

CRUISE EXPENDITURE SURVEY BROCHURE NASSAU/PARADISE ISLAND



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2012**

1. How Much Money Did Cruise Visitors Spend In Nassau/Paradise Island In 2012?

In 2012, Cruise Visitors to Nassau/Paradise Island spent \$336.68 million.

2. What Was The Average Expenditure Per Cruise Visitor In Nassau/Paradise Island In 2012?

In 2012, the average expenditure for a Cruise Visitor to Nassau/P.I. was \$108.10.

3. Did The Average Expenditure Per Cruise Visitor In Nassau/Paradise Island Differ By Cruise Line?

Yes, the average expenditure did differ by Cruise line.

4. How Many Cruise Visitors to Nassau/Paradise Island Spent Under \$20.00 When they Got off the Ship?

Two in every ten (20%) cruise visitor spent under \$20.00 while they were off the ship in Nassau/Paradise Island.

5. How Many Cruise Visitors To Nassau/Paradise Island Spent Under \$50.00 When They Got Off The Ship?

Roughly four in every ten (44%) cruise visitor spent under \$50.00.

6. How Many Cruise Visitors to Nassau/Paradise Island Spent \$50 or More When they Got off the Ship?

Roughly six in every ten (56%) cruise visitor spent \$50.00 or more during their visit to Nassau/Paradise Island.

7. Did Any Cruise Visitors To Nassau/Paradise Island Spend \$200 Or More Off The Ship During Their Visit?

Yes, approximately one in every six (17%) cruise visitor spent \$200.00 or more when they got off the ship.

8. What Did Cruise Visitors Spend Most Of Their Money On In Nassau/P.I.?

Cruise visitors spent most of their money on shopping and activities/tours/excursions. Forty-four percent (44%) of the money spent by cruise visitors in Nassau/P.I. was on shopping. Approximately one third (32%) of the money spent by cruise visitors was on activities/tours/excursions.

8a. What did cruise visitors spend the rest of their money on in Nassau/P.I.?

Cruise Visitors spent the rest of their money on playing in the casino on island (10% of expenditure was on this), meals and drinks they bought off the ship (10% on this), and transportation (4% on this).

9. What Did Cruise Visitors Spend Their Money On While in Nassau/Paradise Island?

**DISTRIBUTION OF EXPENDITURE BY DOLLARS
CRUISE VISITORS
NASSAU PARADISE ISLAND
2012**

	2012		2011	
	B\$ Millions	% Share	B\$ Millions	% Share
Shopping	\$ 148.54	44.1%	\$ 131.86	46.6%
Activities/Tours/Excursions	\$ 108.44	32.2%	\$ 96.82	34.2%
Meals and Drinks off Ship	\$ 33.94	10.1%	\$ 16.72	5.9%
Casino	\$ 32.09	9.5%	\$ 23.79	8.4%
Transportation	\$ 13.67	4.1%	\$ 13.66	4.8%
Nightlife	\$ -	0.0%	\$ -	0.0%
Total	\$ 336.68	100.0%	\$ 282.85	100.0%

Some rounding may have occurred. Source: Cruise Expenditure Survey 2012

In 2012, 44% of the money spent by cruise visitors who got off the ship in Nassau/Paradise Island was on shopping and 32% percent was spent on activities/tours/excursions. Ten percent of the money spent in Nassau/Paradise Island was on meals and drinks and another 10% was spent gambling in the casinos. Four percent (4%) of the money spent by cruise visitors in Nassau/Paradise Island was on transportation.

10. How Many Cruise Visitors To Nassau/Paradise Island Went Shopping?

Six in every ten (61%) cruise visitor who got off the ship, did some form of shopping in Nassau/Paradise Island. This was in stark contrast to Grand Bahama Island where roughly eight in ten (81%) cruise visitors did some form of shopping off the ship. Grand Bahama has a number of tours that incorporate shopping as a part of the tour; Nassau/P.I. tours do not do this as a norm.

11. How Much Did Cruise Visitors Spend On Shopping In Nassau/Paradise Isl.?

In 2012, Cruise Visitors spent \$148.54 million on shopping in Nassau/P.I.

12. What Did Cruise Visitors To Nassau/Paradise Island Buy When They Went Shopping?

CRUISE VISITORS THE BAHAMAS SHOPPING SUMMARY

	% of Cruise Visitors Who Said Yes			
	Nassau/Paradise Isl.		Grand Bahama	
	2012	2011	2012	2011
Did Shopping?	61%	53%	81%	74%
Bought T-shirts	69%	79%	50%	49%
Bought Other Clothing	12%	14%	25%	22%
Bought Other Souvenirs	46%	47%	36%	38%
Bought Other Items	35%	43%	35%	27%
Bought Jewelry	33%	40%	41%	39%
Bought Straw Work	27%	39%	14%	17%
Bought Perfumes or Cosmetics	21%	32%	2%	5%
Bought Liquor	25%	31%	4%	2%
Did Hair Braiding	10%	21%	3%	3%
Bought Linen	3%	7%	1%	1%
Bought Tobacco	3%	3%	2%	1%
Bought Leather Goods	3%	3%	1%	1%
Bought China/Crystal	2%	2%	1%	2%

Source: Cruise Expenditure Survey 2012

Cruise Visitors to Nassau/Paradise Island bought T-shirts, clothing, jewelry, straw work, perfumes and cosmetics, liquor, linen, tobacco, leather goods and china/crystal. Some of the cruise visitors also bought other items like rum/cake, hand bags/purses/wallets/tote bags, hats/caps, beach towels, mugs/cups, sunglasses, postcards, tea/coffee, magazines/books, key chains, beach wraps/wraps, beach bags, shoes/slippers/tennis shoes, magnets, picture/paintings, shot glasses, and seasonings. In addition, some of them bought toiletries/soap/toothbrush/toothpaste, candy, bathing suits, cane/walking cane and wooden carvings. Some of the cruise visitors also got their hair braided.

13. How Many Cruise Visitors Bought T-Shirts While In Nassau/Paradise Island?

Of the 61% of the cruise visitors who had done some form of shopping in Nassau/Paradise Island, approximately seven in ten (69%) cruise visitors bought t-shirts while on the island.

14. How Many Cruise Visitors Bought Jewelry While In Nassau/Paradise Island?

One in three (33%) cruise visitors who got off the ship bought jewelry.

15.How Many Cruise Visitors Bought Straw Work While In Nassau/Paradise Island?

Approximately three in ten (27%) cruise visitors to Nassau/P.I. bought straw work, compared to one in seven (14%) cruise visitors to Grand Bahama who spent on this item. Nassau/Paradise Island is known for its Straw Market.

16.How Many Cruise Visitors Bought Liquor While In Nassau/Paradise Island?

Approximately one in every four (25%) cruise visitor who got off the ship and shopped bought liquor.

17.How Many Cruise Visitors Bought Perfumes And Cosmetics While In Nassau/Paradise Island?

Approximately two in ten (21%) cruise visitors who got off the ship in Nassau/Paradise Island and shopped bought perfumes or cosmetics during their visit, compared to only 2% of cruise visitors to Grand Bahama who spent on these items. There are many perfume and cosmetic stores in downtown Nassau which makes shopping for these items very easy, while in Grand Bahama these stores are not as plentiful.

18.How Many Cruise Visitors Bought Linen While In Nassau/Paradise Island?

One in every thirty (3%) cruise visitor who got off the ship and shopped bought linen.

19.How Many Cruise Visitors Bought Tobacco While In Nassau/Paradise Island?

One in every thirty (3%) of the cruise visitors who got off the ship bought tobacco products.

20.How Many Cruise Visitors bought Leather Goods while in Nassau/Paradise Island?

One in every thirty (3%) of them bought leather goods.

21.How Many Cruise Visitors Bought China Crystal While In Nassau/Paradise Island?

Two percent (2%) of them bought china/crystal.

22.What Other Goods Did Cruise Visitors To Nassau/Paradise Island Buy And How Many Bought These Items?

Of the cruise visitors who purchased other goods the most popular items were rum cake/cake purchased by forty-five percent (45%) of the cruise visitors who had bought other items.

Other popular items purchased in Nassau/Paradise Island included hand bags/purses/wallet/tote bags, (15% of the cruise visitors who got off the ship, shopped and purchased other goods purchased this item), hats/caps (13%), beach towel/towel (5%), mugs/cups (5%), sunglasses (4%), postcards (2%),

tea/coffee (2%), book/magazines (2%), key chains (2%), wrap/beach wraps (2%), beach bags (2%), shoes/slippers/tennis shoes (2%), magnets (2%), pictures/paintings, shot glasses (2%) and seasonings (2%).

23.How Many Cruise Visitors Got Their Hair Braided While In Nassau/Paradise Island?

One in ten (10%) cruise visitors got their hair braided in Nassau/Paradise Island compared to 3% of cruise visitors to Grand Bahama. There is a hair braiding centre right in front of the Cruise Docking area at Festival Place, this is not the case in Grand Bahama.

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

In 2012, Cruise Visitors spent \$108.44 million on Activities/Tours/Excursions in Nassau/P.I.

25.How Much Did Cruise Visitors Spend On Transportation?

In 2012, Cruise Visitors spent \$13.67 million on Transportation in Nassau/Paradise Island.

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

In 2012, Cruise Visitors spent \$32.09 million playing in the on-island casino in Nassau/P.I.

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

In 2012, Cruise Visitors spent \$33.94 million on meals and drinks that they had purchased when they got off the ship in Nassau/P.I.

28.How Many Cruise Visitors Bought Food And Drinks When They Got Off The Ship In Nassau/Paradise Island?

Six in ten (60%) cruise visitors who got off the ship in Nassau/Paradise Island bought food or drink on the island. Some of them bought full meals or snacks while others just bought water, soda/juice/drink, and ice cream.

29.What Were Some Of The Most Popular Restaurants Where Cruise Visitors Ate In Nassau/Paradise Island?

The popular restaurants where cruise visitors ate or drank were: Senior Frogs, Hard Rock Café, Subway, Via Caffè, Athena Café, Anthony's Grill, Burger King, Café Skans/Skans, Conch Fritters, Casa Blanca, Double Dragon, Dunkin Donuts, Fish Fry, Go Green Café, Goldies, Iguana Café, Imperial Café, Jimmy's, Johnny Rocket, KFC, Lagoon Bar and Grill, Linda's, Lisa's Conch Salad, Market Place, Marlin Deli, Mcdonald's, Murray's Deli, Olives Mez Grill, Junkanoo Beach Club, Potters Cay Dock, Poop Deck, Sbarros, Sea Food Haven, Sharkeez Bar and Grill, Starbucks, Twin Brothers, Virgil's BBQ, etc.

30.How Many Cruise Visitors To Nassau/P.I. Bought Water On The Island?

Approximately three in ten (29%) cruise visitors who got off the ship and bought food or drinks bought water during their time ashore on the island.

31.How Many Cruise Visitors To Nassau/Paradise Island Bought Soda/Juice/Drinks On The Island?

Approximately one in seven (15%) cruise visitors who bought food or drinks in Nassau/Paradise Island bought soda/juice or some kind of drink when they got off the ship.

32.How Many Cruise Visitors To Nassau/P.I. Bought Ice Cream On The Island?

Approximately one in every fifteen (7%) cruise visitor bought ice cream while ashore in Nassau/P.I.

33.How Many Cruise Visitors To Nassau/P.I. Were Repeat Visitors?

Approximately four in ten (44%) cruise visitors to Nassau/Paradise Island had visited the Bahamas before.

34.How Many Times Had Cruise Visitors To Nassau/Paradise Island Visited The Bahamas Before?

Of the cruise visitors who had visited The Bahamas before, approximately four in ten (43%) had come one time before and approximately two in ten (18%) had visited The Bahamas two times before. Approximately four in ten (38%) cruise visitors had visited three or more times before.

35.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?

			Nassau
When you came before, was that also on a cruise visit or did you stay on-shore?	Cruise	Count	355
		Col %	65.5%
	Stayed on Shore	Count	99
		Col %	18.3%
	Both	Count	79
		Col %	14.6%
	Non Response	Count	9
		Col %	1.7%
Total	Count	542	
	Col %	100.0%	

Of the repeat visitors who came to The Bahamas before, two in three (66%) cruise visitors had visited before on a cruise ship.

Approximately two in ten (18%) cruise visitors who had visited before stayed on shore during their last visit.

Approximately one in seven (15%) cruise visitors to Nassau/Paradise Island who had visited The Bahamas before had done both, i.e., cruised to The Bahamas or stayed on shore at one time or another.

36. Did Cruise Visitors To Nassau/Paradise Island 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?

Approximately nine in every ten (88%) cruise visitor to Nassau/Paradise Island said that they would return to the Bahamas for a vacation on either a cruise or land based vacation.

37. How Many Cruise Visitors To Nassau/Paradise Island Who Indicated That They Would Return, Said That They Would Come Back On A Cruise?

Approximately half (53%) the cruise visitors to Nassau/Paradise Island indicated that they would come back on a cruise ship again. In Grand Bahama, approximately six in ten (59%) cruise visitors indicated that they would come back on a cruise ship again.

38. How Many Cruise Visitors To Nassau/Paradise Island Who Indicated That They Would Return Said That They Would Come Back And Stay In A Hotel?

Approximately three in ten (28%) cruise visitors to Nassau/Paradise Island who said that they would return said that they would come back and stay in a hotel. In Grand Bahama, approximately two in ten (20%) cruise visitors indicated that they would come back and stay in a hotel.

39. How Many Cruise Visitors To Nassau/Paradise Island 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?

Approximately one in every seven (15%) cruise visitor to Nassau/Paradise Island indicated that they would do both, come back and stay in a hotel and come back on a cruise.

40. How Many Cruise Visitors To Nassau/Paradise Island 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., 74% definitely would & 25% probably would) of cruise visitors who had come ashore in Nassau/Paradise Island indicated that they would recommend The Bahamas as a place for their friends/relatives to visit.

41. Did Cruise Visitors To Nassau/Paradise Island 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?

			Nassau
Before you got off the ship, did you attend a talk or lecture about what there was to see and do while you were here?	Yes	Count	725
		Col %	59.5%
	No	Count	469
		Col %	38.5%
	Don't Know	Count	16
		Col %	1.3%
Total	Non Response	Count	8
		Col %	.7%
	Count	1218	
	Col %	100.0%	

Six in ten (60%) cruise visitors to Nassau/Paradise Island 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 approximately three in ten (29%) cruise visitors to Grand Bahama who indicated this.

42. Did Cruise Visitors To Nassau/Paradise Island Say That They Had Obtained Other Information About What To See And Do While They Were On Island?

Approximately two in three (68%) cruise visitors to Nassau/Paradise Island and three in every four (75%) cruise visitors to Grand Bahama said 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 Nassau/Paradise Island Come From?

Cruise Visitors used the following popular means to find out information on what to see or do while in Nassau/P.I.: Brochures/pamphlets/flyers, television on board the ship, the Internet, maps, cruise directors and tour directors.

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

		Nassau	
		Count	Col %
Other Information	Brochures/Pamphlets/Flyers/Booklets	581	37.9%
	Television on board ship	313	20.4%
	Internet/Online	296	19.3%
	Maps	271	17.7%
	Cruise Director	40	2.6%
	Tour Director	26	1.7%
	Other people/neighbors	5	.3%
	Other	2	.1%
	Tourism Information Booth/Information Booth	1	.1%

Approximately four in ten (38%) cruise visitors obtained information on what to see and do while in Nassau/Paradise Island from the brochures/pamphlets/flyers/booklets.

44. How Many Times Did Cruise Passengers Get Off The Ship When They Were Docked In Nassau/Paradise Island?

Roughly nine in ten (86%) cruise passengers who got off the ship did so one time and approximately one in eight (12%) got off two times.

45. What Did Cruise Visitors To Nassau/P.I. Say Would Have Made Their Trip Better?

Length of Stay: Four in ten (42%) negative comments received from cruise visitors to Nassau/P.I. about what would have made their trip more enjoyable were about length of stay. These cruise visitors thought that their length of stay in Nassau/P.I. was not long enough i.e. they needed more time, more time to shop, more time to be on the beach, more time to see the island, etc. Length of stay was a negative for them but a positive for Nassau/Paradise Island as it is desired that the cruise visitors would want a longer stay.

46. Cruise Visitor Demographics:

DEMOGRAPHICS NASSAU/PARADISE ISLAND CRUISE VISITORS 2012

	2012	2011
CRUISE VISITORS LIKELY TO RETURN	88%	88%
Those Who Would Return and Stay in a Hotel	28%	30%
Those Who Would Return by Cruise ship	53%	41%
Those Who Would Return & Do a Cruise or a Land Stay	15%	12%
CRUISE VISITORS LIKELY TO RECOMMEND	99%	98%
REPEAT VISITORS	44%	48%
AGE		
18-24	2%	3%
25-34	13%	19%
35-44	36%	39%
45-54	23%	19%
55-64	17%	14%
65 yrs. & over	7%	5%
AGE OF CHILD TRAVELLING		
Under 12 months	7%	6%
Age 1 to 5	16%	19%
Age 6 to 11	40%	41%
Age 12 to 17	28%	30%
Over 17 yrs.	9%	4%
SEX		
Male	28%	29%
Female	71%	70%
TRAVELLING PARTY SIZE		
One	1%	2%
Two	58%	50%
Three	9%	8%
Four or More	32%	39%
AVERAGE TRAVELLING PARTY SIZE	4.0	4.0

Cruise visitors who said that they were travelling as a couple differed from the travel party size of 2 because there were people who were travelling as a party of 2 who considered themselves a family/group not a couple e.g. 2 friends
Some singles were travelling in a group of other persons. This is why there is a difference between travel party size and travel party type.

**DEMOGRAPHICS
NASSAU/PARADISE ISLAND
CRUISE VISITORS
2012**

	2012	2011
HOW VISITORS WERE TRAVELLING (Travel Type)		
Alone	1%	2%
As a couple	54%	49%
As a family	35%	41%
As a group	10%	7%
HOUSEHOLD INCOME		
Under \$25,000	14%	21%
\$25,001-\$50,000	15%	13%
\$50,001-\$75,000	21%	17%
\$75,001-\$100,000	12%	11%
\$100,001 and over	15%	21%
TOP STATES: WHERE YOU LIVE		
Florida	19%	16%
New York	7%	11%
South Carolina	8%	8%
Ohio	6%	7%
New Jersey	3%	6%
Pennsylvania	5%	6%
Georgia	6%	6%
North Carolina	6%	5%
Massachusetts	3%	4%
Illinois	5%	4%
Virginia	4%	2%
California	3%	3%
COUNTRY OF RESIDENCE		
USA	94%	93%
Canada	3%	4%
Europe	1%	1%
Other	1%	3%

*Non Response for household income not included in the above table. Non-response to the household income question was 22%.

Grand Bahama Island does not receive the quantity of ships that Nassau/Paradise Island does. For this reason there are differences between these islands on some of the key demographics like household income and top states, etc.

Source: Cruise Expenditure Survey 2012

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

Sea arrivals are visitors 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 Nassau/Paradise Island Cruise Expenditure Exit Survey 2012.



Research and Statistics Department

Bahamas Ministry of Tourism

P.O. Box N-3701

Nassau, Bahamas

Tel: 242-302-2094 Fax: 242-328-7992

www.Tourismtoday.com and www.bahamas.com