

ISLANDS OF THE BAHAMAS

TOUR OPERATOR & MEDIA SURVEY

SUMMARY



RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2020

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1. Why Did Visitors Come to The Bahamas?

- Roughly seven in every ten (72%) stopover visitors came to The Bahamas on a vacation and roughly one in every ten (7%) on a business trip;
- Approximately one in every twenty-five stopovers came on a honeymoon (4%) or came to visit friends & relatives (4%).

2. What Influenced their Decision to Visit The Bahamas?

TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2020

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Beaches	67%	64%	70%	76%
Climate	60%	59%	61%	63%
Rest and Relaxation	45%	43%	45%	51%
Friendly People	32%	30%	30%	42%
Hotel Facilities	26%	29%	12%	18%
Easy to Get to	25%	25%	17%	27%
Never Been Here Before	20%	19%	28%	22%
Safety of the Islands	25%	23%	20%	36%
Exotic Islands	13%	11%	8%	20%
Good Package Deals	10%	11%	19%	6%
Friend Recommendation	10%	9%	7%	14%
Heard a Lot about The Bahamas	10%	9%	11%	12%
Casinos	9%	11%	2%	0%
Sports	8%	7%	6%	13%
Best Value for Money	7%	7%	15%	6%
Other	10%	11%	9%	7%
Wanted to Experience the Culture	5%	4%	9%	8%
Had Friends in The Bahamas	7%	7%	9%	7%
Travel Agent/TO	3%	3%	4%	3%
Shopping	3%	3%	2%	1%
Nightlife	3%	3%	4%	1%
Bahamas Website	1%	1%	2%	3%
Junkanoo/Other Festivals	1%	1%	0%	1%
Saw an AD on TV	2%	2%	1%	2%
Saw an AD in a Magazine	1%	1%	0%	1%
Non Response	7%	7%	3%	6%

Source: Tour Operator & Media Exit Survey 2020, Research & Statistics Dept. Bahamas Ministry of Tourism
All numbers subject to revision.

- Stopover visitors were primarily influenced to visit The Bahamas by the beaches, the climate and the rest and relaxation that they expected to enjoy in the destination. Two in every three (67%) stopover visitors to The Bahamas were influenced to visit because of the beaches, six in ten (60%) because of the climate and roughly half (45%) because of the rest and relaxation they expected to enjoy.

- Stopovers were also influenced to visit because of a myriad of other things including the friendly people that they expected to meet (or had already met during past trips to The Bahamas) and the hotel facilities in the destination. Roughly three in ten stopovers were influenced to visit because of the friendly people (32%) and the hotel facilities (26%) in the destination.
- The casino was of particular interest to approximately one in ten (11%) stopovers to Nassau/Paradise Island.
- In the past good package deals and best value for money were of particular interest for stopovers to Grand Bahama, an island that tended to attract a more budget oriented consumer than Nassau/Paradise Island and the Out Islands. In 2020, approximately two in ten (19%) stopovers to Grand Bahama were influenced to visit The Bahamas because of the good package deals, and 15% because of the perception that they would receive the best vacation value for the money.
- The Exotic mystique of the Out Islands and the sporting attractions like sailing, diving, and fishing were of particular interest to stopover visitors to those islands.

3. What Activities Did They Intend to Do While in The Bahamas?

ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS ISLANDS OF THE BAHAMAS 2020

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Enjoy Beaches	82%	79%	86%	91%
Rest and Relax	68%	66%	77%	73%
Go Snorkeling	26%	22%	29%	39%
Shop	22%	22%	38%	16%
Go to Casinos	19%	24%	4%	1%
Go on Island Tour	15%	11%	14%	28%
Go Diving	7%	7%	7%	8%
Go Sailing	7%	6%	6%	9%
Go Golfing	7%	6%	2%	11%
Go Bonefishing	4%	3%	0%	10%
Go Deep Sea Fishing	4%	4%	3%	5%
Go to Junkanoo/Other Festivals	3%	2%	1%	5%
Go Birdwatching	2%	2%	4%	3%
Other Activities	6%	6%	7%	7%
No Response	6%	7%	6%	4%

Source: Tour Operator & Media Exit Survey 2020, Research & Statistics Dept. Bahamas Ministry of Tourism

All numbers subject to revision.

- Most of the stopover visitors to The Bahamas intended to enjoy the beaches (82%) and rest and relax (68%).
- Roughly one in four (26%) of them wanted to go snorkeling and approximately one in five (22%) intended to go shopping.
- Approximately two in ten stopovers wanted to go to the casinos (19%) and roughly one in seven (15%) wanted to go on an island tour;
- Sporting activities like snorkeling, golfing, bone-fishing, sailing, diving, and deep-sea fishing were especially of interest to some of the visitors to the Out Islands.

4. When Did the Stopover Visitors Make Their Reservations?

WHEN DID YOU MAKE YOUR RESERVATIONS STOPOVER VISITORS 2020

	All Bah.	Nassau/P.I.	Grand Bah.	Out Isl.
Same Week of Travel	8%	9%	6%	5%
Same Month of Travel	15%	17%	13%	9%
1 to 3 Months Before Travel	42%	42%	44%	43%
4 to 7 Months Before Travel	21%	21%	17%	22%
8 to 12 Months Before Travel	10%	8%	8%	17%
More than 12 months Before Travel	2%	1%	8%	2%
Non-Response	3%	3%	4%	3%

Source: Tour Operator and Media Exit Survey 2020, Research and Statistics Dept., Bahamas Ministry of Tourism

- Stopover visitors to The Bahamas primarily booked their reservations anywhere from the same month of travel to seven months in advance of travel. Nearly half of the stopovers (42%) booked their reservations one to three months before travel. In 2020, the year of the COVID-19 pandemic, a higher percentage of stopover visitors booked their reservations closer to the time of travel, i.e., the same week (8% vs 6%) of travel or the same month of travel (15% vs 11%) than in 2019.

5. Did Stopovers Use an Online Service to Book Their Reservations?

DID YOU USE AN ONLINE SERVICE TO BOOK ANY OF YOUR RESERVATIONS ISLANDS OF THE BAHAMAS 2020

	All Bahamas		Nassau/P.I.		Grand Bahama		Out Islands	
	2020	2019	2020	2019	2020	2019	2020	2019
Used Online Service	82%	78%	83%	78%	77%	81%	81%	79%
Did Not Use Online Service	17%	21%	17%	21%	23%	18%	19%	19%
	USA		Canada		Europe		Other Countries	
Used Online Service	82%	79%	77%	75%	84%	75%	88%	78%
Did Not Use Online Service	17%	20%	23%	25%	15%	24%	12%	21%

Source: Tour Operator and Media Exit Survey 2020 and 2019, Research and Statistics Dept., Bahamas Ministry of Tourism

- In 2020, approximately eight in ten stopover visitors to The Bahamas Overall (82%), Nassau/Paradise Island (83%), Grand Bahama (77%), and the Out Islands (81%) used an online service to book some or all their reservations to The Bahamas.
- In 2020, approximately eight in ten stopover visitors to The Bahamas from the United States (82%), Canada (77%), Europe (84%), and nine in ten stopover visitors from other countries (88%) used an online service to book some or all their reservations to The Bahamas.
- The COVID-19 pandemic came to The Bahamas in March 2020. In this first quarter of the year, all the major hotels were open before the pandemic forced some hotel

closures. In 2020, the most popular online services (OTA's) used by stopover visitors to book their reservations included dot.com sites like Expedia, United, Atlantis, American Express, US Airways Vacations now American Airlines Vacations, aaa, aircanada, applevacations, bahamasair, Bahamas.com, Bahamar, bellchannelinn, bestwestern, Breezes, copair, Fourseasons, orbitz, RIU, Sandals, Travelocity, etc.

6. Did Stopover Visitors to the Bahamas use a Tour Operator/Travel Agent to Book Any of Their Reservations?

- Approximately two in ten (22%) stopovers used a traditional tour operator or travel agent to book some or all their reservations in 2020.

ISLANDS OF THE BAHAMAS USE OF TRAVEL AGENT 2020

	All Bahamas		Nassau/P.I.		Grand Bahama		Out Islands	
	2020	2019	2020	2019	2020	2019	2020	2019
Used Travel Agent	22%	28%	22%	29%	38%	31%	20%	22%
Did Not Use Travel Agent	76%	70%	76%	69%	62%	66%	77%	74%
	USA		Canada		Europe		Other Countries	
Used Travel Agent	20%	24%	43%	47%	20%	36%	21%	43%
Did Not Use Travel Agent	78%	73%	56%	51%	78%	60%	79%	52%

Source: Tour Operator and Media Exit Survey 2020 and 2019, Research and Statistics Dept., Bahamas Ministry of Tourism. NR is not listed in above table

Some of the stopovers to The Bahamas that used tour operators/travel agents used the following: AAA Travel/Triple A/Triple AAA, CAA Travel, Costco, Exuma Water Sport, Flight Centre, Funjet Vacations, Liberty Travel, Jet Blue, Martin Travel, Omega World Travel, Sandals, Sell All Vacations, Sunwing, Trip Central, Cheryl's Taxi Tours, and Majestic Tours, etc.

7. What Electronic Media Did Stopover Visitors to The Bahamas Use Most When Planning Their Vacation?

ELECTRONIC MEDIA MOST FREQUENTLY USED WHEN PLANNING YOUR VACATION ISLANDS OF THE BAHAMAS 2020

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Internet	82%	81%	81%	86%
Network Television	7%	7%	7%	7%
Specialty Cable Channels	4%	5%	4%	4%
Specialty News Channels	5%	5%	7%	4%
Radio	1%	1%	1%	1%

Source: Tour Operator and Media Exit Survey 2020, Research and Statistics Dept. Ministry of Tourism

- The majority (82%) of stopover visitors used the Internet as the electronic media most frequently used when planning their vacation, and roughly one in ten (7%) used Network television the most. Approximately one in every twenty-five (4%) stopovers used specialty cable channels and approximately one in every twenty (5%) used specialty news channels the most when planning their vacations.

8. What Were the Favorite Television Stations Watched by Stopover Visitors to The Bahamas?

TOP 20 FAVORITE TELEVISION NETWORKS/STATIONS ISLANDS OF THE BAHAMAS 2020

Bahamas		% Informants	Nassau/P.I.	% Informants
1	ESPN	20%	HGTV (Home & Garden Network)	21%
2	HGTV (Home & Garden Network)	19%	ABC	19%
3	ABC	18%	ESPN	18%
4	NBC	16%	NBC	17%
5	CNN	14%	CNN	14%
6	Other Movie Networks	13%	HBO	13%
7	HBO	12%	Other Movie Networks	11%
8	CBS	11%	CBS	11%
9	FOXN	9%	BRAVO	9%
10	BRAVO	8%	FOXN	9%
11	FOX	8%	FOX	7%
12	FOOD (Food Network)	6%	FOOD (Food Network)	6%
13	MSNBC	5%	MSNBC	6%
14	TNT	4%	TNT	4%
15	TLC (The Learning Channel)	3%	Other Sports Networks	4%
16	Other Sports Networks	3%	E! (E! Entertainment)	3%
17	A & E (Arts & Entertainment Network)	3%	TLC (The Learning Channel)	3%
18	E! (E! Entertainment)	3%	A & E (Arts & Entertainment Network)	3%
19	LIFE (Lifetime)	2%	LIFE (Lifetime)	3%
20	NICK (Nickelodeon)	2%	ION Television	3%
Grand Bahama		% Informants	Out Islands	% Informants
1	CBS	22%	ESPN	29%
2	FOX	15%	Other Movie Networks	18%
3	NBC	14%	HGTV (Home & Garden Network)	15%
4	HBO	13%	CNN	15%
5	CNN	12%	ABC	15%
6	Other Movie Networks	11%	FOXN	12%
7	ABC	10%	NBC	12%
8	HGTV (Home & Garden Network)	9%	FOX	9%
9	TWC (The Weather Channel)	8%	CBS	7%
10	TLC (The Learning Channel)	7%	FOOD (Food Network)	7%
11	MSNBC	7%	BRAVO	6%
12	TBS	7%	HBO	6%
13	DISC (Discovery Channel)	5%	MSNBC	4%
14	ESPN	5%	NGEO (National Geographic Channel)	4%
15	FOXN	5%	DISC (Discovery Channel)	4%
16	A & E (Arts & Entertainment Network)	5%	TNT	4%
17	CTV (Canada)	4%	TLC (The Learning Channel)	3%
18	FOOD (Food Network)	4%	HIST(History Channel)	3%
19	PBS (Public Broadcasting Station)	3%	A & E (Arts & Entertainment Network)	2%
20	LFMN (Lifetime Movie Network)	3%	NICK (Nickelodeon)	2%

Source: Tour Operator and Media Exit Survey 2020, Research and Statistics Dept. Ministry of Tourism

- In 2020, approximately seven in every ten (68%) stopovers to The Bahamas indicated that they watched television.

- ESPN was the favorite television station watched by stopover visitors to The Bahamas Overall. ESPN has been the top television station watched by stopover visitors to The Bahamas since 2011. In 2010, NBC was the number one television station watched by stopovers to The Bahamas and ESPN was in 3rd place. In 2020, ESPN lost its number one spot for some stopovers to The Bahamas because many “live” sporting events that would have been hosted on the channel were cancelled because of the Covid-19 pandemic.
- In 2020, approximately two in every ten stopovers to The Bahamas who watched television watched ESPN (20%), HGTV (19%) or ABC (18%). Roughly one in every six (16%), stopovers watched NBC and approximately one in every seven watched CNN (14%) or HBO (12%).
- Other popular networks watched by stopover visitors to The Bahamas included CBS, FOXN, BRAVO and FOX. Visitors to The Bahamas also watched other movie and entertainment channels like (A & E, E! Entertainment, Lifetime, etc.), home and garden and food channels like (FOOD/Food Network), children’s channels (DSNY/Disney Channel, Nickelodeon) and educational channels like (DISC Discovery Channel, TLC/The Learning Channel, HIST/The History Channel). Some of these channels may not have been in the top 20 favorites but they were some of the most watched ones of stopovers to The Bahamas in 2020.

9. What Time Were Stopover Visitors Most Likely to Watch Television?

- Stopover visitors to the Bahamas were most likely to watch television between the hours of 6 pm to 10:59 pm at night. The hours of 8:00 pm to 8:59 pm were of course prime time and approximately four in ten (41%) stopovers watched television during that time. Approximately three in ten (32%) watched television between 9:00 pm to 9:59 pm.

10. Did Stopover Visitors Use Print Media When They Were Planning Their Vacations?

PRINT MEDIA USED MOST FREQUENTLY WHEN PLANNING A VACATION ISLANDS OF THE BAHAMAS 2020

	Bahamas		Nassau/P.I.		Grand Bahama		Out Islands	
	2020	2019	2020	2019	2020	2019	2020	2019
Newspapers	40%	33%	35%	33%	41%	35%	58%	31%
Magazines	69%	71%	73%	70%	60%	74%	58%	73%
Other Print Media	3%	6%	3%	7%	7%	6%	3%	5%

Stopover visitors to the Bahamas were more likely to use magazines when planning their vacations than newspapers.

Non Response has been factored out of the responses. Source: Tour Operator and Media Exit Survey 2020.

In 2020, thirteen percent (13%) of stopover visitors to The Bahamas used print media when they were planning their vacations. The number of stopover visitors who used print media when planning their vacations declined over the years but started to stabilize in 2014 and 2015 at 16%. In 2010, 25% of stopover visitors to The Bahamas used print

media to plan their vacations compared to 21% in 2011, 20% in 2012, 20% in 2013, 16% in 2014, and 16% in 2015.

One of the reasons for this decline in print media usage is tied to the fact that the Internet became so very easy to access and use with the advent of smartphones and wireless tablets. These devices placed the Internet and by extension social media/photo/video sharing platforms into the hands of a plethora of users who were now able to push a few buttons to search for the vacation destinations of choice.

Of the thirteen percent (13%) of stopover visitors who used print media to plan their vacations, four in ten (40%) used newspapers and approximately seven in ten (69%) used magazines.

11. Use of Newspapers

In 2020 although only 13% of stopover visitors used print media when planning their vacations, approximately one in every three (35%) of them read newspapers for their personal enjoyment and edification. The percentage of stopover visitors to The Bahamas using newspapers for their personal enjoyment and edification has declined over the years. In 2010, 64% of stopovers to The Bahamas read newspapers for their reading enjoyment compared to 63% in 2011, 60% in 2012, 55% in 2013, 50% in 2014, 45% in 2015, 42% in 2016, 38% in 2017, 34% in 2018 and 31% in 2019.

**TOP 20 FAVORITE NEWSPAPERS READ BY VISITORS
ISLANDS OF THE BAHAMAS
2020**

Bahamas		% Informants	Nassau/P.I.		% Informants
1	New York Times	41%	New York Times	41%	
2	Wall Street Journal	30%	Wall Street Journal	28%	
3	USA Today	20%	USA Today	22%	
4	Washington Post	16%	Washington Post	17%	
5	New York Post	12%	New York Post	12%	
6	Boston Globe	7%	Toronto Star	8%	
7	Toronto Star	7%	Boston Globe	8%	
8	Daily News	5%	Daily News	6%	
9	Atlanta Journal Constitution	4%	Atlanta Journal Constitution	4%	
10	Globe & Mail	3%	Chicago Tribune	4%	
11	Chicago Tribune	3%	Globe & Mail	3%	
12	Times	2%	Times	3%	
13	Newsday	2%	Newsday	3%	
14	Miami Herald	2%	Miami Herald	2%	
15	New York Daily News	2%	New York Daily News	2%	
16	Post	1%	Los Angeles Times (L.A. Times)	2%	
17	Los Angeles Times (L.A. Times)	1%	Post	2%	
18	Denver Post	1%	Denver Post	1%	
19	Richmond Times Dispatch	1%	Orlando Sentinel	1%	
20	Palm Beach Post	1%	Baltimore Sun	1%	
Grand Bahama		% Informants	Out Islands		% Informants
1	New York Times	34%	New York Times	41%	
2	Wall Street Journal	25%	Wall Street Journal	35%	
3	USA Today	16%	Washington Post	17%	
4	New York Post	10%	USA Today	16%	
5	Globe & Mail	8%	New York Post	11%	
6	Washington Post	7%	Boston Globe	6%	
7	Chicago Tribune	6%	Atlanta Journal Constitution	6%	
8	Daily News	4%	Globe & Mail	4%	
9	Freeport News	4%	Palm Beach Post	2%	
10	Corriere Della Sera Europe	4%	Miami Herald	2%	
11	Times	3%	Denver Post	2%	
12	Newsday	3%	Richmond Times Dispatch	2%	
13	Los Angeles Times (L.A. Times)	3%	Dallas Morning News	2%	
14	Palm Beach Post	3%	Toronto Star	1%	
15	Buffalo News	3%	La Press (Montreal, Quebec)	1%	
16	Sun Sentinel	3%	Ottawa Sun	1%	
17	Burlington Free Press	3%	Le Figaro	1%	
18	Chicago Sun Times	3%	Montreal Gazette	1%	
19	Cleveland Plain Dealer	3%	Tampa Sun	1%	
20	Daily Oklahoman	3%	Chicago Tribune	1%	

Source: Tour Operator and Media Exit Survey 2020, Research and Statistics Dept. Ministry of Tourism

- The most popular newspaper read by stopover visitors to The Bahamas was the New York Times. Approximately four in every ten (41%) stopovers who read newspapers read the New York Times. The Wall Street Journal and USA Today were the next two popular newspapers read by stopover visitors to The Bahamas.

12. Use of Magazines

Although only 13% of stopover visitors used print media when planning their vacations, in 2020, roughly four in ten (37%) of them read magazines for their enjoyment. The percentage of stopover visitors to The Bahamas reading magazines for their personal enjoyment has declined over the years from 69% in 2010, 67% in 2012, 63% in 2013, 57% in 2014, 52% in 2015, 48% in 2016, 46% in 2017, 41% in 2018 and 37% in 2019.

TOP 20 FAVORITE MAGAZINES READ BY VISITORS ISLANDS OF THE BAHAMAS 2020

Bahamas		% Informants	Nassau/P.I.		% Informants
1	People	22%	People	22%	
2	Better Homes & Gardens (BHG)	17%	Better Homes & Gardens (BHG)	17%	
3	Food & Wine	12%	Food & Wine	13%	
4	Southern Living	11%	Southern Living	12%	
5	Good Housekeeping	11%	Good Housekeeping	11%	
6	Conde Nast Travel	11%	Conde Nast Travel	11%	
7	Architectural Digest	10%	Architectural Digest	11%	
8	Bon Appetit	9%	In Style	10%	
9	In Style	9%	Bon Appetit	9%	
10	Time Magazine	8%	Time Magazine	9%	
11	Travel & Leisure	8%	Forbes	8%	
12	National Geographic (Explorer)	8%	Travel & Leisure	8%	
13	Forbes	8%	Cosmopolitan (Cosmo)	7%	
14	Coastal	7%	Vanity Fair	7%	
15	Golf Digest	7%	Golf Digest	7%	
16	Cosmopolitan (Cosmo)	7%	Coastal	7%	
17	Men's Health	7%	Glamour	7%	
18	Vanity Fair	7%	National Geographic (Explorer)	7%	
19	New Yorker	6%	Men's Health	6%	
20	Glamour	6%	O (Oprah)	6%	
Grand Bahama		% Informants	Out Islands		% Informants
1	Good Housekeeping	26%	People	23%	
2	People	25%	Better Homes & Gardens (BHG)	19%	
3	Better Homes & Gardens (BHG)	22%	Conde Nast Travel	12%	
4	Reader's Digest	20%	National Geographic (Explorer)	12%	
5	Travel & Leisure	11%	New Yorker	11%	
6	National Geographic (Explorer)	11%	Bon Appetit	11%	
7	Time Magazine	10%	Travel	10%	
8	Cosmopolitan (Cosmo)	10%	Travel & Leisure	10%	
9	O (Oprah)	10%	Southern Living	10%	
10	Economist	9%	Architectural Digest	10%	
11	Southern Living	8%	In Style	9%	
12	New Yorker	8%	Coastal	9%	
13	Food & Wine	7%	Food & Wine	9%	
14	In Style	7%	Good Housekeeping	8%	
15	In Touch/In Touch Weekly	7%	Men's Health	8%	
16	Architectural Digest	6%	Forbes	7%	
17	Woman's Day	6%	Golf	7%	
18	Vogue/Vogue Living	6%	Vogue/Vogue Living	7%	
19	Golf	6%	Golf Digest	7%	
20	Sports Illustrated	6%	Time Magazine	6%	

Source: Tour Operator and Media Exit Survey 2020, Research and Statistics Dept. Ministry of Tourism

13. How Did Stopover Visitors Rate Their Product Experiences?

**PRODUCT SATISFACTION RATINGS
ISLANDS OF THE BAHAMAS
2020**

All Bahamas	Excellent	Good	OK	Not So Good	Awful	DK/NR	Categories Combined	
							Excellent or Good	Not So Good or Awful
Beaches	68%	21%	3%	1%	1%	7%	89%	1%
Climate	61%	27%	6%	1%	0%	4%	88%	2%
Attitude of People	62%	24%	7%	2%	1%	5%	86%	3%
Easy to Get to	39%	32%	14%	3%	1%	11%	71%	4%
Food in Restaurants	36%	35%	13%	2%	1%	13%	70%	4%
Hotel Rooms	36%	30%	11%	2%	1%	20%	66%	3%
Restaurant Service	35%	30%	16%	3%	1%	15%	65%	4%
Hotel Service	39%	26%	11%	2%	1%	21%	65%	3%
Food in Hotels	30%	31%	16%	2%	1%	21%	60%	4%
Overall Value for Money	24%	31%	25%	7%	2%	11%	55%	9%
Value for Money in Hotels	20%	27%	20%	9%	2%	22%	47%	11%
Bahamas Overall	49%	39%	6%	1%	0%	5%	88%	1%

Source: Tour Operator and Media Exit Survey 2020, Research and Statistics Dept., Bahamas Ministry of Tourism

Includes cruise stopover visitors e.g. in GBL. Not all visitors in this survey stayed in hotels so many of these persons would have said that they could not judge the hotel related experiences

- In 2020, the majority (88%) of stopovers thought that The Bahamas Overall was excellent or good.
- The beaches, the climate, and the attitude of the people received the highest product satisfaction ratings of the 12 ratings asked of stopover visitors to The Bahamas.
- The majority of stopover visitors thought that the beaches (89%), and the climate (88%) were excellent or good.
- The majority (86%) of stopovers thought that the attitudes of the people were excellent or good.
- Roughly seven in ten stopovers thought that the food in restaurants (70%), and the ease of getting to the destination (71%) were excellent or good. While approximately two in every three thought that the hotel rooms (66%), the restaurant service (65%) and the hotel service (65%) were excellent or good.
- Approximately six in ten (60%) stopovers thought that the food in the hotels was excellent or good.
- More than half (55%) thought that the overall value for money was excellent or good. But approximately one in every ten (9%) thought that it was not so good or awful.
- Roughly half (47%) the stopovers thought that the value for money in the hotels was excellent or good but approximately one in every ten (11%) thought that it was not so good or awful.
- Nassau/Paradise Island had issues with providing satisfactory product experiences in some areas. One in every ten stopover visitors indicated that the overall value for money (10%) and the overall value for money in hotels (12%) was not so good or awful.

- Grand Bahama had issues with providing satisfactory product experiences in some areas too. In 2020, approximately one in every ten (9%) stopovers thought that the hotel rooms were not so good or awful. Approximately one in twenty thought that the hotel food (6%), value for money in hotels (6%), overall value for money (5%) and hotel service (5%) were not so good or awful.
- The Out Islands had issues with the ease of getting to the islands, providing overall value for money, and overall value for money in hotels. In 2020, approximately one in every twenty stopovers thought that the ease of getting to the island (6%), the overall value for money (6%) and the value for money in hotels (5%) were not so good or awful.

14. What Were the Top Compliments and Complaints Given by Stopover Visitors to The Bahamas?

TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS ALL BAHAMAS

	TOP 6 COMPLIMENTS		TOP 6 COMPLAINTS		
	2020	2019		2020	2019
General	33%	35%	Prices (neg)	24%	28%
People	27%	29%	People (neg)	12%	13%
Scenery/Sightseeing	10%	11%	General (neg.)	8%	6%
Beaches	5%	5%	Litter (neg)	8%	6%
Can't Wait to Come Back	4%	3%	Airlines (neg.)	6%	2%
Safety	3%	1%	Hotel (neg)	6%	8%
No. of Comments	307	1,768	No. of Comments	108	718

*Source: Tour Operator & Media Exit Study 2020 and 2019, Research and Statistics Dept. Bahamas Ministry of Tourism
Covid-19 protocols and safety measures was the 7th top compliment in 2020.

- Of the 307 positive comments received in 2020 from the surveys, the top six compliments made by visitors included: general comments, people, scenery/sightseeing, beaches, can't wait to come back, and the safety.
- **General:** Approximately one in every three (33%) compliments received from visitors were general comments like: "Thank you for opening to the U.S. Eleuthera was by far our best Bahamian experience. It was amazing, look into Netflix. Awesome place to holiday. Great trip overall. I enjoyed everything about my vacation. Glad to be back in Bimini, such a lovely island; we've been coming for years and still enjoy. Bahamas nice, Cat Island nicest. Trip was needed just to get away, enjoyed. Traveled to Mangrove Cay and staying at Swains Cay was excellent. My husband and I love Grand Bahama, we bought a condo here. Fun get away! Eleuthera is an amazing place, we highly recommend to friends and family. Everyone was so friendly and accommodating, which made our trip all the more enjoyable."
- **People:** Approximately three in every ten (27%) compliments received from stopovers were about the positive attitudes of the people like "The island is the

friendliest destination we have ever been to. Everyone that we dealt with was so helpful and kind. Awesome people! They are helpful and friendly. The Bahamian people are beautiful and kind. We had a great time with wonderful, local people. Excellent and friendly staff/residents. The Bahamas' citizens are amazing and kind. The resilience of the Bahamian people is inspiring; despite the devastation of Dorian, they continue to have a positive outlook. The people are so pleasant, positive, and happy. You are always in our hearts and prayers. Ethan Fair-weather was very informative and a great enthusiastic person. The Bahamas has the most friendly people; we've travelled to sixty plus countries, thanks for your hospitality!"

- **Scenery/Sightseeing:** Approximately one in every ten (10%) compliments received from visitors were about the scenery/sightseeing like: "Beautiful Island, relaxing took every time spent at my leisure. The Bahamas is beautiful."
- **Beaches:** One in every twenty (5%) compliments received from stopover visitors were positive comments about the beaches like: "Beaches are amazingly beautiful. We loved Lighthouse Beach. Loved remote beaches with few people. We only went to Exuma Stocking Island; the beach water and beaches are beautiful."
- **Can't Wait to Come Back:** Approximately one in every twenty-five (4%) compliments received from stopover visitors were about returning like: "Will return, thank you for a vacation. We will be back when pandemic outbreak dies down. Hate leaving, love coming back. Look forward to returning soon."
- **Safety:** Approximately 3% of compliments received from stopovers were about the safety. "Safety is the reason we return to The Bahamas. I appreciate all the safety recently implemented, feel safe. I think during the pandemic, you are doing a great job of keeping people safe."
- Of the 108 negative comments received in 2020, the top six complaints made by visitors included: high prices, poor attitude of some of the people, general comments, litter, airlines, and hotel facilities.

15. What Internet Search Engines, Content Providers, Social Networks, or Photo Sharing Websites Did Stopover Visitors to the Bahamas Use?

INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS/ SOCIAL NETWORKS/PHOTO SHARING WEBSITES ISLANDS OF THE BAHAMAS 2020

		Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	Google	84%	84%	83%	86%
2	Facebook	50%	49%	65%	52%
3	Instagram	38%	38%	30%	38%
4	YouTube	31%	30%	41%	31%
5	Snapchat	16%	17%	19%	13%
6	Yahoo!	15%	14%	19%	18%
7	LinkedIn	15%	14%	12%	17%
8	Pinterest	13%	12%	11%	18%
9	Twitter	12%	12%	10%	13%
10	MSN/Hotmail	6%	5%	8%	9%
11	AOL	5%	5%	5%	6%
12	Reddit	5%	5%	7%	6%

Source: Tour Operator and Media Exit Survey 2020, Research and Statistics Dept., Bahamas Ministry of Tourism

- The most popular Internet search engines, content providers, social media networks, or photo sharing websites used by stopovers that visited The Bahamas were Google (84%), Facebook (50%), Instagram (38%), YouTube (31%), Snapchat (16%), Yahoo! (15%), LinkedIn (15%), Pinterest (13%), and Twitter (12%).
- The percentage of stopover visitors using Google has increased over the years while the percentage using Yahoo has declined over the years. In 2003, approximately half (48%) the stopover visitors to The Bahamas used Yahoo and roughly half (47%) of them used Google but by 2020, approximately one in seven (15%) used Yahoo and eight in ten (84%) used Google.
- The percentage of stopovers to The Bahamas using Instagram increased significantly over the years. In 2014, approximately one in ten (11%) stopover visitors to The Bahamas used Instagram but in 2020, that percentage increased to approximately four in ten (38%) stopovers.
- Like Yahoo!, the percentage of stopover visitors using AOL has declined over the years. In 2003, thirty-six percent (36%) of stopovers to The Bahamas used AOL, in 2020 however, only 5% of them used this service.

16. Visitor Demographics

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS**

	2020	2019
MAIN PURPOSE OF VISIT		
Vacation	72%	75%
Business	7%	5%
Visiting Friends and Relatives	4%	3%
Honeymoon	4%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	67%	69%
Climate	60%	56%
Rest and Relaxation	45%	47%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	82%	86%
Rest and Relax	68%	74%
Go Snorkeling	26%	31%
Shop	22%	26%
Go to Casinos	19%	20%
Go on Island Tour	15%	19%
LIKELY RETURN IN 1-5 YEARS	88%	86%
LIKELY RECOMMEND TO FRIENDS/REL	93%	94%
USED ONLINE SERVICE TO BOOK	82%	78%
USED TRAVEL AGENT	22%	28%
AGE*		
25 - 54 years old	47%	50%
55 years old or older	24%	22%
SEX*		
Male	46%	46%
Female	52%	47%
RACE		
White	78%	83%
Black	6%	4%
Hispanic	5%	4%
Mixed Race/Mixed Heritage	3%	2%
Asian/Pacific Islander	2%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
EDUCATION		
College Graduate or Above	72%	72%

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE ISLANDS OF THE BAHAMAS

	2020	2019
ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	7%	5%
\$50,001 to \$75,000	7%	8%
\$75,001 to \$100,000	9%	10%
\$100,001 to \$125,000	7%	9%
\$125,001 to \$150,000	9%	10%
\$150,001 to \$250,000	19%	19%
\$250,001 and over	17%	15%
PREVIOUS VISITS		
First Time Visitor	34%	41%
Repeat Visitor	64%	58%
TRAVELLING PARTY SIZE		
One	22%	16%
Two	47%	47%
Three or more	30%	36%
HOUSEHOLD SIZE		
One	15%	10%
Two	38%	43%
Three-Four	32%	33%
COUNTRY OF ORIGIN		
USA	81%	82%
Canada	10%	7%
Europe	5%	7%
Other Countries	4%	4%
AVERAGE LENGTH OF STAY		
	7.4 nts.	6.4 nts.

*Source: Information on age, sex and avg. length of stay were obtained from immigration card data.

*Source: Tour Operator & Media Exit Study 2020 & 2019, Research and Statistics Dept. Bahamas Ministry of Tourism

All numbers are subject to revision.

All information in this brochure is based on the Tour Operator & Media Exit Survey 2020 and the Immigration Card.

If you have any questions, please use the contact information below.



Research and Statistics Department
Bahamas Ministry of Tourism
P.O. Box N-3701
Nassau, Bahamas
gdelancy@bahamas.com
Tel: 242-302-2000 extension 2094
www.Tourismtoday.com and www.bahamas.com