

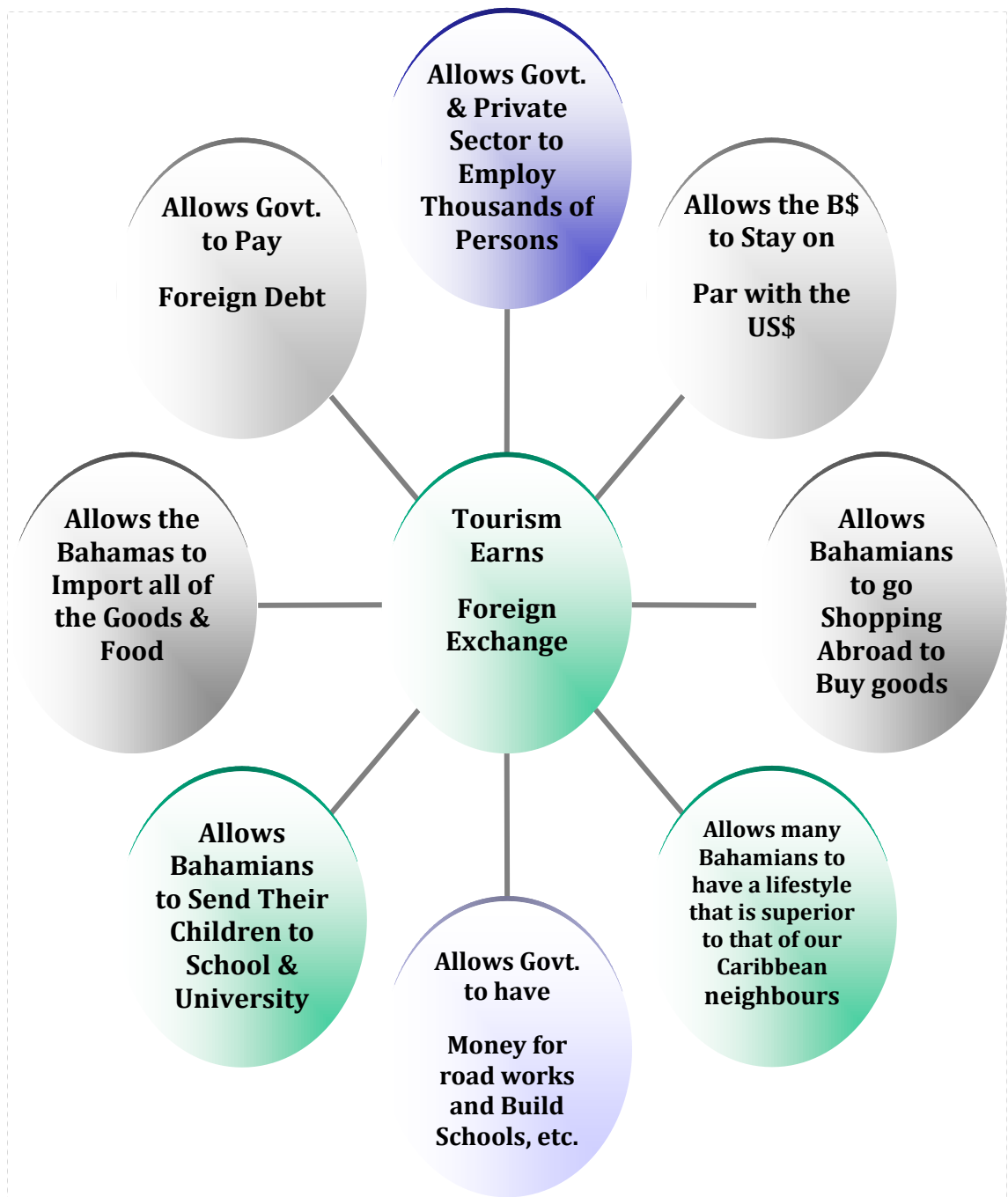
FREQUENTLY REQUESTED TOURISM STATISTICS



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

1. Why Does The Bahamas Need Tourism?

According to the Tourism Satellite Account (2004) approximately 64% of all Bahamians are either directly or indirectly employed in Tourism. Tourism allows the Bahamas to earn Foreign Exchange, which has many benefits for the Bahamian people.









2. How Many Visitors Came to The Bahamas in 2011 vs. 2010?

The Bahamas received 5.588 million visitors in 2011 and 5.255 million in 2010 an increase of 6.3%.

Of these air and sea arrivals to the Bahamas, Nassau/Paradise Island received most of the visitors. More than half (54%, 3.0 million) of the visitor arrivals in 2011 came to Nassau/Paradise Island. The Out Islands received 32% (1.8 million) of the arrivals. They received more sea arrivals (cruise arrivals and boaters/yachters) than Grand Bahama and therefore took 2nd place in overall arrivals.

THE BAHAMAS MINISTRY OF TOURISM VISITOR STATISTICS
TOTAL FOREIGN ARRIVALS TO THE BAHAMAS BY AIR & SEA
2005 - 2012

YEAR	AIR	%	SEA	%	TOTAL	%
2005	1,514,532	31.7%	3,264,885	68.3%	4,779,417	100.0%
2006	1,491,633	31.5%	3,238,974	68.5%	4,730,607	100.0%
2007	1,487,278	32.3%	3,114,060	67.7% 	4,601,338	100.0%
2008	1,392,552	31.7%	3,001,020	68.3% 	4,393,572	100.0%
2009	1,252,393	27.0%	3,392,722	73.0% 	4,645,115	100.0%
2010	1,294,804	24.6%	3,960,002	75.4% 	5,254,806	100.0%
2011	1,267,542	22.7%	4,320,046	77.3% 	5,587,588	100.0%
2012	1,072,745	24.1%	3,377,408	75.9% 	4,450,153	100.0%

***2012 (January - September)**

These statistics of First Place of Entry reflect where visitors enter The Bahamas and not necessarily where they stay. Source: Immigration Card

3. How Many Visitors Came to The Bahamas by September 2012?

The Bahamas received 4.5 million visitors by September 2012.

4. Which Island in The Bahamas Received the Most Stopover Visitors?

Nassau/Paradise Island received the most stopover visitors to the Bahamas. In 2011, 68% of the stopovers to the Bahamas visited Nassau/Paradise Island.

STOPOVER VISITORS
ISLANDS OF THE BAHAMAS
2005 TO 2012

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
2005	1,608,153	1,019,017	316,265	272,871
2006	1,600,881	1,019,198	298,937	282,746
2007	1,527,728	968,305	271,663	287,760
2008	1,463,006	954,208	240,252	268,546
2009	1,327,007	898,182	194,603	234,222
2010	1,370,174	927,349	204,126	238,699
2011	1,346,372	917,423	176,502	252,447
*2012	787,288	527,901	105,455	153,932

**Prior to 1985, numbers were tabulated manually, therefore there may be rounding errors in them.

***2012 (January - June)**

5. Where Did the Stopover Visitors to The Bahamas Come From (2011)?

In 2011, 79% of stopover visitors to The Bahamas came from the United States, 9% of them came from Canada, the second biggest supplier of visitors to the Bahamas and 6% of them came from Europe. Europe namely the United Kingdom was the 3rd biggest supplier of visitors to the Bahamas. One percent (1%) of stopovers came from the Caribbean, 2% from Latin America and 3% from the rest of the world.

6. How Did Each Major Market for The Bahamas Perform in 2011 vs. 2010 and 2012 vs. 2011 Half Yr?

ISLANDS OF THE BAHAMAS
STOPOVER VISITORS BY COUNTRY

					JANUARY - JUNE		
		2011	2010	% CHG	2012	2011	% CHG
1	USA	1,058,682	1,097,184	-3.5%	626,571	587,359	6.7%
2	CANADA	124,166	119,321	4.1%	75,744	74,799	1.3%
3	EUROPE	78,201	78,083	0.2%	39,944	40,166	-0.6%
4	CARIBBEAN	17,979	18,518	-2.9%	8,687	8,051	7.9%
5	LATIN AMERICA	29,705	20,714	43.4%	15,364	12,543	22.5%
6	OTHER COUNTRIES	37,639	36,354	3.5%	20,978	18,880	11.1%
	TOTAL STOPOVERS	1,346,372	1,370,174	-1.7%	787,288	741,798	6.1%

All numbers are subject to revision.

Stopover arrivals were up from the US, Canada, the Caribbean, and Latin America in the 1st half of 2012. Only Europe was down and they are suffering from a debt crisis.

7. How Did the Various Provinces of Canada Perform in 2011 vs. 2010 & 2012 vs. 2011 Half Year?

TOP CANADIAN PROVINCES
STOPOVER VISITORS
ISLANDS OF THE BAHAMAS

					JANUARY - JUNE		
	PROVINCES	2011	2010	% CHG	2012	2011	% CHG
1	ONTARIO	66,941	65,603	2%	40,692	40,995	-1%
2	QUEBEC	15,288	15,520	-1%	8,546	8,964	-5%
3	ALBERTA	7,941	8,152	-3%	4,994	4,947	1%
4	BRITISH COLUMBIA	5,617	5,428	3%	3,008	3,362	-11%
5	NOVA SCOTIA	2,035	1,747	16%	1,795	1,413	27%
6	SASKATCHEWAN	1,698	1,360	25%	1,045	1,228	-15%
7	MANITOBA	1,650	1,681	-2%	1,079	1,169	-8%
8	NEW BRUNSWICK	1,137	1,095	4%	918	791	16%
9	NEWFOUNDLAND	705	769	-8%	481	485	-1%
10	PRINCE EDWARD ISLAND	187	274	-32%	155	147	5%
11	OTHER PROVINCES	20,967	17,692	19%	13,031	11,298	15%
	TOTAL CANADA	124,166	119,321	4%	75,744	74,799	1%

All numbers are subject to revision.

In 2011, stopover arrivals from Canada were up by 4% for the year. By half year 2012, stopover arrivals from Canada were up by 1% over the same period of 2011. The rate of growth had slowed in the first half of 2012 due to declines from provinces like Ontario, Quebec, British Columbia, Saskatchewan, Manitoba, and Newfoundland. The rate of growth from Canada should gain some traction in the winter months of November and December 2012 however, which are popular months with Canadian stopover visitors.

8. How Did the United States Perform in 2011 vs. 2010 and 2012 vs. 2011?

TOP STATES THAT BROUGHT BUSINESS TO THE BAHAMAS
STOPOVER VISITORS
2012 AND 2011

					JANUARY - JUNE		
	STATES	2011	2010	% CHG	2012	2011	% CHG
1	FLORIDA	245,065	255,462	-4%	123,621	129,978	-5%
2	NEW YORK	116,511	136,513	-15%	72,586	63,948	14%
3	NEW JERSEY	65,458	73,780	-11%	36,396	35,549	2%
4	TEXAS	60,581	56,238	8%	35,325	31,130	13%
5	MASSACHUSETTS	40,129	42,752	-6%	27,626	26,200	5%
6	CALIFORNIA	49,422	45,778	8%	25,921	24,587	5%
7	PENNSYLVANIA	41,862	45,847	-9%	25,632	24,051	7%
8	GEORGIA	37,641	40,699	-8%	22,074	20,702	7%
9	VIRGINIA	33,581	35,750	-6%	21,371	18,158	18%
10	ILLINOIS	31,983	31,745	1%	20,334	18,069	13%
11	MARYLAND	29,064	31,488	-8%	18,687	14,881	26%
12	NORTH CAROLINA	28,816	29,289	-2%	17,454	16,064	9%
13	CONNECTICUT	23,428	26,398	-11%	16,729	13,844	21%
14	OHIO	26,293	24,741	6%	16,449	15,459	6%
15	MICHIGAN	22,419	21,631	4%	14,190	14,048	1%
16	SOUTH CAROLINA	14,443	15,291	-6%	8,610	8,109	6%
17	COLORADO	13,225	11,755	13%	8,444	7,740	9%
18	MINNESOTA	11,008	9,734	13%	8,430	7,605	11%
19	INDIANA	12,613	13,079	-4%	8,249	7,273	13%
20	TENNESSEE	14,030	14,721	-5%	8,225	7,692	7%
21	WISCONSIN	10,440	9,676	8%	7,104	6,792	5%
22	MISSOURI	10,558	9,670	9%	6,378	5,913	8%
23	LOUISIANA	9,509	8,867	7%	6,323	5,756	10%
24	KENTUCKY	8,291	7,755	7%	5,928	4,391	35%
25	ALABAMA	9,124	9,227	-1%	5,908	5,395	10%
26	OTHER	93,188	89,298	4%	58,577	54,025	8%
	TOTAL USA	1,058,682	1,097,184	-3.5%	626,571	587,359	6.7%

All numbers are subject to revision.

The Bahamas suffered declines in its primary market the United States since the recession there began in December 2007 and the financial meltdown of September 2008 greatly deepened the recession. When the recession “technically” ended in the US in June 2009, the turmoil in the US economy did not automatically end. By the end of 2010, stopover arrivals to the Bahamas from the US were up and looked promising. Then in 2011, fears of the US falling into a double dip recession surfaced and US stopover arrivals once again plummeted. In 2012, the economy of the United States was definitely on the mend, unemployment there was down and the amount of foreclosures had slowed. Stopover arrivals to the Bahamas from the US began to reap from the improvements in the US economy and once again began to grow.

9. How Did the European Countries Perform in 2011 vs. 2010 & 2012 vs. 2011?

In 2011, stopover arrivals from Europe were up slightly but the EU debt crisis intensified and more European countries were sucked into the financial vortex. By half year 2012, stopovers from Europe were down by 1% as the crisis deepened.

**TOP EUROPEAN COUNTRIES
STOPOVER VISITORS
ISLANDS OF THE BAHAMAS**

					JANUARY - JUNE		
		2011	2010	% Chg	2012	2011	%Chg
1	UK	23,496	23,179	1%	12,900	12,373	4%
2	FRANCE	13,190	12,495	6%	6,879	7,154	-4%
3	ITALY	9,853	10,228	-4%	3,606	4,224	-15%
4	GERMANY	7,973	8,632	-8%	4,456	4,127	8%
5	SWITZERLAND	4,980	4,256	17%	2,398	2,386	1%
6	SPAIN	2,295	2,180	5%	1,009	1,050	-4%
7	NETHERLANDS	1,835	2,075	-12%	807	862	-6%
8	SWEDEN	1,698	1,599	6%	932	1,020	-9%
9	RUSSIA	1,582	1,203	32%	1,066	825	29%
10	AUSTRIA	1,439	1,461	-2%	794	665	19%
11	BELGIUM	1,355	1,466	-8%	659	727	-9%
12	NORWAY	1,228	1,337	-8%	547	682	-20%
13	POLAND	924	785	18%	483	627	-23%
14	DENMARK	921	933	-1%	455	487	-7%
15	IRELAND	638	970	-34%	351	355	-1%
16	FINLAND	584	696	-16%	356	388	-8%
17	PORTUGAL	505	629	-20%	254	232	9%
18	GREECE	472	450	5%	168	263	-36%
19	TURKEY	355	472	-25%	243	175	39%
20	ROMANIA	334	398	-16%	148	149	-1%
21	HUNGARY	334	369	-9%	173	175	-1%
22	CZECH REPUBLIC	330	407	-19%	169	185	-9%
23	SLOVAKIA	235	276	-15%	124	105	18%
24	LUXEMBOURG	178	207	-14%	105	98	7%
25	MONACO	154	133	16%	79	96	-18%
26	UKRAINE	149	173	-14%	86	93	-8%
27	BULGARIA	144	166	-13%	81	77	5%
28	CROATIA	119	124	-4%	59	86	-31%
29	CYPRUS	114	93	23%	45	59	-24%
30	SLOVENIA	111	99	12%	59	55	7%
31	ICELAND	100	75	33%	31	63	-51%
32	ESTONIA	85	96	-11%	102	33	209%
33	LITHUANIA	85	74	15%	73	47	55%
34	SERBIA	80	61	31%	51	40	28%
35	MALTA	77	52	48%	34	66	-48%
36	LATVIA	59	76	-22%	39	27	44%
37	LIECHTENSTEIN	54	22	145%	21	26	-19%
38	MACEDONIA	25	17	47%	12	13	-8%
39	SAN MARINO	21	7	200%	1	8	-88%
40	GEORGIA	21	21	0%	18	6	200%
41	FAROE ISLANDS	14	2	600%	4	6	-33%
42	BELARUS	13	15	-13%	21	9	133%
43	ALBANIA	10	10	0%	4	6	-33%
44	ANDORRA	9	20	-55%	19	5	280%
45	MOLDOVA	7	19	-63%	11	3	267%
46	MONTENEGRO	6	3	100%	1	3	-67%
47	BOSNIA AND HERZEGOVINA	6	18	-67%	7	3	133%
48	KOSOVO	3		100%		1	-100%
49	GREENLAND	1	3	-67%	4	1	300%
50	FORMER YUGOSLAVIA		1	-100%	-	-	0%
51	CANARY ISLANDS			0%			0%
	TOTAL	78,201	78,083	0%	39,944	40,166	-1%

All numbers are subject to revision.

10. How Did Latin America Perform in 2011 vs. 2010 & 2012 vs. 2011 Half YR?

TOP LATIN AMERICAN COUNTRIES
STOPOVER VISITORS

					JANUARY - JUNE		
	LATIN AMERICA	2011	2010	% Chg 11/10	2012	2011	% CHG 12/11
1	BRAZIL	6,595	5,310	24.2%	3,254	2,860	13.8%
2	ARGENTINA	4,992	3,167	57.6%	2,977	2,205	35.0%
3	COLOMBIA	4,155	1,720	141.6%	2,317	1,148	101.8%
4	MEXICO	4,698	3,524	33.3%	1,722	2,738	-37.1%
5	VENEZUELA	2,382	2,041	16.7%	1,143	903	26.6%
6	PANAMA	1,309	686	90.8%	1,006	403	149.6%
7	CHILE	1,106	637	73.6%	599	583	2.7%
8	ECUADOR	547	529	3.4%	508	234	117.1%
9	PERU	1,027	879	16.8%	458	376	21.8%
10	GUATEMALA	356	295	20.7%	362	179	102.2%
11	COSTA RICA	490	334	46.7%	323	261	23.8%
12	URUGUAY	405	323	25.4%	226	212	6.6%
13	BOLIVIA	141	113	24.8%	119	53	124.5%
14	HONDURAS	254	196	29.6%	96	175	-45.1%
15	NICARAGUA	79	97	-18.6%	83	37	124.3%
16	EL SALVADOR	209	126	65.9%	73	89	-18.0%
17	BELIZE	122	117	4.3%	67	47	42.6%
18	PARAGUAY	838	620	35.2%	31	40	-22.5%
	TOTAL	29,705	20,714	43.4%	15,364	12,543	22.5%

Copa Airlines began direct service from Panama to Nassau in June 2011. All numbers are subject to revision.

Many of the Latin American countries were not hit harshly by the Great Recession that devastated other countries because they had strong commodities markets. The addition of the Copa Airlines service with direct flights from Panama to Nassau/P.I. in June 2011 firmly solidified the growth from Latin America and growth has continued at a steady pace. By the end of 2011, stopover arrivals from Latin America were up by 43%.

11. Which Months Are the Slowest for Visitor Arrivals to the Bahamas?

September and October are the slowest months for stopover arrivals to visit.

12. Which Months Are the Busiest Months for Visitor Arrivals to the Bahamas?

March is historically the busiest month for stopover visitor arrivals to the Bahamas. This is the month when many spring breakers converge on the islands for their escape from their various Colleges and Universities. In 2011 however, July was the busiest month.

13. Which Months Are the Busiest Months for Stopover Arrivals to the Bahamas From the United States?

Stopover Arrivals from the United States tended to peak in March historically. March through August, were usually the busiest months and September and October the slowest. However since 2009, July has been the busiest month for US stopovers.

14. Which Months Are the Busiest Months for Stopovers From Canada?

Stopover Arrivals to The Bahamas from Canada are normally highest in January through April, & November and December which are the coldest months in Canada.

15. Which Months Are the Busiest Months for Stopovers From Europe?

Stopover Arrivals from Europe are normally strongest in the summer months of July and August. In 2011, April was the strongest month followed by August & July.

16. How Much Money Did Visitors Spend In The Bahamas?

In 2011, visitors spent over \$2.0 billion in the Bahamian Economy.

17. What Was the Hotel Occupancy for the Whole Bahamas in 2007 to 2011?

In 2007, Hotel Occupancy was 60.9%. In 2008, it was 54.1%, in 2009 it was 49.5%, in 2010, it was 51.5% and in 2011, it was 54.0%.

18. What Was the Average Daily Rate for the Bahamas in 2007 to 2011?

In 2007, the Average Daily Rate was \$197.68. In 2008 it was \$215.53 and in 2009 it was \$197.57. In 2010, the ADR was \$199.02 and in 2011, the ADR was \$204.58.

19. Why Did Visitors Come to the Bahamas?

72% of the stopover visitors came to The Bahamas for a vacation, 5% came for business, 5% for a honeymoon, and 6% to visit friends and relatives.

20. What Did Visitors Say Influenced Their Decision to Visit The Bahamas?

Stopovers were influenced to visit because of the beaches (60%), climate (53%), rest & relaxation (42%). For the Out Islands sports was a major influence.

21. What Activities Did Visitors Say They Wanted to Do While in The Bahamas?

Activities visitors wanted to do included---beaches, rest, shop, snorkel, go to casino

22. How Many Visitors Have Been to The Bahamas Before?

In 2011, nearly six in ten (58%) stopover visitors to the Bahamas had visited before. Nearly six in ten (58%) visitors to Nassau/Paradise Island and more than half (54%) of the visitors to Grand Bahama had visited before. Six in ten (61%) stopover visitors to the Out Islands had visited The Bahamas before.

23. How Many Visitors Said That They Were Likely to Return to The Bahamas in 1-5 years (2011)?

88% of the stopovers to the Bahamas Overall said that they were likely to return, 87% of the stopovers to Nassau/Paradise, 85% of the stopovers to Grand Bahama Island, and 92% of the stopovers to the Out Islands said this.

24. How Many Visitors Said That They Were Likely to Recommend The Bahamas to their friends and relatives (2011)?

94% of the stopovers to the Bahamas Overall said that they were likely to recommend, 93% of those to Nassau/Paradise Island, 91% of those to Grand Bahama Island and 95% of the stopovers to the Out Islands said this.

25. What is Tourism?

Tourism: The “activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and

other purposes not related to the exercise of an activity remunerated (i.e. without receiving a salary/wage for said activity/activities) from within the place visited". (Source: United Nations World Tourism Organization UNWTO, & **Wikipedia, The Free Encyclopedia**).

TYPE OF VISITORS

Visitors to the Islands of The Bahamas can come to the Bahamas by air or by sea.

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

Sea arrivals, are visitors who come to the destination by sea, i.e. cruise arrivals. Sea arrivals also include stopover visitors like boaters/yachters.

Main Types of Visitors

Stopovers, defined as persons staying for 24 hours or more, hotel visitors help to make up the stopover visitors. Boaters/yachters are also stopover visitors even though they may come to the islands by sea.

Cruise Stopover Visitors, are a special category of visitors that we have for Grand Bahama primarily. These visitors come to The Bahamas on a cruise ship but stay in land based accommodations and stay 24 hours or more.

Cruise Visitors, defined as persons visiting The Islands of The Bahamas by cruise ship and using the cruise ship for their accommodation.

Day Visitors, defined as persons visiting The Islands of The Bahamas for less than 24 hours

Transits defined as persons in transit from one country to another.



Information in this brochure is based on the Immigration Card and the Tour Operator & Media Exit Survey 2011.

Research and Statistics Department
Bahamas Ministry of Tourism
P.O. Box N-3701
Nassau, Bahamas
Tel: 242-302-2000

www.Tourismtoday.com and www.bahamas.com