

ISLANDS OF THE BAHAMAS

TOUR OPERATOR & MEDIA SURVEY

SUMMARY



RESEARCH AND STATISTICS DEPARTMENT

MINISTRY OF TOURISM

2021

TABLE OF CONTENTS

	Page No.
1. Why Did Visitors Come to The Bahamas?	3
2. What Influenced their Decision to Visit The Bahamas?	3
3. What Activities Did They Intend to Do While in The Bahamas?	4
4. When Did the Stopover Visitors Make Their Reservations?	5
5. Did Stopovers Use an Online Service to Book Their Reservations?	6
6. Did Stopover Visitors to the Bahamas use a Tour Operator/Travel Agent to Book Any of Their Reservations?	6
a) Which Tour Operators/Travel Agents Were Most Popular	7
7. What Electronic Media Did Stopover Visitors to The Bahamas Use Most When Planning Their Vacation?	7
8. What Were the Favorite Television Stations Watched by Stopover Visitors to The Bahamas?	8
9. What Time Were Stopover Visitors Most Likely to Watch Television?	9
10. Did Stopovers Use Print Media When They Were Planning Their Vacations?	10
11. Use of Newspapers	10
12. Use of Magazines	12
13. How Did Stopover Visitors Rate Their Product Experiences?	13
14. What Were the Top Compliments and Complaints Given by Stopovers to The Bahamas	14
15. What Internet Search Engines, Content Providers, Social Networks, or Photo Sharing Websites Did Stopover Visitors to the Bahamas Use?	16
16. Visitor Demographics	17

1. Why Did Visitors Come to The Bahamas?

- Approximately eight in ten (79%) stopover visitors came to The Bahamas on a vacation;
- Approximately one in every twenty-five stopovers came on a honeymoon (4%) or on a business trip (4%), and roughly one in every thirty came to visit friends & relatives (3%).

2. What Influenced their Decision to Visit The Bahamas?

TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2021

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Beaches	70%	68%	68%	74%
Climate	52%	53%	48%	51%
Rest and Relaxation	47%	44%	45%	55%
Friendly People	34%	31%	36%	40%
Hotel Facilities	28%	32%	10%	20%
Easy to Get to	26%	27%	22%	25%
Safety of the Islands	23%	21%	19%	28%
Never Been Here Before	19%	19%	23%	19%
Exotic Islands	17%	15%	11%	23%
Friend Recommendation	12%	11%	10%	16%
Casinos	10%	14%	0%	1%
Good Package Deals	9%	10%	10%	7%
Heard a Lot about The Bahamas	9%	9%	8%	11%
Sports	9%	7%	14%	13%
Other	8%	8%	10%	6%
Had Friends in The Bahamas	7%	7%	13%	8%
Wanted to Experience the Culture	7%	6%	9%	9%
Best Value for Money	7%	7%	11%	7%
Shopping	3%	4%	5%	2%
Nightlife	3%	4%	2%	1%
Travel Agent/TO	3%	2%	1%	4%
Bahamas Website	1%	1%	1%	2%
Saw an AD on TV	1%	1%	0%	1%
Junkanoo/Other Festivals	1%	1%	0%	1%
Saw an AD in a Magazine	0%	0%	0%	0%
Non Response	7%	6%	7%	8%

Source: Tour Operator & Media Exit Survey 2021, 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. Approximately seven in ten (70%) stopover visitors to The Bahamas were influenced to visit because of the beaches and approximately half of them were

influenced to visit because of the climate (52%) and the rest and relaxation (47%) they expected to enjoy in the destination.

- 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 (34%) and the hotel facilities (28%) in the destination.
- The casino was of particular interest to approximately one in ten (10%) stopovers to The Bahamas overall and one in seven (14%) in 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 2021, one in ten stopovers to Grand Bahama were influenced to visit The Bahamas because of the good package deals (10%) available to the island, and because of the perception that they would receive the best vacation value for the money (11%).
- 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 2021

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Enjoy Beaches	84%	84%	83%	87%
Rest and Relaxation	71%	70%	71%	73%
Go Snorkeling	33%	28%	35%	45%
Shop	24%	25%	35%	21%
Go to Casinos	21%	29%	3%	2%
Go on Island Tour	20%	17%	15%	28%
Go Diving	8%	7%	13%	11%
Go Sailing	7%	7%	6%	8%
Go Deep Sea Fishing	6%	5%	8%	7%
Go Golfing	6%	6%	3%	8%
Go Bonefishing	4%	3%	6%	6%
Go to Junkanoo/Other Festivals	2%	3%	2%	1%
Go Birdwatching	2%	2%	4%	3%
Other Activities	5%	5%	8%	4%
No Response	7%	7%	7%	7%

Source: Tour Operator & Media Exit Survey 2021, 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 (84%) and rest and relax (71%).
- One in three (33%) of them wanted to go snorkeling and approximately one in four (24%) intended to go shopping.
- Approximately two in ten stopovers wanted to go to the casinos (21%) or go on an island tour (20%).

- Sporting activities like snorkeling, diving, sailing, bone-fishing, and deep-sea fishing were especially of interest to some of the visitors to the Out Islands and Grand Bahama.

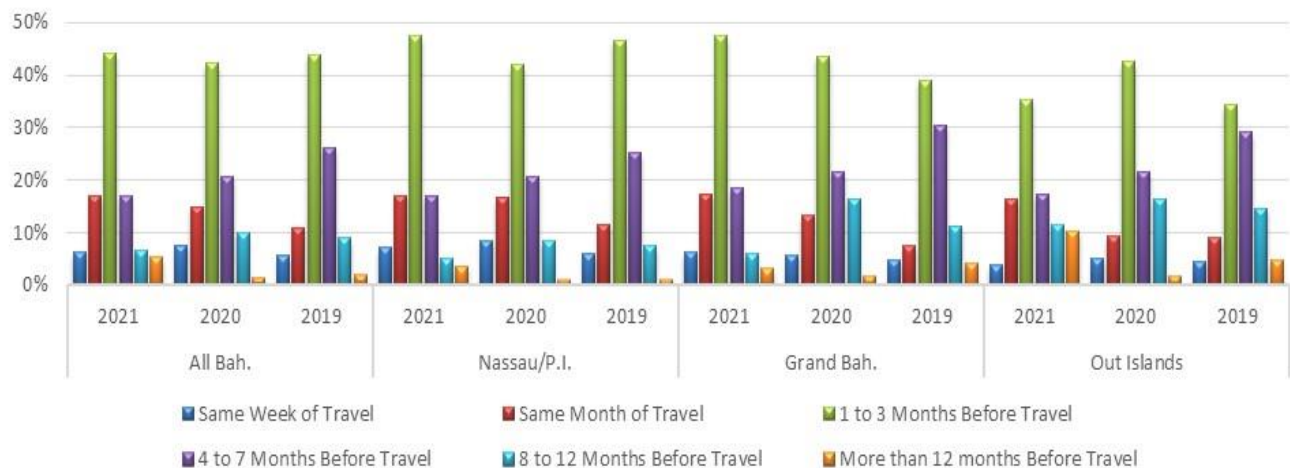
4. When Did the Stopover Visitors Make Their Reservations?

WHEN DID YOU MAKE YOUR RESERVATIONS STOPOVER VISITORS 2021

	All Bah.			Nassau/P.I.			Grand Bah.			Out Islands		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
Same Week of Travel	6%	8%	6%	7%	9%	6%	6%	6%	5%	4%	5%	5%
Same Month of Travel	17%	15%	11%	17%	17%	12%	17%	13%	8%	16%	9%	9%
1 to 3 Months Before Travel	44%	42%	44%	47%	42%	47%	47%	44%	39%	35%	43%	34%
4 to 7 Months Before Travel	17%	21%	26%	17%	21%	25%	18%	22%	31%	17%	22%	29%
8 to 12 Months Before Travel	7%	10%	9%	5%	8%	8%	6%	17%	11%	11%	17%	15%
More than 12 months Before Travel	5%	2%	2%	4%	1%	1%	3%	2%	4%	10%	2%	5%
Non-Response	3%	3%	2%	3%	3%	2%	2%	3%	3%	6%	3%	4%

Source: Tour Operator and Media Exit Survey 2021, 2020 & 2019, Research and Statistics Dept., Bahamas Ministry of Tourism

When Did Visitors Book Their Reservations



- 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 (44%) booked their reservations one to three months before travel. In 2020, during the height of the COVID-19 pandemic, a higher percentage of stopover visitors booked their reservations closer to the time of travel compared to 2019, i.e., the same week of travel (8% vs 6%) or the same month of travel (15% vs 11%). In 2021, stopovers continued to book closer to the time of travel, i.e., one to three months before travel, the same week of travel (6%) or the same month of travel (17%).
- Stopover visitors to the Out Islands were of particular interest because although they primarily booked one to three months in advance of travel, two in every ten appeared to still book eight or more months in advance of travel in 2019 (20%), 2020 (19%) and 2021 (21%). The Out Islands has a very high repeat visitor rate.

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 2021

	All Bahamas			Nassau/P.I.			Grand Bahama			Out Islands		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
Used Online Service	74%	82%	78%	74%	83%	78%	77%	77%	81%	73%	81%	79%
Did Not Use Online Service	24%	17%	21%	24%	17%	21%	22%	23%	18%	25%	19%	19%
	USA			Canada			Europe			Other Countries		
Used Online Service	74%	82%	79%	71%	77%	75%	78%	84%	75%	75%	88%	78%
Did Not Use Online Service	24%	17%	20%	30%	23%	25%	22%	15%	24%	22%	12%	21%

Source: Tour Operator and Media Exit Survey 2021, 2020 and 2019, Research and Statistics Dept., Bahamas Ministry of Tourism

- In 2020, the year that the COVID-19 pandemic came to The Bahamas, a higher percentage of stopover visitors booked their travel online than in 2019. However, by 2021, the percentage of stopovers booking online fell from their 2020 levels to below their 2019 levels as many more people began to travel. In 2021, approximately three in every four stopover visitors to The Bahamas Overall (74%), Nassau/Paradise Island (74%), Grand Bahama (77%), and the Out Islands (73%) used an online service to book some or all their reservations to The Bahamas. The decline in using online services between 2020 and 2021 occurred with stopovers from all the major regions, USA, Canada, Europe, and other countries.
- In 2021, the most popular online services used by stopover visitors to book their reservations included dot.com sites like Expedia, Atlantis, American Express, aa, Air Canada, Bahamar, Bahamas.com, Bahamasair, Bellchannelinn, Bestwestern, Cheapflights, Copa Air, Fourseasons, Orbitz, Priceline, RIU, Sandals, spg.com/Marriott Bonvoy, Skyauction, United, US Airways Vacations now American Airlines Vacations, Travelocity, etc.

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

- The percentage of stopovers using travel agents continued to decline in 2021 to The Bahamas for visitors from the USA, Canada, Europe, and other countries as reservations were booked online or directly as a higher percentage of them booked closer to the time of travel than in the past. Approximately one in every six (16%) stopovers used a traditional travel agent/tour operator to book some or all their reservations in 2021.

ISLANDS OF THE BAHAMAS USE OF TRAVEL AGENT 2021

	All Bahamas			Nassau/P.I.			Grand Bahama			Out Islands		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
Used Travel Agent	16%	22%	28%	15%	22%	29%	13%	38%	31%	18%	20%	22%
Did Not Use Travel Agent	79%	76%	70%	80%	76%	69%	85%	62%	66%	73%	77%	74%
	USA			Canada			Europe			Other Countries		
Used Travel Agent	16%	20%	24%	17%	43%	47%	8%	20%	36%	17%	21%	43%
Did Not Use Travel Agent	79%	78%	73%	75%	56%	51%	89%	78%	60%	70%	79%	52%

Source: Tour Operator and Media Exit Survey 2021, 2020, & 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 top TO/TA's: Sandals, Apple Vacations, American Express Travel, Atlantis Travel, AAA Travel/Triple A/Triple AAA, Costco, Delta Airlines/Delta Dream Vacations, Exuma Water Sport, GOGO Worldwide Vacations/GOGO Tours, Jet Blue, Funjet Vacations, Majestic Tours, Liberty Travel, RCI/Resort Condominium, Travel Leaders, Yellow Dog, 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 2021

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Internet	82%	81%	87%	83%
Network Television	7%	7%	8%	5%
Specialty Cable Channels	5%	5%	6%	3%
Specialty News Channels	4%	4%	6%	3%
Radio	2%	2%	2%	1%

Source: Tour Operator and Media Exit Survey 2021, Research and Statistics Dept. Ministry of Tourism

- The Internet was by far the most popular means for visitors to plan their vacations using electronic media followed by network television.
- Approximately eight in ten (82%) 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 (5%) used specialty cable channels and one in every twenty-five (4%) 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 2021

Bahamas		% Informants	Nassau/P.I.	% Informants
1	ESPN	22%	ESPN	21%
2	ABC	16%	ABC	16%
3	Other Movie Networks	14%	HGTV (Home & Garden Network)	13%
4	NBC	13%	HBO	13%
5	CNN	13%	NBC	13%
6	HGTV (Home & Garden Network)	13%	Other Movie Networks	13%
7	HBO	12%	CNN	13%
8	FOX	10%	FOX	10%
9	CBS	9%	CBS	9%
10	BRAVO	9%	BRAVO	9%
11	FOXN	8%	FOXN	8%
12	FOOD (Food Network)	7%	FOOD (Food Network)	7%
13	DISC (Discovery Channel)	5%	MSNBC	5%
14	MSNBC	4%	DISC (Discovery Channel)	5%
15	TNT	4%	TNT	4%
16	HIST (History Channel)	4%	TLC (The Learning Channel)	4%
17	TLC (The Learning Channel)	4%	HIST (History Channel)	4%
18	Other Sports Networks	3%	Other Sports Networks	3%
19	TBS	3%	TBS	3%
20	LFMN (Lifetime Movie Network)	2%	LFMN (Lifetime Movie Network)	3%
Grand Bahama		% Informants	Out Islands	% Informants
1	ABC	17%	ESPN	26%
2	CNN	16%	Other Movie Networks	19%
3	HBO	15%	ABC	17%
4	Other Movie Networks	15%	NBC	14%
5	ESPN	14%	CNN	14%
6	NBC	13%	HGTV (Home & Garden Network)	12%
7	HGTV (Home & Garden Network)	12%	FOX	12%
8	FOXN	9%	CBS	11%
9	CBS	8%	BRAVO	10%
10	FOOD (Food Network)	7%	HBO	8%
11	FOX	6%	FOXN	8%
12	DSNY (Disney Channel)	5%	FOOD (Food Network)	7%
13	MSNBC	4%	DISC (Discovery Channel)	6%
14	BRAVO	4%	HIST (History Channel)	4%
15	DISC (Discovery Channel)	4%	TNT	4%
16	TNT	4%	NGEO (National Geographic Channel)	3%
17	TLC (The Learning Channel)	4%	MSNBC	3%
18	Other Sports Networks	3%	TLC (The Learning Channel)	3%
19	Other News Stations	3%	Other Sports Networks	3%
20	LFMN (Lifetime Movie Network)	3%	Other News Stations	2%

Source: Tour Operator and Media Exit Survey 2021, Research and Statistics Dept. Ministry of Tourism

- The percentage of stopovers to The Bahamas watching television declined with the onset of the COVID-19 pandemic in 2020 and did not go back up in 2021. In 2021, approximately two in every three (65%) stopovers to The Bahamas watched television compared to 68% in 2020 and 72% in 2019. This change in television viewing habits occurred not only for stopovers visiting The Bahamas as a whole but for Nassau/Paradise Island and Grand Bahama. In 2021, approximately two in every three (65%) stopovers to Nassau/Paradise Island watched television compared to 68% in 2020 and 73% in 2019. In 2021, approximately two in every three (64%) stopovers to Grand Bahama watched television compared to 67% in 2020 and 75% in 2019.
- Unlike Nassau/Paradise Island and Grand Bahama, The Out Islands did not have a significant change in television viewing habits between 2019 and 2021, with just a bit of a spike in 2020 at the height of the Covid-19 pandemic. It is important to note though, that stopover visitors to the Out Islands had in the past always watched less television than those to Nassau/Paradise Island and Grand Bahama. In 2021, approximately two in every three (64%) stopovers to the Out Islands watched television compared to 68% in 2020 and 64% in 2019.
- ESPN was the favorite television station watched by stopover visitors to The Bahamas Overall in 2021. 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 however, ESPN lost its number one spot for some stopovers visiting The Bahamas, especially those to Nassau/Paradise Island because many “live” sporting events that would have been hosted on the channel were cancelled because of the Covid-19 pandemic. In its place, HGTV surged to the top spot among visitors to Nassau/Paradise Island as the lockdowns and restricted travel made people concentrate on home improvement projects. By 2021 however, as countries began to relax their Covid-19 restrictions and “live” sports became viable again, ESPN reclaimed its number one spot for the television viewing audiences of stopovers visiting Nassau/Paradise Island.
- In 2021, approximately two in every ten stopovers to The Bahamas who watched television watched ESPN (22%). Roughly one in every six stopovers watched ABC (16%), and approximately one in every seven watched other Movie Networks (14%), NBC (13%), CNN (13%), HGTV (13%) or HBO (12%).
- Other popular television stations watched by stopover visitors to The Bahamas included FOX, CBS, and BRAVO. Visitors to The Bahamas also watched other movie and entertainment channels like (A & E, E! Entertainment, Lifetime, Hallmark, 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 in the top 30.

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 (39%) stopovers watched television during that time. Approximately three in ten (29%) 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 2021

	Bahamas			Nassau/P.I.			Grand Bahama			Out Islands		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
Newspapers	29%	40%	33%	30%	35%	33%	23%	41%	35%	27%	58%	31%
Magazines	77%	69%	71%	77%	73%	70%	81%	60%	74%	79%	58%	73%
Other Print Media	4%	3%	6%	4%	3%	7%	6%	7%	6%	4%	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 2021, 2020 and 2019

In 2021, ten percent (10%) of stopover visitors to The Bahamas used print media when they were planning their vacations. The percentage of stopover visitors who used print media when planning their vacations declined over the years. 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 ten percent (10%) of stopover visitors who used print media to plan their vacations, approximately three in ten (29%) used newspapers and approximately three in four (77%) used magazines. In 2020, the height of the Covid-19 pandemic, there was a spike in newspaper usage for planning a vacation but by 2021, this surge in readership fell again to below 2019 levels. On the other hand, magazine usage for vacation planning surged back up in 2021 after falling briefly in 2020 and were higher than the pre-Covid 2019 levels.

11. Use of Newspapers

In 2021, although only 10% of stopover visitors used print media when planning their vacations, approximately three in ten (28%) 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. There was an uptick in newspaper readership for enjoyment and edification among stopovers to The Bahamas in 2020 to 35% before it slid back down again in 2021.

**TOP 20 FAVORITE NEWSPAPERS READ BY VISITORS
ISLANDS OF THE BAHAMAS
2021**

Bahamas		% Informants	Nassau/P.I.		% Informants
1	New York Times	50%	New York Times	50%	
2	Wall Street Journal	34%	Wall Street Journal	33%	
3	USA Today	22%	USA Today	23%	
4	Washington Post	16%	New York Post	16%	
5	New York Post	14%	Washington Post	15%	
6	Daily News	6%	Daily News	7%	
7	Miami Herald	4%	New York Daily News	4%	
8	Atlanta Journal Constitution	3%	Miami Herald	3%	
9	Boston Globe	3%	Local	3%	
10	Local	3%	Boston Globe	3%	
11	New York Daily News	3%	Newsday	2%	
12	Dallas Morning News	2%	Atlanta Journal Constitution	2%	
13	Chicago Tribune	2%	Dallas Morning News	2%	
14	Times	2%	Chicago Tribune	2%	
15	Newsday	2%	Times	2%	
16	Orlando Sentinel	2%	Orlando Sentinel	2%	
17	Sun Sentinel	1%	Globe & Mail	2%	
18	Globe & Mail	1%	Sun Sentinel	1%	
19	Post	1%	Post	1%	
20	Palm Beach Post	1%	Palm Beach Post	1%	
Grand Bahama		% Informants	Out Islands		% Informants
1	New York Times	54%	New York Times	47%	
2	Washington Post	20%	Wall Street Journal	37%	
3	Wall Street Journal	19%	USA Today	20%	
4	USA Today	16%	Washington Post	17%	
5	New York Post	10%	New York Post	10%	
6	Miami Herald	10%	Atlanta Journal Constitution	7%	
7	Daily News	5%	Daily News	5%	
8	Boston Globe	5%	Miami Herald	4%	
9	Local	5%	Dallas Morning News	4%	
10	Guardian	5%	Boston Globe	4%	
11	Atlanta Journal Constitution	3%	Chicago Tribune	4%	
12	Orlando Sentinel	3%	Times	3%	
13	Chicago Tribune	2%	Local	2%	
14	Times	2%	Sun Sentinel	2%	
15	Los Angeles Times (L.A. Times)	2%	Denver Post	2%	
16	Daily Mail	2%	Orlando Sentinel	1%	
17	New York Daily News	1%	Toronto Star	1%	
18	Dallas Morning News	1%	Globe & Mail	1%	
19	Newsday	1%	Post	1%	
20	Post	1%	Palm Beach Post	1%	

Source: Tour Operator and Media Exit Survey 2021, Research and Statistics Dept. Ministry of Tourism

- The most popular newspaper read by stopover visitors to The Bahamas was the New York Times. Half (50%) of 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 10% of stopover visitors used print media when planning their vacations, in 2021, three in ten (30%) 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, 37% in 2019 and 2020.

TOP 20 FAVORITE MAGAZINES READ BY VISITORS ISLANDS OF THE BAHAMAS 2021

Bahamas		% Informants	Nassau/P.I.		% Informants
1	People	18%	People	16%	
2	Better Homes & Gardens (BHG)	16%	Better Homes & Gardens (BHG)	15%	
3	Architectural Digest	13%	Architectural Digest	12%	
4	Food & Wine	12%	Food & Wine	11%	
5	Conde Nast Travel	12%	Conde Nast Travel	11%	
6	Bon Appetit	10%	Men's Health	10%	
7	Travel & Leisure	10%	Bon Appetit	10%	
8	Southern Living	10%	National Geographic (Explorer)	9%	
9	Men's Health	10%	Travel & Leisure	9%	
10	National Geographic (Explorer)	9%	Southern Living	8%	
11	In Style	8%	In Style	8%	
12	Good Housekeeping	7%	Good Housekeeping	7%	
13	Golf Digest	7%	Golf Digest	7%	
14	Cosmopolitan (Cosmo)	6%	Cosmopolitan (Cosmo)	7%	
15	New Yorker	6%	Sports Illustrated	7%	
16	Forbes	6%	Forbes	7%	
17	Economist	6%	New Yorker	6%	
18	Sports Illustrated	6%	Economist	6%	
19	Vanity Fair	5%	Time Magazine	5%	
20	Time Magazine	5%	Vanity Fair	5%	
Grand Bahama		% Informants	Out Islands		% Informants
1	National Geographic (Explorer)	18%	People	21%	
2	Better Homes & Gardens (BHG)	17%	Better Homes & Gardens (BHG)	17%	
3	People	16%	Conde Nast Travel	15%	
4	Food & Wine	16%	Architectural Digest	14%	
5	Architectural Digest	12%	Southern Living	14%	
6	Travel & Leisure	12%	Food & Wine	13%	
7	Conde Nast Travel	9%	Travel & Leisure	12%	
8	Time Magazine	9%	Bon Appetit	12%	
9	Good Housekeeping	9%	Men's Health	9%	
10	Cosmopolitan (Cosmo)	9%	Coastal	9%	
11	Vogue/Vogue Living	8%	In Style	8%	
12	Bon Appetit	8%	Economist	7%	
13	Forbes	8%	Good Housekeeping	7%	
14	Southern Living	7%	Vanity Fair	7%	
15	In Style	7%	New Yorker	6%	
16	New Yorker	7%	Real Simple	6%	
17	Glamour	6%	Elle Décor	6%	
18	Economist	6%	National Geographic (Explorer)	5%	
19	Reader's Digest	5%	Golf Digest	5%	
20	Men's Health	5%	Glamour	5%	

Source: Tour Operator and Media Exit Survey 2021, Research and Statistics Dept. Ministry of Tourism

13. How Did Stopover Visitors Rate Their Product Experiences?

**PRODUCT SATISFACTION RATINGS
ISLANDS OF THE BAHAMAS
2021**

All Bahamas	Excellent	Good	OK	Not So Good	Awful	DK/NR	Categories Combined	
							Excellent or Good	Not So Good or Awful
Beaches	75%	16%	2%	1%	0%	7%	91%	1%
Climate	71%	19%	3%	0%	0%	6%	91%	1%
Attitude of People	71%	18%	4%	1%	1%	5%	89%	2%
Easy to Get to	45%	30%	11%	3%	0%	12%	75%	3%
Food in Restaurants	42%	33%	12%	2%	1%	11%	74%	2%
Restaurant Service	45%	29%	11%	3%	1%	12%	74%	3%
Hotel Rooms	43%	25%	8%	1%	1%	23%	68%	2%
Hotel Service	45%	22%	7%	2%	1%	24%	67%	3%
Overall Value for Money	27%	36%	21%	6%	2%	9%	63%	7%
Food in Hotels	32%	25%	13%	4%	1%	25%	57%	5%
Value for Money in Hotels	22%	27%	19%	6%	2%	25%	49%	8%
Bahamas Overall	58%	30%	5%	1%	0%	5%	89%	1%

Source: Tour Operator and Media Exit Survey 2021, Research and Statistics Dept., Bahamas Ministry of Tourism

Includes cruise stopover visitors e.g. in GBI. 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 2021, 89% of stopovers thought that the Bahamas Overall was excellent (58%) or good (30%).
- 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 (91%), and the climate (91%) were excellent or good.
- The majority (89%) of stopovers thought that the attitudes of the people were excellent or good.
- Approximately three in every four stopovers thought that the food in restaurants (74%), the ease of getting to the destination (75%), and the restaurant service (74%) were excellent or good.
- Approximately seven in every ten stopovers thought that the hotel rooms (68%), and the hotel service (67%) were excellent or good.
- More than half (63%) thought that the overall value for money was excellent or good. But approximately one in every ten (7%) thought that it was not so good or awful. So, this is a product area that needs additional effort by the people of The Bahamas.
- Approximately six in ten (57%) stopovers thought that the food in the hotels was excellent or good but approximately one in twenty (5%) thought this product area needed work.
- Approximately half (49%) the stopovers thought that the value for money in the hotels was excellent or good but approximately one in every ten (8%) thought that it was not so good or awful. So, this is a product area that needs additional effort.

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		
	2021	2020		2021	2020
General	34%	33%	Prices (neg)	19%	24%
People	29%	27%	Hotel (neg)	9%	6%
Scenery/Sightseeing	10%	10%	General Comm. (neg.)	9%	8%
Beaches	4%	5%	Food (neg.)	9%	1%
Can't Wait to Come Back	3%	4%	COVID-19 (neg)	8%	0%
Hotel	2%	1%	People (neg)	7%	12%
No. of Comments	1,462	307	No. of Comments	472	108

*Source: Tour Operator & Media Exit Study 2021 and 2020, Research and Statistics Dept. Bahamas Ministry of Tourism

- Of the 1,462 positive comments received in 2021 from the Exit survey, the top six compliments made by visitors included: general comments, people, scenery/sightseeing, beaches, can't wait to come back, and hotels.
- **General:** Approximately one in every three (34%) compliments received from visitors were general comments like: "Freeport Bahamas is excellent. We love it here and will continue to visit. We had an amazing trip. We have been coming for about 30 years; our children are grown, and they still come; our grandchildren have been coming since 2 years now, all but three adults still come. Love morning runs, especially knowing that the island was so small. Love the Bahamas; have been visiting yearly for over 30 years. We love Harbour Island. Everything was truly excellent from start to finish. I love warm, clean beaches. Continue to keep up the good works. Loved our stay with the Shark Lab. Every visit to this island is exceptional. My boyfriend proposed to me in this trip. Bahamas is our favorite destination. We have been coming for 37 years. We like it so much we bought a condo. The Bahamas, especially GHB (Governor's Harbour) Eleuthera is my favorite place in the world. Omg, everything is great. A fantastic filming trip to a beautiful island with the most stunning beaches and oceans please look after them for future generations to enjoy. Say no to plastic, people before profit. We love the family island-Long Island most because they are peaceful.
- **People:** Approximately three in every ten (29%) compliments received from stopovers were about the positive attitudes of the people like "I had an amazing time; Mr. Tao Bowe from Travel Bahamas was fantastic. The Bahamian people are a treasure; Thank you! The people here are so very nice and welcoming, they were happy to be back at work and were thanking us as much as we were thanking them for their service. It's the kindness that matters. Adore Ethan Fair-Weather, especially his singing. The hospitality of the people was one of the best parts of our experience. The people working in the Bahamas were the kindest, most polite people we ever encountered during travels; I appreciate the resilience, openness

and friendliness of all the people I met during my stay; everyone cared about and supported an amazing visit! Friendliness, great attitude is the most important aspect of my visit; Harbour Island is the home of happiness, and radically great hospitably; thank you!!!

- **Scenery/Sightseeing:** Approximately one in every ten (10%) compliments received from visitors were about the scenery/sightseeing like: “It is such a beautiful place. This was the most beautiful place we've ever been, it was transformative. There are no words to explain the beauty of the Bahamas. Bahamas is the most beautiful country in the world. Beautiful well landscaped walking path by hotel golf course. Exuma is one of the most beautiful places we have been. Great Exuma is a gorgeous island. We come here because of the pristine beauty. Lovely island, sun, sand and lovely blue sea, this is what we came for. We loved this beautiful island and hope to return with family and friends. The island and people are beautiful.”
- **Beaches:** One in every twenty-five (4%) compliments received from stopover visitors were positive comments about the beaches like: “Breathtaking beautiful beaches. Breathtaking beautiful beaches. The beach is amazing. Beaches here are awesome, glad the Bahamas was open. Love Beach Nirvana and Sandy Toes Resort, best beaches. Amazing Exuma beaches.”
- **Can't Wait to Come Back:** Approximately one in every thirty (3%) compliments received from stopover visitors were about returning like: “Already planning my next visit. We love it here and can't wait to come back, don't change a thing. Can't wait to come back to see more things open. Love coming here; can't wait to return when things are all back open again. We love the Bahamas and can't wait to come back. We would like to come back for the new year's, just to relax and enjoy the island; we love it. We will be back for sure. We loved our stay in Harbor Island and will surely be back.”
- **Hotel:** Approximately one in every fifty (2%) compliments received from stopovers were about the hotels. “We found the restaurant staff and hotel employees very friendly and willing to provide exceptional service. Great hotel. Enjoyed hotel and staff. Baha Mar Hyatt was fabulous; Albany is fabulous. Atlantis employees were so wonderful and Starbucks café workers. Atlantis was just as amazing, we'll be back. Sandals was amazing. Freda at Island Seas went above and beyond; she is amazing. Accommodations wonderful and clean. Great attitude people have in Baha Mar. Baha Mar employees really making visitors feel very welcome and appreciated. The facilities of the Viva hotel are good. Staff and service at Rosewood was amazing. Sunrise Resort (Airbnb) loved it. Everything was awesome, especially the staff at Sandals.”
- Of the 472 negative comments received in 2021, the top six complaints made by visitors included: high prices, hotels, general complaints, food, Covid-19, and poor attitudes of some of the people.

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 2021

	Bahamas			Nassau/P.I.			Grand Bahama			Out Islands		
	2021	2020	2019	2021	2020	2019	2021	2020	2019	2021	2020	2019
1 Google	84%	84%	85%	83%	84%	85%	88%	83%	85%	83%	86%	85%
2 Facebook	48%	50%	53%	48%	49%	53%	52%	65%	53%	50%	52%	50%
3 Instagram	44%	38%	41%	45%	38%	41%	40%	30%	33%	44%	38%	41%
4 Youtube	32%	31%	34%	31%	30%	33%	38%	41%	35%	34%	31%	36%
5 Snapchat	18%	16%	20%	18%	17%	21%	20%	19%	16%	15%	13%	17%
6 LinkedIn	16%	15%	16%	16%	14%	17%	18%	12%	13%	16%	17%	16%
7 Yahoo	16%	15%	19%	16%	14%	20%	18%	19%	20%	13%	18%	15%
8 Twitter	15%	12%	14%	15%	12%	14%	12%	10%	8%	14%	13%	16%
9 Pinterest	14%	13%	17%	13%	12%	18%	13%	11%	17%	17%	18%	17%
10 Reddit	6%	5%	5%	6%	5%	5%	5%	7%	3%	6%	6%	5%
11 AOL	5%	5%	7%	6%	5%	7%	6%	5%	6%	3%	6%	6%
12 MSN/Hotmail	4%	6%	5%	3%	5%	5%	3%	8%	5%	6%	9%	6%

Source: Tour Operator and Media Exit Survey 2021, 2020, & 2019 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 (48%), Instagram (44%), YouTube (32%), Snapchat (18%), LinkedIn (16%), Yahoo! (16%), Twitter (15%) and Pinterest (14%).
- 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 2021, approximately one in six (16%) used Yahoo and eighty-four percent (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 2021, that percentage increased to approximately four in ten (44%) 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 2021 however, only 5% of them used this service.

16. Visitor Demographics

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

	2021	2020
MAIN PURPOSE OF VISIT		
Vacation	79%	72%
Business	4%	7%
Visiting Friends and Relatives	3%	4%
Honeymoon	4%	4%
DECISION TO VISIT INFLUENCED BY:		
Beaches	70%	67%
Climate	52%	60%
Rest and Relaxation	47%	45%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	84%	82%
Rest and Relax	71%	68%
Go Snorkeling	33%	26%
Shop	24%	22%
Go to Casinos	21%	19%
Go on Island Tour	20%	15%
LIKELY RETURN IN 1-5 YEARS	90%	88%
LIKELY RECOMMEND TO FRIENDS/REL	95%	93%
USED ONLINE SERVICE TO BOOK	74%	82%
USED TRAVEL AGENT/TO	16%	22%
AGE*		
25 - 54 years old	44%	47%
55 years old or older	20%	24%
SEX*		
Male	34%	46%
Female	63%	52%
RACE		
White	76%	78%
Black	7%	6%
Hispanic	6%	5%
Mixed Race/Mixed Heritage	3%	3%
Asian/Pacific Islander	3%	2%
American Indian/Alaska Native	0%	0%
Other	1%	0%
EDUCATION		
College Graduate or Above	71%	72%

DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE ISLANDS OF THE BAHAMAS

	2021	2020
ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	5%	7%
\$50,001 to \$75,000	7%	7%
\$75,001 to \$100,000	8%	9%
\$100,001 to \$125,000	8%	7%
\$125,001 to \$150,000	8%	9%
\$150,001 to \$250,000	20%	19%
\$250,001 and over	23%	17%
PREVIOUS VISITS		
First Time Visitor	32%	34%
Repeat Visitor	66%	64%
TRAVELLING PARTY SIZE		
One	12%	22%
Two	43%	47%
Three or more	39%	30%
HOUSEHOLD SIZE		
One	11%	15%
Two	37%	38%
Three-Four	34%	32%
COUNTRY OF ORIGIN		
USA	94%	81%
Canada	1%	10%
Europe	2%	5%
Other Countries	3%	4%
AVERAGE LENGTH OF STAY		
	7.0 nts.	7.4 nts.

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

*Source: Tour Operator & Media Exit Study 2021 & 2020, 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 2021, 2020, 2019 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