

**CRUISE EXPENDITURE SURVEY BROCHURE  
SUMMARY  
NASSAU/PARADISE 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

			Nassau
Ship Name	Carnival Liberty	Count	325
		Col %	17.1%
	Ecstasy	Count	134
		Col %	7.1%
	Enchantment of the Seas	Count	118
		Col %	6.2%
	Carnival Victory	Count	111
		Col %	5.8%
	Mariner of the Seas	Count	103
		Col %	5.4%
	MSC Seaside	Count	97
		Col %	5.1%
	Disney Dream	Count	91
		Col %	4.8%
	Norwegian Gem	Count	89
		Col %	4.7%
	Elation	Count	75
		Col %	3.9%
	Anthem of the Seas	Count	72
		Col %	3.8%
	Allure of the Seas	Count	64
		Col %	3.4%
	Carnival Conquest	Count	59
		Col %	3.1%
	Sensation	Count	57
		Col %	3.0%
	Adventure of the Seas	Count	57
		Col %	3.0%
	Norwegian Sky	Count	54
		Col %	2.8%
	Carnival Freedom	Count	47
		Col %	2.5%
	Carnival Pride	Count	44
		Col %	2.3%
	Norwegian Escape	Count	27
		Col %	1.4%
	Celebrity Equinox	Count	25
		Col %	1.3%
	Norwegian Epic	Count	22
		Col %	1.2%

### NAMES OF SHIP IN SURVEY 2018

			Nassau
Ship Name	Grandeur of the Seas	Count	21
		Col %	1.1%
	Oasis of the Seas	Count	19
		Col %	1.0%
	Disney Magic	Count	17
		Col %	0.9%
	Norwegian Getaway	Count	17
		Col %	0.9%
	Empress of the Seas	Count	16
		Col %	0.8%
	Norwegian Sun	Count	16
		Col %	0.8%
	MSC Divina	Count	14
		Col %	0.7%
	Harmony of the Seas	Count	12
		Col %	0.6%
	Majesty of the Seas	Count	11
		Col %	0.6%
	Disney Wonder	Count	10
		Col %	0.5%
	Independence of the Seas	Count	10
		Col %	0.5%
	Infinity	Count	9
		Col %	0.5%
	Carnival Horizon	Count	9
		Col %	0.5%
	Navigator of the Seas	Count	8
		Col %	0.4%
	M/S Riviera	Count	8
		Col %	0.4%
	Symphony of the Seas	Count	7
		Col %	0.4%
	Norwegian Bliss	Count	6
		Col %	0.3%
	Veendam	Count	4
		Col %	0.2%
	Freedom of the Seas	Count	3
		Col %	0.2%
	Insignia	Count	3
		Col %	0.2%

**NAMES OF SHIP IN SURVEY 2018**

			Nassau
Ship Name	Ocean Dream	Count	2
		Col %	0.1%
	Carnival Holiday	Count	1
		Col %	0.1%
	Carnival Fantasy	Count	1
		Col %	0.1%
	MSV Crystal	Count	1
		Col %	0.1%
	Seven Seas Navigator	Count	1
		Col %	0.1%
	Costa Luminosa	Count	1
		Col %	0.1%
	Sirena	Count	1
		Col %	0.1%
Total	Count		1899
			100.0%

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

## 2. How Much Money Did Cruise Visitors Spend in Nassau/Paradise Island In 2018?

In 2018, cruise visitors to Nassau/Paradise Island spent \$295.33 million compared to \$258.20 million in 2017, an increase of 14.4%.

The significant increase in cruise visitor expenditure to Nassau/Paradise Island in 2018 was in part due to an increase in the amount of cruise visitors to the island and an increase in the average expenditure that they made.

In 2018, cruise visitors increased their expenditure on: shopping, activities/tours/excursions, meals and drinks off the ship and playing in the casino. However, they spent less of their money on transportation. The increase in expenditure to the island of New Providence in 2018, did help to propel overall cruise visitor expenditure to the Bahamas up by 13.0%.

## 3. What Was the Average Expenditure Per Cruise Visitor in Nassau/Paradise Island in 2018?

The average expenditure of a cruise visitor to Nassau/Paradise Island trended downward between the years of 2013 to 2016 before it began to climb back up again in 2017. This upward trend in average cruise expenditure continued into 2018.

In 2013, the average expenditure of a cruise visitor in Nassau/Paradise Island was \$98.66, compared to \$82.34 in 2014, \$79.92 in 2015, \$73.08 in 2016, \$78.53 in 2017, and \$89.21 in 2018.

**4. Did the Average Expenditure Per Cruise Visitor in Nassau/Paradise Island Differ by Cruise Line?**

- Yes, the average expenditure did differ by Cruise line. The average expenditure made by cruise visitors in Nassau/Paradise Island trended down between the years of 2013 to 2016 on the major cruise lines, but in 2017, it went back up again and continued this upward trend into 2018 for Carnival, Disney, MSC Cruises, Norwegian, Holland American, and Royal Caribbean.
- In 2018, roughly four in every ten (37%) Carnival Cruise Line passengers that got off the ship in Nassau/Paradise Island had incomes of \$100,001 and over and one third (33%) of those that got off the Royal Caribbean Fleet of ships boasted this level of income per household.
- In 2018, the average expenditure of a cruise visitor to Nassau/Paradise Island on the Carnival fleet of ships was \$97.63 compared to \$76.60 in 2017, \$74.40 in 2016, \$81.71 in 2015, \$76.04 in 2014, and \$90.65 in 2013.
- In 2018, the average expenditure of a cruise visitor on the Royal Caribbean ships was \$94.55 compared to \$92.73 in 2017, \$79.48 in 2016, \$82.38 in 2015, \$92.83 in 2014, and \$102.84 in 2013.
- In 2018, the average expenditure for a cruise visitor who came to the island on the Norwegian Cruises' fleet of ships was \$73.18 compared to \$68.80 in 2017, \$73.79 in 2016, \$78.75 in 2015, \$87.22 in 2014, and \$111.14 in 2013.
- In 2018, the average expenditure for a cruise visitor who came on the Disney Cruise Line ships was \$81.40 compared to \$63.69 in 2017, \$62.67 in 2016, \$92.34 in 2015, \$72.88 in 2014, and \$104.70 in 2013.

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

Approximately two in every ten (23%) cruise visitors on average spent under \$20.00 while they were off the ship in Nassau/Paradise Island.

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

In 2019, approximately half (49%) of cruise visitors on average spent \$50.00 or more during their visit to Nassau/Paradise Island with 7% spending over \$200.00.

**8. Did Any Cruise Visitors to Nassau/Paradise Island Spend \$200 Or More Off the Ship During Their Visit?**

Yes, approximately one in every fifteen (7%) cruise visitors spent on average \$200.00 or more when they got off the ship. In 2018, approximately one in every fifteen (7%) cruise visitors to Nassau/Paradise Island spent over \$200 while onshore compared to 6% in 2017, 7% in 2016, 9% in 2015, and 10% in 2014.

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

### CRUISE VISITORS EXPENDITURE BY MAJOR CATEGORY 2018 & 2017

Expenditure by Category	2018		2017		18/17
	Expenditure (mln)	% SHR	Expenditure (mln)	% SHR	% CHG
Shopping	\$139.32	47.2%	\$115.21	44.6%	20.9%
Activities/Tours/Excursions	\$95.94	32.5%	\$80.07	31.0%	19.8%
Meals and Drinks off Ship	\$30.25	10.2%	\$26.75	10.4%	13.1%
Transportation	\$15.60	5.3%	\$22.90	8.9%	-31.9%
Casino	\$14.16	4.8%	\$13.11	5.1%	8.0%
Nightlife	\$0.07	0.0%	\$0.16	0.1%	0.0%
<b>Total New Providence</b>	<b>\$295.33</b>	<b>100.0%</b>	<b>\$258.20</b>	<b>100.0%</b>	<b>14.4%</b>

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

Cruise visitors spent most of their money on shopping activities/tours/excursions, and meals and drinks. In 2018, cruise visitors to Nassau/Paradise Island spent significantly more of their money doing shopping in the destination than they had in 2017.

In 2018, approximately half (47%) the money spent by cruise visitors in Nassau/Paradise Island was spent on shopping while one third of the money (33%) was spent on activities/tours/excursions.

Cruise Visitors to Nassau/Paradise Island spent the rest of their money on meals and drinks they bought off the ship (10% on this), transportation (5% on this), and playing in the on-island casino (5% of expenditure was on this).

## 10. Did Cruise Expenditure grow in 2018 in Nassau/Paradise Island?

Yes, cruise expenditure in 2018 grew by 14.4% in Nassau/Paradise Island.

## 11. How Many Cruise Visitors to Nassau/Paradise Island Went Shopping?

In 2018, approximately two thirds (64%) of the cruise visitors who got off the ship did some form of shopping while they were in Nassau/Paradise Island compared to roughly nine in ten (85%) in Grand Bahama.

The percentage of cruise visitors that did some form of shopping while in Nassau/Paradise Island trended downwards between the years of 2012 to 2016 before climbing back up in 2017. In 2012, 61% of the cruise visitors to the island went shopping compared to 56% in 2013, 54% in 2014, and 54% in 2015, 47% in 2016, 66% in 2017, and 64% in 2018.

## 12. How Much Did Cruise Visitors Spend on Shopping in Nassau/Paradise Isl.?

In 2018, cruise visitors spent \$139.32 million on shopping in Nassau/P.I. compared to \$115.21 million in 2017, \$108.47 million in 2016 and \$127.38 million in 2015.



### 13. 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							
	2018	2017	2016	2015	2014	2013	2012	2011	2018	2017	2016	2015	2014	2013	2012	2011
<b>Did Shopping?</b>	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.

*There were no hurricanes directly affecting the Bahamas in 2018.*

In 2018, two thirds (64%) of the cruise visitors who got off the ship in Nassau/Paradise Island went shopping. Cruise Visitors to Nassau/Paradise Island bought T-shirts, clothing, jewelry, straw work, perfumes and cosmetics, liquor, linen, tobacco, leather goods and china/crystal and a host of other goods. The percentage of cruise visitors that went shopping did increase in 2017 compared to 2016 and stayed fairly the same in 2018.

#### **14. How Many Cruise Visitors Bought T-Shirts While in Nassau/Paradise Island?**

The percentage of cruise visitors that purchased t-shirts went down in 2018 (57%) compared to 2017 (59%) but the cruise visitors that did purchase t-shirts spent more of their money on this item than the cruise visitors that made these purchases in 2017, and for this reason there was an increase in expenditure for this item.

Of the 64% of the cruise visitors who got off the ship and did some form of shopping in Nassau/Paradise Island, approximately six in ten (57%) bought t-shirts while on the island in 2018 compared to approximately six in ten (59%) in 2017, 82% in 2016, 76% in 2015, 68% in 2014, and 75% in 2013.

#### **15. How Many Cruise Visitors Bought Jewelry While in Nassau/Paradise Island?**

Approximately two in ten cruise visitors who got off the ship bought jewelry in 2018 (20%), and 2017 (18%). Between 2013 to 2016, a higher percentage of cruise visitors purchased this item than in 2017 and 2018. Roughly one third of cruise visitors purchased this item in 2016 (33%), 2015 (34%), 2014 (32%), and 2013 (31%).

#### **16. How Many Cruise Visitors Bought Straw Work While in Nassau/Paradise Island?**

In December 2011, the new straw market opened in downtown Nassau. It is important to note that the main straw market located in downtown Nassau, is not the only straw market on New Providence or Paradise Island.

The percentage of cruise visitors that purchased straw work trended down in 2017. In 2018, approximately one in eight (13%) cruise visitors purchased straw work compared to two in ten (19%) in 2017, four in ten (40%) in 2016, three in ten (30%) in 2015, two in ten (22%) in 2014, and approximately three in ten (29%) in 2013.

#### **17. How Many Cruise Visitors Bought Liquor While in Nassau/Paradise Island?**

In 2017, there was a decline in the percentage of cruise visitors that got off the ship and purchased liquor to take home when they shopped in Nassau/Paradise Island and this downward trend continued into 2019. In 2018, approximately one in ten (12%) cruise visitors bought liquor to take home compared to 11% in 2017, 30% in 2016, 27% in 2015, 22% in 2014, and 27% in 2013.

#### **18. How Many Cruise Visitors Bought Perfumes and Cosmetics While in Nassau/Paradise Island?**

In 2017, there was a decline in the percentage of cruise visitors that got off the ship and shopped for perfumes and cosmetics compared to previous years and this continued into 2018.

In 2018, one in every sixteen (6%) cruise visitors that shopped bought perfumes and cosmetics compared to the same percentage in 2017 (6%), 25% in 2016 and 24% in 2015.

**19. How Many Cruise Visitors Bought Linen While in Nassau/Paradise Island?**

In 2018, one percent (1%) of cruise visitors who got off the ship and shopped bought linen.

**20. How Many Cruise Visitors Bought Tobacco While in Nassau/Paradise Island?**

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

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

One percent (1%) of them bought leather goods.

**22. What Other Goods Did Cruise Visitors to Nassau/Paradise Island Purchase?**

Of the cruise visitors who purchased other goods the most popular item was bags/purses/wallets/tote bags purchased by one in four (25%) cruise visitors who had bought other items. Some of the cruise visitors also bought other items like hats/caps (16% of the cruise visitors purchased this item), rum cake (12%), magnets (8%), key chains (7%), shot glasses (7%), sea shells/conch shells (6%), wood carvings (6%), and sunglasses (5%).

Less popular items purchased by cruise visitors to Nassau/Paradise Island included: beach bags, beach towel/towels, cane/walking cane, fans (handmade), masks/wooden masks, mugs/cups, hair accessories, postcards, shoes/slippers/tennis shoes, soaps/toiletries, tea/coffee, and toys, etc.

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

The percentage of cruise visitors that got their hair braided in 2018 trended downwards and as a result, the amount spent on this item declined as well. In 2018, approximately (3%) of cruise visitors to Nassau/Paradise Island got their hair braided compared to 5% in 2017, 22% in 2016, 20% in 2015, and 11% in 2014.

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

The amount of money spent by cruise visitors on Activities/Tours/Excursions declined between the years of 2013 to 2016 but has been increasing since 2017. In 2018, cruise visitors spent \$95.94 million on Activities/Tours/Excursions in Nassau/Paradise Island compared to \$80.07 million in 2017, \$51.95 million in 2016, \$57.35 million in 2015, \$72.80 million in 2014, and \$99.85 million in 2013.

## 25. 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 Nassau/Paradise Island that booked their activities/tours/excursions on board the cruise ship trended downwards between the years of 2011 to 2013. In 2011, approximately half (47%) of the cruise visitors who got off the ship in Nassau/Paradise Island booked their activity/tour/excursion on board the ship compared to roughly four in ten (44%) in 2012, 35% in 2013, 37% in 2014, 29% in 2015, 18% in 2016, 29% in 2017, and 27% in 2018.

## 26. How Much Did Cruise Visitors Spend on Transportation?

The amount of money spent by cruise visitors on transportation while they were in Nassau/Paradise Island steadily increased between 2014 to 2017 before they began to fall in 2018. In 2018, cruise visitors spent \$15.6 million on transportation compared to \$22.90 in 2017, \$20.78 million in 2016, \$16.31 million in 2015, and \$14.98 million in 2014.

## 27. How Much Did Cruise Visitors Spend on Playing in the on-Island Casino?

Cruise visitors to Nassau/Paradise Island spent less money in the on-island casino in 2013 to 2015 than they did in 2016. In 2018 however, cruise visitors spent \$14.16 million playing in the on-island casino in Nassau/Paradise Island compared to \$13.11 million in 2017, \$28.25 million in 2016, \$12.30 in 2015, \$14.68 million in 2014 and \$15.26 in 2013.

## 28. 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 downwards between the years 2013 to 2016, but increased 2017 to fall again in 2018. In 2013, cruise visitors to Nassau/Paradise Island spent \$42.07 million compared to \$33.95 million in 2014, \$29.11 million in 2015, \$25.64 million in 2016, and \$26.75 million in 2017, \$30.25 million in 2018.

## 29. How Many Cruise Visitors Bought Food and Drinks When They Got Off the Ship in Nassau/Paradise Island?

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 ship increased between the years of 2011 to 2014 but fell again between the years of 2015 to 2018. In 2011, roughly four in ten (40%) cruise visitors who got off the ship in Nassau/Paradise Island bought food or drink on the island compared to 60% in 2012, 64% in 2013, 71% in 2014, 62% in 2015, 57% in 2016, 56% in 2017, and 46% in 2018.

### **30. What Were Some of The Most Popular Restaurants Where Cruise Visitors Ate in Nassau/Paradise Island?**

Between 2014 and 2018, Señor Frogs was the most popular restaurant where cruise visitors dined while they were in Nassau/Paradise Island. In 2018, the next most popular restaurants were Fat Tuesday, and Sharkeez Bar and Grill.

The other popular restaurants where cruise visitors ate or drank while they were in Nassau/Paradise Island were: Athena's Café, Atlantis, Bahama Grill, Bahamas Rum Cake Factory, Bearded Clam Sports Bar, Burger King, Dunkin Donuts, Fish Fry (e.g. Frankie's Gone Bananas, Oh Andros, Twin Brothers, etc.), Hard Rock Café, John Watlings Distillery, Linda's Place, Lukka Kairi, Margaritaville, McDonald's, Nassau Cricket Club, Olives Mediterranean Café & Bar, Pepper Pot, Pirate Republic Brewing Company, Poop Deck, Rum Cake Factory, Sharkeez Bar and Grill, Shark Bites, Starbucks, Tiki Bikini Hut, Via Caffe, Wetzel's Pretzel, etc. *(Listed in alphabetical order, all restaurants are not listed.)*

### **31. How Many Cruise Visitors to Nassau/P.I. Bought Water on The Island?**

In 2018, roughly one in ten (13%) cruise visitors who got off the ship on Nassau/Paradise Island and bought food or drinks, bought water during their time ashore on the island compared to 25% in 2017. The percentage of cruise visitors purchasing water declined between 2015 to 2018. In 2015, approximately four in ten (38%) cruise visitors purchased water compared to 31% in 2016.

### **32. How Many Cruise Visitors to Nassau/Paradise Island Bought Soda/Juice/Drinks on The Island?**

The percentage of cruise visitors that came ashore and purchased soda/juice/drinks trended down between the years of 2013 to 2016 before it went back up again briefly in 2017. In 2018, this percentage fell again.

In 2013, approximately two in ten (17%) cruise visitors who got off the ship and bought food or drinks while in Nassau/Paradise Island bought soda/juice or some kind of drink compared to 13% in 2014, 9% in 2015, 7% in 2016, 11% in 2017, and 7% in 2018.

### **33. How Many Cruise Visitors to Nassau/P.I. Bought Ice Cream on The Island?**

In 2018, one percent (1%) of cruise visitors who got off the ship bought ice cream while ashore on Nassau/Paradise Island compared to 3% in 2017. The percentage of cruise visitors purchasing ice cream in Nassau/Paradise island trended downwards between 2014 to 2018. In 2014, approximately one in ten (8%) cruise visitors purchased ice cream while on shore compared to 6% in 2015, and 6% in 2016.

### **34. How Many Cruise Visitors to Nassau/P.I. Were Repeat Visitors?**

In 2018, roughly six in ten (63%) cruise visitors who came to Nassau/Paradise Island had visited The Bahamas before compared 54% in 2017, 49% in 2016, 53% in 2015, 45% in 2014.

### 35. How Many Times Had Cruise Visitors to Nassau/Paradise Island Visited The Bahamas Before?

In 2018, of the cruise visitors that had visited The Bahamas before, approximately two in ten (19%) had visited one time before. Approximately one in four (27%) cruise visitors had visited The Bahamas two times before, and more than half (52%) had visited three or more times before.

### 36. 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 it on a Cruise Visit or Did You Stay On-shore	Cruise	Count	867
		Col %	72.9%
	Stayed on shore	Count	113
		Col %	9.5%
	Both	Count	204
		Col %	17.1%
	Non Response	Count	6
		Col %	0.5%
	Total	Count	1190
		Col %	100.0%

- The percentage of cruise visitors to Nassau/Paradise Island that came to The Bahamas before on a cruise ship trended down between the years of 2012 to 2015 before it began to trend back up in 2016 until 2018: 2012 (66%), 2013 (59%), 2014 (43%), 2015 (43%) but in 2016 (45%), 2017 (70%), and 2018 (73%).
- The percentage of cruise visitors to Nassau/Paradise Island that came to the Bahamas before and stayed on shore trended up between the years of 2012 to 2016 before it fell in 2017. In 2012, two in ten (18%) cruise visitors that had come to the Bahamas before stayed on shore compared to 20% in 2014, 25% in 2015, 27% in 2016, 11% in 2017, and 10% in 2018.
- The percentage of cruise visitors that had done both: i.e., cruised to The Bahamas before or stayed on shore at one time or another, trended up between 2012 and 2014 but steadily trended downwards after 2014. In 2012, 15% of cruise visitors that came to the Bahamas before had done both: i.e., cruised to The Bahamas before or stayed on shore at one time or another, compared to 25% in 2013, 37% in 2014, 32% in 2015, 28% in 2016, 18% in 2017, and 17% in 2018.

### 37. 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?

The majority (97.3% i.e., 82.4% definitely would & 14.9% probably would) of cruise visitors who came ashore in Nassau/Paradise Island indicated that they would return to The Bahamas as a vacation destination either as part of a cruise or for a longer land-based stay in a hotel.

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

			Nassau
Would You Stay in a Hotel or Come on a Cruise Ship?	Would stay in a hotel	Count	758
		Col %	41.0%
	Would come by cruise ship	Count	672
		Col %	36.4%
	Both	Count	309
		Col %	16.7%
Don't Know	Count	109	
	Col %	5.9%	
Total	Count	1848	
	Col %	100.0%	

### 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?

In 2018, of the cruise visitors to Nassau/Paradise Island that came ashore who said that they would or probably would return, approximately four in ten (41%) indicated that they would stay in a hotel when they returned compared to 34% in 2017. In 2016 however, approximately half (51%) of them indicated that they would stay in a hotel.

### 39. How Many Cruise Visitors to Nassau/Paradise Island Who Indicated That They Would Return, Said That They Would Come Back on a Cruise?

In 2018, thirty-six percent (36%) of cruise ship visitors to Nassau/Paradise Island indicated that they would come back on a cruise compared to 37% in 2017. In 2016 however, approximately one in four (24%) of them indicated this.

### 40. 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?

In 2018, of the cruise visitors to Nassau/Paradise Island who came ashore and said that they would or probably would return, seventeen percent (17%) indicated that they would do both, come back and stay in a hotel and come back on a cruise compared to 21% in 2017 and 13% of them in 2016.

**41. How Many Cruise Visitors to Nassau/Paradise Island Who Came Ashore Said That They Will Recommend The Bahamas To Their Friends And Relatives As A Place To Visit?**

The majority (99% i.e., 86.4% definitely will & 12.9% probably will) of cruise visitors who had come ashore in Nassau/Paradise Island indicated that they would recommend The Bahamas as a place for their friends and relatives to visit.

**42. 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 Getting off Ship Did You Attend a talk/lecture About What to See or Do While Here?	Yes	Count	530
		Col %	27.9%
	No	Count	1324
		Col %	69.7%
		Don't Know	Count
		Col %	2.4%
Total	Count	1899	
	Col %	100.0%	

In 2018, approximately three in ten (28%) 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 29% in 2017, and 52% in 2016.

**43. 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?**

**DID YOU GET ANY OTHER INFORMATION ABOUT WHAT TO**

			Nassau
Did You Get Any Other Information About What to See and Do Here?	Yes	Count	859
		Col %	45.2%
	No	Count	1013
		Col %	53.3%
	Don't Know	Count	26
		Col %	1.4%
	Non Response	Count	1
		Col %	0.1%
	Total	Count	1899
		Col %	100.0%

In 2018, forty-five percent (45%) of cruise visitors to Nassau/Paradise Island 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.



#### 44. Where Did the Other Information About What to Do and See While on Nassau/Paradise Island Come From?

The most popular means for cruise visitors to find out information on what to see or do while in Nassau/Paradise Island other than a talk/lecture on the ships included: The Internet, Brochures/pamphlets/flyers, cruise directors, tour directors, maps, television on board the ship. Many cruise visitors used more than one of these means to obtain information.

##### WHERE DID THE OTHER INFORMATION ABOUT WHAT TO SEE AND DO

		Nassau	
		Count	Col %
Other Information	Brochures/Pamphlets/Flyers/Booklets	317	36.9%
	Cruise Director	259	30.2%
	Internet	239	27.8%
	Maps	140	16.3%
	Tour Director	133	15.5%
	Television on board ship	103	12.0%
	Other people/neighbours	22	2.6%
	Travel Agents	1	0.1%
	Other	1	0.1%
	Non Response	87	10.1%

In 2018, roughly four in every ten (37%) cruise visitors that got other information on what to see and do while in Nassau/Paradise Island got it brochures/pamphlets/flyers/booklets. Three in ten cruise visitors got the other information from cruise directors (30%) or off the Internet (28%).

Sixteen percent of cruise visitors got the other information on what to see and do on island from maps (16%) or tour directors (16%) and roughly one in ten (12%) got it from the television on board the ship.

#### 45. How Many Times Did Cruise Visitors Get Off the Ship When They Were Docked in Nassau/Paradise Island?

Approximately seven in ten (73%) cruise visitors got off the ship one time and approximately two in ten (19%) got off two times.

#### 46. What Did Cruise Visitors to Nassau/P.I. Say Would Have Made Their Trip Better?

**Length of Stay:** Thirty-five percent (35%) of the suggestions received from cruise visitors to Nassau/P.I. 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 Nassau/P.I. 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.

## 47. Cruise Visitor Demographics:

**DEMOGRAPHICS  
NASSAU/PARADISE ISLAND  
CRUISE VISITORS  
2018**

	<b>2018</b>	<b>2017</b>
<b>CRUISE VISITORS LIKELY TO RETURN</b>	97%	92%
Those Who Would Return and Stay in a Hotel	41%	34%
Those Who Would Return by Cruise ship	36%	37%
Those Who Would Return & Do a Cruise or a Land Stay	17%	21%
<b>CRUISE VISITORS LIKELY TO RECOMMEND</b>	99%	98%
<b>REPEAT VISITORS</b>	63%	54%
<b>AGE</b>		
18-24	3%	4%
25-34	11%	15%
35-44	20%	20%
45-54	28%	27%
55-64	20%	19%
65 yrs. & over	19%	15%
<b>AGE OF CHILD TRAVELLING</b>		
Under 12 months	6%	4%
Age 1 to 5	20%	17%
Age 6 to 11	32%	32%
Age 12 to 17	32%	36%
Over 17 yrs.	10%	11%
<b>TRAVELLING PARTY SIZE</b>		
One	2%	3%
Two	47%	52%
Three	11%	9%
Four or More	40%	35%
<b>AVERAGE TRAVELLING PARTY SIZE</b>	6.0	5.0
<b>HOW VISITORS WERE TRAVELLING (Travel Type)</b>		
Alone	2%	2%
As a couple	39%	47%
As a family	47%	39%
As a group	12%	12%

**DEMOGRAPHICS**  
**NASSAU/PARADISE ISLAND**  
**CRUISE VISITORS**  
**2018**

	<b>2018</b>	<b>2017</b>
<b>HOUSEHOLD INCOME*</b>		
\$25,001-\$50,000	10%	13%
\$50,001-\$75,000	10%	13%
\$75,001 to \$100,000	14%	12%
\$100,001 and over	37%	35%
<b>TOP STATES: WHERE CRUISE VISITORS LIVE</b>		
Florida	21%	18%
New York	9%	9%
Georgia	8%	9%
North Carolina	6%	7%
Texas	5%	6%
New Jersey	4%	3%
South Carolina	4%	4%
Pennsylvania	3%	3%
California	3%	3%
Ohio	3%	4%
Illinois	3%	2%
Virginia	3%	2%
Alabama	3%	2%
Maryland	2%	3%
Michigan	2%	2%
Connecticut	2%	1%
Tennessee	2%	3%
<b>COUNTRY OF RESIDENCE</b>		
USA	94%	94%
Canada	2%	2%
Europe	2%	2%
Other	2%	2%

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

## 48. 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/Stayovers 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. Boaters/yachters hotel visitors 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/Excursionists 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 Surveys 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011. Cover photo taken by Georgina Delancy at the Cruise Dock in Nassau/Paradise Island.

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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