

**CRUISE EXPENDITURE SURVEY BROCHURE
SUMMARY
NASSAU/PARADISE ISLAND**



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2020**

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1. Cruise Ships in the Cruise Expenditure Survey 2020

NAMES OF SHIPS IN SURVEY 2020

			Nassau
Ship Name	Ecstasy	Count	32
		Col %	12.5%
	Mariner of the Seas	Count	28
		Col %	10.9%
	Carnival Liberty	Count	27
		Col %	10.5%
	Carnival Sunshine	Count	27
		Col %	10.5%
	Navigator of the Seas	Count	24
		Col %	9.3%
	Carnival Victory	Count	23
		Col %	8.9%
	Grandeur of the Seas	Count	17
		Col %	6.6%
	Majesty of the Seas	Count	15
		Col %	5.8%
	Norwegian Sky	Count	12
		Col %	4.7%
	Carnival Sunrise	Count	9
		Col %	3.5%
	Disney Dream	Count	8
		Col %	3.1%
	Carnival Pride	Count	7
		Col %	2.7%
	Elation	Count	6
		Col %	2.3%
	Infinity	Count	6
		Col %	2.3%
	Brilliance of the Seas	Count	5
		Col %	1.9%
	Grand Classica	Count	4
		Col %	1.6%
	Sensation	Count	3
		Col %	1.2%
	Disney Magic	Count	2
		Col %	0.8%
	Allure of the Seas	Count	1
		Col %	0.4%
	Anthem of the Seas	Count	1
		Col %	0.4%
Total	Count		257
		Col %	100.0%

Source: Cruise Expenditure Survey 2020, Research and Statistics Dept., Ministry of Tourism

2. How Much Money Did Cruise Visitors Spend in Nassau/Paradise Island In 2020?

In 2020, cruise visitors to Nassau/Paradise Island spent \$61.15 million compared to \$325.78 million in 2019, a decrease of 81.2%. The significant decrease in cruise visitor expenditure to Nassau/Paradise Island in 2020 was due to the decline in cruise arrivals as a result of the COVID-19 pandemic which caused the cessation of cruise ships into the Bahamas when the government closed the borders at the end of March 2020.

3. What Was the Average Expenditure Per Cruise Visitor in Nassau/Paradise Island in 2020?

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 until 2019. The average cruise expenditure for Nassau/Paradise Island declined in 2020 as a result of the decline in business due to the pandemic.

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, \$92.48 in 2019. In 2020, however, the average expenditure for a cruise visitor to Nassau/P.I. slipped back down and stood at \$78.77.

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 and 2019 for Disney, Norwegian, and Royal Caribbean. In 2020, the average cruise expenditure trended downwards for all major cruise lines with the exception of Norwegian Cruises.
- In 2020, the average expenditure of a cruise visitor to Nassau/Paradise Island on the Carnival fleet of ships was \$76.21 compared to \$93.44 in 2019, \$97.63 in 2018, \$76.60 in 2017, \$74.40 in 2016, \$81.71 in 2015, \$76.04 in 2014, and \$90.65 in 2013.
- In 2020, the average expenditure of a cruise visitor on the Royal Caribbean ships was \$68.77 compared to \$99.25 in 2019, \$94.55 in 2018, \$92.73 in 2017, \$79.48 in 2016, \$82.38 in 2015, \$92.83 in 2014, and \$102.84 in 2013.
- In 2020, the average expenditure for a cruise visitor who came to the island on the Norwegian Cruises' fleet of ships was \$92.43 compared to \$88.87 in 2019, \$73.18 in 2018, \$68.80 in 2017, \$73.79 in 2016, \$78.75 in 2015, \$87.22 in 2014, and \$111.14 in 2013.
- In 2020, the average expenditure for a cruise visitor who came on the Disney Cruise Line ships was \$52.01 compared to \$121.30 in 2019, \$81.40 in 2018, \$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?

Two in every ten (20%) 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 (55%) of 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 2020, forty-six percent (46%) of cruise visitors on average spent \$50.00 or more during their visit to Nassau/Paradise Island with 10% spending over \$200.00.

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

Yes, in 2020, approximately one in every ten (10%) cruise visitors to Nassau/Paradise Island spent over \$200 while onshore compared to 12% in 2019, 7% in 2018, 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 2020 & 2019**

Expenditure by Category	2020		2019		20/19
	Expenditure (mln)	% SHR	Expenditure (mln)	% SHR	% CHG
Shopping	\$22.58	36.9%	\$104.17	32.0%	-78.3%
Activities/Tours/Excursions	\$19.57	32.0%	\$172.65	53.0%	-88.7%
Meals and Drinks off Ship	\$6.73	11.0%	\$32.92	10.1%	-79.5%
Transportation	\$6.50	10.6%	\$12.53	3.8%	-48.1%
Casino	\$5.77	9.4%	\$3.50	1.1%	64.7%
Nightlife	\$0.00	0.0%	\$0.00	0.0%	0.0%
Total New Providence	\$61.15	100.0%	\$325.78	100.0%	-81.2%

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

The Bahamas closed its borders to cruise ship traffic at the end of March 2020 and was virtually closed for the rest of the year because of the COVID-19 pandemic.

Cruise visitors spent most of their money on shopping, activities/tours/excursions, and meals and drinks. In 2020, cruise visitors to Nassau/Paradise Island spent less of their money doing activities/tours/excursions in the destination than they had in 2019.

In 2020, thirty-seven percent (37%) of the money spent by cruise visitors in Nassau/Paradise Island was spent on shopping while thirty-two (32%) was spent on activities/tours/excursions. A lower percentage of cruise visitors spent their money on activities/tours/excursions in 2020 than in 2019.

Cruise visitors to Nassau/Paradise Island spent the rest of their money on meals and drinks that they bought off the ship (11% on this), transportation (11% on this), and playing in the on-island casino (10% of expenditure was spent on this).

10. Did Cruise Expenditure grow in 2020 in Nassau/Paradise Island?

No, Cruise Expenditure in 2020 fell by -81.2% in Nassau/Paradise Island as the COVID-19 pandemic seriously impacted the Cruise Industry in The Bahamas and the world.

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

In 2020, six in ten (64%) cruise visitors who got off the ship did some form of shopping while they were in Nassau/Paradise Island compared to eight in ten (75%) 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, 64% in 2018, 70% in 2019 and 64% in 2020.

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

In 2020, cruise visitors spent \$22.51 million on shopping in New Providence and Paradise Island compared to \$104.17 million in 2019, \$139.32 million in 2018 and \$115.21 million in 2017.

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									
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
Did Shopping?	63.8%	70.2%	64.3%	65.8%	46.6%	53.5%	53.6%	55.7%	60.6%	53.0%	74.6%	80.3%	85.1%	87.2%	85.8%	88.9%	87.8%	87.2%	80.5%	73.6%
Bought T-shirts	51.2%	64.0%	56.8%	59.4%	82.3%	76.4%	67.8%	75.4%	69.1%	79.4%	61.6%	59.3%	58.3%	59.6%	56.0%	64.2%	67.4%	62.6%	50.3%	48.6%
Bought Other Clothing	15.2%	16.5%	13.8%	16.1%	8.6%	9.2%	12.5%	10.2%	12.2%	13.6%	34.0%	30.3%	28.3%	23.4%	22.3%	21.0%	23.0%	23.0%	24.9%	21.5%
Bought Other Souvenirs	43.3%	40.2%	39.9%	38.2%	37.4%	36.7%	44.7%	45.8%	46.1%	47.0%	58.1%	54.0%	43.5%	41.3%	42.7%	40.4%	39.4%	37.7%	35.5%	37.6%
Bought Other Items	16.5%	20.3%	26.7%	25.6%	38.6%	38.6%	28.7%	20.1%	34.7%	42.9%	14.8%	13.9%	26.2%	24.7%	27.2%	31.5%	38.2%	28.7%	35.1%	27.2%
Bought Jewelry	22.0%	19.5%	19.7%	18.3%	32.9%	34.3%	31.8%	31.2%	33.2%	40.4%	18.2%	19.0%	20.0%	23.4%	24.2%	30.6%	37.0%	38.8%	40.8%	38.7%
Bought Straw Work	6.1%	12.5%	12.5%	18.6%	40.3%	29.5%	22.2%	29.0%	26.8%	39.4%	27.6%	17.6%	18.1%	17.7%	17.6%	18.5%	20.7%	16.7%	13.7%	16.5%
Bought Perfumes or Cosmetics	6.7%	6.4%	5.5%	5.6%	24.6%	24.2%	19.5%	25.0%	21.4%	32.2%	8.4%	4.7%	4.3%	2.9%	2.1%	2.7%	4.6%	5.2%	2.0%	4.5%
Bought Liquor	15.9%	9.0%	12.0%	11.2%	30.3%	26.9%	22.4%	26.5%	25.3%	31.0%	15.3%	8.8%	8.3%	5.2%	4.0%	5.5%	8.7%	8.0%	4.3%	2.0%
Did Hair Braiding	3.0%	1.6%	2.9%	4.7%	22.0%	20.3%	11.4%	12.7%	9.9%	21.1%	8.9%	3.5%	5.5%	2.1%	3.2%	2.0%	2.7%	3.6%	2.7%	2.7%
Bought Linen	2.4%	1.1%	1.0%	1.1%	0.6%	0.2%	1.0%	0.2%	2.7%	6.8%	0.5%	0.6%	0.5%	0.8%	0.0%	0.8%	0.9%	1.2%	0.9%	1.1%
Bought Tobacco	6.1%	3.0%	2.6%	3.3%	4.3%	4.1%	3.5%	2.1%	3.0%	3.3%	0.5%	0.6%	0.3%	0.3%	0.6%	0.5%	1.0%	1.2%	1.9%	0.7%
Bought Leather Goods	2.4%	1.8%	1.1%	1.4%	6.6%	4.6%	4.0%	2.9%	2.7%	3.1%	0.0%	0.2%	0.6%	0.2%	0.3%	0.5%	0.4%	0.4%	0.9%	0.7%
Bought China/Crystal	1.8%	0.7%	0.9%	0.9%	0.6%	0.0%	0.2%	0.6%	1.6%	1.6%	0.5%	0.4%	0.4%	0.1%	0.3%	0.5%	0.6%	0.9%	1.8%	1.8%

Source: Cruise Expenditure Exit Survey 2011 to 2020, Bahamas Ministry of Tourism Research & Statistics Dept.

In August 2019, Hurricane Dorian began its track through the Southern Islands of the Bahamas. It skirted all of the Central and Southern Islands of the Bahamas as it focused in on the Northern islands of the Bahamas: Abaco and Grand Bahama.

On September 1, 2019, Hurricane Dorian slammed into the islands of Abaco and GBI as a category 5 Hurricane. International Flights to Grand Bahama came in through the airport in West End.

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 2020, six in ten (64%) cruise visitors who got off the ship in Nassau/Paradise Island went shopping compared 70% in 2019. Cruise visitors to Nassau/Paradise Island bought T-shirts, clothing, jewelry, straw work, perfumes, cosmetics, liquor, tobacco, linen, leather goods, china, crystal, and a host of other goods. The percentage of cruise visitors that went shopping did decrease in 2020 compared to 2019, and so did the overall spending.

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

The percentage of cruise visitors that purchased t-shirts decreased in 2020 (51%) compared to 2019 (64%).

Of the 64% of the cruise visitors who got off the ship and did some form of shopping in Nassau/Paradise Island, approximately five in ten (51%) bought t-shirts while on the island in 2020 compared to approximately 64% in 2019, 57% in 2018, 59% in 2017, 82% in 2016, 76% in 2015, and 68% in 2014.

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

The percentage of cruise visitors that purchased jewelry in 2020 compared to 2019 increased. However, there were fewer cruise visitors that came to the destination in 2020, so the volume of money spent on this item dramatically decreased.

Approximately two in ten cruise visitors who got off the ship bought jewelry in 2020 (22%), 2019 (20%), 2018 (20%) and 2017 (18%). Between 2013 to 2016, a higher percentage of cruise visitors purchased this item than in 2017 to 2020. 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. In 2020, the official straw market on Bay Street closed at the same time as the borders did and remained closed for the rest of the year.

The percentage of cruise visitors that purchased straw work trended down since 2016 and logically dropped even more after the closure of the main straw market on Bay Street Nassau at the end of March 2020. In 2020, roughly one in twenty (6%) cruise visitors purchased straw work compared to 13% in 2019, 13% in 2018, 19% in 2017, and 40% in 2016.

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 before going back up in 2020. In 2020, sixteen percent (16%) of cruise visitors bought liquor to take home compared to 9% in 2019, 12% in 2018, 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?

Since 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 trend continued into 2019.

In 2020, roughly one in every ten (7%) cruise visitors that shopped bought perfumes and cosmetics compared to one in every sixteen in 2019 (6%), 2018 (6%) and 2017 (6%). In 2016 and 2015, one in every four (25%) cruise visitors purchased these items, 25% and 24% respectively.

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

In 2020, two percent (2%) of cruise visitors who got off the ship and shopped bought linen.

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

Six percent (6%) of cruise visitors who got off the ship bought tobacco products.

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

Three percent (2%) 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 rum cake purchased by approximately four in ten (37%) cruise visitors who had bought other items. Some of the cruise visitors also bought other items like bags/purses/wallets/tote bags (30% of the cruise visitors purchased this item), hats/caps (19%), and seashells/conch shells (6%). Cruise visitors to the island also purchased magnets, wood carvings, and beach towel/towels (3%).

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

Three percent (3%) of cruise visitors got their hair braided while in Nassau/Paradise Island in 2020 compared to 2% in 2019.

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

The amount of money spent by cruise visitors on Activities/Tours/Excursions decreased in 2020. In 2020, cruise visitors spent \$19.57 million on Activities/Tours/Excursions in Nassau/Paradise Island compared to \$172.65 million in 2019, \$95.94 million in 2018, \$80.07 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 2020

How Activity/Tour Booked	Nassau/P.I.										Grand Bahama									
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
Booked on Board Ship	18%	27%	27%	29%	18%	29%	37%	35%	44%	47%	78%	72%	68%	66%	61%	59%	62%	70%	61%	73%
Booked Independently	69%	65%	65%	49%	52%	39%	28%	34%	33%	37%	16%	20%	28%	27%	28%	29%	28%	22%	31%	21%
Booked On shore	13%	11%	10%	22%	31%	33%	36%	31%	22%	16%	6%	8%	5%	7%	11%	13%	11%	9%	7%	6%
Non-Response	0%	0%	0%	3%	0%	0%	0%	0%	3%	2%	0%	1%	0%	0%	0%	0%	0%	0%	2%	1%

Source: Cruise Expenditure Surveys 2020, 2019, 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 2020. 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 44% in 2012, 35% in 2013, 37% in 2014, 29% in 2015, 18% in 2016, 29% in 2017, 27% in 2018, 27% in 2019 and 18% in 2020.

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 2020, cruise visitors spent \$6.5 million on transportation compared to \$12.5 million in 2019, \$15.60 in 2018, \$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, but in 2017, the amount spent in the casinos fell significantly and has continued to decline. In 2020, cruise visitors spent \$5.8 million playing in the on-island casino in Nassau/Paradise Island compared to \$3.50 million in 2019, \$14.16 million in 2018, \$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 went back up in 2017. In 2020 \$6.73 million was spent on purchasing food and drinks off the ship by cruise visitors. In 2013, cruise visitors to Nassau/Paradise Island spent \$42.07 million compared to \$33.95 million in 2014, \$29.11 million in 2015, and \$25.64 million in 2016. \$26.75 million in 2017, \$30.25 in 2018, \$32.93 in 2019 and \$6.73 million in 2020.

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 before climbing temporarily in 2019. In 2020, the percentage of cruise visitors that purchased food or drinks off the ship once again declined as a result of the pandemic. 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, 46% in 2018 and 50% in 2019 and 44% in 2020.

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

Between 2014 and 2020, Señor Frogs was the most popular restaurant where cruise visitors dined while they were in Nassau/Paradise Island. In 2020, many of the restaurants in the Bay Street downtown area were not open or fully operational after March 2020 for the rest of the year because of the closure of the borders as a result of the COVID-19 pandemic.

The other popular restaurants where cruise visitors ate or drank while they were in Nassau/Paradise Island included: Athena's Café, Atlantis, Bearded Clam Sports Bar, Burger King, Dunkin Donuts, Fat Tuesday, Fish Fry (e.g. Frankie's Gone Bananas, Goldie's Conch House, Twin Brothers, etc.), Graycliff, Hard Rock Café, Linda's Place, Negril, Sharkeez Bar and Grill, Starbucks, Tasty Tea, 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 2020, approximately one in ten (10%) 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 31% in 2019. The percentage of cruise visitors purchasing water declined between 2015 to 2018 before increasing once again in 2019. 2020 saw purchased water decreasing once again. In 2015, approximately four in ten (38%) cruise visitors purchased water compared to 31% in 2016, 25% in 2017, 13% in 2018, 31% in 2019 and 10% in 2020.

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 briefly in 2017. The year 2020 saw the return of lower purchasing levels, with only 7% of all cruise visitors buying Soda/Juice/Drinks while on the island. 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, 7% in 2018, 19% in 2019 and 7% in 2020.

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

In 2020, two percent (2%) of cruise visitors who got off the ship bought ice cream while ashore on Nassau/Paradise Island compared to 5% in 2019. 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, 6% in 2016, 3% in 2017, 1% in 2018, 5% in 2019 and 2% in 2020.

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

In 2020, approximately six in ten (60%) cruise visitors who came to Nassau/Paradise Island had visited The Bahamas before compared to 58% in 2019, 63% in 2018, 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 2020, of the cruise visitors that had visited The Bahamas before, approximately one in four (26%) had visited one time before. Approximately two in ten (21%) cruise visitors had visited The Bahamas two times before, and almost half (48%) 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	122
		Col %	78.7%
	Stayed on shore	Count	20
		Col %	12.9%
	Both	Count	12
		Col %	7.7%
	Non Response	Count	1
		Col %	0.6%
Total	Count	155	
	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 2020: 2012 (66%), 2013 (59%), 2014 (43%), 2015 (43%) but in 2016 (45%), 2017 (70%), 2018 (73%), 2019 (78%) and 2020 (79%).
- 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 2020, the percentage of cruise visitors has increased when comparing to 2019. 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, 10% in 2018, 9% in 2019 and 13% in 2020.

- 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, 17% in 2018, 12% in 2019 and 8% in 2020.

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 (94.5% i.e., 80.5% definitely would & 14.0% 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	60
		Col %	24.7%
	Would come by cruise ship	Count	79
		Col %	32.5%
	Both	Count	43
		Col %	17.7%
	Don't Know	Count	61
		Col %	25.1%
Total	Count	243	
	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?

The percentage of cruise visitors that got off the ship that indicated that they would return and just stay in a hotel declined in 2020. In 2020, of the cruise visitors to Nassau/Paradise Island that came ashore who said that they would or probably would return, one in four (25%) indicated that they would stay in a hotel when they returned compared to 30% in 2019, 41% in 2018. 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?

The percentage of cruise visitors to Nassau/Paradise Island that came ashore and indicated that they would come back to the Bahamas again on a cruise ship trended downwards in 2020 (33%) compared to 2019 (49%) and 2018 (36%). 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 2020, of the cruise visitors to Nassau/Paradise Island who came ashore and said that they would or probably would return, approximately eighteen percent (18%) indicated that they would do both, come back and stay in a hotel and come back on a cruise compared to 15% in 2019, 17% in 2018, 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., 84.0% definitely will & 14.4% 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

			Nassau
Before Getting off Ship Did You Attend a talk/lecture About What to See or Do While Here?	Yes	Count	51
		Col %	19.8%
	No	Count	203
		Col %	79.0%
	Don't Know	Count	3
		Col %	1.2%
Total	Count	257	
	Col %	100.0%	

In 2020, there was a decline in the percentage of cruise visitors attending a talk or lecture about what to see or do in the island when they got off the ship than in the past. As the percentage of repeat cruise visitors to the island continues to remain over 50%, the need to attend lectures on what to see and do on the island continued to decline in 2020 compared to 2016. In 2020, approximately two in ten (20%) 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 two in ten (18%) of them in 2019, 28% in 2018, 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 SEE AND DO HERE?

		Nassau	
Did You Get Any Other Information About What to See and Do Here?	Yes	Count	104
		Col %	40.5%
	No	Count	148
		Col %	57.6%
	Don't Know	Count	2
		Col %	0.8%
Non Response	Count	3	
	Col %	1.2%	
Total	Count	257	
	Col %	100.0%	

In 2020, four in ten (41%) 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, cruise directors, brochures/pamphlets/flyers, tour directors, television on board the ship and maps. Many cruise visitors used more than one of these means to obtain information.

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

		Nassau	
		Count	Col %
Other Information	Internet	41	38.3%
	Cruise Director	40	37.4%
	Brochures/Pamphlets /Flyers/Booklets	31	29.0%
	Tour Director	21	19.6%
	Television on board ship	20	18.7%
	Maps	10	9.3%
	Non Response	8	7.5%
	Other people/neighbours	6	5.6%

Roughly four in every ten cruise visitors that got other information on what to see and do while in Nassau/Paradise Island got it off the Internet (38%), or from the cruise directors (37%). Approximately three in ten (29%) got the additional information from brochures/pamphlets/flyers/booklets (29%). Roughly two in ten cruise visitors got their other information from the tour directors (20%) or from the television on board the ship (19%). Nine percent (9%) of cruise visitors got the other information on what to see and do on island from maps.

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

Approximately eight in ten (79%) cruise visitors got off the ship one time and sixteen percent (16%) got off two times.

47. Cruise Visitor Demographics:

**DEMOGRAPHICS
NASSAU/PARADISE ISLAND
CRUISE VISITORS
2020**

	2020	2019
CRUISE VISITORS LIKELY TO RETURN	95%	95%
Those Who Would Return and Stay in a Hotel	25%	30%
Those Who Would Return by Cruise ship	33%	49%
Those Who Would Return & Do a Cruise or a Land Stay	18%	15%
CRUISE VISITORS LIKELY TO RECOMMEND	98%	99%
REPEAT VISITORS	60%	58%
AGE		
18-24	5%	3%
25-34	15%	8%
35-44	16%	15%
45-54	25%	27%
55-64	20%	24%
65 yrs. & over	19%	22%
AGE OF CHILD TRAVELLING		
Under 12 months	4%	6%
Age 1 to 5	19%	17%
Age 6 to 11	33%	28%
Age 12 to 17	29%	39%
Over 17 yrs.	15%	10%
TRAVELLING PARTY SIZE		
One	5%	3%
Two	56%	50%
Three	10%	9%
Four or More	27%	37%
AVERAGE TRAVELLING PARTY SIZE	4.0	5.0
HOW VISITORS WERE TRAVELLING (Travel Type)		
Alone	5%	3%
As a couple	51%	42%
As a family	28%	42%
As a group	16%	13%

DEMOGRAPHICS
NASSAU/PARADISE ISLAND
CRUISE VISITORS
2020

	2020	2019
HOUSEHOLD INCOME*		
\$25,001-\$50,000	11%	5%
\$50,001-\$75,000	17%	10%
\$75,001 to \$100,000	14%	14%
\$100,001 and over	31%	33%
TOP STATES: WHERE CRUISE VISITORS LIVE		
Florida	17%	24%
North Carolina	8%	6%
New York	7%	8%
Georgia	6%	6%
Pennsylvania	5%	3%
Maryland	5%	2%
Texas	4%	7%
California	4%	2%
South Carolina	4%	4%
Virginia	4%	3%
Ohio	3%	3%
Massachusetts	3%	2%
Michigan	3%	2%
Alabama	2%	2%
Tennessee	2%	1%
Wisconsin	2%	1%
Kentucky	2%	1%
Louisiana	2%	1%
COUNTRY OF RESIDENCE		
USA	95%	97%
Canada	2%	1%
Europe	0%	1%
Other	2%	1%

Source: Cruise Expenditure Survey 2020 and 2019, 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. The average number of persons the expenses relate to usually always less than the travel party size

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 2020, 2019, 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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