Likelihood to return: Very Likely=56.5% and Somewhat Likely=31.1%, Likelihood to Recommend: VL= 70.5%

and SL=24.1%. Likelihood of not returning: Somewhat Unlikely to return=7.6% and Not at all likely to return=3.0%

Likelihood of not recommending: Somewhat Unlikely to recommend=3.0% and Not at all likely to recommend=0.9%

All numbers are subject to revision.

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2014	2013
MAIN PURPOSE OF VISIT		
Vacation	73%	73%
Business	5%	6%
Honeymoon	5%	4%
Visiting friends and relatives	5%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	66%	64%
Climate	57%	55%
Rest and Relaxation	43%	40%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	83%	84%
Rest and Relax	73%	73%
Go Snorkeling	34%	34%
Shop	30%	31%
Go To Casinos	20%	19%
Go on Island Tour	16%	16%
LIKELY RETURN IN 1-5 YEARS	88%	89%
LIKELY RECOMMEND TO FRIENDS/REL	95%	94%
USED ONLINE SERVICE TO BOOK	64%	66%
USED TRAVEL AGENT	31%	29%
AGE*		
25 - 54 years old	53%	53%
55 years old or older	23%	23%
SEX*		
Male	49%	49%
Female	48%	48%
RACE		
White	81%	82%
Black	6%	6%
Hispanic	5%	5%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	3%	2%
American Indian/Alaska Native	0%	1%
Other	1%	1%

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2014	2013
EDUCATION		
College Graduate or Above	67%	69%
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	9%	8%
$50,001 to $75,000	11%	9%
$75,001 or more	57%	58%
PREVIOUS VISITS		
First Time Visitor	40%	41%
Repeat Visitor	59%	58%
TRAVELLING PARTY SIZE		
One	17%	17%
Two	44%	45%
Three or more	35%	34%
HOUSEHOLD SIZE		
One	11%	12%
Two	44%	43%
Three-Four	32%	33%
COUNTRY OF ORIGIN		
USA	78%	78%
Canada	10%	9%
Europe	6%	6%
Other Countries	7%	7%
AVERAGE LENGTH OF STAY	6.7 nts.	6.8 nts.

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

*Source:Tour Operator & Media Exit Study 2013 & 2012, Research and Statistics Dept. Bahamas Ministry of Tourism

In 2014, Likelihood to return: Very Likely=59.9% and Somewhat Likely=28.3%, Likelihood to Recommend: VL= 73.2%

and SL=21.8%. Likelihood of not returning: Somewhat Unlikely to return=7.3% and Not at all likely to return=2.9%

Likelihood of not recommending: Somewhat Unlikely to recommend=3.2% and Not at all likely to recommend=1.0%

All numbers are subject to revision.

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2013	2012
MAIN PURPOSE OF VISIT		
Vacation	73%	76%
Business	6%	5%
Honeymoon	4%	6%
Visiting friends and relatives	5%	4%
DECISION TO VISIT INFLUENCED BY:		
Beaches	64%	65%
Climate	55%	53%
Rest and Relaxation	40%	43%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	84%	87%
Rest and Relax	73%	76%
Go Snorkeling	34%	35%
Shop	31%	35%
Go To Casinos	19%	21%
Go on Island Tour	16%	16%
LIKELY RETURN IN 1-5 YEARS	89%	85%
LIKELY RECOMMEND TO FRIENDS/REL	94%	93%
USED ONLINE SERVICE TO BOOK	66%	68%
USED TRAVEL AGENT	29%	34%
AGE*		
25 - 54 years old	53%	54%
55 years old or older	23%	21%
SEX*		
Male	49%	48%
Female	48%	49%
RACE		
White	82%	83%
Black	6%	4%
Hispanic	5%	5%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	2%	4%
American Indian/Alaska Native	1%	0%
Other	1%	0%
EDUCATION		
College Graduate or Above	69%	69%
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	8%	8%
$50,001 to $75,000	9%	10%
$75,001 or more	58%	60%
PREVIOUS VISITS		
First Time Visitor	41%	44%
Repeat Visitor	58%	55%
TRAVELLING PARTY SIZE		
One	17%	16%
Two	45%	45%
Three or more	34%	36%
HOUSEHOLD SIZE		
One	12%	12%
Two	43%	40%
Three-Four	33%	36%
COUNTRY OF ORIGIN		
USA	78%	79%
Canada	9%	9%
Europe	6%	6%
Other Countries	7%	6%
AVERAGE LENGTH OF STAY	6.8 nts.	6.8 nts.

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2012	2011
MAIN PURPOSE OF VISIT		
Vacation	76%	72%
Business	5%	5%
Honeymoon	6%	5%
Visiting friends and relatives	4%	6%
DECISION TO VISIT INFLUENCED BY:		
Beaches	65%	60%
Climate	53%	53%
Rest and Relaxation	43%	42%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	87%	82%
Rest and Relax	76%	72%
Shop	35%	35%
Go Snorkeling	35%	33%
Go To Casinos	21%	21%
Go on Island Tour	16%	16%
LIKELY RETURN IN 1-5 YEARS	85%	88%
LIKELY RECOMMEND TO FRIENDS/REL	93%	94%
USED ONLINE SERVICE TO BOOK	68%	65%
USED TRAVEL AGENT	34%	31%
AGE*		
25 - 54 years old	54%	54%
55 years old or older	21%	21%
SEX*		
Male	48%	48%
Female	49%	48%
RACE		
White	83%	80%
Black	4%	8%
Hispanic	5%	4%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	4%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
EDUCATION		
College Graduate or Above	69%	66%
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	8%	9%
$50,001 to $75,000	10%	11%
$75,001 or more	60%	54%
PREVIOUS VISITS		
First Time Visitor	44%	41%
Repeat Visitor	55%	58%
TRAVELLING PARTY SIZE		
One	16%	18%
Two	45%	39%
Three or more	36%	37%
HOUSEHOLD SIZE		
One	12%	12%
Two	40%	40%
Three-Four	36%	34%
COUNTRY OF ORIGIN		
USA	79%	79%
Canada	9%	9%
Europe	6%	6%
Other Countries	6%	6%
AVERAGE LENGTH OF STAY	6.8 nts.	6.8 nts.

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2011	2010
MAIN PURPOSE OF VISIT		
Vacation	72%	73%
Business	5%	5%
Honeymoon	5%	5%
Visiting friends and relatives	6%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	60%	60%
Climate	53%	51%
Rest and Relaxation	42%	41%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	82%	83%
Rest and Relax	72%	74%
Shop	35%	36%
Go Snorkeling	33%	33%
Go To Casinos	21%	22%
Go on Island Tour	16%	16%
LIKELY RETURN IN 1-5 YEARS	88%	86%
LIKELY RECOMMEND TO FRIENDS/REL	94%	92%
USED ONLINE SERVICE TO BOOK	65%	74%
USED TRAVEL AGENT	31%	33%
AGE*		
25 - 54 years old	54%	54%
55 years old or older	21%	20%
SEX*		
Male	48%	48%
Female	48%	49%
RACE		
White	80%	80%
Black	8%	7%
Hispanic	4%	4%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	3%	3%
American Indian/Alaska Native	0%	0%
Other	0%	1%
EDUCATION		
College Graduate or Above	66%	66%
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	9%	8%
$50,001 to $75,000	11%	11%
$75,001 or more	54%	56%
PREVIOUS VISITS		
First Time Visitor	41%	40%
Repeat Visitor	58%	59%
TRAVELLING PARTY SIZE		
One	18%	15%
Two	39%	41%
Three or more	37%	38%
HOUSEHOLD SIZE		
One	12%	13%
Two	40%	38%
Three-Four	34%	34%
COUNTRY OF ORIGIN		
USA	79%	80%
Canada	9%	9%
Europe	6%	6%
Other Countries	6%	6%
AVERAGE LENGTH OF STAY	6.8 nts.	6.7 nts.

*Information on age, sex and avg. length of stay were obtained from immigration card data.
Source: Tour Operator and Media Exit Survey 2011

In 2011, Likelihood to return: Very Likely=59.1% and Somewhat Likely=28.6%, Likelihood to Recommend: VL= 70.3% and SL=23.2%. All numbers are subject to revision.

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2010	2009
MAIN PURPOSE OF VISIT		
Vacation	73%	70%
Business	5%	6%
Honeymoon	5%	5%
Visiting friends and relatives	5%	6%
DECISION TO VISIT INFLUENCED BY:		
Beaches	60%	59%
Climate	51%	51%
Rest and Relaxation	41%	42%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	83%	83%
Rest and Relax	74%	74%
Shop	36%	34%
Go Snorkeling	33%	33%
Go To Casinos	22%	25%
Go on Island Tour	16%	17%
LIKELY RETURN IN 1-5 YEARS	86%	87%
LIKELY RECOMMEND TO FRIENDS/REL	92%	93%
USED TRAVEL AGENT	33%	28%
AGE*		
25 - 54 years old	54%	55%
55 years old or older	20%	20%
SEX*		
Male	48%	49%
Female	49%	48%
RACE		
White	80%	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	1%	0%
EDUCATION		
College Graduate or Above	66%	66%
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	8%	8%
$50,001 to $75,000	11%	11%
$75,001 or more	56%	61%
PREVIOUS VISITS		
First Time Visitor	40%	39%
Repeat Visitor	59%	61%
TRAVELLING PARTY SIZE		
One	15%	18%
Two	41%	42%
Three or more	38%	37%
HOUSEHOLD SIZE		
One	13%	14%
Two	38%	39%
Three-Four	34%	35%
COUNTRY OF ORIGIN		
USA	80%	81%
Canada	9%	8%
Europe	6%	6%
Other Countries	6%	6%
AVERAGE LENGTH OF STAY	6.7 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 2010.

In 2010, Likelihood to return: Very Likely=57.8% and Somewhat Likely=27.7%, Likelihood to Recommend: VL= 68.1%

and SL=23.9%. All numbers are subject to revision.

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2009	2008
MAIN PURPOSE OF VISIT		
Vacation	70%	70%
Business	6%	7%
Honeymoon	5%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	59%	60%
Climate	51%	51%
Rest and Relaxation	42%	43%
LIKELY RETURN IN 1-5 YEARS	87%	87%
LIKELY RECOMMEND TO FRIENDS/REL	93%	93%
USED TRAVEL AGENT	28%	30%
AGE*		
25 - 54 years old	55%	56%
55 years old or older	20%	19%
SEX*		
Male	49%	49%
Female	48%	48%
RACE		
White	82%	82%
Black	8%	7%
Hispanic	4%	4%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	3%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
EDUCATION		
College Graduate or Above	66%	67%
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	8%	7%
$50,001 to $75,000	11%	10%
$75,001 or more	61%	62%
PREVIOUS VISITS		
First Time Visitor	39%	41%
Repeat Visitor	61%	59%
TRAVELLING PARTY SIZE		
One	18%	16%
Two	42%	44%
Three or more	37%	37%
HOUSEHOLD SIZE		
One	14%	12%
Two	39%	38%
Three-Four	35%	38%
COUNTRY OF ORIGIN		
USA	81%	81%
Canada	8%	8%
Europe	6%	6%
Other Countries	6%	5%
AVERAGE LENGTH OF STAY	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= 70.0%

and SL=23.2%. All numbers are subject to revision.

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2008	2007
MAIN PURPOSE OF VISIT		
Vacation	70%	68%
Business	7%	8%
Honeymoon	5%	6%
DECISION TO VISIT INFLUENCED BY:		
Beaches	60%	55%
Climate	51%	51%
Rest and Relaxation	43%	42%
LIKELY RETURN IN 1-5 YEARS	87%	81%
LIKELY RECOMMEND TO FRIENDS/REL	93%	89%
USED TRAVEL AGENT	30%	35%
AGE*		
25 - 54 years old	56%	56%
55 years old or older	19%	20%
SEX*		
Male	49%	49%
Female	48%	48%
RACE		
White	82%	82%
Black	7%	7%
Hispanic	4%	3%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	3%	3%
American Indian/Alaska Native	0%	0%
Other	0%	1%
EDUCATION		
College Graduate or Above	67%	65%
ANNUAL HOUSEHOLD INCOME		
$25,001 to $50,000	7%	10%
$50,001 to $75,000	10%	11%
$75,001 or more	62%	58%
PREVIOUS VISITS		
First Time Visitor	41%	42%
Repeat Visitor	59%	58%
TRAVELLING PARTY SIZE		
One	16%	17%
Two	44%	48%
Three or more	37%	32%
HOUSEHOLD SIZE		
One	12%	12%
Two	38%	39%
Three-Four	38%	34%
COUNTRY OF ORIGIN		
USA	81%	83%
Canada	8%	7%
Europe	6%	6%
Other Countries	5%	5%
AVERAGE LENGTH OF STAY	6.6 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 2008, Likelihood to return: Very Likely=59.5% and Somewhat Likely=27.1%, Likelihood to Recommend: VL= 69.6%

and SL=22.9%. All numbers are subject to revision.

DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2007	2006
MAIN PURPOSE OF VISIT		
Vacation	68%	70%
Business	8%	8%
Honeymoon	6%	6%
PRIMARY REASON FOR CHOOSING BAH.		
Beaches	31%	33%
Climate	13%	13%
Hotel Facilities	11%	10%
LIKELY RETURN IN 1-5 YEARS	81%	83%
LIKELY RECOMMEND TO FRIENDS/REL	89%	90%
USED TRAVEL AGENT	35%	39%
AGE*		
25 - 54 years old	56%	57%
55 years old or older	20%	18%
SEX*		
Male	49%	49%
Female	48%	48%
RACE		
White	82%	81%
Black	7%	7%
Hispanic	3%	3%
Mixed Race/Mixed Heritage	3%	2%
Asian/Pacific Islander	3%	2%
American Indian/Alaska Native	0%	0%
EDUCATION		
College Graduate or Above	65%	63%
ANNUAL HOUSEHOLD INCOME		
$40,000 - $59,999	8%	10%
$60,000 +	69%	68%
PREVIOUS VISITS		
First Time Visitor	42%	45%
Repeat Visitor	58%	55%
TRAVELLING PARTY SIZE		
One	17%	15%
Two	48%	48%
HOUSEHOLD SIZE		
One	12%	12%
Two	39%	37%
Three-Four	34%	35%
COUNTRY OF ORIGIN		
USA	83%	85%
Canada	7%	5%
Europe	6%	5%
Other Countries	5%	4%
AVERAGE LENGTH OF STAY	6.6 nts.	6.4 nts

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

Information on race was obtained from the Tour Operator & Media Exit Study. All numbers are subject to revision.

In 2007 Likelihood to return: Very Likely=50.7% and Somewhat Likely=30.4%, Likelihood to Recommend: VL= 58% and SL=30.7%

DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2006	2005
MAIN PURPOSE OF VISIT		
Vacation	70%	71%
Business	8%	7%
Honeymoon	6%	6%
PRIMARY REASON FOR CHOOSING BAH.		
Beaches	33%	31%
Climate	13%	15%
Hotel Facilities	10%	10%
LIKELY RETURN IN 1-5 YEARS	83%	81%
LIKELY RECOMMEND TO FRIENDS/REL	90%	88%
USED TRAVEL AGENT	39%	42%
AGE*		
25 - 54 years old	57%	57%
55 years old or older	18%	18%
SEX*		
Male	49%	49%
Female	48%	48%
RACE		
White	84%	80%
Black	7%	10%
Hispanic	3%	3%
Mixed Race/Mixed Heritage	2%	2%
Asian/Pacific Islander	2%	2%
American Indian/Alaska Native	0%	0%
EDUCATION		
College Graduate or Above	63%	64%
ANNUAL HOUSEHOLD INCOME		
$40,000 - $59,999	10%	9%
$60,000 +	68%	68%
PREVIOUS VISITS		
First Time Visitor	45%	45%
Repeat Visitor	55%	55%
TRAVELLING PARTY SIZE		
One	15%	14%
Two	48%	47%
HOUSEHOLD SIZE		
One	12%	11%
Two	37%	36%
Three-Four	35%	35%
COUNTRY OF ORIGIN		
USA	85%	86%
Canada	5%	5%
Europe	5%	5%
Other Countries	4%	4%
AVERAGE LENGTH OF STAY	6.4 nts	6.4 nts

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

Information on race was obtained from the Tour Operator & Media Exit Study. All numbers are subject to revision.

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

DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2005	2004
AGE*		
25 - 54 years old	57%	57%
55 years old or older	18%	18%
SEX*		
Male	49%	49%
Female	48%	49%
RACE		
Black	4%	4%
White	96%	96%
EDUCATION		
College Graduate or Above	64%	64%
ANNUAL HOUSEHOLD INCOME		
$40,000 - $59,999	9%	9%
$60,000 +	68%	66%
PREVIOUS VISITS		
First Time Visitor	45%	45%
Repeat Visitor	55%	55%
TRAVELLING PARTY SIZE		
One	14%	14%
Two	47%	48%
HOUSEHOLD SIZE		
One	11%	12%
Two	36%	36%
Three-Four	35%	37%
COUNTRY OF ORIGIN		
USA	86%	87%
Canada	5%	4%
Europe	5%	5%
Other Countries	4%	3%

Information on age and sex was obtained from immigration card data.

All numbers are subject to revision.

DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2004	2003
AGE*		
25 - 54 years old	57%	58%
55 years old or older	18%	18%
SEX*		
Male	49%	49%
Female	49%	49%
RACE		
Black	4%	6%
White	96%	94%
EDUCATION		
College Graduate or Above	64%	62%
ANNUAL HOUSEHOLD INCOME		
$40,000 - $59,999	9%	11%
$60,000 +	66%	65%
PREVIOUS VISITS		
First Time Visitor	45%	45%
Repeat Visitor	55%	54%
TRAVELLING PARTY SIZE		
One	14%	14%
Two	48%	49%
HOUSEHOLD SIZE		
One	12%	13%
Two	36%	37%
Three-Four	37%	36%
COUNTRY OF ORIGIN		
USA	87%	86%
Canada	4%	4%
Europe	5%	6%
Other Countries	3%	3%

Information on age and sex was obtained from immigration card data.

All numbers are subject to revision.

DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2003	2002
AGE*		
25 - 54 years old	58%	59%
55 years old or older	18%	18%
SEX*		
Male	49%	50%
Female	49%	49%
RACE		
Black	6%	4%
White	94%	96%
EDUCATION		
College Graduate or Above	62%	63%
ANNUAL HOUSEHOLD INCOME		
$40,000 - $59,999	11%	11%
$60,000 +	65%	65%
PREVIOUS VISITS		
First Time Visitor	45%	44%
Repeat Visitor	54%	56%
TRAVELLING PARTY SIZE		
One	14%	10%
Two	49%	53%
HOUSEHOLD SIZE		
One	13%	11%
Two	37%	38%
Three-Four	36%	36%
COUNTRY OF ORIGIN		
USA	86%	87%
Canada	4%	5%
Europe	6%	5%
Other Countries	3%	4%

Information on age and sex was obtained from immigration card data.

All numbers are subject to revision.

DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2002	2001
AGE*		
25 - 54 years old	59%	60%
55 years old or older	18%	18%
SEX*		
Male	50%	50%
Female	49%	49%
RACE		
Black	4%	3%
White	96%	97%
EDUCATION		
College Graduate or Above	63%	61%
ANNUAL HOUSEHOLD INCOME		
$40,000 - $59,999	11%	12%
$60,000 +	65%	63%
PREVIOUS VISITS		
First Time Visitor	44%	46%
Repeat Visitor	56%	54%
TRAVELLING PARTY SIZE		
One	10%	10%
Two	53%	57%
HOUSEHOLD SIZE		
One	11%	11%
Two	38%	41%
Three-Four	36%	33%
COUNTRY OF ORIGIN		
USA	87%	85%
Canada	5%	5%
Europe	5%	6%
Other Countries	4%	4%

Information on age and sex was obtained from immigration card data.

All numbers are subject to revision.

DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2001	2000
AGE*		
25 - 54 years old	60%	61%
55 years old or older	17%	17%
SEX*		
Male	50%	50%
Female	49%	49%
RACE		
Black	3%	3%
White	97%	97%
EDUCATION		
College Graduate or Above	61%	60%
ANNUAL HOUSEHOLD INCOME*		
$40,000 - $59,999	12%	13%
$60,000 +	63%	61%
PREVIOUS VISITS		
First Time Visitor	46%	46%
Repeat Visitor	54%	53%
TRAVELLING PARTY SIZE		
One	10%	11%
Two	57%	54%
HOUSEHOLD SIZE		
One	11%	11%
Two	41%	39%
Three-Four	33%	35%
COUNTRY OF ORIGIN		
USA	85%	84%
Canada	5%	5%
Europe	6%	7%
Other Countries	4%	4%

*Information on age and sex was obtained from immigration card data. Numbers do not include non-response.

DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	2000	1999
AGE*		
25 - 54 years old	61%	73%
55 years old or older	17%	15%
SEX*		
Male	50%	47%
Female	49%	53%
RACE		
Black	3%	3%
White	97%	97%
EDUCATION		
College Graduate or Above	60%	59%
ANNUAL HOUSEHOLD INCOME**		
$40,000 - $59,999	13%	17%
$60,000 +	61%	69%
PREVIOUS VISITS		
First Time Visitor	46%	48%
Repeat Visitor	53%	52%
TRAVELLING PARTY SIZE		
One	11%	13%
Two	54%	48%
HOUSEHOLD SIZE		
One	11%	12%
Two	39%	37%
Three-Four	35%	34%
COUNTRY OF ORIGIN		
USA	84%	82%
Canada	5%	6%
Europe	7%	8%
Other Countries	4%	4%

*Information on age and sex was obtained from immigration card data for 2000.

DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	1999	1998
AGE*		
25 - 54 years old	73%	69%
55 years old or older	15%	15%
SEX*		
Male	47%	46%
Female	53%	54%
RACE		
Black	3%	3%
White	97%	98%
EDUCATION		
College Graduate or Above	59%	57%
ANNUAL HOUSEHOLD INCOME**		
$40,000 - $59,999	17%	19%
$60,000 +	69%	64%
PREVIOUS VISITS		
First Time Visitor	48%	48%
Repeat Visitor	52%	51%
TRAVELLING PARTY SIZE		
One	13%	13%
Two	48%	51%
HOUSEHOLD SIZE		
One	12%	13%
Two	37%	38%
Three-Four	34%	33%
COUNTRY OF ORIGIN		
USA	82%	82%
Canada	6%	5%
Europe	8%	8%
Other Countries	4%	5%

*Information on age and sex is normally obtained from immigration card data. However, this information for

1999 was unavailable at the time of this report and therefore was derived from the Exit Study.

**No Response has been factored out of household income and sex.

DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS

	1998	1997
AGE*		
25 - 54 years old	69%	63%
55 years old or older	15%	19%
SEX*		
Male	46%	47%
Female	54%	53%
RACE		
Black	3%	2%
White	98%	98%
EDUCATION		
College Graduate or Above	57%	57%
ANNUAL HOUSEHOLD INCOME**		
$40,000 - $59,999	19%	21%
$60,000 +	64%	61%
PREVIOUS VISITS		
First Time Visitor	48%	47%
Repeat Visitor	51%	52%
TRAVELLING PARTY SIZE		
One	13%	12%
Two	51%	52%
HOUSEHOLD SIZE		
One	13%	13%
Two	38%	39%
Three-Four	33%	32%
COUNTRY OF ORIGIN		
USA	82%	81%
Canada	5%	6%
Europe	8%	8%
Other Countries	5%	5%

*Information on age and sex is normally obtained from immigration card data. However, this information for 1998 was unavailable at the time of this report and therefore was derived from the Exit Study.

DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
1997

	1997	1996
AGE		
25 - 54 years old	63%	63%
55 years old or older	19%	18%
SEX		
Male	47%	51%
Female	53%	49%
RACE		
Black	2%	5%
White	98%	95%
EDUCATION		
College Graduate or Above	57%	58%
ANNUAL HOUSEHOLD INCOME		
$40,000 - $60,000	21%	21%
$60,000 +	61%	60%
PREVIOUS VISITS		
First Time Visitor	47%	45%
Repeat Visitor	52%	54%
TRAVELLING PARTY SIZE		
One	12%	12%
Two	52%	53%
HOUSEHOLD SIZE		
One	13%	13%
Two	39%	40%
Three-Four	32%	32%
COUNTRY OF ORIGIN		
USA	81%	82%
Canada	6%	5%
Europe	8%	8%
Other Countries	5%	5%