

**CRUISE EXPENDITURE SURVEY BROCHURE  
SUMMARY  
GRAND BAHAMA ISLAND**



**RESEARCH AND STATISTICS DEPARTMENT  
MINISTRY OF TOURISM  
2016**

## TABLE OF CONTENTS

	<b>Page No.</b>
<b>1 Cruise Ships in the Cruise Expenditure Survey</b>	4
<b>2 How Much Money Did Cruise Visitors Spend In Grand Bahama</b>	5
i) Total Cruise Expenditure on island	5
ii) Average Expenditure Per Cruise Visitor	5
iii) Did Average Expenditure Differ by Cruise line	5
iv) How Many Cruise Visitors Spent Under \$20 on Their Visit	5
v) How Many Cruise Visitors Spent Under \$50 on Their Visit	5
vi) How Many Cruise Visitors Spent \$50 or more on Their Visit	5
vii) How Many Cruise Visitors Spent \$200 or more on Their Visit	5
<b>3 What Did Cruise Visitors Spend Their Money On While on Island</b>	6
<b>4 Shopping and Cruise Visitors</b>	6
i) What Percentage of Cruise Visitors Went Shopping In Grand Bahama	6
ii) How Much Did Cruise Visitors Spend On Shopping in Grand Bahama	6
iii) What Did Cruise Visitors to Grand Bahama Buy	7
iv) What Percentage of Cruise Visitors Got Their Hair Braided	8
<b>5 Activities/Tours/Excursions</b>	9
i) How Much Did Cruise Visitors Spend On Activities/Tours/Excursions	9
ii) How Did Cruise Visitors Book Their Activities/Tours/Excursions	9
<b>6 How Much Did Cruise Visitors Spend on Transportation</b>	9
<b>7 How Much Did Cruise Visitors Spend in the On-Island Casino</b>	9
<b>8 Meals and Drinks off the Ship</b>	9
i) How Much Did Cruise Visitors Spend on Meals and Drinks off Ship	9
ii) How Many Cruise Visitors Bought Meals and Drinks off Ship	9
iii) What Were The Most Popular Restaurants for Cruise Visitors	10
iv) How Many Cruise Visitors Bought Water	10
v) How Many Cruise Visitors Bought Soda/juice/drinks	10
vi) How Many Cruise Visitors Bought Ice Cream	10
<b>9 Repeat Visitors to the Bahamas</b>	10
i) How Many Cruise Visitors to Grand Bahama Were Repeat Visitors	10
ii) How Many Times Had Cruise Visitors Been to the Bahamas Before	10
iii) Did Cruise Visitors Say That They Had Come to the Bahamas Before on a Cruise Ship or Did They Say That They Had Stayed on Shore	11

<b>10 Cruise Visitors and Likelihood to Return</b>	11
i) Did Cruise Visitors Say That They Would Return to Bahamas as a Vacation Destination either as Part of a Cruise or a Land Based Vacation	11
ii) Would Return Again but on a Cruise	12
iii) Would Return Again but Stay In a Hotel	12
iv) Would Return Again and do Both: Come on a Cruise or Stay in a Hotel	12
<b>11 Cruise Visitors and Likelihood to Recommend</b>	12
i) How Many Cruise Visitors Said That They Would Recommend Bahamas to Friends/Relatives	12
<b>12 How Did Cruise Visitors Find Out What to Do and See While on Isl.</b>	12
i) Did Cruise Visitors Say That They Had Attended a Talk/Lecture About What to Do and See on the Island Before They Got Off the Ship	12
ii) Did Cruise Visitors Say that they Had Obtained Information From Other Sources Than a Talk/Lecture	13
iii) Where Did This Other Information Come From	13
<b>13 How Many Times Did Cruise Visitors Get off the Ship</b>	14
<b>14 What Did Cruise Visitors Say Would Have Made Their Trip More     Enjoyable</b>	14
<b>15 Cruise Ship Demographics</b>	15
<b>16 What is Tourism</b>	17
<b>17 Types of Visitors</b>	17

## 1. Cruise Ships in the Cruise Expenditure Survey 2016

NAMES OF SHIP IN SURVEY 2016			Grand Bahama
Ship Name	Carnival Conquest	Count	11
		Col %	1.4%
	Carnival Dream	Count	18
		Col %	2.4%
	Carnival Freedom	Count	37
		Col %	4.9%
	Carnival Pride	Count	164
		Col %	21.5%
	Carnival Valor	Count	101
		Col %	13.3%
	Carnival Victory	Count	76
		Col %	10.0%
	Ecstasy	Count	85
		Col %	11.2%
	Elation	Count	8
		Col %	1.0%
	Carnival Fantasy	Count	14
		Col %	1.8%
	Carnival Fascination	Count	4
		Col %	.5%
	Majesty of the Seas	Count	19
		Col %	2.5%
	Norwegian Sky	Count	75
		Col %	9.8%
	Sensation	Count	31
		Col %	4.1%
	Carnival Magic	Count	37
		Col %	4.9%
	Carnival Breeze	Count	67
		Col %	8.8%
	Carnival Sunshine	Count	15
		Col %	2.0%
Total	Count		762
		Col %	100.0%

**2. How Much Money Did Cruise Visitors Spend In Grand Bahama In 2016?**

The amount of money spent by cruise visitors to Grand Bahama declined between 2016 and 2015 by -15.7%. In 2016, cruise visitors to Grand Bahama spent \$39.18 million compared to \$46.46 million in 2015. Cruise visitors spent \$44.55 in 2014, \$52.44 million in 2013, and \$56.38 million in 2012.

**3. What Was The Average Expenditure Per Cruise Visitor In Grand Bahama In 2016?**

The average expenditure of a cruise visitor to Grand Bahama has trended downward since 2014. In 2016, the average expenditure for a Cruise Visitor to Grand Bahama was \$63.30 compared to \$68.89 in 2015, and \$71.48 in 2014.

**4. Did The Average Expenditure Per Cruise Visitor In Grand Bahama Differ By Cruise Line?**

- Yes, the average expenditure did differ by Cruise line. The average expenditure made by cruise visitors in Grand Bahama has trended down since 2014 on the Carnival Cruise lines fleet of ships while it trended up on the Norwegian Cruises fleet of ships.
- In 2016, the average expenditure of a cruise visitor to Grand Bahama on the Carnival fleet of ships was \$61.95 compared to \$67.28 in 2015 and \$76.32 in 2014.
- In 2016, the average expenditure of a cruise visitor on the Norwegian Cruises ships was \$81.56 compared to \$75.67 in 2015 and \$65.53 in 2014.
- In 2016, the average expenditure of a cruise visitor on the Royal Caribbean International cruise line was \$67.30 while in Grand Bahama.

**5. How Many Cruise Visitors to Grand Bahama Spent Under \$20.00 When they Got off the Ship?**

Approximately two in every ten (19%) cruise visitors on average spent under \$20.00 while they were off the ship in Grand Bahama.

**6. How Many Cruise Visitors To Grand Bahama Spent Under \$50.00 When They Got Off The Ship?**

More than half (52%) the cruise visitors on average spent under \$50.00.

**7. How Many Cruise Visitors to Grand Bahama Spent \$50 or More When they Got off the Ship?**

Approximately half (48%) of the cruise visitors on average spent \$50.00 or more during their visit to Grand Bahama.

**8. Did Any Cruise Visitors To Grand Bahama Spend \$200 Or More Off The Ship During Their Visit?**

Yes, two percent (2%) of cruise visitors spent on average \$200.00 or more when they got off the ship.

## 9. What Did Cruise Visitors Spend Their Money On While in Grand Bahama?

### CRUISE VISITORS EXPENDITURE BY MAJOR CATEGORY 2016 & 2015

Expenditure by Category	2016		2015		16/15
	Expenditure (Mlns)	% SHR	Expenditure (Mlns)	% SHR	% CHG
Shopping	\$15.26	39.0%	\$19.99	43.0%	-23.6%
Activities/Tours/Excursions	\$16.81	42.9%	\$18.95	40.8%	-11.3%
Meals and Drinks off Ship	\$5.34	13.6%	\$5.40	11.6%	-1.2%
Transportation	\$1.67	4.3%	\$2.06	4.4%	-18.7%
Casino	\$0.09	0.2%	\$0.07	0.1%	32.9%
Nightlife	\$0.00	0.0%	\$0.00	0.0%	0.0%
<b>Total GBI</b>	<b>\$39.18</b>	<b>100.0%</b>	<b>\$46.46</b>	<b>100.0%</b>	<b>-15.7%</b>

Source: Cruise Expenditure Survey, Research & Statistics Dept., Bahamas Ministry of Tourism

In 2016, cruise visitors spent most of their money on shopping and activities/tours/excursions. Thirty-nine percent (39%) of the money spent by cruise visitors in Grand Bahama was on shopping and forty-one percent (43%) of the money was spent on activities/tours/excursions.

Cruise Visitors to Grand Bahama spent the rest of their money on meals and drinks they bought off the ship (13.6% on this), transportation (4.3% on this), and playing in the on island casino (0.2% on this).

## 10. How Many Cruise Visitors To Grand Bahama Went Shopping?

Approximately nine in ten cruise visitors who got off the ship in Grand Bahama did some form of shopping while on island in 2016 (86%), 2015 (89%) and 2014 (88%).

## 11. How Much Did Cruise Visitors Spend On Shopping In Grand Bahama?

In 2016, cruise visitors spent less of their money shopping on island than they had in 2013 to 2015. In 2016, cruise visitors spent \$15.26 million on shopping in Grand Bahama compared to \$19.99 in 2015, \$19.88 million in 2014, and \$19.80 in 2013.

## 12. What Did Cruise Visitors To Grand Bahama Buy When They Went Shopping?

### CRUISE VISITORS THE BAHAMAS SHOPPING SUMMARY

	% of Cruise Visitors Who Said Yes											
	Nassau/Paradise Isl.						Grand Bahama					
	2016	2015	2014	2013	2012	2011	2016	2015	2014	2013	2012	2011
<b>Did Shopping?</b>	46.6%	53.5%	53.6%	55.7%	60.6%	53.0%	85.8%	88.9%	87.8%	87.2%	80.5%	73.6%
Bought T-shirts	82.3%	76.4%	67.8%	75.4%	69.1%	79.4%	56.0%	64.2%	67.4%	62.6%	50.3%	48.6%
Bought Other Clothing	8.6%	9.2%	12.5%	10.2%	12.2%	13.6%	22.3%	21.0%	23.0%	23.0%	24.9%	21.5%
Bought Other Souvenirs	37.4%	36.7%	44.7%	45.8%	46.1%	47.0%	42.7%	40.4%	39.4%	37.7%	35.5%	37.6%
Bought Other Items	38.6%	38.6%	28.7%	20.1%	34.7%	42.9%	27.2%	31.5%	38.2%	28.7%	35.1%	27.2%
Bought Jewelry	32.9%	34.3%	31.8%	31.2%	33.2%	40.4%	24.2%	30.6%	37.0%	38.8%	40.8%	38.7%
Bought Straw Work	40.3%	29.5%	22.2%	29.0%	26.8%	39.4%	17.6%	18.5%	20.7%	16.7%	13.7%	16.5%
Bought Perfumes or Cosmetics	24.6%	24.2%	19.5%	25.0%	21.4%	32.2%	2.1%	2.7%	4.6%	5.2%	2.0%	4.5%
Bought Liquor	30.3%	26.9%	22.4%	26.5%	25.3%	31.0%	4.0%	5.5%	8.7%	8.0%	4.3%	2.0%
Did Hair Braiding	22.0%	20.3%	11.4%	12.7%	9.9%	21.1%	3.2%	2.0%	2.7%	3.6%	2.7%	2.7%
Bought Linen	0.6%	0.2%	1.0%	0.2%	2.7%	6.8%	0.0%	0.8%	0.9%	1.2%	0.9%	1.1%
Bought Tobacco	4.3%	4.1%	3.5%	2.1%	3.0%	3.3%	0.6%	0.5%	1.0%	1.2%	1.9%	0.7%
Bought Leather Goods	6.6%	4.6%	4.0%	2.9%	2.7%	3.1%	0.3%	0.5%	0.4%	0.4%	0.9%	0.7%
Bought China/Crystal	0.6%	0.0%	0.2%	0.6%	1.6%	1.6%	0.3%	0.5%	0.6%	0.9%	1.8%	1.8%

Source: Cruise Expenditure Exit Survey 2011 to 2016, Bahamas Ministry of Tourism Research & Statistics Dept.

Nine in every ten cruise visitors who got off the ship in Grand Bahama, went shopping in 2016 (86%) and 2015 (89%). Cruise Visitors to Grand Bahama bought T-shirts, clothing, jewelry, straw work, perfumes and cosmetics, liquor, linen, tobacco, leather goods and china/crystal and a host of other goods. In Grand Bahama, the tours and excursions usually include shopping as one of the scheduled things to do on the itineraries, this was one of the reasons that a higher percentage of cruise visitors went shopping in Grand Bahama (86%) than in Nassau/Paradise Island (47%).

### 13. How Many Cruise Visitors Bought T-Shirts While In Grand Bahama?

The percentage of cruise visitors purchasing t-shirts went up between the years of 2011 to 2014 but began to fall again in 2015. Of the nine in ten (86%) cruise visitors who had done some form of shopping in Grand Bahama in 2016, more than half (56%) of the cruise visitors bought t-shirts while on the island compared to 64% in 2015, 67% in 2014, 63% in 2013, 50% in 2012 and 49% in 2011.

### 14. How Many Cruise Visitors Bought Jewelry While In Grand Bahama?

The percentage of cruise visitors that purchased jewelry in Grand Bahama has declined since 2012. In 2016, approximately one in four (24%) cruise visitors who got off the ship bought jewelry compared to approximately three in ten (31%) in 2015, to roughly four in every ten in 2014 (37%), 2013 (39%), and 2012 (41%).

### 15. How Many Cruise Visitors Bought Straw Work While In Grand Bahama?

The percentage of cruise visitors purchasing straw work in Grand Bahama has increased since 2012. Approximately two in ten cruise visitors purchased straw work in 2016 (18%), 2015 (19%), 2014 (21%) and 2013 (17%) compared to one in seven (14%) in 2012.

**16. How Many Cruise Visitors Bought Liquor While In Grand Bahama?**

In 2016, four percent (4%) of cruise visitors who got off the ship and shopped purchased liquor while they were in Grand Bahama compared to 6% in 2015, 9% in 2014, and 8% in 2013. In 2012, four percent (4%) of them purchased liquor and two percent (2%) in 2011.

**17. How Many Cruise Visitors Bought Perfumes And Cosmetics While In Grand Bahama?**

In 2016, two percent (2%) of cruise visitors that got off the ship and shopped purchased perfumes and cosmetics while on island in Grand Bahama.

**18. How Many Cruise Visitors Bought Tobacco While In Grand Bahama?**

Approximately one percent (0.6%) of cruise visitors who got off the ship bought tobacco products.

**19. How Many Cruise Visitors bought Leather Goods while in Grand Bahama?**

Approximately one percent of (0.3%) of them bought leather goods.

**20. What Other Goods Did Cruise Visitors To Grand Bahama Purchase?**

Of the cruise visitors who had purchased other goods, the most popular items were hand bags/purses/wallets/totes and hats/caps. Approximately three in ten (26%) cruise visitors who had bought other items purchased hand bags/purses/wallets/totes and approximately one in four (24%) purchased hats/caps. Other popular items purchased in Grand Bahama included: shot glasses (10%), magnets (8%), key chains (7%), wooden carvings (7%), sea shells (6%), conch shells (6%), rum cakes (6%), beach towels (5%) mugs/cups (4%), and sunglasses (4%).

Less popular items purchased by cruise visitors to Grand Bahama Island included: beach bags, cane/walking canes, fans (handmade), spoon/silverware, drums, books/magazines, wind chimes, masks/wooden masks, hair accessories, postcards, other musical instruments, toys, etc.

**21. How Many Cruise Visitors Got Their Hair Braided While In Grand Bahama?**

In 2016, approximately three percent (3%) of cruise visitors that got off the ship got their hair braided while in Grand Bahama compared to two percent (2%) in 2015.

**22. How Much Did Cruise Visitors Spend On Activities/Tours/Excursions?**

The amount of money spent on activities/tours/excursions declined by -11% between 2015 and 2016. Hurricane Matthew which devastated the island in October 2016 would have had an impact on cruise visitor expenditure on activities. In 2016, cruise visitors that got off the ship in Grand Bahama spent \$16.81 million on Activities/Tours/Excursions compared to \$18.95 in 2015, \$16.90 million in 2014, and \$24.56 million in 2013.



## 23. How Did Cruise Visitors Book Their Activities/Tours/Excursions?

### HOW DID YOU BOOK YOUR ACTIVITIES/TOURS/EXCURSIONS THE BAHAMAS 2016

How Activity/Tour Booked	Nassau/P.I.						Grand Bahama					
	2016	2015	2014	2013	2012	2011	2016	2015	2014	2013	2012	2011
Booked on Board Ship	18%	29%	37%	35%	44%	47%	61%	59%	62%	70%	61%	73%
Booked Independently	52%	39%	28%	34%	33%	37%	28%	29%	28%	22%	31%	21%
Booked On shore	31%	33%	36%	31%	22%	16%	11%	13%	11%	9%	7%	6%
Non-Response	0%	0%	0%	0%	3%	2%	0%	0%	0%	0%	2%	1%

Source: Cruise Expenditure Survey 2016, 2015, 2014, 2013, 2012 and 2011, Research and Statistics Dept. Bahamas Ministry of Tourism  
Some cruise visitors would have booked some of their activities one way and their other activity another way.

The percentage of cruise visitors to Grand Bahama that booked their activities/tours/excursions on board the cruise ship has trended downwards since 2013. Approximately six in ten cruise visitors who got off the ship in Grand Bahama booked their activity/tour/excursion on board the ship in 2016 (61%), 2015 (59%) and 2014 (62%), but in 2013, seven in every ten (70%) cruise visitors booked their activity/tour/excursion on board the ship.

## 24. How Much Did Cruise Visitors Spend On Transportation?

The amount spent by cruise visitors on transportation has trended downwards since 2013. In 2016, cruise visitors that got off the ship and used transportation while on island spent \$1.67 million compared to \$2.06 million in 2015, \$2.12 million in 2014, and \$3.05 million in 2013.

## 25. How Much Did Cruise Visitors Spend On Playing In The On Island Casino?

The amount of money spent by cruise visitors in the on-island casino in Grand Bahama has steadily declined between 2013 and 2015 before it inched back up slightly in 2016. In 2016, cruise visitors spent \$0.09 million playing in the on-island casino in Grand Bahama compared to \$0.07 million in 2015, \$0.38 million in 2014, and \$0.74 million in 2013.

## 26. How Much Did Cruise Visitors Spend On Meals And Drinks Off The Ship?

The amount of money cruise visitors spent on purchasing food and drinks off the ship trended up between 2013 and 2015 but fell in 2016. In 2013, cruise visitors to Grand Bahama spent \$4.3 million on meals and drinks off the ship compared to \$5.26 million in 2014, \$5.40 million in 2015, and \$5.34 million in 2016.

## 27. How Many Cruise Visitors Bought Food And Drinks When They Got Off The Ship In Grand Bahama?

Some of the cruise visitors while they were off the ship bought full meals or snacks while others just bought water, soda/juice/drink, ice cream, or snacks.

The percentage of cruise visitors that purchased food and drinks while they were off the cruise ship has not changed much since 2013. Approximately seven in ten cruise visitors that got off the ship in Grand Bahama purchased some kind of food or drinks while on island in 2016 (69%), 2015 (72%), 2014 (69%) and 2013 (69%).

## **28. What Were Some Of The Most Popular Restaurants Where Cruise Visitors Ate In Grand Bahama?**

The most popular restaurant in Grand Bahama for cruise visitors who got off the ship and dined was Señor Frogs in 2016 and 2015. The next most popular restaurants for cruise visitors who got off the ship and dined in both 2016 and 2015 were Fat Tuesday and Robinson's Seafood Delight.

The other popular restaurants where cruise visitors ate or drank while they were in Grand Bahama included: After Deck, Agave Restaurant, Bahama Breeze, Banana Bay Restaurant, Bateman's Big Easy Restaurant, Billy Joe's Restaurant and Bar, Burger Boy and Girl, Conchalicious, Domino's Pizza, Garden Café (Garden of the Groves), Jolly Rancher Liquor Store, Junkanoo Beach Club, Le Med Mediterranean Restaurant, Mama Cita, Molly Malone Irish Pub and Eatery, Seaman's Rest Sports Bar, Sparky's, Subway, and Zorba's Greek Restaurant.

*(Listed in alphabetical order; all restaurants are not listed.)*

## **29. How Many Cruise Visitors To Grand Bahama Bought Water On The Island?**

In 2016, approximately one in seven (14%) cruise visitors who got off the ship in Grand Bahama and bought food or drinks bought water during their time ashore on the island compared to approximately one in six (16%) in 2015.

## **30. How Many Cruise Visitors To Grand Bahama Bought Soda/Juice/Drinks On The Island?**

Approximately one in every seven cruise visitors who got off the ship in Grand Bahama purchased soda/juice/drinks during their time ashore in 2016 (13%) and 2015 (14%).

## **31. How Many Cruise Visitors To Grand Bahama Bought Ice Cream On The Island?**

In 2016, less than one percent (0.4%) of cruise visitors who got off the ship bought ice cream while ashore in Grand Bahama compared to 1% in 2015.

## **32. How Many Cruise Visitors To Grand Bahama Were Repeat Visitors?**

Roughly half the cruise visitors who visited Grand Bahama in 2016 (46%) and 2015 (51%) had visited The Bahamas before.

## **33. How Many Times Had Cruise Visitors To Grand Bahama Visited The Bahamas Before?**

In 2016, of the cruise visitors that had visited The Bahamas before, approximately three in every ten (28%) had visited one time before and one in four (26%) had visited two times before. Roughly half (46%) had visited three or more times before.

### 34. When Cruise Visitors Came To The Bahamas Before, Did They Also Come On A Cruise Ship Or Did They Stay On Shore?

#### WHEN YOU CAME BEFORE WAS THAT ALSO ON A CRUISE SHIP OR DID YOU STAY ON SHORE?

			Grand Bahama
When You Came Before	Cruise	Count	265
Was it on a Cruise Visit or		Col %	75.7%
Did You Stay On-shore	Stayed on shore	Count	29
		Col %	8.3%
	Both	Count	53
		Col %	15.1%
	Non Response	Count	3
		Col %	.9%
Total	Count		350
	Col %		100.0%

- Approximately three in every four cruise visitors in 2016 (76%) and 2015 (73%) who came to the Bahamas before had done so on a cruise ship compared to approximately eight in every ten (78%) in 2014 and approximately seven in ten (69%) in 2013.
- Roughly one in ten cruise visitors who had come to the Bahamas before had stayed on shore in 2016 (8%) and 2015 (12%).
- The percentage of cruise visitors to Grand Bahama that came to the Bahamas before and had either cruised to The Bahamas before or stayed on shore at one time or another remained virtually unchanged in 2016 (15%), and 2015 (15%).

### 35. Did Cruise Visitors To Grand Bahama Say That They Would Return To The Bahamas Again As a Vacation Destination, Either As Part Of A Cruise Or For A Land Based Vacation?

The majority (98% i.e., 69.7% definitely would and 28.1% probably would) of cruise visitors who had come ashore in Grand Bahama indicated that they would return to The Bahamas as a vacation destination either as part of a cruise or for a longer stay.

### 36. How Many Cruise Visitors To Grand Bahama Who Indicated That They Would Return, Said That They Would Come Back On A Cruise?

Of the cruise visitors to Grand Bahama who came ashore and indicated that they would definitely or probably return, approximately seven in ten (68%) indicated that they would come back on a cruise ship again.

### 37. How Many Cruise Visitors To Grand Bahama Who Indicated That They Would Return Said That They Would Come Back And Stay In A Hotel?

Of the cruise visitors to Grand Bahama who came ashore and said that they would definitely or probably return, roughly one in ten (13%) indicated that they would stay in a hotel when they returned.

**38. How Many Cruise Visitors To Grand Bahama Who Indicated That They Would Return, Said That They Would Do Both: Come Back And Stay In A Hotel And Come Back On A Cruise?**

Of the cruise visitors to Grand Bahama who came ashore and said that they would definitely or probably return, approximately one in ten (16%) indicated that they would do both, come back and stay in a hotel or come back on a cruise.

**39. How Many Cruise Visitors To Grand Bahama Who Came Ashore Said That They Would Recommend The Bahamas To Their Friends And Relatives As A Place To Visit?**

The majority (99% i.e., 88.5% definitely would & 10.8% probably would) of cruise visitors who had come ashore in Grand Bahama indicated that they would recommend The Bahamas as a place for their friends/relatives to visit.

**41. Did Cruise Visitors To Grand Bahama Say That They Had Attended A Talk Or Lecture About The Island?**

**BEFORE YOU GOT OFF THE SHIP, DID YOU ATTEND A TALK OR LECTURE ABOUT WHAT THERE WAS TO SEE AND DO WHILE HERE?**

			Grand Bahama
Before Getting off Ship Did	Yes	Count	193
You Attend a talk/lecture		Col %	25.3%
About What to See or Do	No	Count	568
While Here?		Col %	74.5%
	Non Response	Count	1
		Col %	.1%
Total		Count	762
		Col %	100.0%

Roughly, one in every four (25%) cruise visitors to Grand Bahama indicated that yes, they had attended a talk or lecture about what there was to see and do while they were on the island before they got off the ship.

#### 42. Did Cruise Visitors To Grand Bahama Say That They Had Obtained Other Information About What To See And Do While They Were On Island?

##### DID YOU GET ANY OTHER INFORMATION ABOUT WHAT TO SEE AND DO HERE?

			Grand Bahama
Did You Get Any Other Information About What to See and Do Here?	Yes	Count	483
		Col %	63.4%
	No	Count	277
		Col %	36.4%
	Non Response	Count	2
		Col %	.3%
Total		Count	762
		Col %	100.0%

In 2016, approximately six in ten (63%) cruise visitors to Grand Bahama indicated that they did get information other than a talk/lecture about what there was to see and do while they were on the island before they got off the ship.

#### 43. Where Did The Other Information About What To Do And See While On Grand Bahama Come From?

##### WHERE DID THE OTHER INFORMATION ABOUT WHAT TO SEE AND DO HERE COME FROM?

		Grand Bahama	
		Count	Col %
Other Information	Internet	352	72.6%
	Brochures/Pamphlets/Flyers/Booklets	180	37.1%
	Maps	54	11.1%
	Cruise Director	52	10.7%
	Television on board ship	50	10.3%
	Tour Director	30	6.2%
	Non Response	15	3.1%
	Obtained information off the ship	3	.6%
	Other people/neighbours	3	.6%
	Found on own/at home	1	.2%

The most popular means for cruise visitors to find out information on what to see or do while in Grand Bahama other than a talk/lecture given on the ships was the Internet. Approximately seven in ten (73%) cruise visitors that got other information other than a talk/lecture about the Bahamas used the Internet. The next most popular means used to

obtain additional information about the island other than a talk or lecture included brochures/pamphlets/flyers, used by roughly four in ten (37%) cruise visitors.

Other popular means used by cruise visitors other than a talk/lecture to obtain information on the Bahamas included: television on board the ship (10%), maps (11%), tour directors (6%), and cruise directors (11%). Many cruise visitors that came ashore used more than one of these means to obtain information.

#### **40. How Many Times Did Cruise Visitors Get Off The Ship When They Were Docked In Grand Bahama?**

The majority (93%) of cruise visitors that got off the ship did so one time and roughly one in twenty (5%) got off two times.

#### **41. What Did Cruise Visitors To Grand Bahama Say Would Have Made Their Trip Better?**

**Length of Stay:** Roughly, half (47%) the negative comments received from cruise visitors to Grand Bahama about what would have made their trip more enjoyable were about length of stay in port. These cruise visitors thought that their length of stay in Grand Bahama was not long enough i.e. they needed more time, more time to enjoy the island, more time at the beach, more time to see and do more, more time to explore, etc. Length of stay was a negative for them but a positive for Grand Bahama as it is desired that the cruise visitors would want a longer stay.

**46. Cruise Visitor Demographics:**

**DEMOGRAPHICS  
GRAND BAHAMA ISLAND  
CRUISE VISITORS  
2016**

	<b>2016</b>	<b>2015</b>
<b>CRUISE VISITORS LIKELY TO RETURN</b>	98%	98%
Those Who Would Return and Stay in a Hotel	13%	11%
Those Who Would Return by Cruise ship	68%	64%
Those Who Would Return & Do a Cruise or a Land Stay	16%	20%
<b>CRUISE VISITORS LIKELY TO RECOMMEND</b>	99.3%	99.8%
<b>REPEAT VISITORS</b>	46%	51%
<b>AGE</b>		
18-24	4%	5%
25-34	19%	16%
35-44	29%	29%
45-54	27%	28%
55-64	16%	16%
65 yrs. & over	6%	7%
<b>AGE OF CHILD TRAVELLING</b>		
Under 12 months	1%	1%
Age 1 to 5	17%	15%
Age 6 to 11	38%	40%
Age 12 to 17	41%	42%
Over 17 yrs.	3%	2%
<b>SEX</b>		
Male	22%	24%
Female	77%	76%
<b>TRAVELLING PARTY SIZE</b>		
One	1%	1%
Two	55%	58%
Three	11%	11%
Four or More	33%	30%
<b>AVERAGE TRAVELLING PARTY SIZE</b>	4.0	4.0
<b>HOW VISITORS WERE TRAVELLING (Travel Type)</b>		
Alone	0%	1%
As a couple	51%	49%
As a family	38%	40%
As a group	11%	10%

**DEMOGRAPHICS  
GRAND BAHAMA ISLAND  
CRUISE VISITORS  
2016**

	<b>2016</b>	<b>2015</b>
<b>HOUSEHOLD INCOME*</b>		
\$25,001-\$50,000	8%	9%
\$50,001-\$75,000	13%	16%
\$75,001-\$100,000	13%	13%
\$100,001 and Over	21%	20%
<b>TOP STATES: WHERE CRUISE VISITORS LIVE</b>		
Texas	15%	8%
Florida	12%	12%
Virginia	7%	8%
Pennsylvania	7%	5%
Maryland	6%	8%
New Jersey	6%	2%
North Carolina	5%	7%
Ohio	5%	5%
New York	4%	4%
Georgia	3%	7%
South Carolina	3%	5%
Tennessee	2%	3%
Louisiana	2%	3%
Massachusetts	2%	2%
Oklahoma	2%	0%
Michigan	2%	1%
<b>COUNTRY OF RESIDENCE</b>		
USA	97%	96%
Canada	1%	2%
Europe	1%	1%
Other	0.5%	0.4%

Source: Cruise Expenditure Survey 2016 and 2015, Research and Statistics Dept. Bahamas Ministry of Tourism



## 47. What is Tourism?

**Tourism:** The “activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated (i.e. without receiving a salary/wage for said activity/activities) from within the place visited”. (Source: United Nations World Tourism Organization UNWTO, & *Wikipedia, The Free Encyclopedia*).

### TYPE OF VISITORS

*Visitors to the Islands of The Bahamas can come to the Bahamas by air or by sea.*

Air arrivals are persons who come to the destination by air and may include stopover visitors, day visitors, and transit visitors.

Sea arrivals are persons who come to the destination by sea, i.e. cruise arrivals. Sea arrivals also include stopover visitors like boaters/yachters.

### Main Types of Visitors

Stopovers defined as persons staying for 24 hours or more, hotel visitors help to make up the stopover visitors. Boaters/yachters are also stopover visitors even though they may come to the islands by sea.

Cruise Stopover Visitors are a special category of visitors that we have for Grand Bahama primarily. These visitors come to The Bahamas on a cruise ship but stay in land based accommodations and stay 24 hours or more.

Cruise Visitors defined as persons visiting The Islands of The Bahamas by cruise ship and using the cruise ship for their accommodation.

Day Visitors defined as persons visiting The Islands of The Bahamas for less than 24 hours

Transits defined as persons in transit from one country to another.

Information in this brochure is based on the Grand Bahama Cruise Expenditure Exit Surveys 2016, 2015, 2014, 2013, 2012, 2011. If you have any questions about this report, you may contact the Director of the Research and Statistics Department using the following information below:



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