

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



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2018**

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1. Cruise Ships in the Cruise Expenditure Survey 2018

NAMES OF SHIP IN SURVEY 2018

			Grand Bahama
Ship Name	Carnival Conquest	Count	9
		Col %	0.6%
	Carnival Dream	Count	74
		Col %	5.1%
	Carnival Freedom	Count	104
		Col %	7.2%
	Carnival Holiday	Count	1
		Col %	0.1%
	Carnival Liberty	Count	400
		Col %	27.6%
	Carnival Pride	Count	603
		Col %	41.6%
	Ecstasy	Count	1
		Col %	0.1%
	Elation	Count	32
		Col %	2.2%
	Enchantment of the Seas	Count	8
		Col %	0.6%
	Grandeur of the Seas	Count	26
		Col %	1.8%
	Majesty of the Seas	Count	6
		Col %	0.4%
	Norwegian Sky	Count	48
		Col %	3.3%
	Norwegian Sun	Count	17
		Col %	1.2%
	Carnival Breeze	Count	95
		Col %	6.5%
	Serenade of the Seas	Count	5
		Col %	0.3%
	Carnival Sunshine	Count	12
		Col %	0.8%
	Celebrity Equinox	Count	10
		Col %	0.7%
Total	Count		1451
		Col %	100.0%

Source: Cruise Expenditure Survey 2018, Research & Statistics Dept.

2. How Much Money Did Cruise Visitors Spend in Grand Bahama in 2018?

The amount of money spent by cruise visitors to Grand Bahama increased between 2018 and 2017 by 4.9%. In 2018, cruise visitors to Grand Bahama spent \$36.30 million compared to \$34.60 million in 2017, \$39.18 in 2016, and \$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 2018?

The average expenditure of a cruise visitor to Grand Bahama has trended downward since 2014. In 2018, the average expenditure for a Cruise Visitor to Grand Bahama was \$64.2, compared to \$59.2 in 2017, \$63.30 in 2016, \$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 primarily trended down since 2014 on the Carnival Cruise lines fleet of ships but went back up in 2018.
- In 2018, the average expenditure of a cruise visitor to Grand Bahama on the Carnival fleet of ships was \$63.56 compared to \$58.32 in 2017, \$61.95 in 2016, \$67.28 in 2015, and \$76.32 in 2014.
- In 2018, the average expenditure of a cruise visitor on the Norwegian Cruises ships was \$81.93 compared to \$67.53 in 2017, \$81.56 in 2016, \$75.67 in 2015, and \$65.53 in 2014.
- In 2018, the average expenditure of a cruise visitor on the Royal Caribbean International cruise line was \$58.74 compared to \$69.03 in 2017, \$67.30 in 2016 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 (18%) 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?

Approximately half (48%) 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 (52%) 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, three percent (3%) 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 2018 & 2017

Expenditure by Category	2018		2017		18/17
	Expenditure (Mlns)	% SHR	Expenditure (Mlns)	% SHR	% CHG
Shopping	\$14.37	39.6%	\$14.84	42.9%	-3.2%
Activities/Tours/Excursions	\$14.81	40.8%	\$13.69	39.6%	8.2%
Meals and Drinks off Ship	\$5.43	14.9%	\$4.58	13.2%	18.4%
Transportation	\$1.69	4.7%	\$1.49	4.3%	13.3%
Casino	\$0.00	0.0%	\$0.00	0.0%	0.0%
Nightlife	\$0.00	0.0%	\$0.00	0.0%	0.0%
Total GBI	\$36.30	100.0%	\$34.60	100.0%	4.9%

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

In 2018, cruise visitors spent most of their money on activities/tours/excursions and shopping. Forty percent (40%) of the money spent by cruise visitors in Grand Bahama was on shopping and forty-one percent (41%) 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 (15% on this), and transportation (5% on this).

10. How Many Cruise Visitors to Grand Bahama Went Shopping?

Roughly nine in ten (85%), cruise visitors who got off the ship in Grand Bahama did some form of shopping while on island in 2018. Roughly nine in ten cruise visitors who got off the ship in Grand Bahama did some form of shopping while on island in 2017 (87%), 2016 (86%), 2015 (89%) and 2014 (88%).

11. How Much Did Cruise Visitors Spend on Shopping in Grand Bahama?

In 2018, cruise visitors spent \$14.37 million on shopping in Grand Bahama compared to \$14.84 in 2017, \$15.26 million in 2016, \$19.99 million 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							
	2018	2017	2016	2015	2014	2013	2012	2011	2018	2017	2016	2015	2014	2013	2012	2011
Did Shopping?	64.3%	65.8%	46.6%	53.5%	53.6%	55.7%	60.6%	53.0%	85.1%	87.2%	85.8%	88.9%	87.8%	87.2%	80.5%	73.6%
Bought T-shirts	56.8%	59.4%	82.3%	76.4%	67.8%	75.4%	69.1%	79.4%	58.3%	59.6%	56.0%	64.2%	67.4%	62.6%	50.3%	48.6%
Bought Other Clothing	13.8%	16.1%	8.6%	9.2%	12.5%	10.2%	12.2%	13.6%	28.3%	23.4%	22.3%	21.0%	23.0%	23.0%	24.9%	21.5%
Bought Other Souvenirs	39.9%	38.2%	37.4%	36.7%	44.7%	45.8%	46.1%	47.0%	43.5%	41.3%	42.7%	40.4%	39.4%	37.7%	35.5%	37.6%
Bought Other Items	26.7%	25.6%	38.6%	38.6%	28.7%	20.1%	34.7%	42.9%	26.2%	24.7%	27.2%	31.5%	38.2%	28.7%	35.1%	27.2%
Bought Jewelry	19.7%	18.3%	32.9%	34.3%	31.8%	31.2%	33.2%	40.4%	20.0%	23.4%	24.2%	30.6%	37.0%	38.8%	40.8%	38.7%
Bought Straw Work	12.5%	18.6%	40.3%	29.5%	22.2%	29.0%	26.8%	39.4%	18.1%	17.7%	17.6%	18.5%	20.7%	16.7%	13.7%	16.5%
Bought Perfumes or Cosmetics	5.5%	5.6%	24.6%	24.2%	19.5%	25.0%	21.4%	32.2%	4.3%	2.9%	2.1%	2.7%	4.6%	5.2%	2.0%	4.5%
Bought Liquor	12.0%	11.2%	30.3%	26.9%	22.4%	26.5%	25.3%	31.0%	8.3%	5.2%	4.0%	5.5%	8.7%	8.0%	4.3%	2.0%
Did Hair Braiding	2.9%	4.7%	22.0%	20.3%	11.4%	12.7%	9.9%	21.1%	5.5%	2.1%	3.2%	2.0%	2.7%	3.6%	2.7%	2.7%
Bought Linen	1.0%	1.1%	0.6%	0.2%	1.0%	0.2%	2.7%	6.8%	0.5%	0.8%	0.0%	0.8%	0.9%	1.2%	0.9%	1.1%
Bought Tobacco	2.6%	3.3%	4.3%	4.1%	3.5%	2.1%	3.0%	3.3%	0.3%	0.3%	0.6%	0.5%	1.0%	1.2%	1.9%	0.7%
Bought Leather Goods	1.1%	1.4%	6.6%	4.6%	4.0%	2.9%	2.7%	3.1%	0.6%	0.2%	0.3%	0.5%	0.4%	0.4%	0.9%	0.7%
Bought China/Crystal	0.9%	0.9%	0.6%	0.0%	0.2%	0.6%	1.6%	1.6%	0.4%	0.1%	0.3%	0.5%	0.6%	0.9%	1.8%	1.8%

Source: Cruise Expenditure Exit Survey 2011 to 2018, Bahamas Ministry of Tourism Research & Statistics Dept.

In September 2017, Hurricanes Irma and Maria passed through the Caribbean islands and the Southern Bahamas and caused significant damage to many cruise ports in the region. Many ships that had been destined for other ports, were re-routed to Nassau/P.I. as a result of these devastating Hurricanes. Fourth quarter cruise expenditure in Nassau/P.I. increased significantly as a result of the increase in cruise arrivals and average expenditure of the cruise visitors to the island during this period. The re-routed ships had a significant impact on cruise expenditure during the 4th qtr. 2017.

In 2017, there was a significant increase in the percentage of cruise visitors to Nassau/P.I. that went shopping than in 2016 and the hurricanes heavily influenced this increase.

In 2018, roughly nine in ten (85%) cruise visitors who got off the ship in Grand Bahama went shopping compared to 87% in 2017. 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, many tours and excursions included 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 (85%) than in Nassau/Paradise Island (64%) in 2018.

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

Of the roughly nine in ten (85%) cruise visitors who had done some form of shopping in Grand Bahama in 2018, approximately six in ten (58%) cruise visitors bought t-shirts while on the island compared to 60% in 2017. In 2016, more than half (56%) of the cruise visitors bought T-shirts 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 2018, approximately two in ten (20%) cruise visitors who got off the ship bought jewelry compared to 23% in 2017, 24% in 2016, 31% in 2015, 37% in 2014, 39% in 2013, and 41% in 2012.

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 2018 (18%), 2017 (18%), 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 2018, approximately one in every ten (8%) cruise visitors who got off the ship and shopped purchased liquor while they were in Grand Bahama compared to 5% in 2017, 4% in 2016, 6% in 2015, 9% in 2014, 8% in 2013, 4% in 2012 and 2% in 2011.

17. How Many Cruise Visitors Bought Perfumes and Cosmetics While in Grand Bahama?

In 2018, one in every twenty-five (4%) 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?

Less than one percent (0.3%) 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 (0.6%) 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 handbags/purses/wallets/totes and hats/caps. Roughly two in ten cruise visitors to Grand Bahama purchased handbags/purses/wallets/totes (22%) in 2018 and hats/caps (17%). Other popular items purchased in Grand Bahama included: key chains (14%), wood carvings (13%), magnets (13%), shots/glasses (11%), conch shells/shells (6%), and rum cakes (7%).

Less popular items purchased by cruise visitors to Grand Bahama Island included: beach towels, cane/walking canes, wind chimes, masks/wooden masks, toys, etc.

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

In 2018, approximately one in every twenty (6%) cruise visitors that got off the ship got their hair braided while in Grand Bahama compared 2% in 2017, 3% in 2016 and 2% in 2015.

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

The amount of money spent on activities/tours/excursions increased by 8% between 2018 and 2017. In 2018, cruise visitors that got off the ship in Grand Bahama spent \$14.81 million on Activities/Tours/Excursions compared to \$13.69 million in 2017, \$16.81 million in 2016, \$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 2018

How Activity/Tour Booked	Nassau/P.I.								Grand Bahama							
	2018	2017	2016	2015	2014	2013	2012	2011	2018	2017	2016	2015	2014	2013	2012	2011
Booked on Board Ship	27%	29%	18%	29%	37%	35%	44%	47%	68%	66%	61%	59%	62%	70%	61%	73%
Booked Independently	65%	49%	52%	39%	28%	34%	33%	37%	28%	27%	28%	29%	28%	22%	31%	21%
Booked On shore	10%	22%	31%	33%	36%	31%	22%	16%	5%	7%	11%	13%	11%	9%	7%	6%
Non-Response	0%	3%	0%	0%	0%	0%	3%	2%	0%	0%	0%	0%	0%	0%	2%	1%

Source: Cruise Expenditure Surveys 2018, 2017, 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 but in 2016, it went back up. Approximately seven in ten (68%) cruise visitors who got off the ship in Grand Bahama booked their activity/tour/excursion on board the ship in 2018, compared to 66% in 2017, 61% in 2016, 59% in 2015, 62% in 2014 and 70% in 2013.

24. How Much Did Cruise Visitors Spend on Transportation?

The amount spent by cruise visitors on transportation has trended downwards between 2013 to 2017. In 2018, cruise visitors that got off the ship and used transportation while on island spent \$1.69 million compared to \$1.49 million in 2017, \$1.67 million in 2016, \$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 casino in Grand Bahama was closed in 2018.

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 the years 2013 to 2015 but fell in 2016 and 2017. 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, \$5.34 million in 2016, \$4.58 million in 2017, and \$5.43 in 2018.

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 2018 (70%), 2017 (70%), 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 2018, 2017, 2016 and 2015. The next most popular restaurants for cruise visitors that got off the ship and dined while on island were Fat Tuesday, Burger Boy and Girl, Robinson's Seafood Delight, and Krusty Krab.

The other popular restaurants/eateries where cruise visitors ate or drank while they were in Grand Bahama included: After Deck, Agave Restaurant, Banana Bay, Bateman's, Burger King, Dive In, Garden Café (Garden of the Groves), Jolly Rancher Liquor Store, Pirate's Cove, 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 2018, thirteen percent (13%) of 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 15% in 2017, 14% in 2016, and 16% in 2015.

30. How Many Cruise Visitors to Grand Bahama Bought Soda/Juice/Drinks on The Island?

In 2018, approximately one in ten (8%) cruise visitors who got off the ship in Grand Bahama purchased soda/juice/drinks during their time ashore compared to 12% in 2017, 13% in 2016, and 14% in 2015.

31. How Many Cruise Visitors to Grand Bahama Bought Ice Cream on The Island?

In 2018, approximately one percent (0.5%) of cruise visitors who got off the ship bought ice cream while ashore in Grand Bahama compared to 0.5% in 2017, 0.4% in 2016 and 1% in 2015.

32. How Many Cruise Visitors to Grand Bahama Were Repeat Visitors?

In 2018, more than half (53%) of the cruise visitors to Grand Bahama had visited before compared to 51% in 2017. 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 2018, of the cruise visitors that had visited The Bahamas before, approximately one in every three (34%) had visited one time before and approximately three in ten (29%) had visited two times before. Roughly four in ten (37%) 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 Was it on a Cruise Visit or Did You Stay On-shore	Cruise	Count	620
		Col %	80.2%
	Stayed on shore	Count	59
		Col %	7.6%
	Both	Count	93
		Col %	12.0%
	Non Response	Count	1
		Col %	0.1%
Total	Count		773
	Col %		100.0%

Source: Cruise Expenditure Survey 2018, Research and Statistics Dept. Bahamas Ministry of Tourism

- The percentage of cruise visitors that have come to The Bahamas before on a cruise ship, trended up between 2015 to 2017. In 2018, of the cruise visitors that had come to The Bahamas before, approximately eight in every ten (80%) had come before on a cruise ship compared to 82% in 2017, 76% in 2016, and 73% in 2015.
- In 2018, approximately one in ten (8%) cruise visitors who had come to The Bahamas before had stayed on shore compared to 5% in 2017, 8% in 2016, and 12% in 2015.
- The percentage of cruise visitors to Grand Bahama that had come 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 2018 (12%) from 2017 (12%); it was just slightly higher 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 (98.4% i.e., 79.4% definitely would and 19.0% 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.

**DO YOU THINK YOU WOULD STAY IN A HOTEL OR COME ON A
CRUISE SHIP**

			Grand Bahama
Would You Stay in a Hotel or Come on a Cruise Ship?	Would stay in a hotel	Count	170
		Col %	11.9%
	Would come by cruise ship	Count	1007
		Col %	70.5%
	Both	Count	204
		Col %	14.3%
	Don't Know	Count	47
		Col %	3.3%
Total	Count		1428
	Col %		100.0%

36. 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 in 2018, and said that they would definitely or probably return, approximately one in ten (12%) indicated that they would stay in a hotel when they returned.

37. 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 in 2018 and indicated that they would definitely or probably return, approximately seven in ten (71%) indicated that they would come back on a cruise ship again.

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?

In 2018, of the cruise visitors to Grand Bahama who came ashore and said that they would definitely or probably return, fourteen percent (14%) 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?

In 2018, the majority (99.6% i.e., 92.8% definitely would & 6.8% 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.

40. 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 You Attend a talk/lecture About What to See or Do While Here?	Yes	Count	465
		Col %	32.0%
	No	Count	985
		Col %	67.9%
	Don't Know	Count	1
		Col %	0.1%
Total		Count	1451
		Col %	100.0%

In 2018, nearly one third (32%) of the 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 compared to 22% in 2017.

41. 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	1026
		Col %	70.7%
	No	Count	425
		Col %	29.3%
Total		Count	1451
		Col %	100.0%

In 2018, approximately seven in every ten (71%) cruise visitors to Grand Bahama that got off the ship 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 compared to 66% in 2017.

42. 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	765	74.6%
	Brochures/Pamphlets/Flyers/Booklets	332	32.4%
	Maps	278	27.1%
	Television on board ship	116	11.3%
	Cruise Director	106	10.3%
	Tour Director	74	7.2%
	Other people/neighbours	22	2.1%
	Travel Agents	4	0.4%
	Obtained information off the ship	3	0.3%
	Tourism Information Booth/Information	1	0.1%
	Other	2	0.2%
	Non Response	18	1.8%

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 three in every four (75%) 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 (32%) and maps (27%).

Other popular means used by cruise visitors other than a talk/lecture to obtain information on The Bahamas included: television on board the ship (11%), cruise directors (10%) and tour directors (7%). Many cruise visitors that came ashore used more than one of these means to obtain information.

43. How Many Times Did Cruise Visitors Get Off the Ship When They Were Docked in Grand Bahama?

In 2018, the majority (93%) of cruise visitors that got off the ship did so one time and one in twenty (5%) got off two times.

44. What Did Cruise Visitors to Grand Bahama Say Would Have Made Their Trip Better?

Length of Stay: Nearly half (47%) of the suggestion 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 to see and do more, etc. In the past the fact that the visitors wanted to stay longer in port was categorized as a negative from their perspective but a positive from the perspective of the destination. However, the decision was made to reclassify this cruise visitor comment of wanting more time in port as a suggestion.

45. Cruise Visitor Demographics:

**DEMOGRAPHICS
GRAND BAHAMA ISLAND
CRUISE VISITORS
2018**

	2018	2017
CRUISE VISITORS LIKELY TO RETURN	98%	98%
Those Who Would Return and Stay in a Hotel	12%	11%
Those Who Would Return by Cruise ship	71%	71%
Those Who Would Return & Do a Cruise or a Land Stay	14%	13%
CRUISE VISITORS LIKELY TO RECOMMEND	99.6%	99.1%
REPEAT VISITORS	53%	51%
AGE		
18-24	3%	3%
25-34	15%	17%
35-44	35%	31%
45-54	28%	28%
55-64	14%	15%
65 yrs. & over	5%	6%
AGE OF CHILD TRAVELLING		
Under 12 months	1%	2%
Age 1 to 5	14%	16%
Age 6 to 11	41%	40%
Age 12 to 17	42%	40%
Over 17 yrs.	2%	3%
TRAVELLING PARTY SIZE		
One	1%	1%
Two	49%	55%
Three	13%	13%
Four or More	37%	31%
AVERAGE TRAVELLING PARTY SIZE	4.0	4.0
HOW VISITORS WERE TRAVELLING (Travel Type)		
Alone	1%	1%
As a couple	42%	46%
As a family	48%	42%
As a group	9%	11%

DEMOGRAPHICS
GRAND BAHAMA ISLAND
CRUISE VISITORS
2018

	2018	2017
HOUSEHOLD INCOME*		
\$25,001-\$50,000	10%	8%
\$50,001-\$75,000	15%	13%
\$75,001-\$100,000	13%	12%
\$100,001 and Over	21%	17%
TOP STATES: WHERE CRUISE VISITORS LIVE		
Maryland	14%	10%
Texas	11%	7%
Virginia	10%	12%
Florida	8%	7%
Pennsylvania	8%	7%
Ohio	6%	4%
New Jersey	5%	5%
New York	4%	5%
Georgia	3%	6%
North Carolina	3%	7%
Louisiana	2%	1%
Delaware	2%	1%
Tennessee	2%	4%
COUNTRY OF RESIDENCE		
USA	98.1%	97.8%
Canada	1.1%	1.3%
Europe	0.3%	0.5%
Other	0.5%	0.4%

Source: Cruise Expenditure Survey 2018 and 2017, Research and Statistics Dept. Bahamas Ministry of Tourism

In this survey, a distinction is made between the traveling party size and the number of people expenses relate to, because there was a significant percentage of people that traveled as a group or as a family but their expenses did not relate to all of their traveling companions but to a smaller party within the larger group.

46. 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 that come to the destination by air and include: stopover visitors, day visitors, & transits.

Sea arrivals are persons that come to the destination by sea and include: cruise arrivals, cruise stopover visitors and boaters/yachters.

Stopover/Stayover Visitors are travelers that travel outside of their normal environment for any purpose other than to be employed by a resident entity, and stay in the destination for 24 hours or more but less than a year. Some examples of stopover visitors include persons that stay in hotels, private boats/yachts, vacation rentals, timeshares, etc.

Cruise Stopover Visitors are a special category of stopovers that come to the destination on a cruise ship but get off and stay in other land-based or other accommodations upon arrival.

Cruise Visitors are travelers that travel outside of their normal environment on a cruise ship for any purpose other than to be employed by a resident entity and use the ship for their accommodations.

Day Visitors are travelers that travel outside of their normal environment for any purpose other than to be employed by a resident entity and stay in the destination for less than 24 hours.

Transits are persons that are simply passing through a country/destination on their way to somewhere else.

Information in this brochure is based on the Grand Bahama Cruise Expenditure Exit Surveys 2018, 2017, 2016, 2015, 2014, 2013, 2012, and 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:



Research and Statistics Department
Bahamas Ministry of Tourism
P.O. Box N-3701
Nassau, Bahamas
Tel: 242-302-2094 Fax: 242-328-7991
gdelancy@bahamas.com
www.Tourismtoday.com and www.bahamas.com