

**TOUR OPERATOR AND MEDIA
EXIT SURVEY
2005**



**THE ISLANDS OF THE BAHAMAS
RESEARCH & STATISTICS DEPARTMENT
BAHAMAS MINISTRY OF TOURISM**

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INTRODUCTION

The Ministry of Tourism has undertaken a survey of tourists leaving the Islands of The Bahamas since the early 1970's. The information contained in this report is based on a "special edition" of the Exit Survey especially designed to capture information on tour operators and the media used by visitors to the Islands of The Bahamas. In addition, the report contains information from the primary Exit Survey conducted during the same period. It also contains information from the Immigration cards.

RESEARCH OBJECTIVES

1. Obtain information on reservation bookings
2. Obtain information on Tour Operator &/or Travel Agents
3. Obtain information on electronic media used for planning a vacation
4. Obtain information on favorite television networks
5. Obtain information on the time visitors to the Bahamas were most likely to watch television
6. Obtain information on print media choices (e.g., newspapers & magazines read)
7. Obtain information on the number of people who had e-mail addresses
8. Obtain information on favorite internet search engines & or content providers
9. Obtain information on trip characteristics (reasons for visit, etc.)
10. Measure intention to return and recommend
11. Obtain demographic information on the stopover visitors (age, sex, education, household size, income).

METHODOLOGY

This Exit Study sample consists of stopover visitors to The Islands of The Bahamas. Stopover Visitors consists of non-residents travelling to the islands to stay in land-based accommodations and/or pleasure crafts/yachts other than cruise ships for 24 hours or more. In 2005, The Islands of The Bahamas received an estimated 1,608,153 stopover visitors compared to 1,561,312 in 2004, an increase of 3.0%. The majority of stopover visitors 1,380,083 (85.8%) were from the U.S.A. The other stopovers to The Islands of The Bahamas were from Canada, 75,643 (4.7%), Europe, 85,277 (5.3%), and Other Countries 67,150 (4.2%).

The method used in the selection of the sample for this Exit Study can be described as a two-staged Systematic Probability Sampling. With this method every kth element (mainly every 5th person) in the sampling frame is selected. Interviews of exiting stopover visitors were conducted at major airports throughout the country. The islands surveyed in this Exit Study include Nassau/Paradise Island, Grand Bahama, Abaco, Andros, Eleuthera, Exuma, Bimini and San Salvador. Interviews during the sampling process were conducted in the mornings, afternoons and evenings.

A total of 7,064 questionnaires were collected from stopover visitors and analyzed. The results were weighted to reflect the place of stay during the visit and the country of residence of the visitor. The published results, therefore, are weighted data and more accurately reflect the real situation. Some of the results in this report are based on the Exit Survey 2005 which was conducted during the same period but contained a larger sample of 13,473. Some of the data was also obtained from the Immigration Cards.

As with any survey dependent upon random sampling, the percentages and averages in this report are subject to sampling error. The sample is used to estimate the population and differences exist between the result of the sample and the true underlying population value that is unknown. Sampling tolerances (error) for the percentages in this report are shown on the next page.

**SAMPLING TOLERANCES
FOR PERCENTAGES AT OR NEAR THESE LEVELS*
2005**

| Place of Stay | Base | 10% or 90% | 20% or 80% | 30% or 70% | 40% or 60% | 50% |
|----------------------|-------------|-------------------|-------------------|-------------------|-------------------|------------|
| Total | 7,064 | ± 0.7% | ± 0.9% | ± 1.1% | ± 1.1% | ± 1.2% |
| Nassau/P.I. | 4,476 | ± 0.9% | ± 1.2% | ± 1.3% | ± 1.4% | ± 1.5% |
| Grand Bahama | 1,389 | ± 1.6% | ± 2.1% | ± 2.4% | ± 2.6% | ± 2.6% |
| Out Islands | 1,199 | ± 1.7% | ± 2.3% | ± 2.6% | ± 2.8% | ± 2.8% |

| Country of Residence | Base | 10% or 90% | 20% or 80% | 30% or 70% | 40% or 60% | 50% |
|-----------------------------|-------------|-------------------|-------------------|-------------------|-------------------|------------|
| U.S.A. | 6,062 | ± 0.8% | ± 1.0% | ± 1.2% | ± 1.2% | ± 1.3% |
| Canada | 332 | ± 3.2% | ± 4.3% | ± 4.9% | ± 5.3% | ± 5.4% |
| Europe | 375 | ± 3.0% | ± 4.0% | ± 4.6% | ± 5.0% | ± 5.1% |
| Other | 295 | ± 3.4% | ± 4.6% | ± 5.2% | ± 5.6% | ± 5.7% |

* 95% Confidence level

For example, if 50% of the stopover visitors to Nassau/Paradise Island gave a particular response, 95 times out of 100 times, the answer would be no higher than 51.5% and no lower than 48.5% (a margin of plus or minus 1.5%).

EXECUTIVE SUMMARY

Reason for Visit

- The main reason visitors to the Islands of the Bahamas came to the Islands of the Bahamas was to vacation.
- They chose to visit the Bahamas primarily because of the beaches, for rest and relaxation, because they had never been here before, to enjoy the climate, hotel facilities, because they had friends here, because of the good package deals that were offered, and to enjoy the various sporting attractions offered, (e.g., diving, fishing, golfing, etc.).
- Visitors to Grand Bahama cited Best Value for Money as one of the primary reasons for visiting the Bahamas.

Electronic Media Used

- The electronic media most frequently used when planning a vacation was the Internet, followed by Network Television, Specialty Cable Channels and Specialty New Channels.
- The favorite television networks/stations of visitors to the Islands of the Bahamas were: NBC (Network Station), ABC (Network Station), CBS (Network Station), CNN (Specialty News Station), ESPN (Specialty Cable Channel), FOX (Network Station), HBO (Specialty Cable Channel), and FOXN/Fox News (Specialty News Station).
- Visitors to the Islands of the Bahamas watched television primarily between 6:00 p.m. and 10:59 p.m. at night. The most popular time of the day for watching television was between 8:00 p.m. to 8:59 p.m.

Print Media Used

- The most popular print media used by visitors to the Islands of the Bahamas when planning their vacations included magazines and newspapers. Magazines were the most popular of the two.
- Some of the top magazines for visitors to the Bahamas were: People, Time Magazine, Cosmopolitan/Cosmo, Newsweek, O (Oprah), US, Sports Magazines, Sports Illustrated, Travel, Vogue/Vogue Living, In Style, Glamour, National Geographic Explorer, Essence, and the New Yorker.

- Some of the top newspapers read by visitors to the Bahamas were: The New York Times, USA Today, Wall Street Journal, Washington Post, New York Post, Atlanta Journal-Constitution, the Daily News, Miami Herald, Newsday, Sun Sentinel, Los Angeles Times, and the Chicago Tribune.

Internet Usage

- 77% of the stopover visitors to the Islands of the Bahamas said that they had e-mail addresses.
- 86% of them said that they “surfed” the Internet.
- Some of the top Internet search engines/content providers for visitors to the Bahamas were: Google, Yahoo, AOL, and MSN.

Tour Operators & Travel Agents

- 42% of the stopover visitors to the Bahamas used a tour operator or travel agent to book their reservations.
- Some stopovers used a combination of methods to make their reservations, i.e., tour operator/travel agent, direct bookings and/or the internet. The stopover visitors who *did not use* a tour operator or travel agent to book their reservations either booked their reservations directly or via the Internet.
- Of the persons who used a tour operator or travel agent, 30% of them used a tour operator or travel agent to book their hotel and 32% to book their airline reservations. 31% of them booked their hotel via the Internet and 40% booked their airline via the Internet.
- Some of the visitors to the Islands of the Bahamas who booked their reservations online used: expedia.com, orbitz.com, travelocity.com, atlantis.com, deltavacations.com, usairwaysvacations.com, carlsonwagonlit.com, cheaptickets.com, continental.com, AA.com, Bahamas.com, Ba.com, aircanada.com, jetblue.com, yahoo.com, Grandbahamavacations.com, 11thhourvacations.com/11th hour Vacations, hotwire.com and priceline.com.
- Some of the popular tour operators/travel agents for the ***Bahamas Overall*** were: Liberty Travel, AAA Travel/Triple AAA, Discover,

Discovery Cruise Lines, American Express Travel, Spring Break Travel, AA Vacations, GOGO Worldwide Vacations/GOGO Tours, Club Med, Apple Vacations, Sanders Travel, Security Travel, RCI Travel, Virgin Holidays, Airtran, Destinations Travel, Spirit Travel, Travel Impressions, Thomas Cook Travel, Special T Travel, World Class Vacations, Princess Vacations, and Fairfield Travel.

Likelihood of Return & Recommend

- 80% of the stopover visitors said that they were likely to return to the Bahamas in 1-5 years. (i.e., 50% of them were very likely and 30% of them were somewhat likely to return to The Bahamas).
- 88% of the stopover visitors said that they were likely to recommend the Bahamas to friends and relatives. (i.e., 58% of them indicated that they were very likely and 30% were somewhat likely to recommend The Bahamas to friends and relatives).
- Visitors to the Bahamas who were not likely to return or recommend the Bahamas to friends and relatives gave these reasons: high prices (too expensive), they wanted to visit other places, poor attitudes of the people, poor service, hotel (e.g., poor accommodations, rude staff, poor hotel service), the airports, crime, litter/cleanliness (country was too dirty), food (too expensive or poor quality) and lack of activities.

How and When Did Visitors book their Reservations

- Visitors to the Bahamas seemed to prefer short lead times when booking their reservations. They appeared to book their reservations the same month of travel or 1-3 months in advance of travel.
- The highest percentage of visitors however, booked their reservations a month before travel.

Demographics

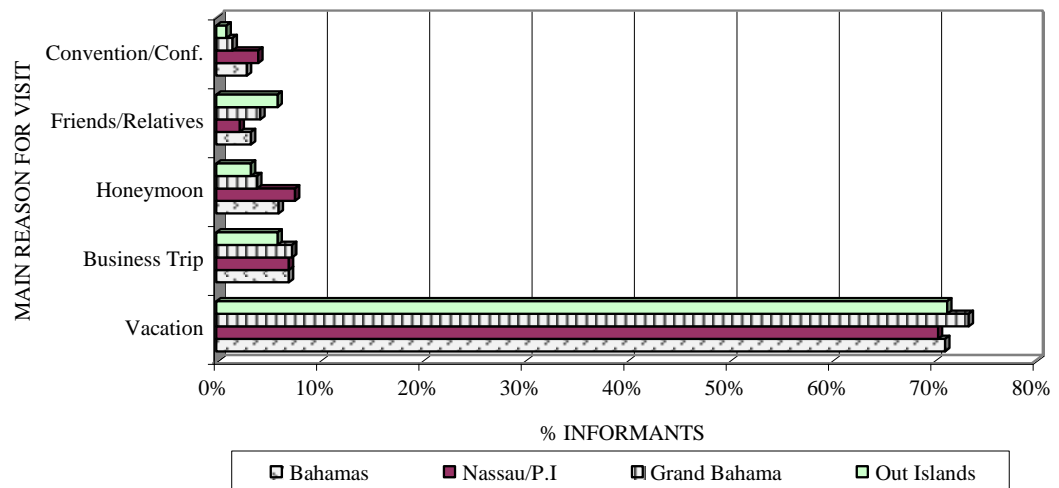
- Visitors to the Bahamas were primarily white, between the ages of 25-54, college educated, with annual household incomes over \$60,000.
- 55% of the visitors to the Islands of the Bahamas were repeat visitors.

TOUR OPERATOR AND MEDIA EXIT SURVEY
MAIN FINDINGS
2005

MAIN REASON FOR THIS VISIT TO THE BAHAMAS
STOPOVER VISITORS
2005

| | Bahamas | Nassau/P.I | Grand Bahama | Out Islands |
|-------------------|---------|------------|--------------|-------------|
| Vacation | 71% | 71% | 74% | 71% |
| Business Trip | 7% | 7% | 7% | 6% |
| Honeymoon | 6% | 8% | 4% | 3% |
| Friends/Relatives | 3% | 2% | 4% | 6% |
| Convention/Conf. | 3% | 4% | 2% | 1% |

Source: Exit Survey 2005



- 71% of all stopover visitors to the Islands of The Bahamas were on vacation. 71% to Nassau, 74% to Grand Bahama and 71% to the Out Islands were on vacation.
- 6% of the visitors to the Islands of the Bahamas were on honeymoon,
- 7% of them were on a business trip
- 3% were visiting friends and relatives

PRIMARY REASON FOR VISIT TO BAHAMAS

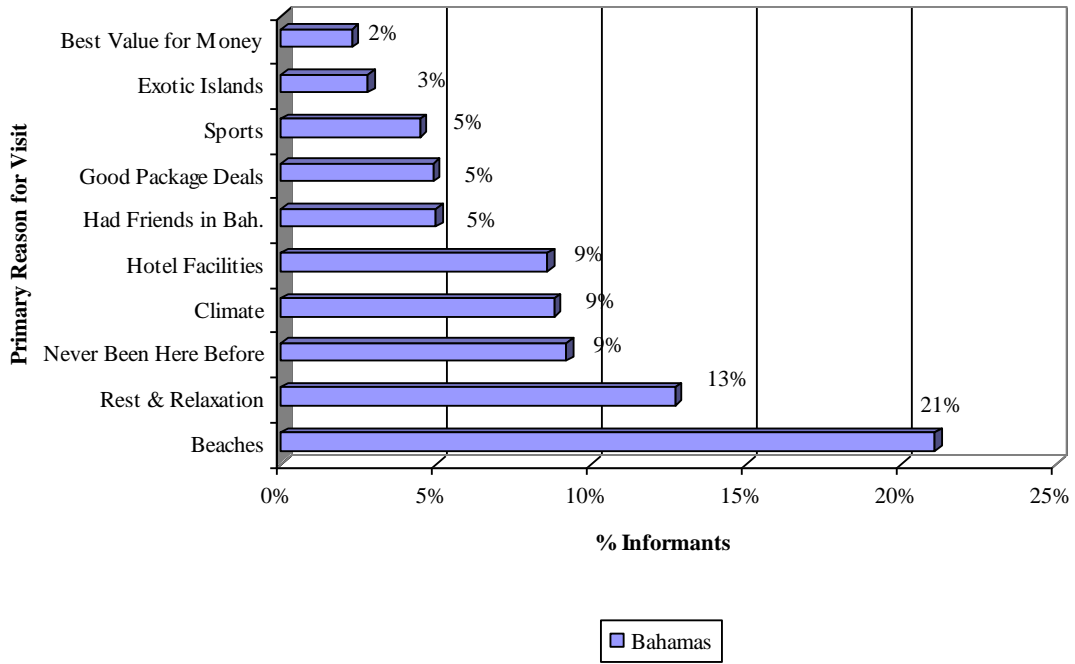
PRIMARY REASON FOR VISIT TO THE BAHAMAS ISLANDS OF THE BAHAMAS 2005

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|------------------------|---------|-------------|--------------|-------------|
| Beaches | 21% | 20% | 24% | 22% |
| Rest & Relaxation | 13% | 13% | 12% | 13% |
| Never Been Here Before | 9% | 10% | 10% | 5% |
| Climate | 9% | 10% | 8% | 6% |
| Hotel Facilities | 9% | 12% | 3% | 4% |
| Had Friends in Bah. | 5% | 4% | 5% | 9% |
| Good Package Deals | 5% | 6% | 6% | 1% |
| Sports | 5% | 2% | 3% | 16% |
| Exotic Islands | 3% | 2% | 3% | 5% |
| Best Value for Money | 2% | 2% | 4% | 1% |

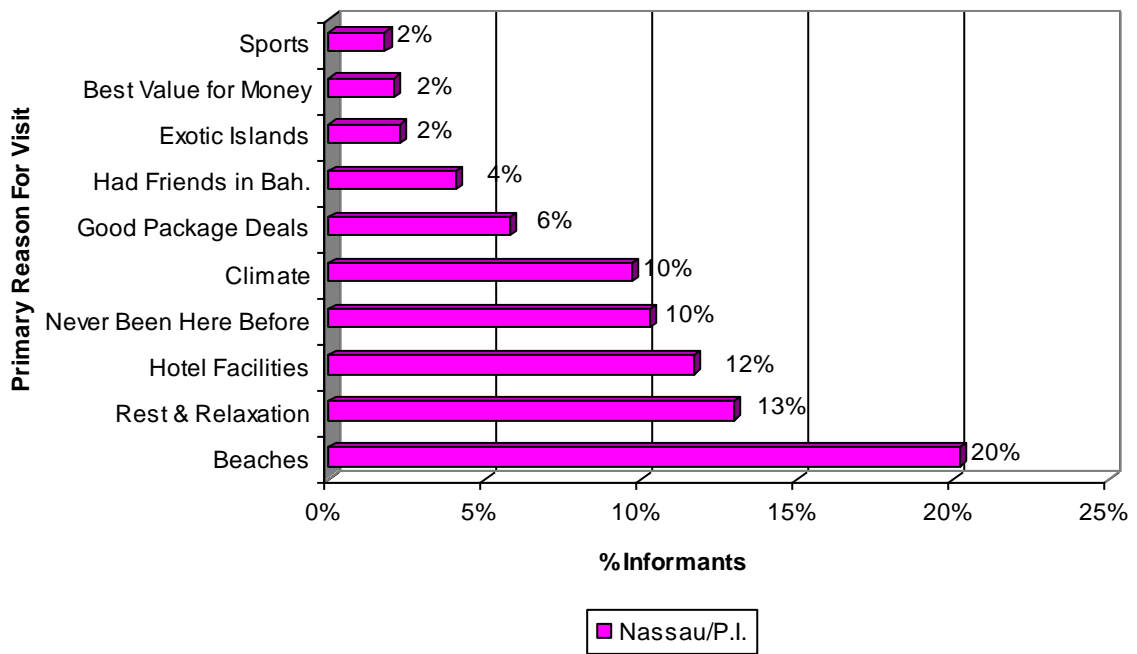
Visitors to the Islands of the Bahamas indicated that the primary reasons for visiting the Bahamas were:

- The beaches
- Rest & relaxation
- The fact that they had never been here before
- Climate
- Hotel facilities
- Because they had friends in The Bahamas
- Good package deals
- Sporting attractions (e.g. diving, golf)
- The perception that The Bahamas was exotic
- The perception that they would receive the best value for the money

Bahamas



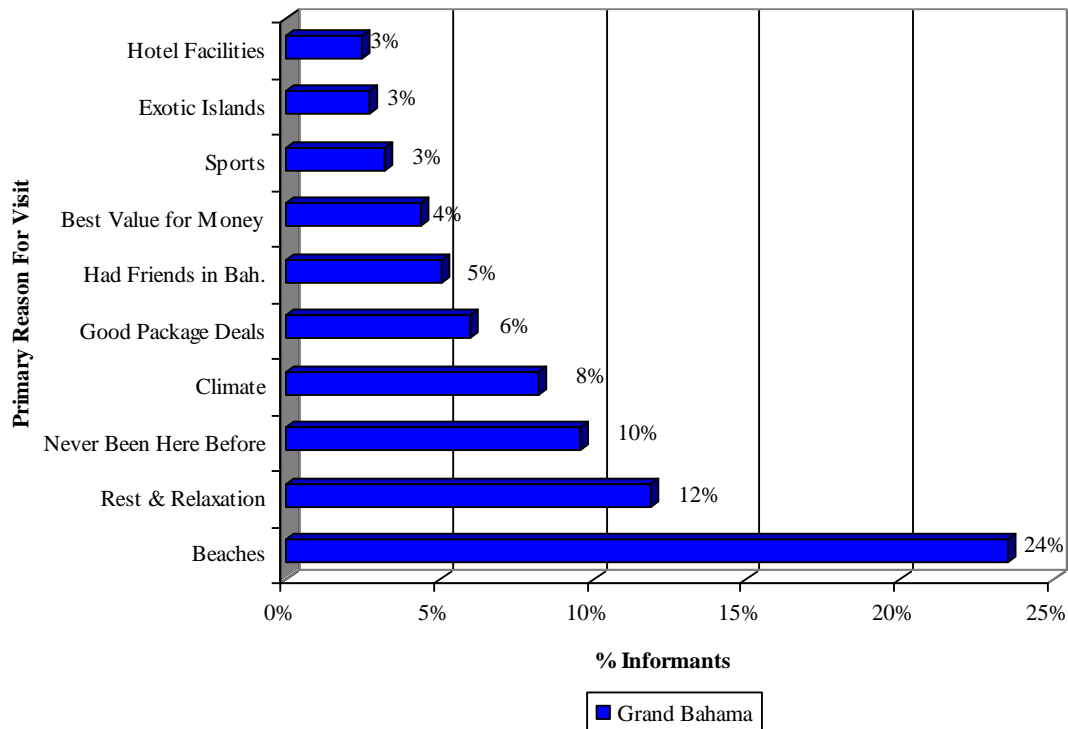
Nassau/P.I.



Visitors to Nassau/Paradise Island indicated that the primary reasons for visiting the Bahamas were:

- The beaches (20%)
- Rest and relaxation (13%)
- Hotel facilities (12%)
- The fact that they had never been here before (10%)
- Climate (10%)
- Good package deals (6%)
- Because they had friends in The Bahamas (4%)

Grand Bahama

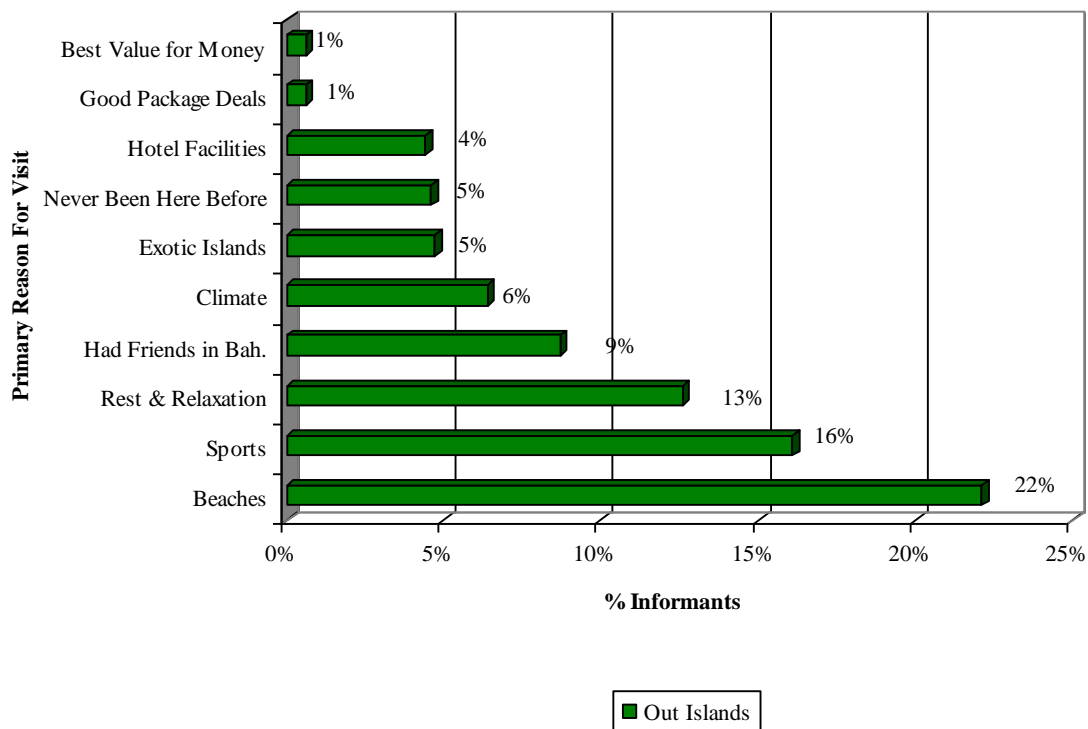


Visitors to Grand Bahama Island indicated that the primary reasons for visiting the Bahamas were:

- The beaches (24%)
- Rest and relaxation (12%)
- The fact that they had never been here before (10%)
- Climate (8%)
- The good package deals offered (6%)

- Because they had friends in The Bahamas (5%)
- The perception that they would receive the best vacation value for money (4%)
- Unlike Nassau/P.I, hotel facilities were not as important a reason for choosing to visit Grand Bahama.

Out Islands



Visitors to the Out Islands indicated that the primary reasons for visiting the Bahamas were:

- The beaches (22%)
- Sporting attractions available (e.g. diving, fishing, golf, etc.) (16%)
- Rest and relaxation (13%)
- Because they had friends in The Bahamas (9%)
- Climate (6%)
- The perception that The Bahamas was exotic (5%)
- The fact that they had never been to The Bahamas before (5%)

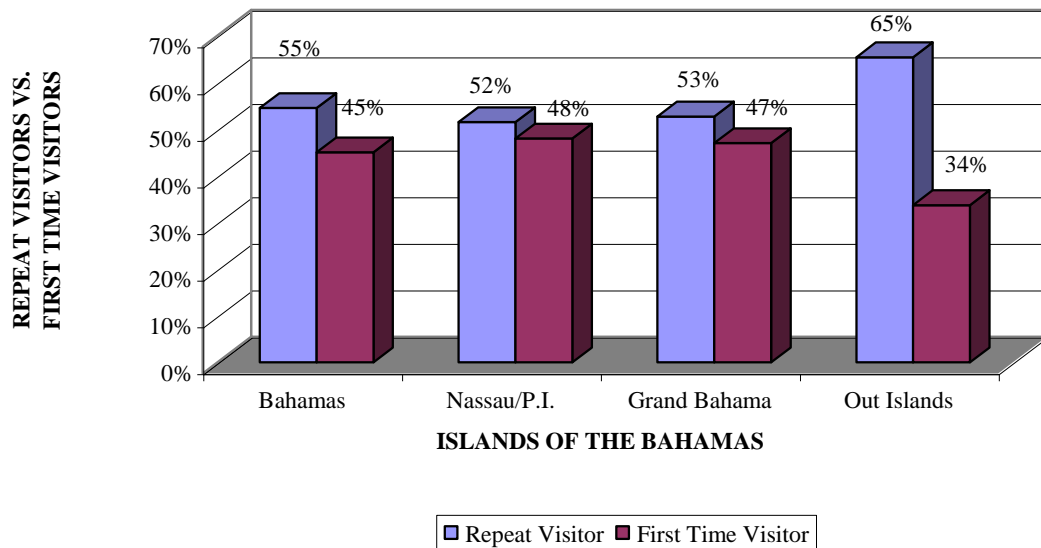
REPEAT VISITORS VS. FIRST TIME VISITORS

REPEAT VISITOR VS FIRST TIME VISITOR ISLANDS OF THE BAHAMAS 2005

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|--------------------|---------|-------------|--------------|-------------|
| Repeat Visitor | 55% | 52% | 53% | 65% |
| First Time Visitor | 45% | 48% | 47% | 34% |

Source:Exit Survey 2005

REPEAT VS FIRST TIME VISITOR 2005



- 55% of the stopover visitors to The Islands of The Bahamas Overall were repeat visitors and 45% of them were visiting for the first time.
- 52% of the stopovers to Nassau/P.I. were repeat visitors and 48% were first time visitors.
- 53% of the stopover visitors to Grand Bahama were repeat visitors and 47% were first time visitors.
- As usual the Out Islands captured the highest percentage of repeat visitors. 65% of all stopover visitors to the Out Islands were repeat visitors and 34% of them were visiting the Islands of The Bahamas for the first time.

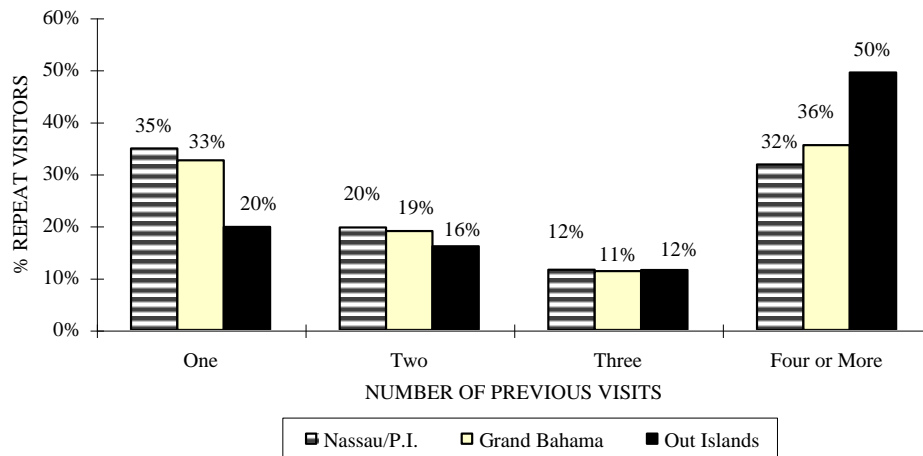
NUMBER OF PREVIOUS VISITS EVER MADE

NUMBER OF PREVIOUS VISITS EVER MADE TO THE BAHAMAS REPEAT VISITORS 2005

| | Number of Times | | | |
|--------------|-----------------|-----|-------|--------------|
| | One | Two | Three | Four or More |
| Nassau/P.I. | 35% | 20% | 12% | 32% |
| Grand Bahama | 33% | 19% | 11% | 36% |
| Out Islands | 20% | 16% | 12% | 50% |
| All Bahamas | 31% | 19% | 12% | 37% |

Source: Exit Survey 2005

NUMBER OF PREVIOUS VISITS EVER MADE TO THE BAHAMAS REPEAT VISITORS 2005

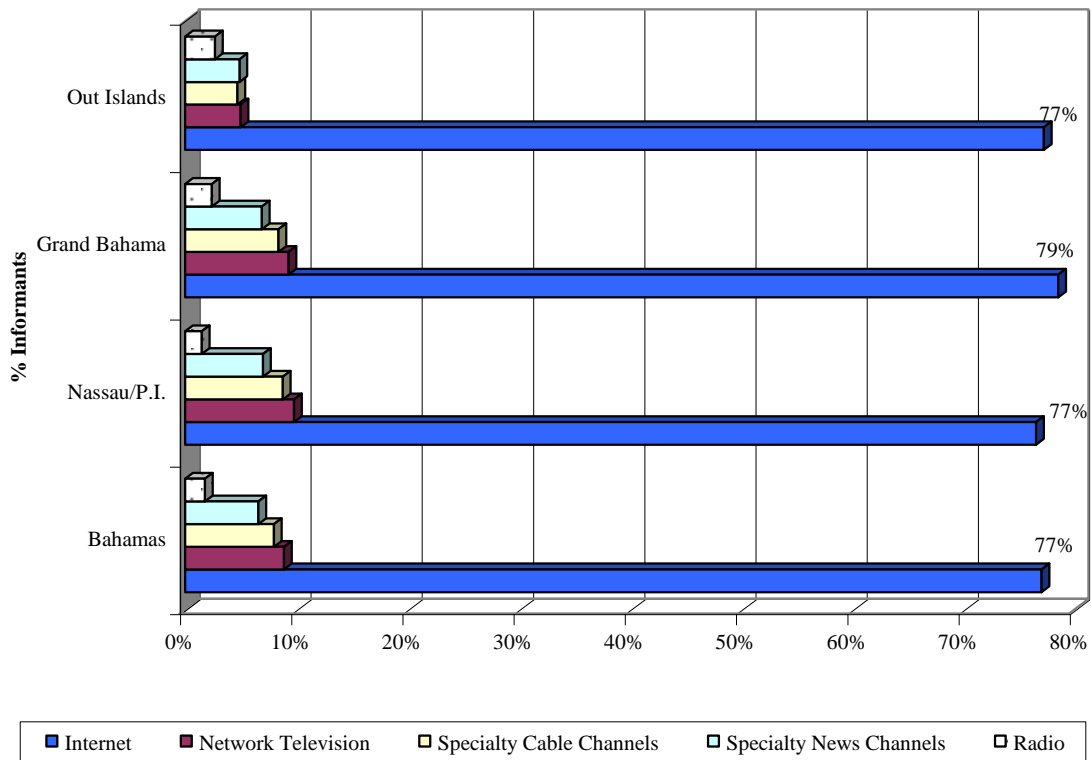


- 31% of the stopover visitors to the Bahamas had been here once before. 35% to Nassau/P.I., 33% to Grand Bahama and 20% to the Out Islands had visited once before
- 19% of the stopovers to the Bahamas had been here twice before.
- 12% of them had been here three times before
- 37% of the stopovers to the Bahamas had visited 4 or more times. 32% to Nassau/P.I., 36% to Grand Bahama and 50% to the Out Islands had visited The Bahamas 4 or more times.
- The Out Islands had the highest percentage of stopovers who had come to The Bahamas 4 or more times.

ELECTRONIC MEDIA USED FOR PLANNING VACATIONS

**ELECTRONIC MEDIA MOST FREQUENTLY USED
WHEN PLANNING YOUR VACATION
ISLANDS OF THE BAHAMAS
2005**

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|--------------------------|---------|-------------|--------------|-------------|
| Internet | 77% | 77% | 79% | 77% |
| Network Television | 9% | 10% | 9% | 5% |
| Specialty Cable Channels | 8% | 9% | 8% | 5% |
| Specialty News Channels | 7% | 7% | 7% | 5% |
| Radio | 2% | 2% | 2% | 3% |



Bahamas Overall

- 77% of the visitors to the Islands of the Bahamas indicated that the electronic media most frequently used when planning their vacations was the ***Internet***. Expedia.com, orbitz.com, travelocity.com, atlantis.com, deltavacations.com, usairwaysvacations.com, carlsonwagonlit.com, cheaptickets.com, continental.com, AA.com, Bahamas.com, Ba.com, aircanada.com, jetblue.com, yahoo.com, Grandbahamavacations.com, 11thhourvacations.com/11th hour Vacations, hotwire.com and priceline.com were the most popular online booking travel companies used by visitors to book their reservations in 2005.
- ***Network Television*** was the next most popular electronic media used by visitors to ***The Islands of The Bahamas*** to plan their vacations.
- 9% of the visitors to the Islands of the Bahamas used ***Network Television*** when planning their vacations
- 8% used ***Specialty Cable Channels***.
- 7% used ***Specialty News Channels***.

Nassau/Paradise Island

- 77% of the visitors to ***Nassau/Paradise Island*** used the Internet to plan their vacations.
- 10% of the visitors to ***Nassau/Paradise Island*** used Network Television when planning their vacations
- 9% used Specialty Cable Channels
- 7% used Specialty News Channels.

Grand Bahama Island

- 79% of the visitors to ***Grand Bahama*** used the Internet to plan their vacations
- 9% of the visitors to ***Grand Bahama*** used Network Television when planning their vacations
- 8% used Specialty Cable Channels
- 7% used Specialty News Channels

Out Islands

- 77% of the visitors from the *Out Islands* used the Internet to plan their vacations.
- 5% of the visitors to *The Out Islands* used Network Television when planning their vacations
- 5% used Specialty News Channels
- 5% used Specialty Cable Channels

FAVOURITE TELEVISION NETWORKS

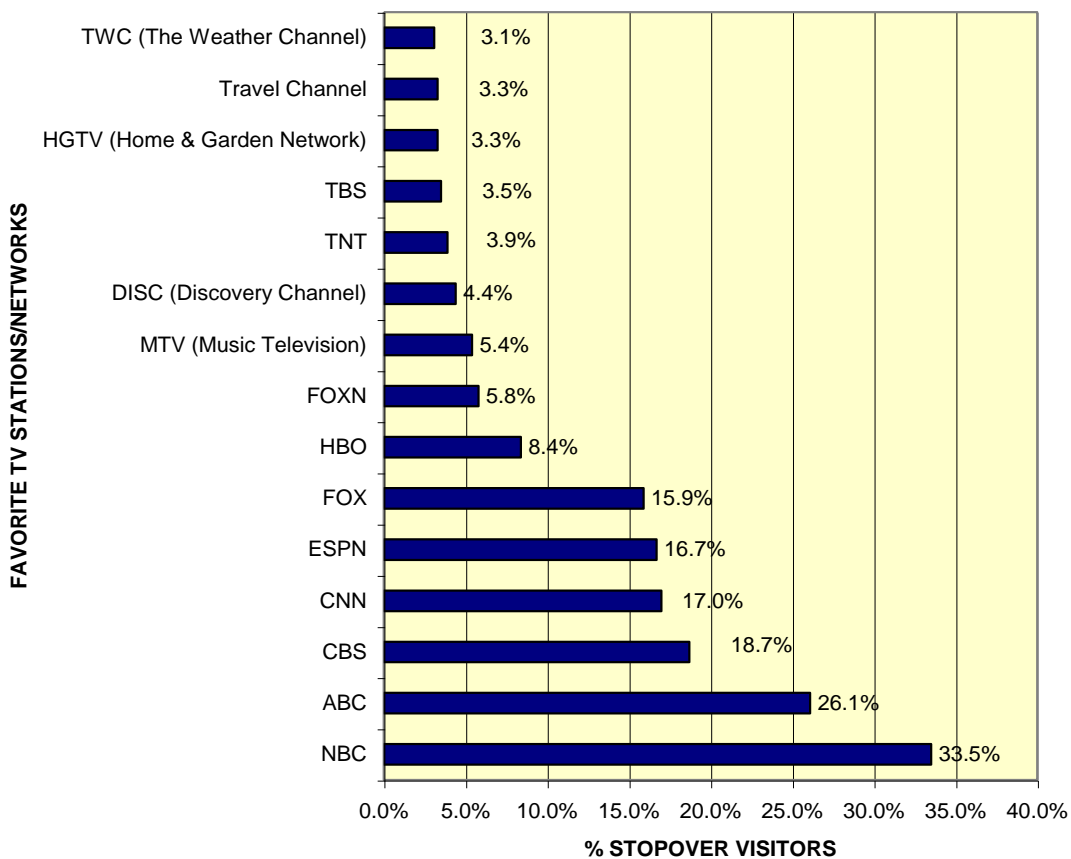
TOP 30 FAVORITE TELEVISION NETWORKS/STATIONS/CHANNELS ISLANDS OF THE BAHAMAS 2005

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|----|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| 1 | NBC | NBC | NBC | NBC |
| 2 | ABC | ABC | ABC | ABC |
| 3 | CBS | CBS | CNN | CNN |
| 4 | CNN | ESPN | CBS | ESPN |
| 5 | ESPN | FOX | FOX | FOX |
| 6 | FOX | CNN | ESPN | CBS |
| 7 | HBO | HBO | HBO | FOXN |
| 8 | FOXN | MTV (Music Television) | FOXN | DISC (Discovery Channel) |
| 9 | MTV (Music Television) | FOXN | MTV (Music Television) | HBO |
| 10 | DISC (Discovery Channel) | TNT | HGTV (Home & Garden Network) | MTV (Music Television) |
| 11 | TNT | DISC (Discovery Channel) | TBS | PBS (Public Broadcasting Station) |
| 12 | TBS | Travel Channel | DISC (Discovery Channel) | HIST(History Channel) |
| 13 | HGTV (Home & Garden Network) | TBS | TNT | FOOD (Food Network) |
| 14 | Travel Channel | TWC (The Weather Channel) | LIFE (Lifetime) | CNBC |
| 15 | TWC (The Weather Channel) | HIST(History Channel) | LFMN (Lifetime Movie Network) | MSNBC |
| 16 | HIST(History Channel) | HGTV (Home & Garden Network) | TWC (The Weather Channel) | TWC (The Weather Channel) |
| 17 | LIFE (Lifetime) | USA | HIST(History Channel) | A & E (Arts & Entertainment Network) |
| 18 | A & E (Arts & Entertainment Network) | LIFE (Lifetime) | TLC (The Learning Channel) | CMDY (Comedy Central) |
| 19 | FOOD (Food Network) | A & E (Arts & Entertainment Network) | USA | Travel Channel |
| 20 | USA | FOOD (Food Network) | WB | TLC (The Learning Channel) |
| 21 | TLC (The Learning Channel) | TLC (The Learning Channel) | Travel Channel | TNT |
| 22 | MSNBC | MSNBC | FOOD (Food Network) | BBCW (BBC World, London) |
| 23 | WB | WB | A & E (Arts & Entertainment Network) | HGTV (Home & Garden Network) |
| 24 | CMDY (Comedy Central) | CMDY (Comedy Central) | VH1 | TBS |
| 25 | LFMN (Lifetime Movie Network) | BBCW (BBC World, London) | BBCW (BBC World, London) | LIFE (Lifetime) |
| 26 | BBCW (BBC World, London) | VH1 | BET (Black Entertainment Television) | USA |
| 27 | PBS (Public Broadcasting Station) | LFMN (Lifetime Movie Network) | MSNBC | WB |
| 28 | CNBC | CNBC | CNBC | VH1 |
| 29 | VH1 | SCIFI (Science Fiction Network) | CMDY (Comedy Central) | BBCA (BBC America) |
| 30 | SCIFI (Science Fiction Network) | PBS (Public Broadcasting Station) | SCIFI (Science Fiction Network) | CBC (Canada) |

- **Network Television** was the second most popular electronic media used by visitors to *The Islands of The Bahamas* to plan their vacations. In addition, many visitors to the Bahamas used Network Television and other TV stations like *Specialty Cable Channels*, and *Specialty News Channels* for their viewing enjoyment.

Islands of The Bahamas

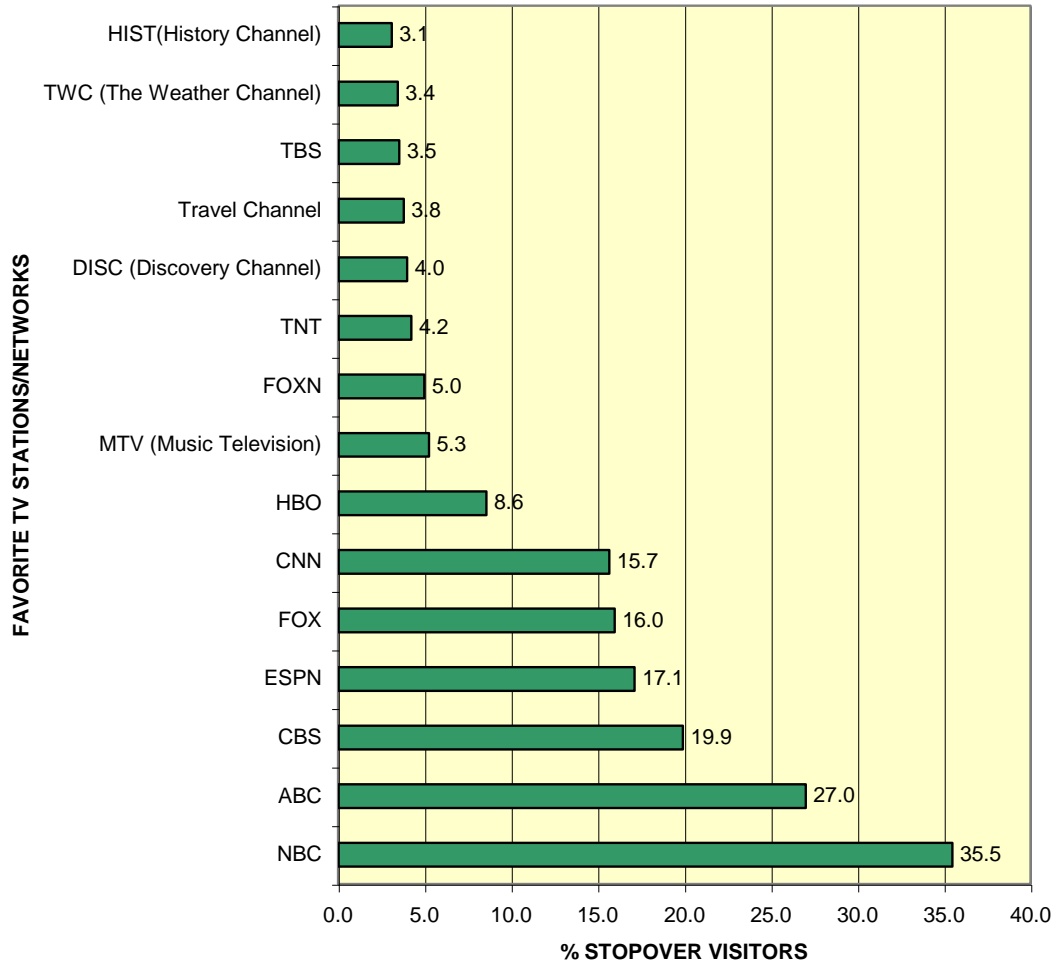
FAVORITE TELEVISION NETWORKS/STATIONS
ISLANDS OF THE BAHAMAS



- NBC was the favorite television network/station viewed by visitors to the Bahamas.
- ABC was 2nd
- CBS was 3rd
- CNN was 4th
- ESPN was 5th
- Fox was 6th

Nassau/Paradise Island

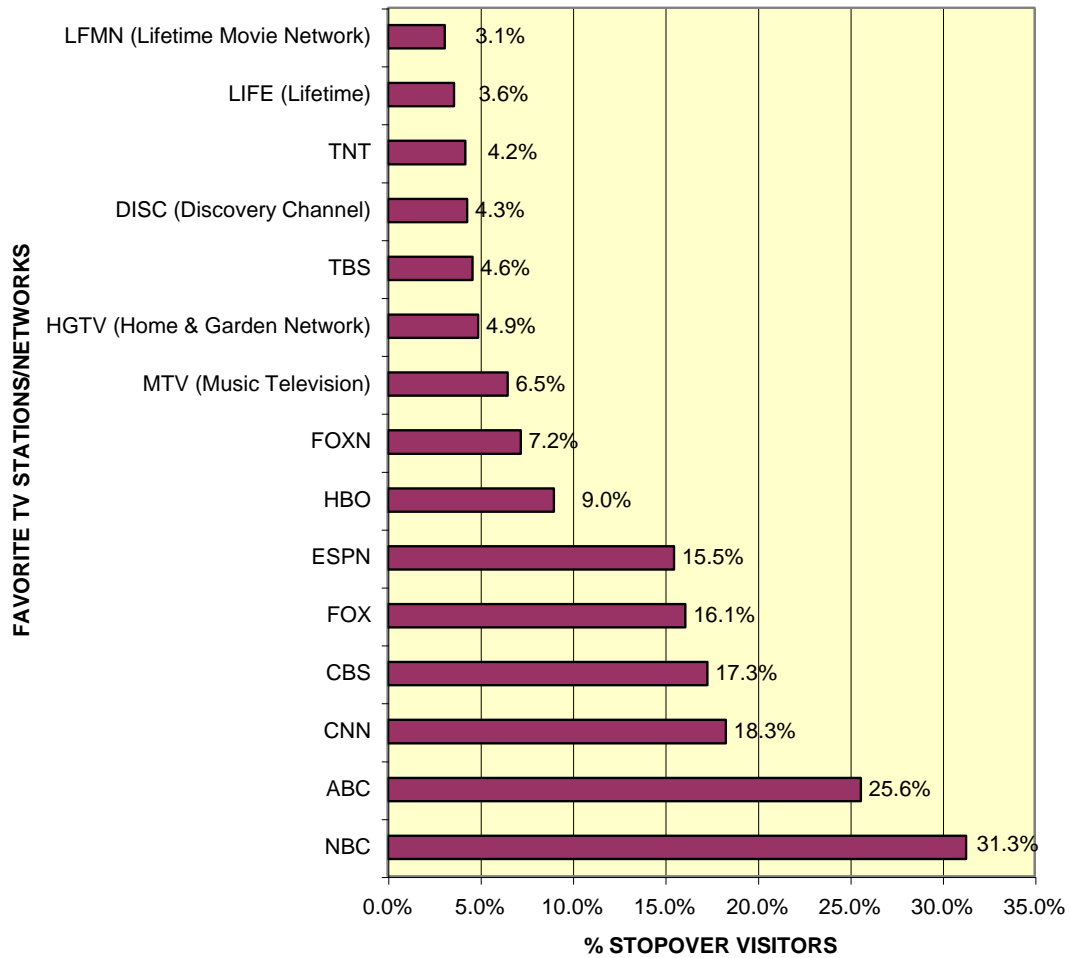
FAVORITE TELEVISION NETWORKS/STATIONS NASSAU & PARADISE ISLAND



- NBC was the favorite television network/station viewed by visitors to Nassau/Paradise Island.
- ABC was 2nd
- CBS was 3rd
- ESPN was 4th
- FOX was 5th
- CNN was 6th

Grand Bahama

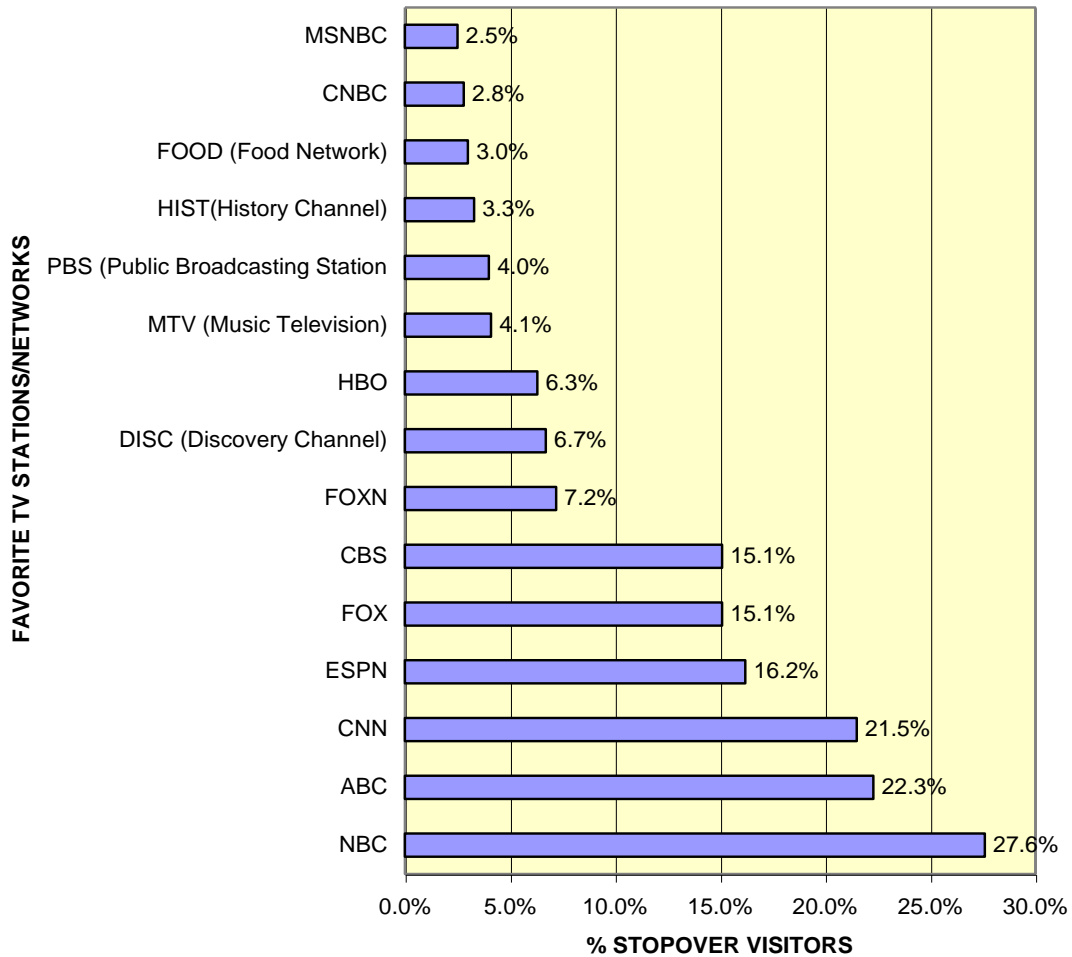
FAVORITE TELEVISION NETWORKS/STATIONS GRAND BAHAMA ISLAND



- NBC was the favorite television network/station viewed by visitors to Grand Bahama Island.
- ABC was 2nd
- CNN was 3rd
- CBS was 4th
- FOX was 5th
- ESPN was 6th

Out Islands

FAVORITE TELEVISION NETWORKS/STATIONS OUT ISLANDS



- NBC was the favorite television network/station viewed by visitors to The Out Islands.
- ABC was 2nd
- CNN was 3rd
- ESPN was 4th
- FOX was 5th
- CBS was 6th

Time Visitors Most Likely to Watch Television

TIME MOST LIKELY TO WATCH TELEVISION

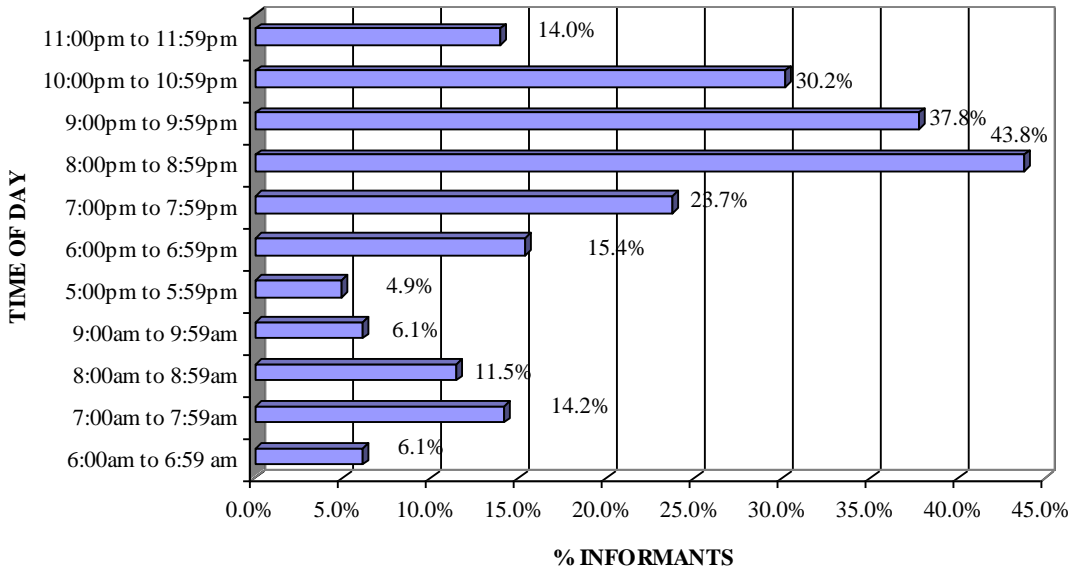
ISLANDS OF THE BAHAMAS

2005

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|---------------------------|---------|-------------|--------------|-------------|
| 6:00am to 6:59 am | 6.1% | 6.4% | 6.0% | 5.1% |
| 7:00am to 7:59am | 14.2% | 15.1% | 12.8% | 12.3% |
| 8:00am to 8:59am | 11.5% | 11.7% | 11.2% | 10.5% |
| 9:00am to 9:59am | 6.1% | 5.7% | 7.8% | 5.4% |
| 5:00pm to 5:59pm | 4.9% | 4.7% | 5.8% | 4.7% |
| 6:00pm to 6:59pm | 15.4% | 16.0% | 13.4% | 16.2% |
| 7:00pm to 7:59pm | 23.7% | 22.3% | 25.3% | 27.8% |
| 8:00pm to 8:59pm | 43.8% | 43.6% | 42.3% | 46.8% |
| 9:00pm to 9:59pm | 37.8% | 37.9% | 36.7% | 38.7% |
| 10:00pm to 10:59pm | 30.2% | 30.7% | 29.7% | 28.5% |
| 11:00pm to 11:59pm | 14.0% | 14.6% | 14.4% | 10.7% |

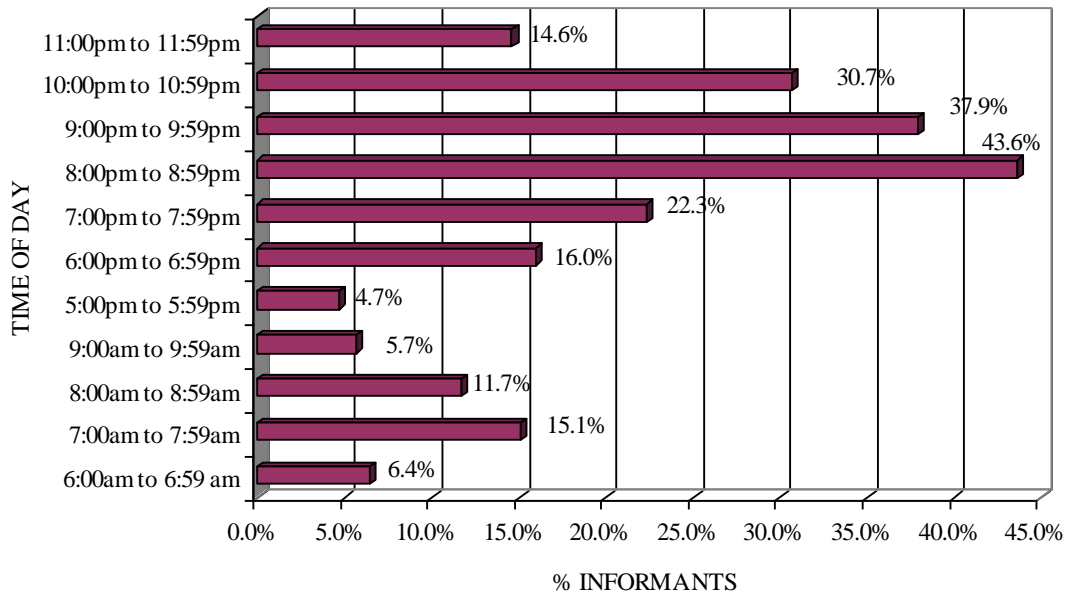
- Visitors to the Bahamas Overall, Nassau/Paradise Island, Grand Bahama and the Out Islands were most likely to watch television between the hours of **6:00 p.m. in the evening to 10:59 p.m.** at night.
- The **most popular time however** for watching television for visitors to the Islands of the Bahamas was between 8:00 p.m. to 8:59 p.m.
- 15% of the visitors to the Bahamas watched television between 6:00 p.m. to 6:59 p.m. in the evening.
- 24% of them watched television between 7:00 p.m. to 7:59 p.m.
- **44% of them watched television between 8:00 p.m. to 8:59 p.m.**
- 38% of them watched television between 9:00 p.m. to 9:59 p.m.
- 30% of them watched television between 10:00 p.m. to 10:59 p.m. at night.

Bahamas



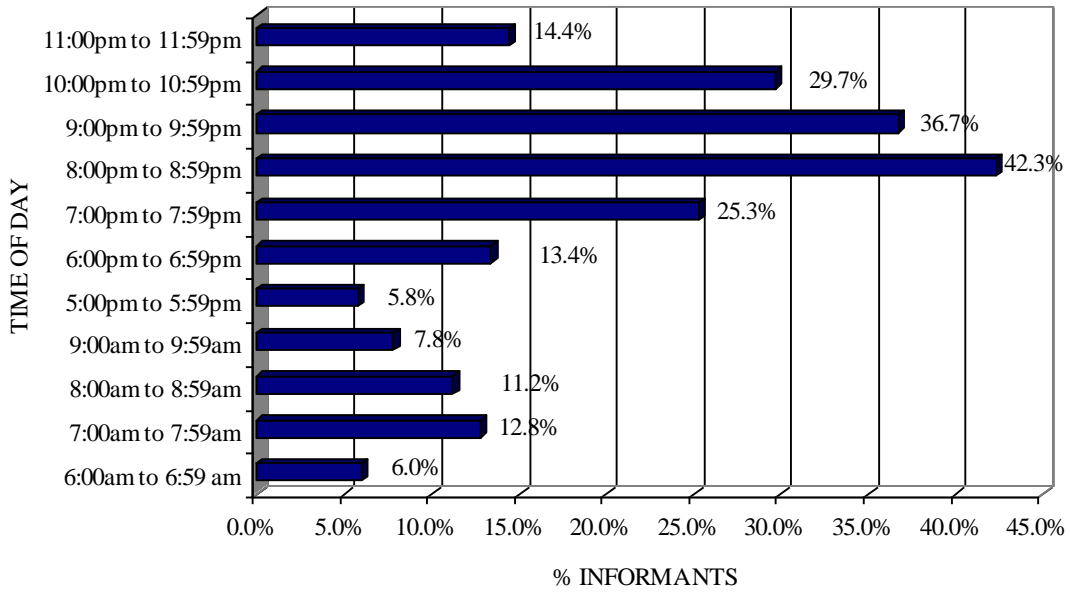
■ Bahamas

Nassau/P.I.



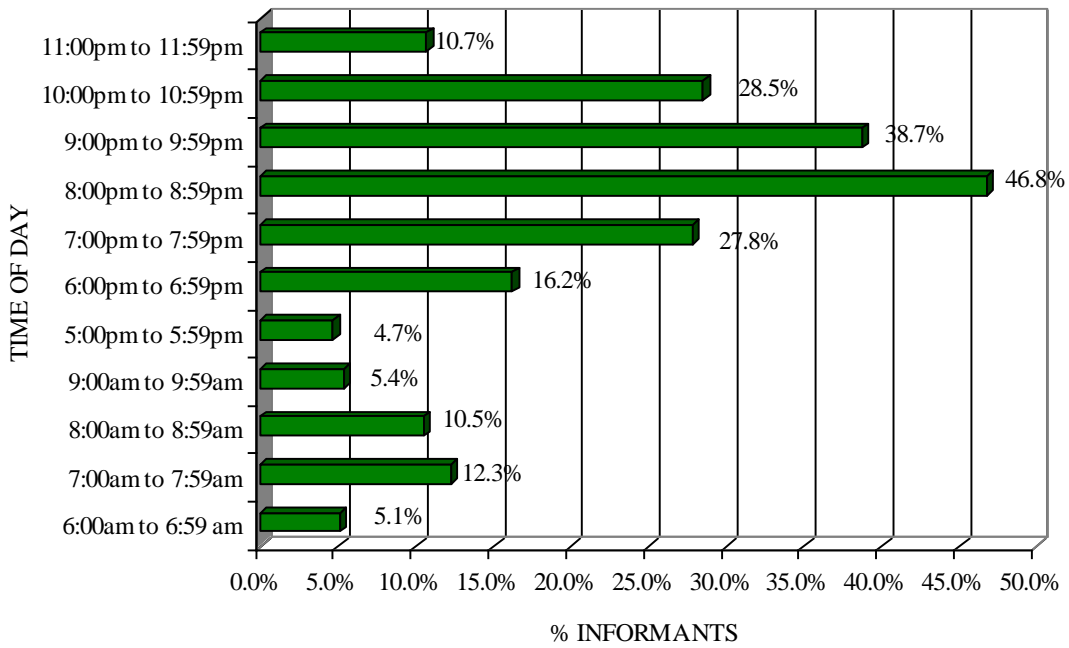
■ Nassau/P.I.

Grand Bahama



■ Grand Bahama

Out Islands



■ Out Islands

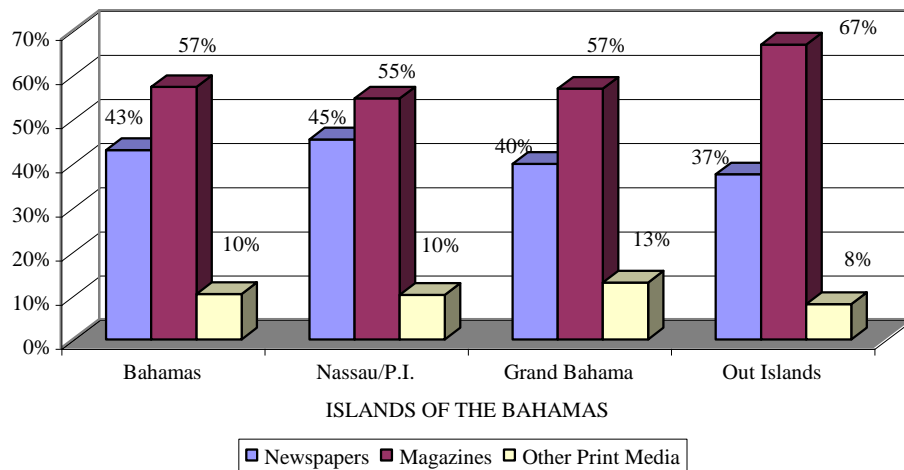
PRINT MEDIA CHOICES

PRINT MEDIA USED WHEN PLANNING YOUR VACATION ISLANDS OF THE BAHAMAS 2005

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|-------------------|---------|-------------|--------------|-------------|
| Newspapers | 43% | 45% | 40% | 37% |
| Magazines | 57% | 55% | 57% | 67% |
| Other Print Media | 10% | 10% | 13% | 8% |

Americans, Europeans and visitors from some other countries were more likely to use magazines than newspapers when planning their vacations. Canadians on the other hand are more likely to use newspapers when planning their vacations.

PRINT MEDIA USED WHEN PLANNING YOUR VACATION



Visitors to The Bahamas as a whole, read both newspapers and magazines (most popular) when they were planning their vacations.

- 43% of the visitors to the Bahamas read newspapers when they were planning their vacations and 57% of them read magazines.
- 45% of the visitors to Nassau/Paradise Island read newspapers when they were planning their vacations and 55% of them read magazines.
- 40% of the visitors to Grand Bahama Island read newspapers when they were planning their vacations and 57% of them read magazines.
- 37% of the visitors to the Out Islands read newspapers when they were planning their vacations and 67% of them read magazines.

MAGAZINES THAT VISITORS WERE READING

Visitors to the Islands of the Bahamas read a very wide selection of magazines and listed over 140 magazines on the questionnaires. They read magazines that dealt with sporting activities like golf, fly fishing, boating, yachting, fitness/health, automobiles, flying, diving, etc. They read magazines that dealt with the latest fashions and makeup. They read magazines on business issues, current events, home and garden, home improvements. They read magazines on parenting, bridal matters, cooking, food & wine, nature, fitness, finances, travel, computers, religion, and simply life. Visitors to the Islands of the Bahamas read such a large selection of magazines that only the top ones are listed in this report.

The top 35 magazines read by visitors to the Islands of the Bahamas, Nassau/Paradise Island, Grand Bahama and The Out Islands are shown on the following pages.

It is interesting to note that there were 3 very prominent African American magazines among the top read magazines for Grand Bahama in 2005. Ebony, Essence and Jet all appeared in the top 20 magazines read by visitors to Grand Bahama. These African American magazines were not among the top 35 magazines read by visitors to The Out Islands. Grand Bahama is known to receive a higher percentage of African American Visitors than most of the other islands in The Bahamas.

- More than half (57%) of the stopover visitors to The Islands of the Bahamas said that they used magazines to help them plan their vacations.
- 55% of the stopover visitors to Nassau/Paradise Island said that they used magazines to help plan their vacations
- 57% of the stopovers to Grand Bahama said that they did this
- 67% of them to the Out Islands did this.

**TOP 35 FAVORITE MAGAZINES READ BY VISITORS
ISLANDS OF THE BAHAMAS
2005**

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|----|------------------------------|------------------------------|------------------------------|--------------------------------|
| 1 | People | People | People | Other Sports Magazines |
| 2 | Time Magazine | Time Magazine | Time Magazine | Time Magazine |
| 3 | Cosmopolitan | Cosmopolitan | Newsweek | People |
| 4 | Newsweek | Newsweek | Cosmopolitan | Newsweek |
| 5 | O (Oprah) | O (Oprah) | Essence | New Yorker |
| 6 | US | US | US | Conde Naste Travel |
| 7 | Other Sports Magazines | Vogue/Vogue Living | Ebony | Travel |
| 8 | Sports Illustrated | In Style | O (Oprah) | Travel & Leisure |
| 9 | Travel | Sports Illustrated | Sports Illustrated | Sports Illustrated |
| 10 | Vogue/Vogue Living | Glamour | Other Sports Magazines | National Geographic Explorer |
| 11 | In Style | Travel | Glamour | Vogue/Vogue Living |
| 12 | Glamour | National Geographic Explorer | Southern Living | Fly Fishing |
| 13 | National Geographic Explorer | Reader's Digest | In Style | Cosmopolitan |
| 14 | Essence | Essence | Travel | Vanity Fair |
| 15 | New Yorker | Good Housekeeping | Good Housekeeping | Business Week |
| 16 | Travel & Leisure | Better Homes & Gardens | Better Homes & Gardens | Southern Living |
| 17 | Reader's Digest | Travel & Leisure | Reader's Digest | Forbes |
| 18 | Ebony | Ebony | National Geographic Explorer | In Style |
| 19 | Good Housekeeping | New Yorker | Maximum/Maxim | US |
| 20 | Better Homes & Gardens | Southern Living | Jet | Golf Digest |
| 21 | Southern Living | Maximum/Maxim | Self | Men's Health |
| 22 | Conde Naste Travel | Other Sports Magazines | Redbook | Salt Water Fisherman/Sportsman |
| 23 | Maximum/Maxim | Men's Health | Golf | Glamour |
| 24 | Men's Health | Real Simple | Travel & Leisure | Outdoor Life |
| 25 | Real Simple | Jet | Shape | O (Oprah) |
| 26 | Vanity Fair | Money | Golf Digest | Better Homes & Gardens |
| 27 | Jet | Conde Naste Travel | Men's Health | Maximum/Maxim |
| 28 | Elle Decor | Elle Decor | Vogue/Vogue Living | Islands |
| 29 | Self | Fortune | Conde Naste Travel | Fortune |
| 30 | Money | Food & Wine | Fitness | Real Simple |
| 31 | Golf | Vanity Fair | Real Simple | Coastal |
| 32 | Golf Digest | Self | Vanity Fair | Golf |
| 33 | Business Week | Fitness | Elle Decor | Food & Wine |
| 34 | Redbook | Playboy | Forbes | Elle Decor |
| 35 | Fortune | Redbook | Allure | National Geographic Traveller |

The magazine Boating was also a popular magazine for visitors to the Out Islands.

- Stopover Visitors to the Islands of the Bahamas are primarily between the ages of 25 to 54, well educated individuals with College degrees, and with household incomes over \$60,000. Most of them are also Americans. The demographics of the stopover visitors to the Bahamas are reflected in their magazine selections. The magazines enjoyed by the stopover target audience of the Bahamas are primarily very upscale.
- The magazine selections further reflect that there are some differences in interests between the stopover visitors who visit Nassau, Grand Bahama and the Out Islands.

Nassau/Paradise Island and Grand Bahama

The following magazines were in the top 35 magazine selections for Nassau/P.I. and Grand Bah. but not in the top 35 for the Out Islands.

- Reader's Digest
- Essence
- Good Housekeeping
- Ebony
- Jet
- Self
- Fitness
- Redbook

The Out Islands do not receive a large amount of African American stopover visitors. Most of the African American stopover visitors to the Bahamas go to Nassau/Paradise Island and Grand Bahama. Therefore magazines such as Essence, Ebony and Jet were not listed in the top 35 magazines of choice for the target audience for The Out Islands.

Nassau/Paradise Island and The Out Islands

The following magazines were in the top 35 magazine selections for Nassau/P.I. and The Out Islands but not in the top 35 for Grand Bahama.

- New Yorker
- Fortune
- Food and Wine

Grand Bahama and The Out Islands

The following magazines were in the top 35 magazine selections for Grand Bahama and The Out Islands but not in the top 35 for Nassau/P.I.

- Golf
- Golf Digest
- Forbes

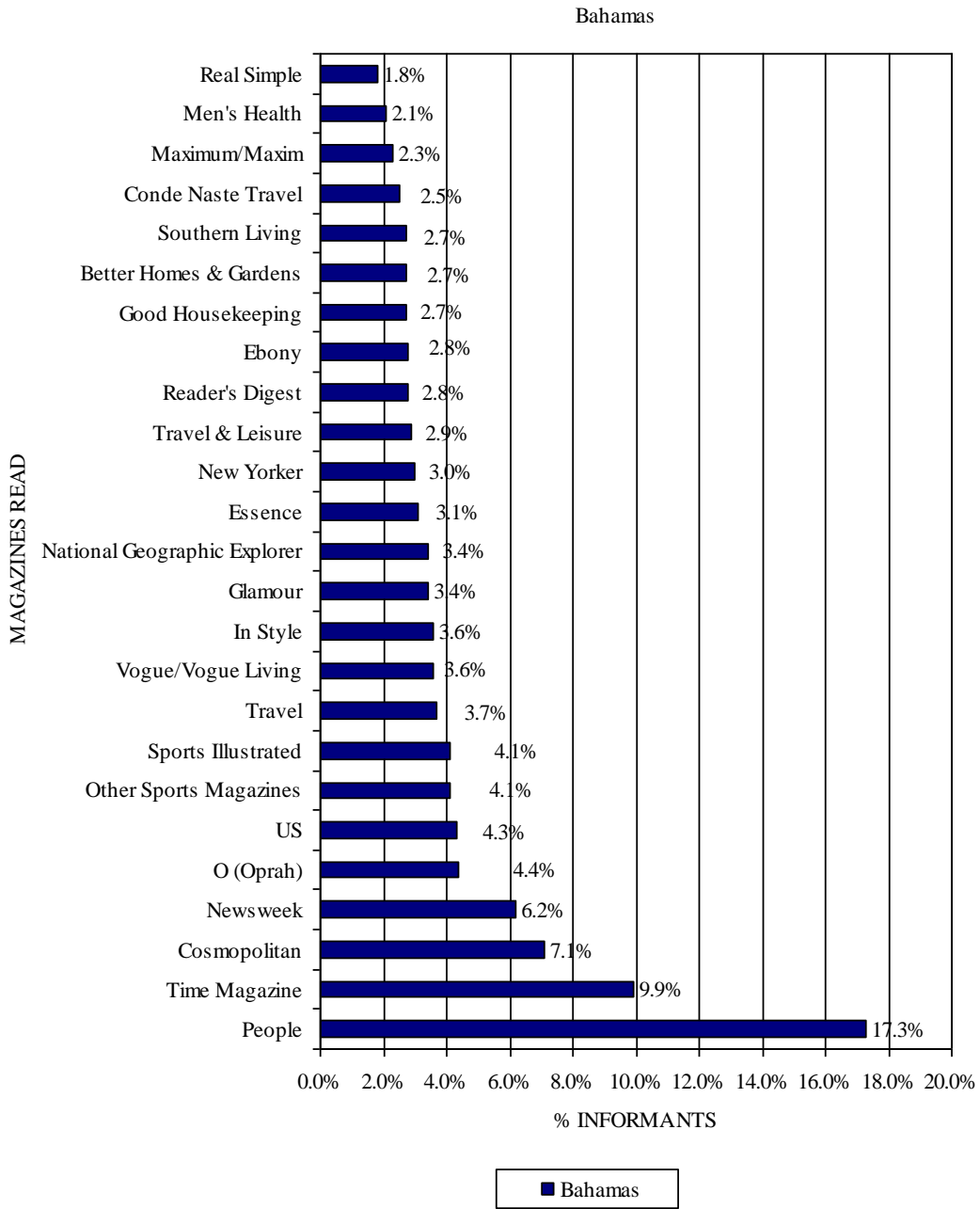
Grand Bahama Island is a well known destination for golfing. The island boasts some of the best world class golf courses in the Islands of The Bahamas. The Out Islands received a very upscale market of visitors who also played golf but who did not necessarily go to the Out Islands for that purpose.

The Out Islands Only

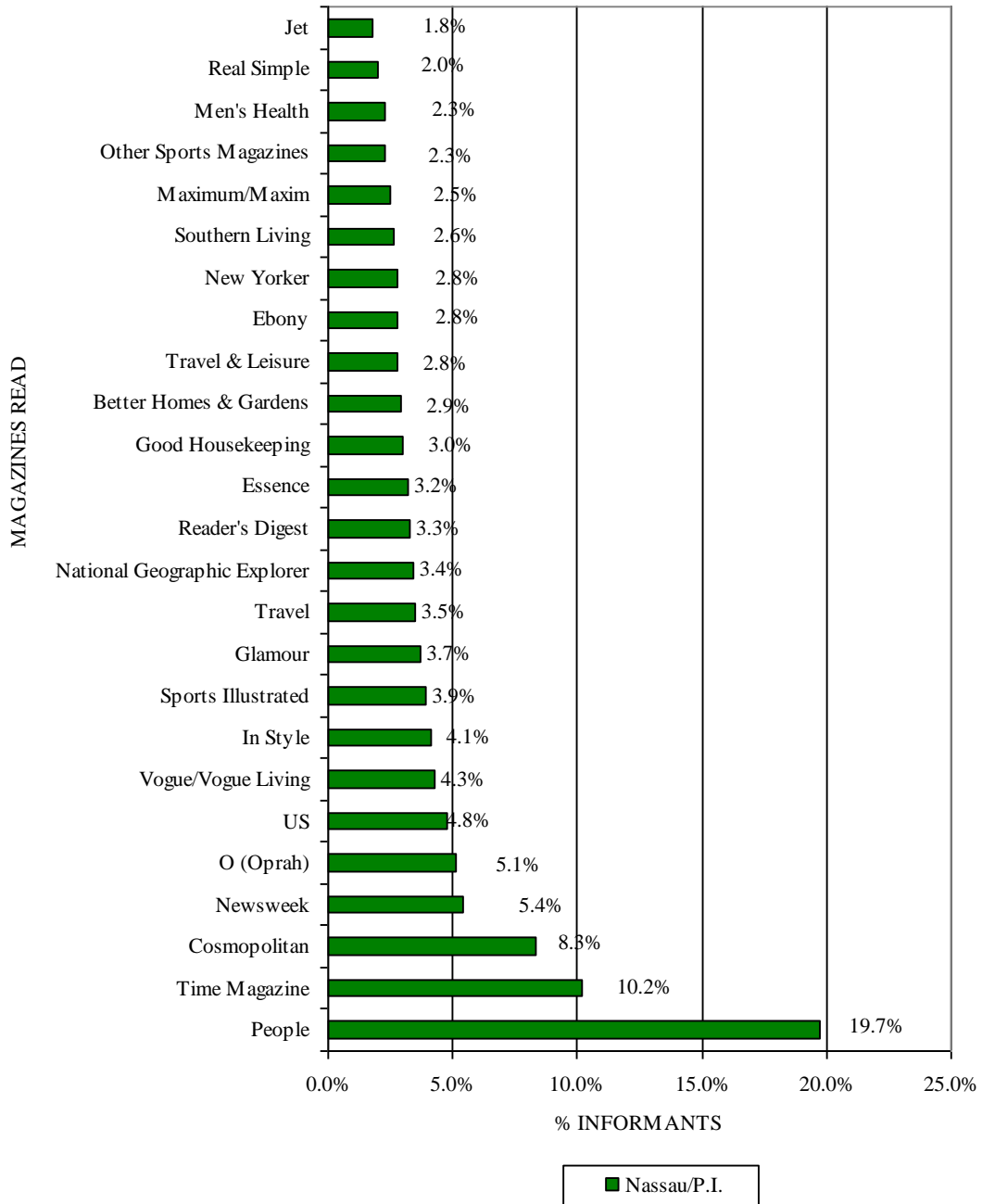
The following magazines were in the top 35 magazine selections for The Out Islands but not in the top 35 for Nassau/P.I. or Grand Bahama.

- Fly Fishing
- Business Week
- Salt Water Fisherman/Sportsman
- Outdoor Life
- Islands
- Coastal
- National Geographic Traveller

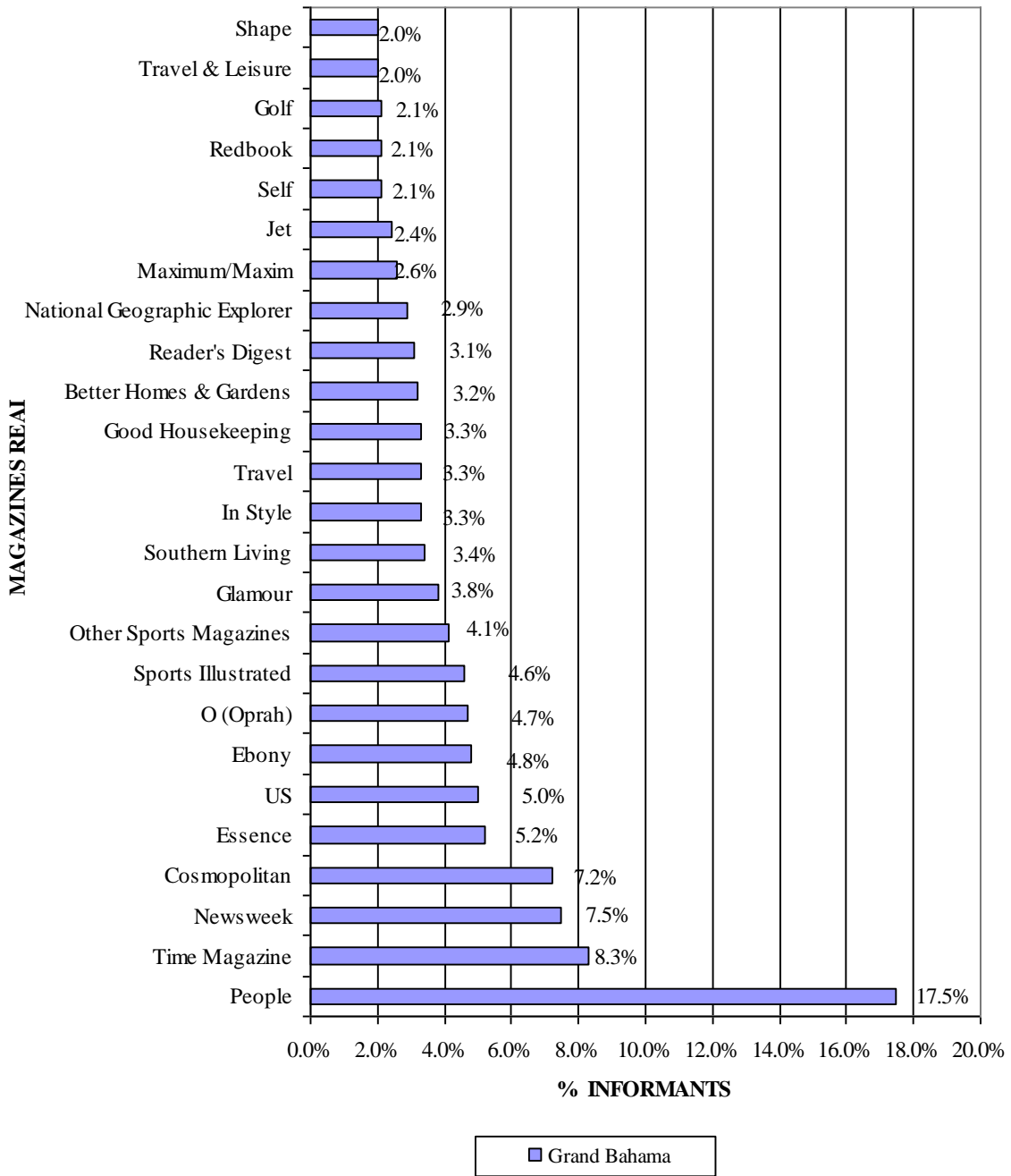
One of the primary reasons stopover visitors select the Out Islands is because of the sporting attractions for example, fishing, diving, etc. Therefore it is not surprising to see so many sporting magazines in the top 35 magazines for The Out Islands.



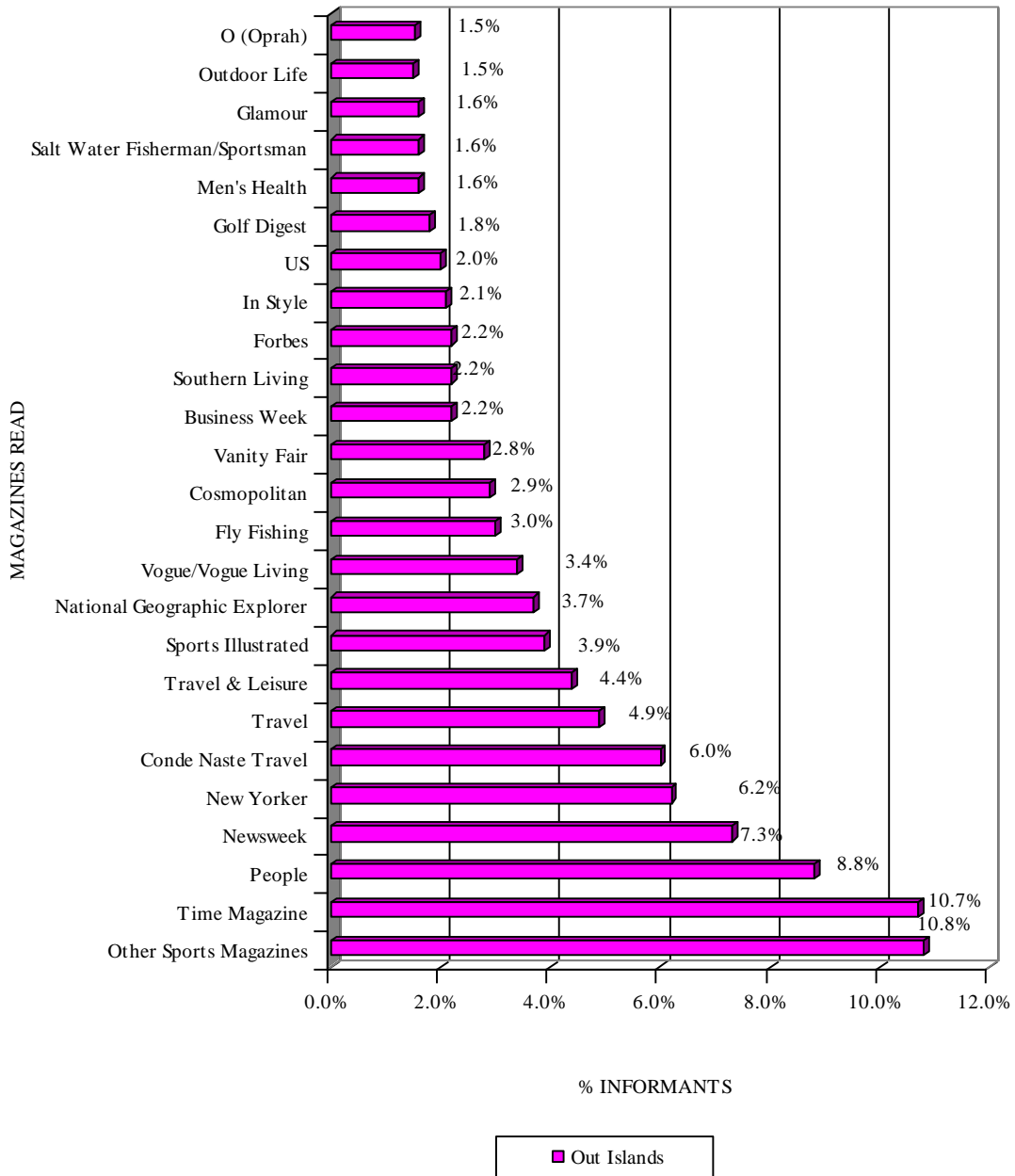
Nassau/P.I.



Grand Bahama



Out Islands

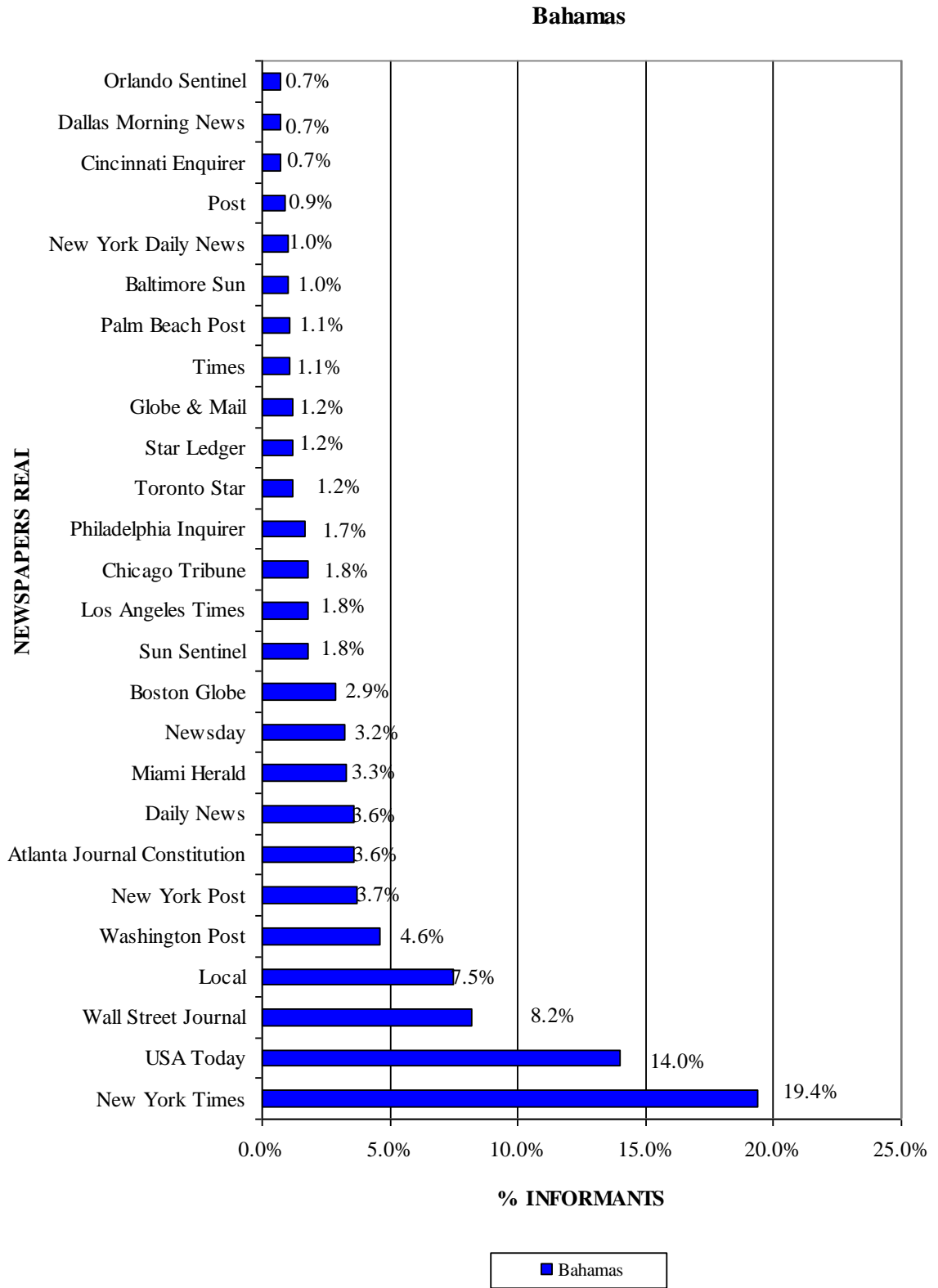


NEWSPAPERS THAT VISITORS WERE READING
TOP 35 FAVORITE NEWSPAPERS READ BY VISITORS
ISLANDS OF THE BAHAMAS
2005

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|----|------------------------------|---------------------------------------|----------------------------------------|---------------------------------------|
| 1 | New York Times | New York Times | USA Today | New York Times |
| 2 | USA Today | USA Today | New York Times | Wall Street Journal |
| 3 | Wall Street Journal | Local | Atlanta Journal Constitution | USA Today |
| 4 | Local | Wall Street Journal | Local | Miami Herald |
| 5 | Washington Post | Newsday | Wall Street Journal | Local |
| 6 | New York Post | New York Post | Washington Post | Sun Sentinel |
| 7 | Atlanta Journal Constitution | Daily News | Boston Globe | Washington Post |
| 8 | Daily News | Washington Post | Chicago Tribune | Boston Globe |
| 9 | Miami Herald | Miami Herald | Daily News | Atlanta Journal Constitution |
| 10 | Newsday | Boston Globe | Freeport News | Palm Beach Post |
| 11 | Boston Globe | Atlanta Journal Constitution | New York Post | Chicago Tribune |
| 12 | Sun Sentinel | Los Angeles Times | Baltimore Sun | New York Post |
| 13 | Los Angeles Times | Philadelphia Inquirer | Palm Beach Post | Los Angeles Times |
| 14 | Chicago Tribune | Star Ledger | Miami Herald | San Francisco Chronicle |
| 15 | Philadelphia Inquirer | Toronto Star | Los Angeles Times | Denver Post |
| 16 | Toronto Star | Chicago Tribune | Philadelphia Inquirer | St. Petersburg Times |
| 17 | Star Ledger | Globe & Mail | Sun Sentinel | Times |
| 18 | Globe & Mail | New York Daily News | Richmond Times Dispatch | Dallas Morning News |
| 19 | Times | Sun Sentinel | Charlotte Observer | Philadelphia Inquirer |
| 20 | Palm Beach Post | Post | Dallas Morning News | Houston Chronicle |
| 21 | Baltimore Sun | Times | Times | La Presse (Montreal, Quebec) |
| 22 | New York Daily News | Cincinnati Enquirer | Virginia Pilot/Norfolk Virginian Pilot | Orlando Sentinel |
| 23 | Post | Baltimore Sun | Globe & Mail | Globe & Mail |
| 24 | Cincinnati Enquirer | Daily Mail | Houston Chronicle | Toronto Star |
| 25 | Dallas Morning News | Orlando Sentinel | Newsday | Minneapolis Star Tribune |
| 26 | Orlando Sentinel | Charlotte Observer | Cleveland Plain Dealer | Daily News |
| 27 | Daily Mail | Journal News | Boston Herald | Baltimore Sun |
| 28 | Charlotte Observer | Financial Times | Daily Press | Tampa Tribune |
| 29 | Hartford Courant | Hartford Courant | The Times (U.K.) | Abaconian |
| 30 | Financial Times | Dallas Morning News | Hartford Courant | Herald |
| 31 | Houston Chronicle | St. Louis Post Dispatch/Post Dispatch | Star Ledger | Financial Times |
| 32 | Richmond Times Dispatch | Record | New York Daily News | Daily Mail |
| 33 | Journal News | Montreal Gazette | Pittsburgh Post Gazette | The Times (U.K.) |
| 34 | Herald | Toronto Sun | Denver Post | Milwaukee Journal/Mil Journal |
| 35 | San Francisco Chronicle | Columbus "Ohio" Dispatch | Chicago Sun Times | St. Louis Post Dispatch/Post Dispatch |

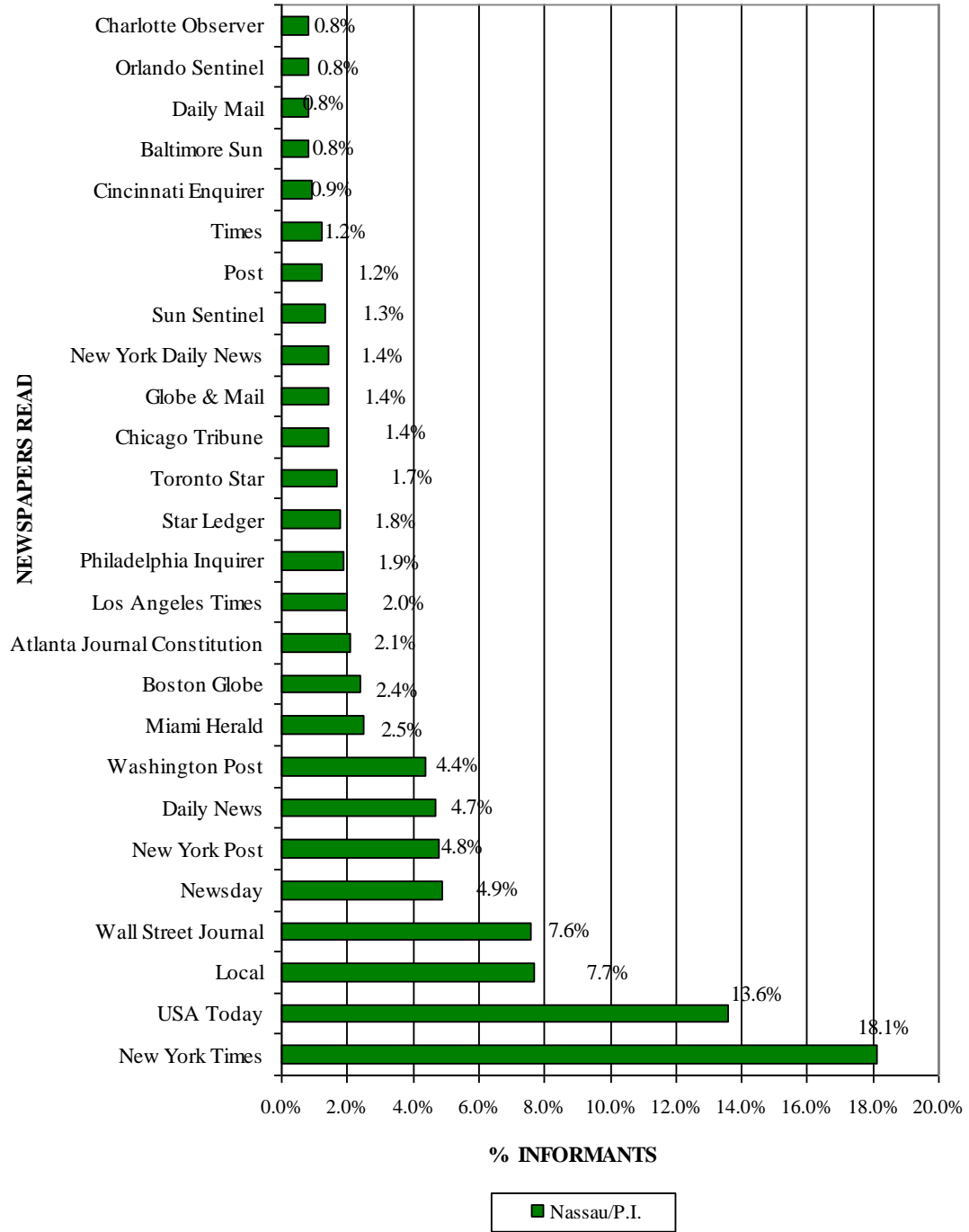
**WHAT NEWSPAPERS DO YOU READ?
ISLANDS OF THE BAHAMAS
2005**

| | | Bahamas | Nassau/P.I. | Grand Bah. | Out Islands |
|----|---------------------------------------|----------------|--------------------|-------------------|--------------------|
| 1 | New York Times | 19.4% | 18.1% | 14.4% | 30.3% |
| 2 | USA Today | 14.0% | 13.6% | 17.4% | 11.5% |
| 3 | Wall Street Journal | 8.2% | 7.6% | 6.2% | 12.6% |
| 4 | Local | 7.5% | 7.7% | 7.7% | 6.4% |
| 5 | Washington Post | 4.6% | 4.4% | 5.8% | 3.7% |
| 6 | New York Post | 3.7% | 4.8% | 1.9% | 1.5% |
| 7 | Atlanta Journal Constitution | 3.6% | 2.1% | 9.2% | 2.3% |
| 8 | Daily News | 3.6% | 4.7% | 2.5% | 0.6% |
| 9 | Miami Herald | 3.3% | 2.5% | 1.7% | 8.1% |
| 10 | Newsday | 3.2% | 4.9% | 0.7% | 0.1% |
| 11 | Boston Globe | 2.9% | 2.4% | 4.3% | 3.4% |
| 12 | Sun Sentinel | 1.8% | 1.3% | 1.6% | 4.3% |
| 13 | Los Angeles Times | 1.8% | 2.0% | 1.6% | 1.5% |
| 14 | Chicago Tribune | 1.8% | 1.4% | 2.7% | 2.1% |
| 15 | Philadelphia Inquirer | 1.7% | 1.9% | 1.6% | 0.9% |
| 16 | Toronto Star | 1.2% | 1.7% | 0.3% | 0.7% |
| 17 | Star Ledger | 1.2% | 1.8% | 0.5% | 0.2% |
| 18 | Globe & Mail | 1.2% | 1.4% | 0.8% | 0.8% |
| 19 | Times | 1.1% | 1.2% | 0.8% | 1.0% |
| 20 | Palm Beach Post | 1.1% | 0.5% | 1.8% | 2.3% |
| 21 | Baltimore Sun | 1.0% | 0.8% | 1.9% | 0.6% |
| 22 | New York Daily News | 1.0% | 1.4% | 0.5% | 0.2% |
| 23 | Post | 0.9% | 1.2% | 0.4% | 0.4% |
| 24 | Cincinnati Enquirer | 0.7% | 0.9% | 0.4% | 0.3% |
| 25 | Dallas Morning News | 0.7% | 0.6% | 0.9% | 1.0% |
| 26 | Orlando Sentinel | 0.7% | 0.8% | 0.4% | 0.9% |
| 27 | Daily Mail | 0.7% | 0.8% | 0.5% | 0.5% |
| 28 | Charlotte Observer | 0.7% | 0.8% | 1.0% | 0.1% |
| 29 | Hartford Courant | 0.6% | 0.7% | 0.6% | 0.3% |
| 30 | Financial Times | 0.6% | 0.7% | 0.1% | 0.5% |
| 31 | Houston Chronicle | 0.6% | 0.4% | 0.7% | 0.9% |
| 32 | Richmond Times Dispatch | 0.6% | 0.5% | 1.1% | 0.1% |
| 33 | Journal News | 0.5% | 0.8% | 0.3% | 0.0% |
| 34 | Herald | 0.5% | 0.5% | 0.5% | 0.5% |
| 35 | San Francisco Chronicle | 0.5% | 0.3% | 0.4% | 1.2% |
| 36 | Denver Post | 0.5% | 0.3% | 0.5% | 1.0% |
| 37 | Montreal Gazette | 0.5% | 0.6% | 0.5% | 0.2% |
| 38 | St. Louis Post Dispatch/Post Dispatch | 0.5% | 0.6% | 0.1% | 0.5% |



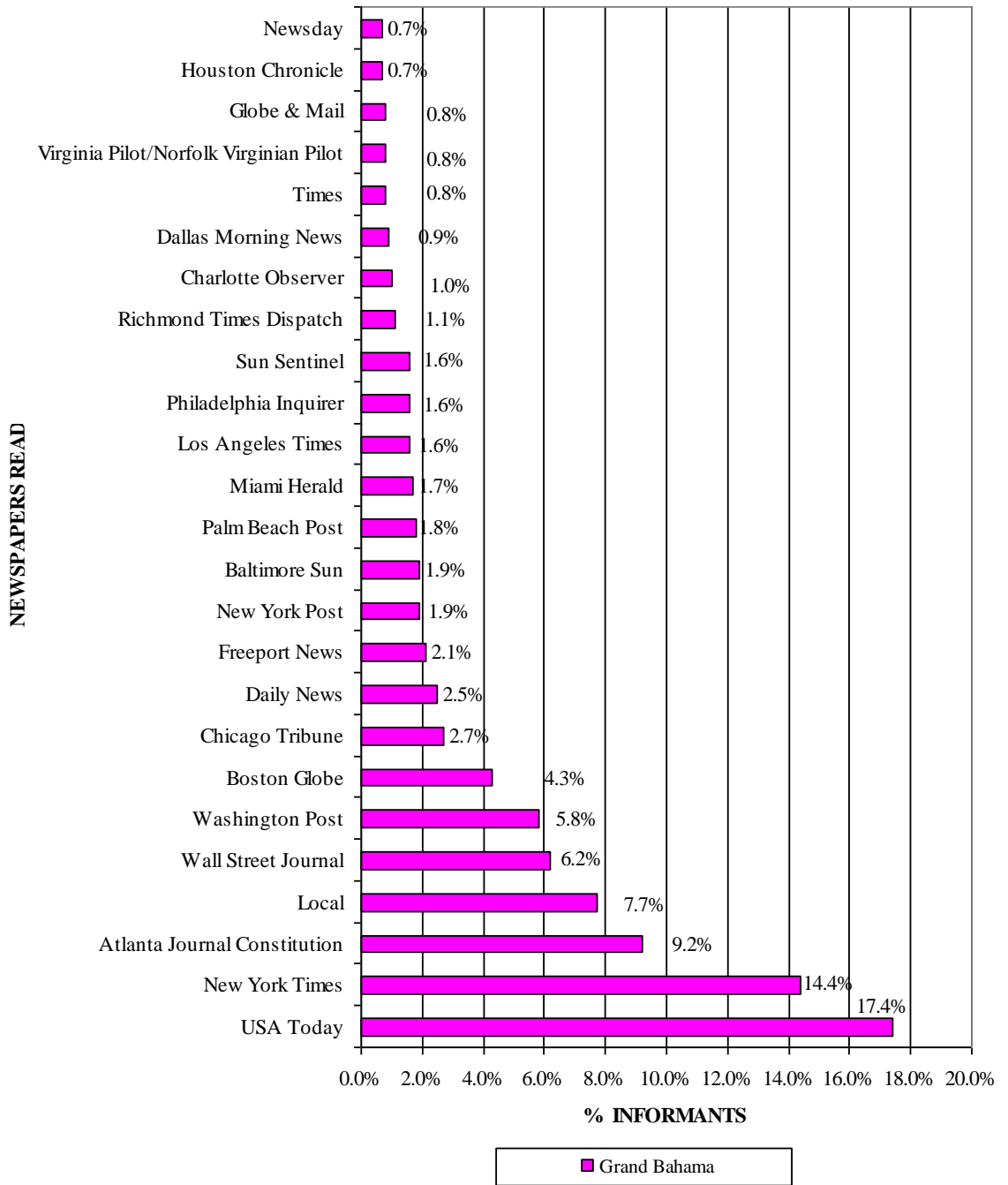
The above graph shows the top 26 newspapers stopover visitors to the Islands of the Bahamas indicated that they read.

Nassau/P.I.



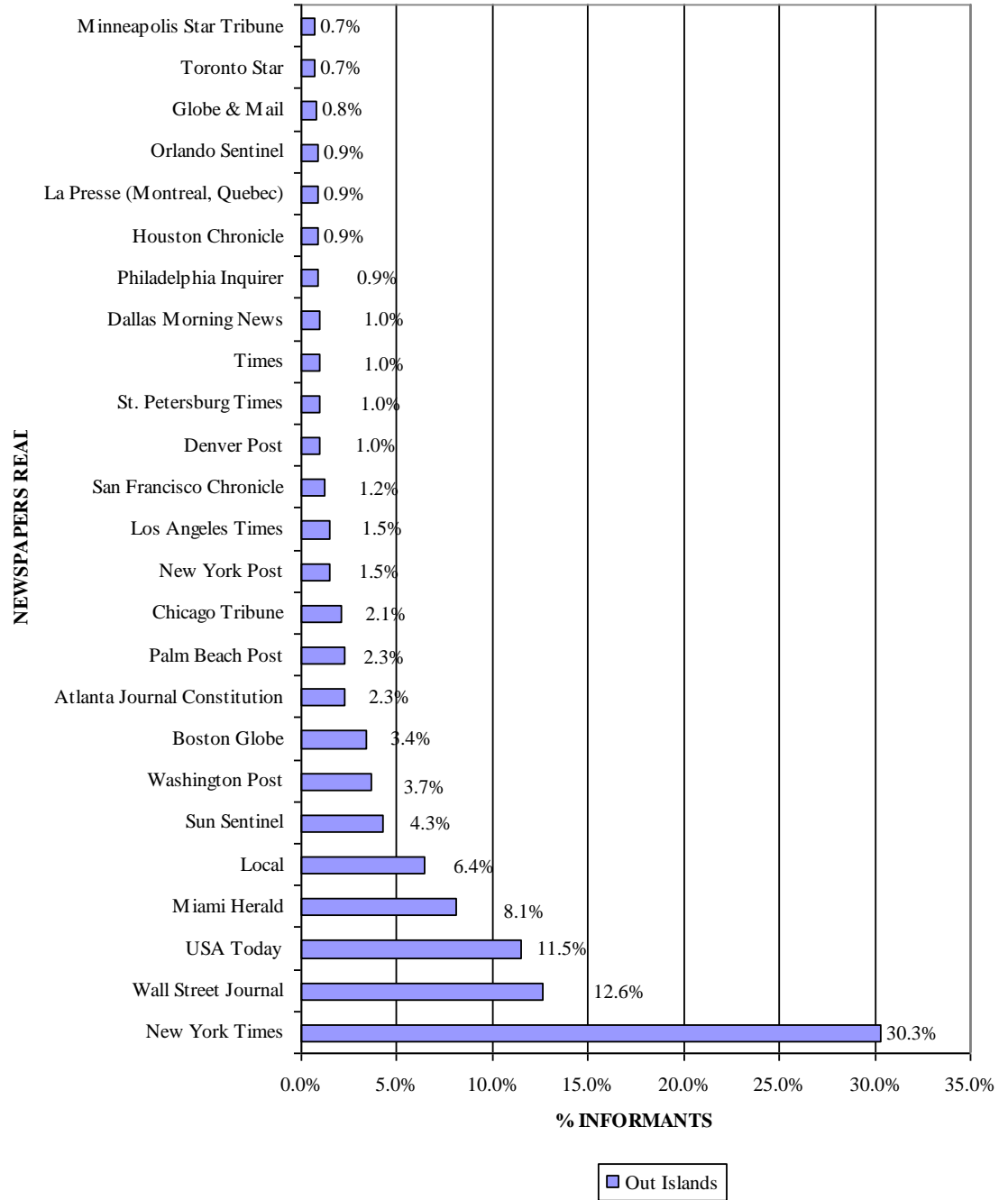
The above graph shows the top 26 newspapers stopover visitors to the Nassau/Paradise Island indicated that they read.

Grand Bahama



The above graph shows the top 25 newspapers stopover visitors to Grand Bahama Island indicated that they read.

Out Islands



The above graph shows the top 25 newspapers stopover visitors to The Out Islands indicated that they read.

N.B. Forty-three percent (43%) of the visitors indicated that they used newspapers when they were planning their vacations. Forty-five percent (45%) of the visitors to Nassau/Paradise Island indicated that they used newspapers when they were planning their vacations. Forty percent (40%) of the visitors to Grand Bahama indicated that they used newspapers when planning their vacations and 37% of the stopover visitors to the Out Islands indicated this.

**NEWSPAPERS AND SOME OF THE TOP PRODUCING MARKETS
ISLANDS OF THE BAHAMAS
2005**

| | Top Newspapers Read By Visitors All Bahamas | Top Producing Markets for All Bahamas | Top Newspapers Read By Visitors To Nassau/P.I. | Top Producing Markets for Nassau/P.I. |
|----|------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------|
| 1 | New York Times | <i>New York/Read Worldwide</i> | New York Times | <i>New York/Read Worldwide</i> |
| 2 | USA Today | <i>Read Worldwide</i> | USA Today | <i>Read Worldwide</i> |
| 3 | Wall Street Journal | <i>New York/Read Worldwide</i> | Local | <i>Various States</i> |
| 4 | Local | <i>Various States</i> | Wall Street Journal | <i>New York/Read Worldwide</i> |
| 5 | Washington Post | Washington, DC | Newsday | New York |
| 6 | New York Post | New York | New York Post | New York |
| 7 | Atlanta Journal Constitution | Atlanta, Georgia | Daily News | <i>Various States</i> |
| 8 | Daily News | <i>Various States</i> | Washington Post | Washington, DC |
| 9 | Miami Herald | <i>Miami, FL/Read Worldwide</i> | Miami Herald | <i>Miami, FL/Read Worldwide</i> |
| 10 | Newsday | New York | Boston Globe | Boston, MA |
| 11 | Boston Globe | Boston, MA | Atlanta Journal Constitution | Atlanta, Georgia |
| 12 | Sun Sentinel | South Florida, FL | Los Angeles Times | Los Angeles, California |
| 13 | Los Angeles Times | Los Angeles, California | Philadelphia Inquirer | <i>Philadelphia, PA</i> |
| 14 | Chicago Tribune | Chicago, ILL | Star Ledger | New Jersey |
| 15 | Philadelphia Inquirer | Philadelphia, PA | Toronto Star | Toronto, Ontario (Canada) |
| 16 | Toronto Star | Toronto, Ontario (Canada) | Chicago Tribune | Chicago, ILL |
| 17 | Star Ledger | New Jersey | Globe & Mail | <i>Toronto & Rest of Canada</i> |
| 18 | Globe & Mail | <i>Toronto & Rest of Canada</i> | New York Daily News | New York |

The New York Times and the Miami Herald are also read in many countries other than the United States.

Most popular newspapers for Canada included: Toronto Star, Globe & Mail, Montreal Gazette, New York Times, Toronto Sun, Hamilton Spectator, Vancouver Sun, Mail Star, Telegram, Telegraph Journal, La Presse (Montreal, Quebec)

Some of the most popular newspapers for Europe included: Daily Mail, Miami Herald, New York Times, Times, Daily Telegraph, The Times (UK), Sunday Times Financial Times, Wall Street Journal, Daily Express, Guardian, Mail Star

The above table shows some of the Top Producing Markets for the Islands of The Bahamas and Nassau/Paradise Island. It also shows the most popular newspapers read by stopover visitors to The Bahamas from those top markets.

**NEWSPAPERS AND SOME OF THE TOP PRODUCING MARKETS
GRAND BAHAMA ISLAND AND THE OUT ISLANDS
2005**

| | Top Newspapers Read By Visitors To Grand Bahama | Top Producing Markets for Grand Bahama | Top Newspapers Read By Visitors To Out Islands | Top Producing Markets To Out Islands |
|----|----------------------------------------------------------------|-------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------|
| 1 | USA Today | <i>Read Worldwide</i> | New York Times | <i>New York/Read Worldwide</i> |
| 2 | New York Times | <i>New York/Read Worldwide</i> | Wall Street Journal | <i>Read Worldwide</i> |
| 3 | Atlanta Journal Constitution | Atlanta, Georgia | USA Today | <i>Read Worldwide</i> |
| 4 | Local | <i>Various States</i> | Miami Herald | Miami, FL/Read Worldwide |
| 5 | Wall Street Journal | <i>New York/Read Worldwide</i> | Sun Sentinel | South Florida |
| 6 | Washington Post | Washington, DC | Washington Post | Washington, DC |
| 7 | Boston Globe | Boston, MA | Boston Globe | Boston, MA |
| 8 | Chicago Tribune | Chicago, Illinois | Atlanta Journal Constitution | Atlanta, Georgia |
| 9 | Daily News | <i>Various States</i> | Palm Beach Post | Palm Beach & South Florida |
| 10 | Freeport News | <i>Various States, etc.</i> | Chicago Tribune | Chicago, Illinois |
| 11 | New York Post | New York | Los Angeles Times | Los Angeles, California |
| 12 | Baltimore Sun | Baltimore, Maryland | New York Post | New York |
| 13 | Palm Beach Post | Palm Beach & South Florida | Times | <i>Various States</i> |
| 14 | Miami Herald | Miami, FL/Read Worldwide | St. Petersburg Times | Tampa, St. Petersburg, Clearwater, FL |
| 15 | Los Angeles Times | Los Angeles, California | Denver Post | Denver, Colorado |
| 16 | Philadelphia Inquirer | Philadelphia, PA | Houston Chronicle | Houston, Texas |
| 17 | Sun Sentinel | South Florida | La Presse (Montreal, Quebec) | Montreal, Quebec |
| 18 | Richmond Times Dispatch | Richmond, Virginia | Philadelphia Inquirer | Philadelphia, PA |

The New York Times and the Miami Herald are also read in many countries other than the United States.

Most popular newspapers for Canada included: Toronto Star, Globe & Mail, Montreal Gazette, New York Times, Toronto Sun, Hamilton Spectator, Vancouver Sun, Mail Star, Telegram, Telegraph Journal, La Presse (Montreal, Quebec)

Some of the most popular newspapers for Europe included: Daily Mail, Miami Herald, New York Times, Times, Daily Telegraph, The Times (UK), Sunday Times Financial Times, Wall Street Journal, Daily Express, Guardian, Mail Star

The above table shows some of the Top Producing Markets for Grand Bahama and the Out Islands. It also shows the most popular newspapers read by stopover visitors to The Bahamas from those top markets.

NUMBER OF PEOPLE WITH E-MAIL ADDRESSES

DO YOU HAVE E-MAIL ADDRESS?

ISLANDS OF THE BAHAMAS

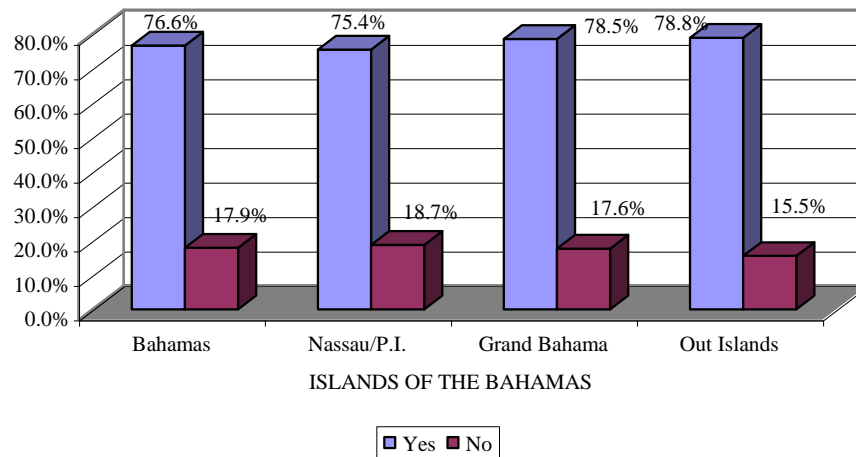
2005

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|-------------|---------|-------------|--------------|-------------|
| Yes | 76.6% | 75.4% | 78.5% | 78.8% |
| No | 17.9% | 18.7% | 17.6% | 15.5% |
| No Response | 5.5% | 5.9% | 3.9% | 5.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% |

*76% of American Visitors had e-mail addresses. 83% of the Canadian Visitors had e-mail addresses.

81% of the European Visitors had e-mail addresses.

DO YOU HAVE E-MAIL? ISLANDS OF THE BAHAMAS



- 77% of the stopover visitors to The Islands of the Bahamas indicated that they had an e-mail address.
- 75% of the visitors to Nassau/Paradise Island had e-mail addresses.
- 79% of the visitors to Grand Bahama had e-mail addresses
- 79% of those to the Out Islands had e-mail addresses.

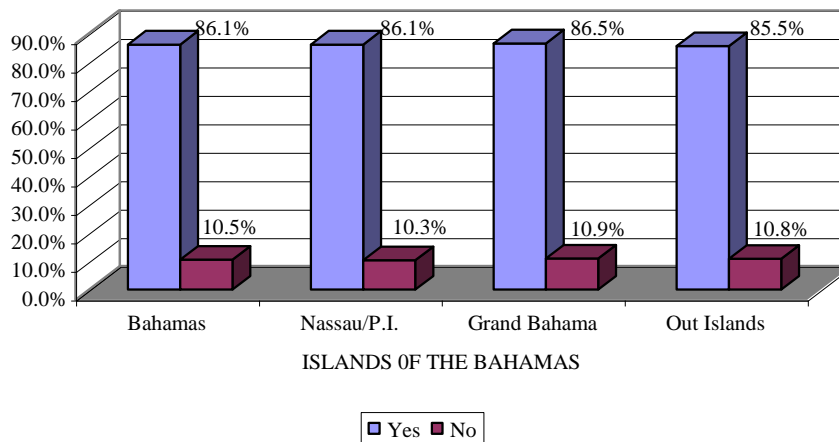
NUMBER OF PEOPLE WHO SURF THE INTERNET

DO YOU SURF THE INTERNET? ISLANDS OF THE BAHAMAS 2005

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|-------------|---------|-------------|--------------|-------------|
| Yes | 86.1% | 86.1% | 86.5% | 85.5% |
| No | 10.5% | 10.3% | 10.9% | 10.8% |
| No Response | 3.4% | 3.6% | 2.6% | 3.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% |

*86% of American Visitors indicated that they surfed the Internet. 94% of the Canadian Visitors indicated that they surfed the Internet. 86% of the Europeans indicated that they surfed the Internet.

DO YOU SURF THE INTERNET? ISLANDS OF THE BAHAMAS



- 86% of the stopover visitors to the Islands of the Bahamas indicated that they “surfed” the Internet.
- 86% of the stopover visitors to Nassau/Paradise Island indicated that they surfed the Internet.
- 87% of the stopover visitors to Grand Bahama surfed the Internet
- 86% of the stopovers to the Out Islands surfed the Internet.

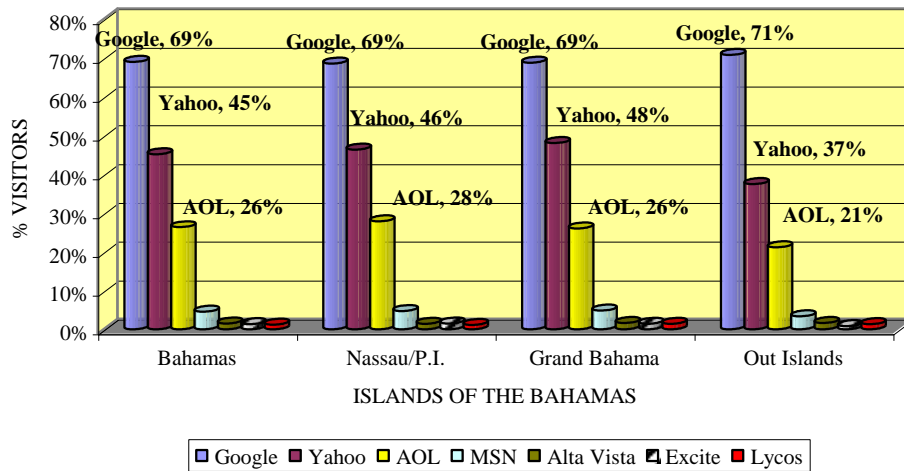
N.B. A key point to remember is that the Internet was the most popular electronic media used by visitors to The Islands of The Bahamas to plan their vacations. This was the case for visitors to Nassau/Paradise Island, Grand Bahama and the Out Islands.

FAVOURITE INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS

INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS ISLANDS OF THE BAHAMAS 2005

| | | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|---|------------|---------|-------------|--------------|-------------|
| 1 | Google | 69% | 69% | 69% | 71% |
| 2 | Yahoo | 45% | 46% | 48% | 37% |
| 3 | AOL | 26% | 28% | 26% | 21% |
| 4 | MSN | 5% | 5% | 5% | 3% |
| 5 | Alta Vista | 2% | 1% | 2% | 2% |
| 6 | Excite | 1% | 2% | 1% | 1% |
| 7 | Lycos | 1% | 1% | 1% | 1% |

ALL BAHAMAS



The top 6 Internet Search Engines/content providers for the Islands of the Bahamas were:

- Google (69%)
- Yahoo (45%)
- AOL (26%)
- MSN (5%)
- Alta Vista (2%)
- Excite (1%)

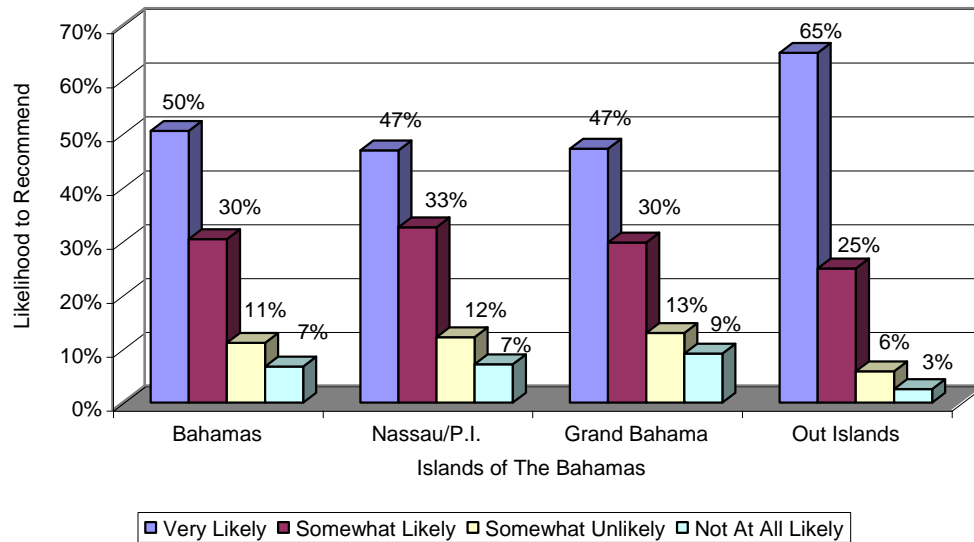
LIKELIHOOD TO RETURN TO BAHAMAS

LIKELIHOOD OF RETURNING TO THE BAHAMAS IN 1-5 YEARS ISLANDS OF THE BAHAMAS 2005

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|-------------------|---------|-------------|--------------|-------------|
| Very Likely | 50% | 47% | 47% | 65% |
| Somewhat Likely | 30% | 33% | 30% | 25% |
| Somewhat Unlikely | 11% | 12% | 13% | 6% |
| Not At All Likely | 7% | 7% | 9% | 3% |

Source: Exit Survey 2005 No Response is not listed in above table.

LIKELIHOOD OF RETURNING TO THE BAHAMAS IN 1-5 YEARS ISLANDS OF THE BAHAMAS



- 80% of the stopovers were likely to return to the Bahamas in 1-5 yrs (i.e., 50% were very likely and 30% were somewhat likely to return). 7% said that they were not at all likely to return.
- 80% of the stopovers to Nassau/P.I. said that they were likely to return (i.e., 47% were very likely and 33% were somewhat likely to return). 7% said that they were not at all likely to return.
- 77% of the stopovers to Grand Bahama said that they were likely to return (i.e., 47% were very likely and 30% were somewhat likely). 9% said that they were not at all likely to return.
- 90% of the stopovers to the Out Islands said that they were likely to return (i.e., 65% were very likely and 25% were somewhat likely to return). 3% said that they were not at all likely to return.

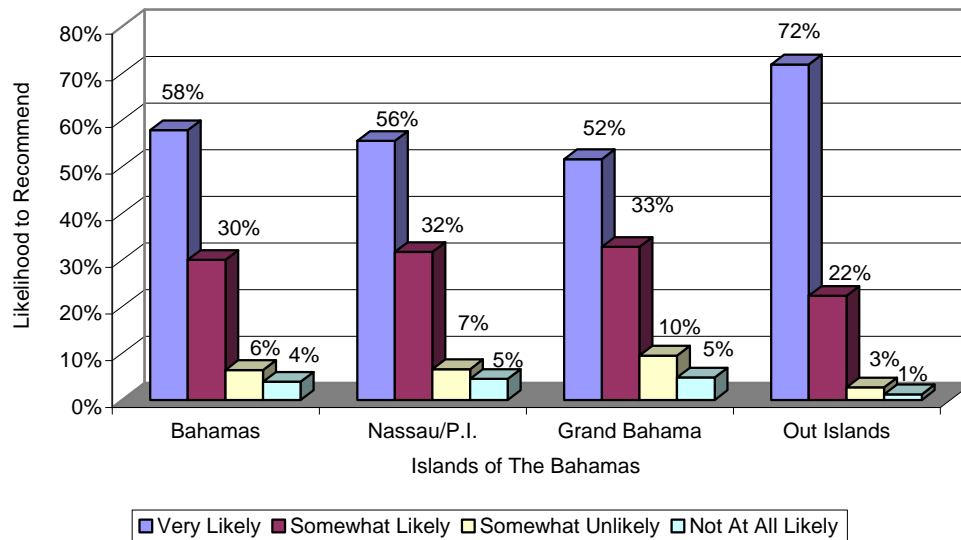
LIKELIHOOD OF RECOMMENDING THE BAHAMAS

LIKELIHOOD OF RECOMMENDING THE BAHAMAS TO FRIENDS AND RELATIVES 2005

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|-------------------|---------|-------------|--------------|-------------|
| Very Likely | 58% | 56% | 52% | 72% |
| Somewhat Likely | 30% | 32% | 33% | 22% |
| Somewhat Unlikely | 6% | 7% | 10% | 3% |
| Not At All Likely | 4% | 5% | 5% | 1% |

Source: Exit Survey 2005 No Response is not listed in above table.

LIKELIHOOD OF RECOMMENDING THE BAHAMAS TO FRIENDS AND RELATIVES



- 88% of the stopovers were likely to recommend the Bahamas to friends and relatives (i.e., 58% were very likely and 30% were somewhat likely to recommend).
- 88% of the stopovers to Nassau/P.I. said that they were likely to recommend (i.e., 56% were very likely and 32% were somewhat likely to recommend).
- 85% of the stopovers to Grand Bahama said that they were likely to recommend (i.e., 52% were very likely and 33% were somewhat likely to recommend).
- 94% of the stopovers to the Out Islands were likely to recommend (i.e., 72% were very likely and 22% were somewhat likely to recommend).

VISITORS WHO WERE NOT LIKELY TO RETURN OR RECOMMEND THE BAHAMAS

The stopover visitors who were not likely to return indicated the following reasons:

Bahamas Overall & Nassau/Paradise Island

18% of the stopovers to the Bahamas Overall indicated that they were unlikely to return to the Bahamas in 1-5 years. 19% of the stopover visitors to Nassau/Paradise Island indicated this. Reasons given were:

- High Prices
- They wanted to go somewhere else
- The poor attitude of the people
- Poor service
- Didn't like the hotel where they stayed because of one or more of the following: poor facilities, poor service, hotel too expensive, poor food in hotel, unfriendly people in hotel, items stolen from room
- The airport: check-in was not good, long lines at airport, airport needs improvement, airport gift shop, airport security lacked organization
- Crime
- Litter
- Lack of Activities

Grand Bahama Island

22% of the stopover visitors to Grand Bahama Island indicated that they were unlikely to return to the Bahamas in 1-5 years. Reasons given were:

- They wanted to go somewhere else
- High Prices
- The poor attitude of the people
- Poor service
- Didn't like the hotel where they stayed
- Lack of Activities
- Food (poor quality, too expensive)
- Bad weather

Out Islands

9% of the stopover visitors to the Out Islands indicated that they were unlikely to return to the Bahamas in 1-5.

- High Prices
- They wanted to go somewhere else

The stopover visitors who were not likely to recommend the Bahamas indicated the following reasons:

Bahamas Overall & Nassau/Paradise Island

10% of the stopover visitors to the Bahamas Overall indicated that they were unlikely to recommend the Bahamas to friends and relatives. 12% of the stopovers to the Nassau/Paradise Island indicated this. Reasons given were:

- High Prices
- Poor service
- The poor attitude of the people
- Didn't like the hotel where they stayed
- Airport

Grand Bahama Island

15% of the stopover visitors to Grand Bahama Island indicated that they were unlikely to recommend the Bahamas to friends and relatives. Reasons given were:

- High Prices
- The poor attitude of the people
- Poor service
- Food (poor quality, too expensive)
- Lack of Activities
- Litter

Out Islands

4% of the stopover visitors to the Out Islands indicated that they were unlikely to recommend the Bahamas to friends and relatives. Reasons given were:

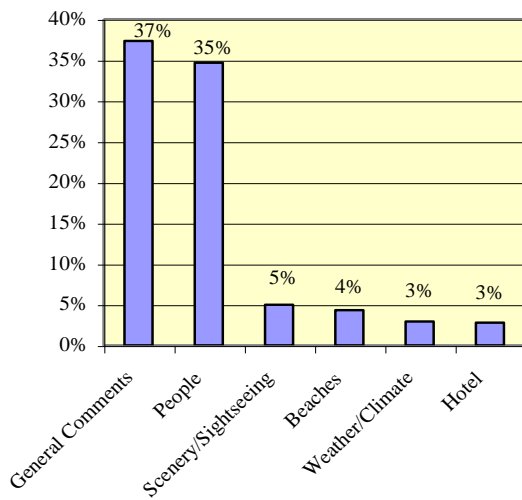
- High Prices

**TOURIST COMMENTS
ISLANDS OF THE BAHAMAS**

All Bahamas

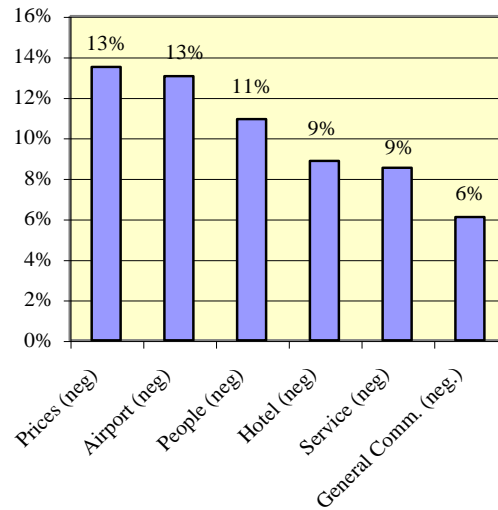
| Top 6 Compliments | 2005 | Top 6 Complaints | 2005 |
|--------------------------|-------------|-------------------------|-------------|
| General Comments | 37% | Prices (neg) | 13% |
| People | 35% | Airport (neg) | 13% |
| Scenery/Sightseeing | 5% | People (neg) | 11% |
| Beaches | 4% | Hotel (neg) | 9% |
| Weather/Climate | 3% | Service (neg) | 9% |
| Hotel | 3% | General Comm. (neg.) | 6% |
| No. of Comments | 2074 | No. of Comments | 1450 |

ALL BAHAMAS



TOURIST COMMENTS

ALL BAHAMAS



TOURIST COMMENTS

Top Compliments

- The people (35% of the comments received)
- Scenery
- Beaches
- Climate
- Hotel

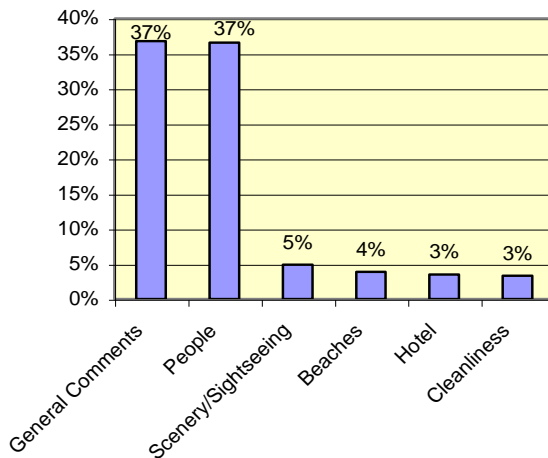
Top Complaints

- High prices (13% of the comments received)
- Airport not up to standards
- Poor attitude of the people
- Hotel not as expected (i.e., too expensive, poor facilities, poor service)
- Poor Service

**TOURIST COMMENTS
NASSAU/PARADISE ISLAND**

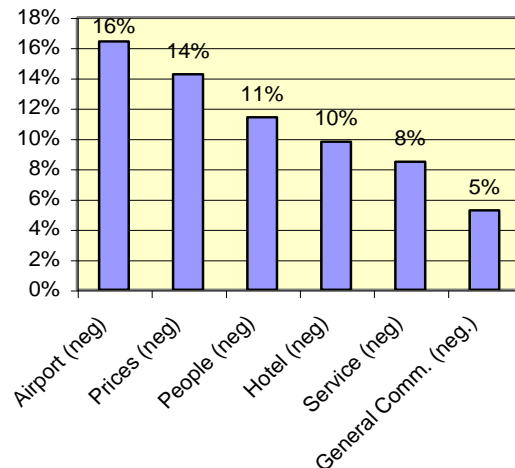
| Nassau/Paradise Island | | | |
|------------------------|-------------|------------------------|-------------|
| Top 6 Compliments | 2005 | Top 6 Complaints | 2005 |
| General Comments | 37% | Airport (neg) | 16% |
| People | 37% | Prices (neg) | 14% |
| Scenery/Sightseeing | 5% | People (neg) | 11% |
| Beaches | 4% | Hotel (neg) | 10% |
| Hotel | 3% | Service (neg) | 8% |
| Cleanliness | 3% | General Comm. (neg.) | 5% |
| No. of Comments | 1245 | No. of Comments | 1069 |

**NASSAU/PARADISE ISLAND
COMPLIMENTS**



TOURIST COMMENTS

**NASSAU/PARADISE ISLAND
COMPLAINTS**



TOURIST COMMENTS

Top Compliments

- The people (37% of the comments received)
- Scenery
- Beaches
- Hotel
- Cleanliness

Top Complaints

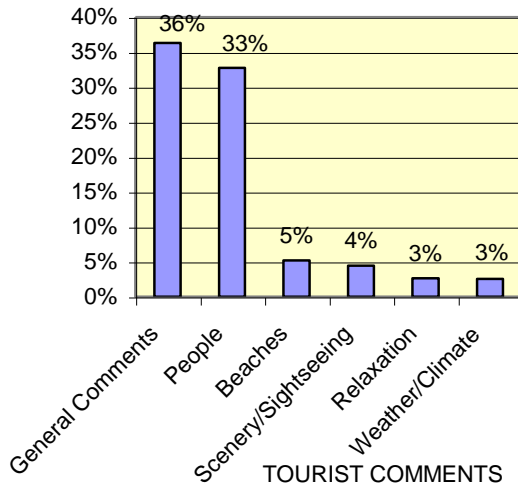
- Airport not up to standards (16% of the comments received)
- High prices
- Poor attitude of the people
- Hotel not as expected (i.e., too expensive, poor facilities, poor service)
- Poor Service

**TOURIST COMMENTS
GRAND BAHAMA ISLAND**

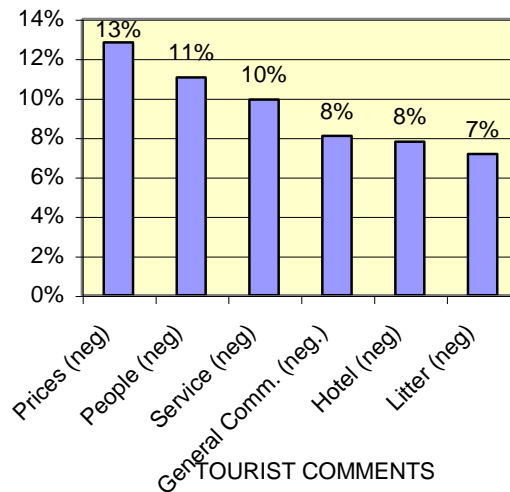
Grand Bahama Island

| Top 6 Compliments | 2005 | Top 6 Complaints | 2005 |
|--------------------------|-------------|-------------------------|-------------|
| General Comments | 36% | Prices (neg) | 13% |
| People | 33% | People (neg) | 11% |
| Beaches | 5% | Service (neg) | 10% |
| Scenery/Sightseeing | 4% | General Comm. (neg.) | 8% |
| Relaxation | 3% | Hotel (neg) | 8% |
| Weather/Climate | 3% | Litter (neg) | 7% |
| No. of Comments | 488 | No. of Comments | 259 |

**GRAND BAHAMA ISLAND
COMPLIMENTS**



**GRAND BAHAMA ISLAND
COMPLIMENTS**



Top Compliments

- The people (33% of the comments received)
- Beaches
- Scenery
- Relaxation
- Climate

Top Complaints

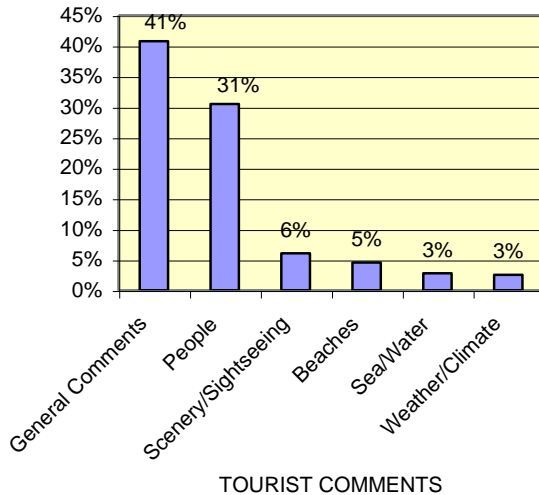
- High prices (13% of the comments received)
- Poor attitude of the people
- Poor Service
- Hotel not as expected (i.e., too expensive, poor facilities, poor service)
- Litter

TOURIST COMMENTS OUT ISLANDS

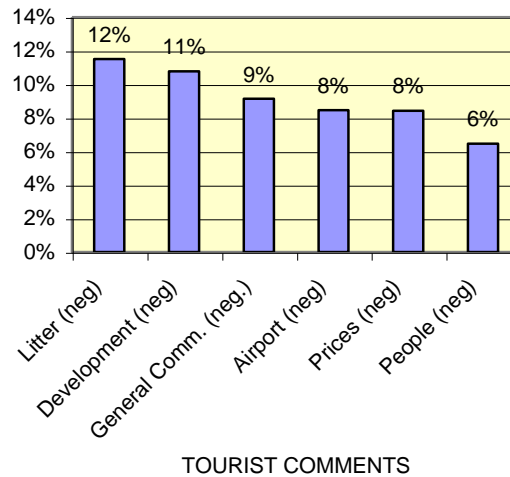
Out Islands

| Top 6 Compliments | 2005 | Top 6 Complaints | 2005 |
|--------------------------|-------------|-------------------------|-------------|
| General Comments | 41% | Litter (neg) | 12% |
| People | 31% | Development (neg) | 11% |
| Scenery/Sightseeing | 6% | General Comm. (neg.) | 9% |
| Beaches | 5% | Airport (neg) | 8% |
| Sea/Water | 3% | Prices (neg) | 8% |
| Weather/Climate | 3% | People (neg) | 6% |
| No. of Comments | 342 | No. of Comments | 122 |

OUT ISLANDS COMPLIMENTS



OUT ISLANDS COMPLAINTS



Top Compliments

- The people (31% of the comments received)
- Scenery
- Beaches
- Sea/Water
- Climate

Top Complaints

- Litter (12% of the comments received)
- Development
- Airport
- High prices
- Poor attitude of the people

RESERVATION BOOKINGS

HOW DID YOU BOOK YOUR RESERVATIONS ISLANDS OF THE BAHAMAS 2005

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Isl. |
|-----------------------------------------|---------|-------------|--------------|----------|
| Used Tour Operator/TA to Book | | | | |
| Hotel | 30% | 35% | 23% | 18% |
| Airline | 32% | 36% | 26% | 24% |
| Transfers | 16% | 20% | 11% | 9% |
| On-Island Activities | 7% | 7% | 5% | 10% |
| Booked Directly | | | | |
| Hotel Direct | 24% | 23% | 22% | 29% |
| Airline Direct | 24% | 20% | 26% | 32% |
| Transport Companies Direct | 4% | 4% | 4% | 4% |
| On-Island Activity Companies | 7% | 6% | 7% | 9% |
| Booked Directly On Internet | | | | |
| Booked Hotel on the Internet | 31% | 32% | 38% | 20% |
| Booked Airline on the Internet | 40% | 40% | 48% | 32% |
| Booked On-Island Activities on Internet | 5% | 4% | 5% | 9% |

All stopover visitors to the Bahamas do not stay in a hotel and all do not use an airline to come to the destination.

Many stopover visitors do not book their transfers or activities prior to arrival in the Bahamas.

- 42% of the stopover visitors to the Bahamas used a tour operator or travel agent to book their reservations.
- Of the persons who used a tour operator or travel agent, 30% of them used a tour operator or travel agent to book their hotel and 32% to book their airline reservations.
- Some stopovers used a combination of methods to make their reservations, i.e., tour operator/travel agent, direct bookings and/or the internet. The stopover visitors who ***did not use*** a tour operator or travel agent to book their reservations either booked their reservations directly or via the Internet.

- Some visitors to the Bahamas booked their reservations directly with the hotel or airline, etc. 24% of the stopover visitors booked their reservations directly with the hotel, and 24% booked their airline reservations directly with the airline.
- 31% of them booked their hotel via the Internet and 40% booked their airline via the Internet.

AMOUNT OF TIME BETWEEN RESERVATION & VISITOR'S ARRIVAL

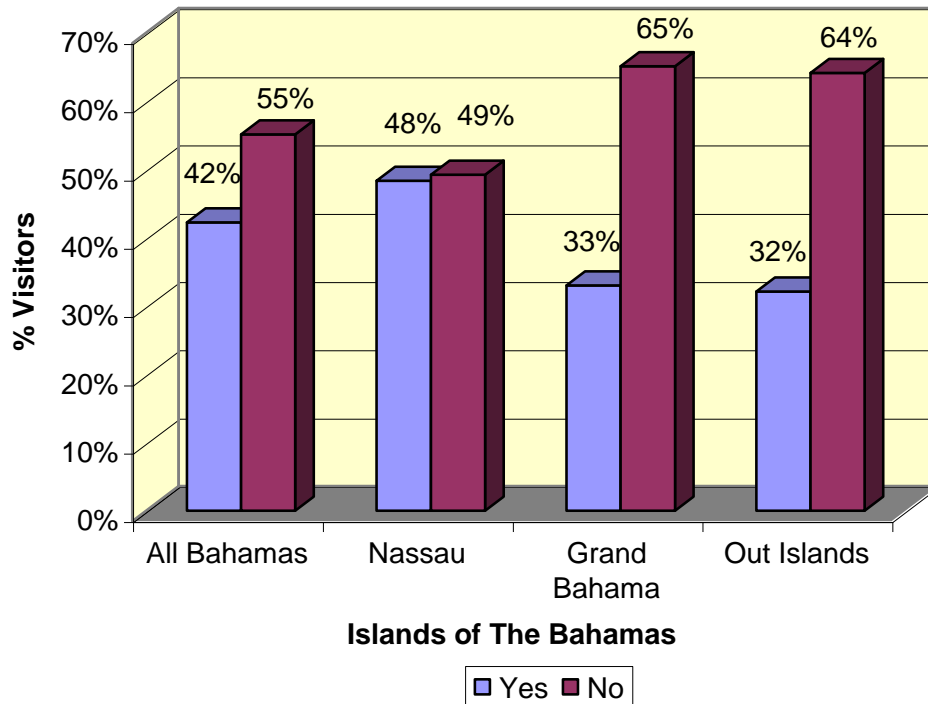
In 2005, stopover visitors to The Islands of The Bahamas booked their reservations anywhere from **7 months** in advance to the very same month of travel. **Short lead times** seemed to be preferred as the highest percentage of visitors booked **1-3 months** in advance or the very same month of travel. There was a very small amount of stopover visitors who booked their reservations **7 months to a year** in advance of traveling to the Bahamas.

TOUR OPERATORS AND TRAVEL AGENTS

USE OF TRAVEL AGENT 2005

| | All Bahamas | Nassau | Grand Bahama | Out Islands |
|----------|-------------|--------|--------------|-------------|
| Yes | 42% | 48% | 33% | 32% |
| No | 55% | 49% | 65% | 64% |
| No Resp. | 3% | 3% | 2% | 4% |

Source: Exit Survey 2005



- 42% of the visitors to the Islands of the Bahamas used a tour operator or travel agent.
- 55% of them did not use a tour operator or travel agent.
- Some visitors to the Bahamas used tour operators and travel agents to book their reservations.
- Some booked their reservations directly with the hotel or airline, etc.
- Some booked their reservations directly on the Internet and others used a combination of methods.

****Source of Top Tour Operator/Travel Agent tables listed below:
Immigration Cards***

**TOP 35 TOUR OPERATORS/TRAVEL AGENTS USED BY VISITORS
ISLANDS OF THE BAHAMAS
2005**

| | Bahamas | Nassau/P.I. | Grand Bahama | Out Islands |
|----|-------------------------|-------------------------|--------------------------|-------------------------|
| 1 | Expedia.Com | Liberty Travel | Discover | Expedia.com |
| 2 | Liberty Travel | Expedia.Com | Discovery Cruise Line | Orbitz.com |
| 3 | Orbitz.Com | Orbitz.Com | Spring Break Travel | AA Vacations |
| 4 | Travelocity.Com | Travelocity.Com | Expedia.Com | AAA Travel |
| 5 | Atlantis.Com | Atlantis.Com | Security Travel | AA.com |
| 6 | AAA Travel | AAA Travel | Airtran | Bahamas.com |
| 7 | Discover | Deltavacations.Com | Orbitz.Com | Carlsonwagonlit.com |
| 8 | Discovery Cruise Line | American Express Travel | Special T Travel | American Express Travel |
| 9 | American Express Travel | Gogo Tours | Travelocity.Com | US Airwaysvacations.com |
| 10 | Deltavacations.Com | Carlsonwagonlit.Com | Fairfield Travel | Liberty Travel |
| 11 | Spring Break Travel | Usairwaysvacations.Com | Diamond Holidays | Cheaptickets.com |
| 12 | Usairwaysvacations.Com | AA Vacations | Asi Travel | Continental.com |
| 13 | AA Vacations | Apple Vacations | Cheaptickets.Com | Deltavacations.com |
| 14 | Carlsonwagonlit.Com | Cheaptickets.Com | Rci Travel | Ba.com |
| 15 | Cheaptickets.Com | Sanders Travel | Usairwaysvacations.Com | Aircanada.com |
| 16 | Gogo Tours | Continental.Com | Liberty Travel | Navigant |
| 17 | Continental.Com | AA.Com | AAA Travel | Twin Air |
| 18 | Club Med | Destinations Travel | Continental.Com | Uniglobe Travel |
| 19 | Apple Vacations | Bahamas.Com | Florida Travel Network | Destinations Travel |
| 20 | AA.Com | Virgin Holidays | Absolute Reservation | Discover |
| 21 | Bahamas.com | Spirit Travel | Coral Beach Travel | Flight Centre |
| 22 | Sanders Travel | Travel Impressions | AA Vacations | Gogo Tours |
| 23 | Security Travel | Thomas Cook | Appalachia Travel | Adventure Tours |
| 24 | RCI Travel | Sunquest | Bahamas.com | Air Sunshine |
| 25 | Virgin Holidays | Ba.Com | American Express Travel | Altour International |
| 26 | Airtran | Princess Vacations | Small Escapes Travel | Blackbeards Charters |
| 27 | Destinations Travel | Unique Vacations | AA.Com | BTI Travel |
| 28 | Spirit Travel | Aircanada.com | Sbt | Global Travel |
| 29 | Travel Impressions | Jetblue.Com | Vacation Station | Jetblue.com |
| 30 | Thomas Cook | First Discount Travel | Carlsonwagonlit.Com | Kuoni |
| 31 | Special T Travel | World Class Vacations | World Class Vacations | Pro Travel |
| 32 | World Class Vacations | Navigant | Deltavacations.Com | World Class Vacations |
| 33 | Princess Vacations | Flight Center | Grandbahamavacations.Com | Trail Finders |
| 34 | Fairfield Travel | Yahoo.com | Dream Time Tours | Regency Travel |
| 35 | Ba.Com | RCI Travel | Bahama Link | Spirit Travel |

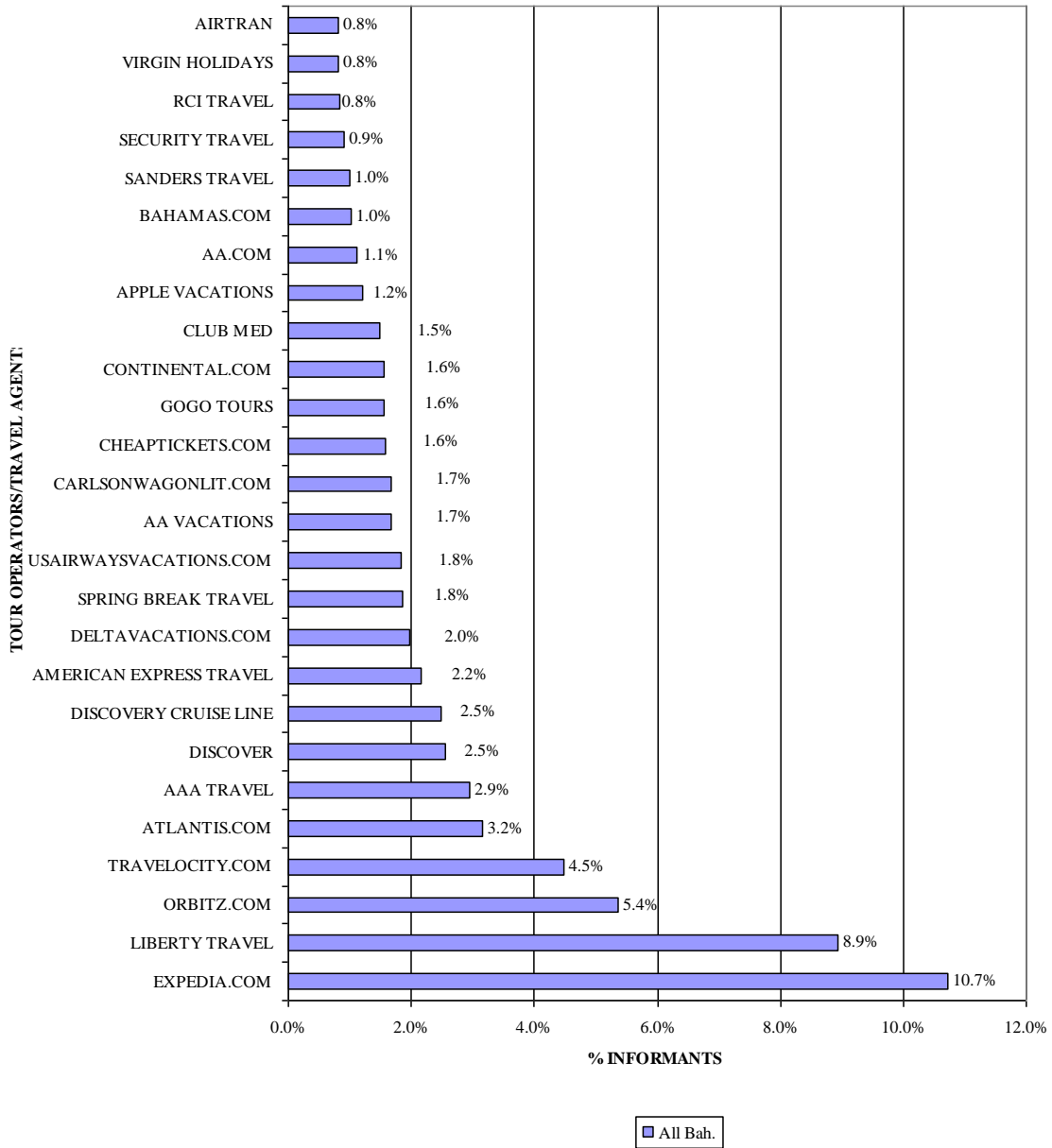
**TOP 35 TOUR OPERATORS/TRAVEL AGENTS USED BY VISITORS
ISLANDS OF THE BAHAMAS
2005**

| | Abaco | Andros | Bimini | Eleuthera |
|----|-------------------------|-------------------------|-------------------------|-------------------------|
| 1 | Expedia.Com | Ifs | Blackbeards Charters | Orbitz.Com |
| 2 | Orbitz.Com | Autec | Chalks | Expedia.Com |
| 3 | Continental.Com | Frontiers Travel | Bia | Continental.Com |
| 4 | Travelocity.Com | Expedia.Com | Expedia.Com | Regal Travel |
| 5 | Aa Vacations | Orbitz.Com | Flybia.Com | Twin Air |
| 6 | Morris Travel | Adventure Tours | Navigant | Travelocity.Com |
| 7 | AAA Travel | Continental.Com | Orbitz.Com | American Express Travel |
| 8 | Vintage | Blackbeards Charters | Express Travel | Usairwaysvacations.Com |
| 9 | AA.Com | Discover | Bahamas.Com | Cheaptickets.Com |
| 10 | Bahamas.Com | Travelocity.Com | Sta Travel | AAA Travel |
| 11 | Cheaptickets.Com | Carlsonwagonlit.Com | Travelocity.Com | Carlsonwagonlit.Com |
| 12 | Carlsonwagonlit.Com | Air Sunshine | AA.Com | Aa Vacations |
| 13 | American Express Travel | Deltavacations.Com | Deltavacations.Com | Ba.Com |
| 14 | Usairwaysvacations.Com | Usairwaysvacations.Com | Usairwaysvacations.Com | Aircanada.Com |
| 15 | Odyssey Travel | Cheaptickets.Com | Spirit Travel | Deltavacations.Com |
| 16 | Liberty Travel | Ba.Com | Liberty Travel | Action Travel |
| 17 | RCI Travel | American Express Travel | Continental.Com | AA.Com |
| 18 | Deltavacations.Com | AAA Travel | AAA Travel | Bahamas.Com |
| 19 | Navigant | AA Vacations | Air Sunshine | Jetblue.Com |
| 20 | Uniglobe Travel | Bahamas.Com | Carlsonwagonlit.Com | Flight Center |
| 21 | Twin Air | Discovery Cruise Line | Cheaptickets.Com | Destinations Travel |
| 22 | Bahamasair.Com | Diamond Holidays | Executive Tour & Travel | Princess Vacations |
| 23 | Island Express | AA.Com | Ba.Com | Navigant |
| 24 | Virgin Holidays | Liberty Travel | Gogo Tours | Uniglobe Travel |
| 25 | World Class Vacations | Goldman Travel | Four Seasons Travel | Trail Finders |
| 26 | Ba.Com | Aircanada.Com | Plaza Travel | Adventure Tours |
| 27 | Global Travel | Classic Travel | Star Travel | Bahamasvacations.Com |
| 28 | Tantura | Global Travel | Sunshine Travel | Conlin Travel |
| 29 | Florida Travel Network | Jetblue.Com | Travel World | Regency Travel |
| 30 | Aircanada.Com | Tzell | Advance Travel | Tzell |
| 31 | Trail Finders | Trail Finders | American Express Travel | Altour International |
| 32 | Yahoo.Com | Spirit Travel | Aircanada.Com | Brown Travel |
| 33 | Princess Vacations | Travel Unlimited | AA Vacations | Bti Travel |
| 34 | Express Travel | Conquest Vacations | Discover | Maritz Travel |
| 35 | Destinations Travel | Air Jamaica | Havana Tours | Liberty Travel |

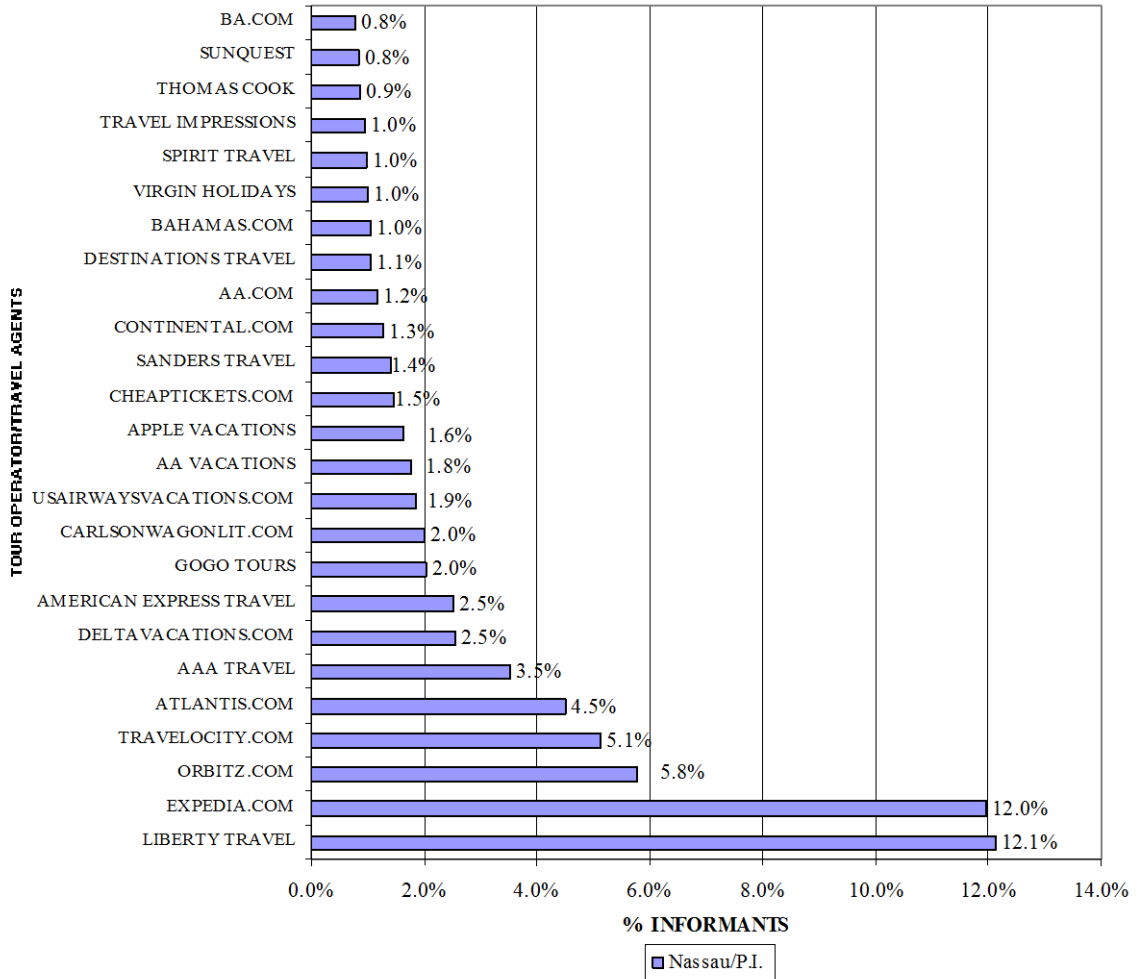
**TOP 35 TOUR OPERATORS/TRAVEL AGENTS USED BY VISITORS
ISLANDS OF THE BAHAMAS
2005**

| | Exuma | Harbour Island | San Salvador | Other Out Islands |
|----|-------------------------|-------------------------|-------------------------|--------------------------|
| 1 | American Express Travel | Expedia.Com | Club Med | Blackbeards Charters |
| 2 | Expedia.Com | Orbitz.Com | Thomas Cook | Club Med |
| 3 | Aa Vacations | Continental.Com | Carlsonwagonlit.Com | Expedia.Com |
| 4 | Maritz Travel | American Express Travel | Sears Travel | Orbitz.Com |
| 5 | Orbitz.Com | Travelocity.Com | Liberty Travel | Travelocity.Com |
| 6 | AA.Com | Bahamas.Com | Caa | Deltavacations.Com |
| 7 | AAA Travel | AA Vacations | American Express Travel | Continental.Com |
| 8 | Travelocity.Com | Usairwaysvacations.Com | Expedia.Com | Bahamas.Com |
| 9 | Continental.Com | Liberty Travel | Global Travel | Usairwaysvacations.Com |
| 10 | Four Seasons Travel | Deltavacations.Com | Uniglobe Travel | Carlsonwagonlit.Com |
| 11 | Destinations Travel | Cheaptickets.Com | Vision Travel | Frontiers Travel |
| 12 | Ita Group | Tzell | AAA Travel | AA.Com |
| 13 | Usairwaysvacations.Com | AAA Travel | Kuoni | Tropical Airways |
| 14 | Liberty Travel | Ba.Com | Regency Travel | Ba.Com |
| 15 | Carlsonwagonlit.Com | Great Escapes | Covington Travel | AAA Travel |
| 16 | World Class Vacations | Aircanada.Com | Bti Travel | AA Vacations |
| 17 | Pro Travel | Gogo Tours | Pan Am | Discover |
| 18 | Gogo Tours | Carlsonwagonlit.Com | Orbitz.Com | Uniglobe Travel |
| 19 | Sanders Travel | Navigant | Flight Center | Twin Air |
| 20 | Altour International | Bahamasvacations.Com | Twin Air | American Express Travel |
| 21 | Navigant | AA.Com | Travelocity.Com | Flight Center |
| 22 | Adventure Tours | Pro Travel | Pro Travel | Sky Unlimited |
| 23 | Cheaptickets.Com | Linden Travel | Gogo Tours | Navigant |
| 24 | Classic Travel | Altour International | Destinations Travel | Majestic Tours |
| 25 | Deltavacations.Com | Discover | Bahamas.Com | Cheaptickets.Com |
| 26 | Travel Leaders | Universal Travel | Travel Masters | Liberty Travel |
| 27 | Conlin Travel | Empress Travel | AA.Com | Kuoni |
| 28 | Bahamas.Com | Majestic Tours | Star Travel | Air Sunshine |
| 29 | Regency Travel | Jetblue.Com | Marlin Travel | Aircanada.Com |
| 30 | Uniglobe Travel | Kuoni | World Class Vacations | Bia |
| 31 | Vision Travel | Travel Leaders | Cooks Travel | Sta Travel |
| 32 | Ba.Com | Travel Express Intl | Vacation Hotline | Star Travel |
| 33 | Flight Center | Twin Air | Usairwaysvacations.com | Spirit Travel |
| 34 | Travel Experts | Virgin Holidays | Havana Tours | Bahamasair.Com |
| 35 | Bti Travel | Horizon Travel | AA Vacations | Universal Travel |

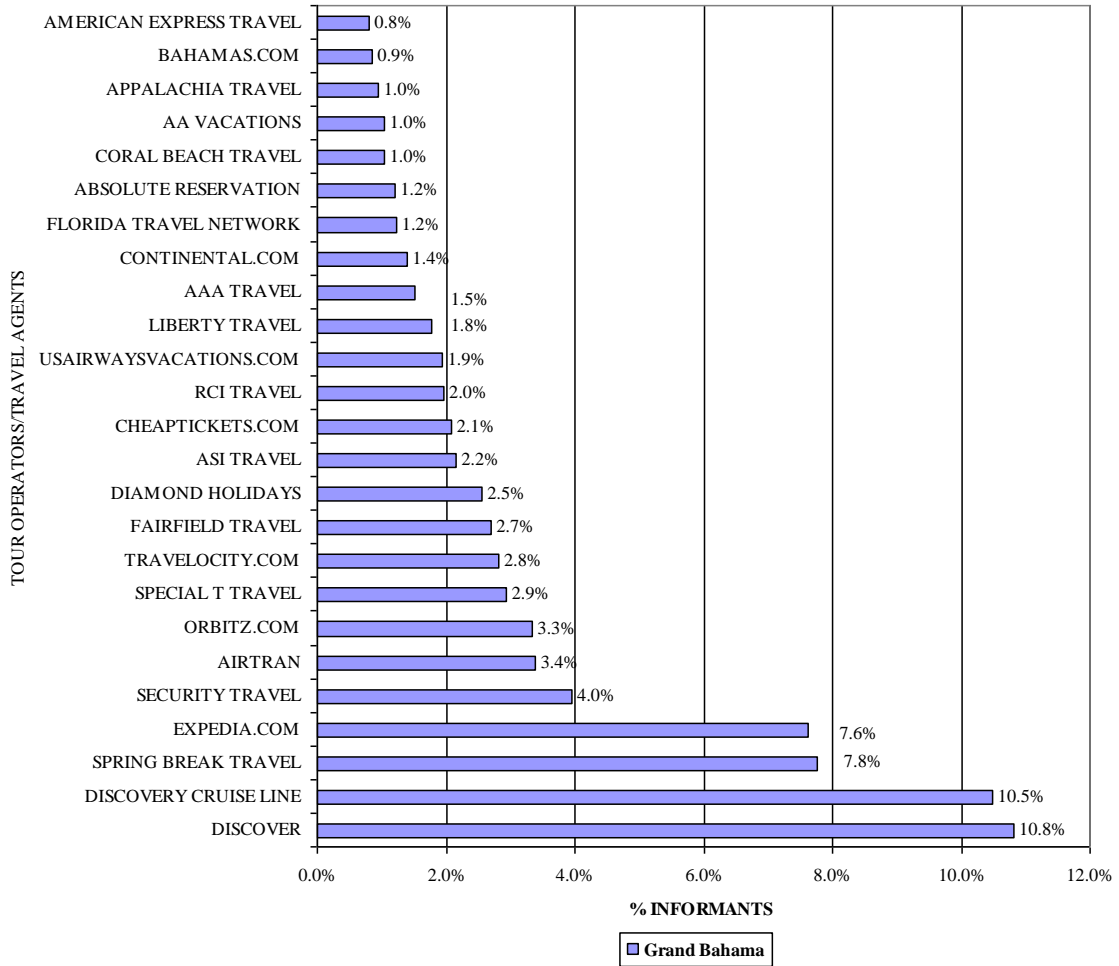
All Bah.



Nassau/P.I.



Grand Bahama



**DEMOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS**

| | 2005 | 2004 |
|--------------------------------|-------------|-------------|
| AGE* | | |
| 25 - 54 years old | 57.0% | 56.7% |
| 55 years old or older | 17.7% | 18.2% |
| SEX* | | |
| Male | 48.8% | 48.6% |
| Female | 48.3% | 48.5% |
| RACE | | |
| White | 80.2% | 95.9% |
| Black | 9.8% | 4.1% |
| Hispanic | 3.2% | ***** |
| Mixed Race/Mixed Heritage | 1.6% | ***** |
| Asian/Pacific Islander | 1.6% | ***** |
| American Indian/Alaska Native | 0.1% | ***** |
| EDUCATION | | |
| College Graduate or Above | 63.7% | 63.9% |
| ANNUAL HOUSEHOLD INCOME | | |
| \$40,000 - \$59,999 | 9.0% | 9.3% |
| \$60,000 + | 68.3% | 66.4% |
| PREVIOUS VISITS | | |
| First Time Visitor | 45.0% | 44.5% |
| Repeat Visitor | 54.5% | 55.0% |
| TRAVELLING PARTY SIZE | | |
| One | 14.3% | 14.3% |
| Two | 47.0% | 47.6% |
| HOUSEHOLD SIZE | | |
| One | 11.4% | 12.2% |
| Two | 36.2% | 35.9% |
| Three-Four | 35.3% | 36.6% |
| COUNTRY OF ORIGIN | | |
| USA | 85.8% | 87.2% |
| Canada | 4.7% | 4.4% |
| Europe | 5.3% | 5.4% |
| Other Countries | 4.2% | 3.1% |

Source: Exit Surveys 2005 and Immigration Card. Information on age and sex was obtained from immigration card data.

In previous Exit Surveys, information on race was obtained by the interviewer who used educated guesses on the race of the person. In this 2005 Exit Survey visitors were asked to write in their race themselves.

All numbers are subject to revision.

Conclusion

Stopover visitors came to the Islands of the Bahamas primarily for the purpose of vacationing. They chose to visit the Bahamas primarily because of the beaches, rest and relaxation, the fact that they had never been here before, the climate, the hotel facilities, the fact that they had friends in The Bahamas, and the good package deals that were being offered. Visitors to Grand Bahama cited best value for money instead of hotel facilities as a primary reason for visiting the Bahamas. Stopovers to the Out Islands came primarily for the beaches and the sporting attractions offered in these islands (e.g. fishing, boating, diving, etc.)

Stopovers came for vacation and the electronic media most frequently used by these visitors to the Islands of the Bahamas when planning a vacation was the *Internet*. The second most popular electronic media was *Network Television*. The third most popular electronic media was *Specialty Cable Channels* and the fourth most popular was *Specialty News Channels*.

More than three-quarters (77%) of the visitors to the Islands of the Bahamas said that they had e-mail addresses and 86% of them surfed the Internet. Some of the top Internet search engines and content providers for visitors to the Bahamas were: Google, Yahoo, AOL, and MSN.

In addition to the Internet, stopover visitors used the television when planning their vacations. The favorite television networks/stations of visitors to the Islands of the Bahamas were: NBC (Network Station), ABC (Network Station), CBS (Network Station), CNN (Specialty News Station), ESPN (Specialty Cable Channel), FOX (Network Station), HBO (Specialty Cable Channel), FOXN (Specialty News Station), MTV (Specialty Cable Channel), Discovery Channel (Specialty Cable Channel), TNT (Specialty Cable Channel), TBS (Specialty Cable Channel), HGTV, Travel Channel (Specialty Cable Channel) and the Weather Channel (Specialty Cable Channel).

Visitors to the Islands of the Bahamas watched television between 6:00 p.m. and 10:59 p.m. at night. The most popular time of day for watching television was between 8:00 p.m. to 8:59 p.m.

In addition to watching television some visitors to the Bahamas also read newspapers and magazines. Magazines were the most popular print

media used by visitors to the Bahamas when planning their vacations. Visitors read a very wide selection of magazines. Some of the top magazines for visitors to the Islands of the Bahamas as a whole were: People, Time Magazine, Cosmopolitan/Cosmo, Newsweek, O (Oprah), US, Sports Illustrated, Travel, Vogue/Vogue Living, In Style, Glamour, National Geographic Explorer, Essence, New Yorker, Travel and Leisure Reader's Digest and Ebony. Some of the top newspapers read by visitors to The Islands of The Bahamas were: The New York Times, USA Today, Wall Street Journal, Washington Post, New York Post, Atlanta Journal-Constitution, Daily News, Miami Herald, Newsday, Boston Globe, Sun Sentinel, Los Angeles Times, Chicago Tribune, Philadelphia Inquirer and the Toronto Star.

Stopover visitors used the Internet, television, magazines and newspapers for their enjoyment as well as to plan their vacation experiences. When it came time to take the next step, some stopover visitors to the Bahamas used tour operators and travel agents to book their reservations. Some booked their reservations directly with the hotel or airline, etc. Some booked their reservations directly on the Internet and others used a combination of methods.

Some of the visitors to the Islands of the Bahamas who booked their reservations online used: Expedia.com, orbitz.com, Travelocity.com, Atlantis.com, deltavacations.com, usairwaysvacations.com, carlsonwagonlit.com, cheaptickets.com, continental.com, AA.com, Bahamas.com, ba.com, aircanada.com, jetblue.com, yahoo.com, Grandbahamavacations.com, 11thhourvacations.com/11th hour Vacations, hotwire.com and priceline.com.

Some of the most popular tour operators/travel agents used by the stopover visitors to the *Bahamas Overall* were: Liberty Travel, AAA Travel/Triple AAA, Discover, Discovery Cruise Lines, American Express Travel, Spring Break Travel, AA Vacations, GOGO Worldwide Vacations/GOGO Tours, Club Med, Apple Vacations, Sanders Travel, Security Travel, RCI Travel, Virgin Holidays, Airtran, Destinations Travel, Spirit Travel, Travel Impressions, Thomas Cook Travel, Special T Travel, World Class Vacations, Princess Vacations, and Fairfield Travel.

Moreover, visitors to the Bahamas seemed to prefer short lead times when booking their reservations. The highest percentage of visitors booked their reservations 1-3 months in advance or the very same month of travel.

More than half (55%) of the visitors to the Islands of the Bahamas were repeat visitors. Eighty percent (80% i.e. 50% very likely and 30% somewhat likely) of the stopovers said that they would return to the Bahamas in 1-5 years. Eighty-eight percent (88% i.e. 58% very likely and 30% somewhat likely) said that they would recommend the Bahamas to their friends or relatives.

Visitors to the Bahamas who were not likely to return or recommend the Bahamas to friends and relatives gave the following reasons: high prices (too expensive), they wanted to visit other places, poor attitudes of the people, poor service, hotel (e.g., poor accommodations, rude staff, poor hotel service), the airports, crime, litter/cleanliness (country was too dirty), food (too expensive or poor quality) and lack of activities.

Stopover visitors to the Bahamas were primarily white, between the ages of 25-54, college educated, with annual household incomes over \$60,000.

APPENDIX

VISITORS WHO WERE UNLIKELY TO RETURN OR RECOMMEND

WHY DO YOU THINK THAT YOU WON'T RETURN

Island

Abaco

Not Return

Electrical outages, poor airport, poor food.

The cost

Fishing not as good as it was.

Regatta's at Abaco, terrible grounds and facility.

Too expensive, very few people friendly or helpful. A lot of trash everywhere.

Like to try new places.

Plan to visit other places.

Your 18% room tax in Guana Cay was ridiculous. Plus the flight here from Florida is too high for just an hour ride.

Expensive airfare.

Financial considerations

If cash flow will allow.

We enjoyed it a lot. But we want to see new places.

Andros

Not a good value.

Some concern about perceived poor attitude towards tourist in Nassau.

Too expensive

Now that Bahamas is friendly to homosexual people, very likely.

Women hotel employees are not pleasant.

Poor value for money.

Bimini

Too many other places we want to go

Some bad experiences.

Now go to other places.

Too hot.

Eleuthera

Lack of activities and misrepresentation.

Wanted to accept our friend's invitation, there won't be another.

Other places to go.

However pretty theft is becoming a major problem on Harbour Island

Island
Eleuthera

Not Return

Don't like going places more than once.
We have other places we wish to experience.
Dealings of Nassau are unacceptable
But not to Eleuthera /Harbour island.
Though if it becomes too much more Americans will not return.
Chilly weather, both visits.
Expensive to fly here.
Too expensive.
Bad weather most of the week. Polluted beaches.
Stayed in a house and had to worry about security.
Misrepresentation of property greatly affected our visit.
Bugs.
See new parts of the world.

Exuma

Not enough to do in Exuma. Poor service
Too expensive.
American Eagle is not a good airline, we lost a whole day because flight was cancelled.
Too hot
Money is a big issue, I would love to come back.
Other countries are cheaper, friendlier.
Value overpriced, did not meet my expectations.
Hotel not a good value for the money.
I don't think my children would enjoy high prices for a family vacation.
Not enough to do. No shopping. Not enough restaurants. Too expensive
With snow I personally prefer mountains. But my friends brought me here.
Other places to visit.
Expensive this was a special trip.
Too expensive.
Like to try other spots. Area very depressed except for Four Seasons. Not enough activity/shopping.
Too hot, too windy, too expensive
Not much to do, snorkeling and kayaking weren't great, didn't see much.
Airport unorganized, hot, noisy, no info on plane status.

*Island
Exuma*

Not Return

Difficult to get to-didn't see much to do here

Cab drivers are rude-they change the prices-they only return the change they think they should.

I come regularly to work.

Bought property.

My bag was lost by American Airlines and when I finally did get it, items were stolen.

Expensive

Grand Bahama

I want to see other countries, nothing against the Bahamas.

Cost, time to get away hard, many things in US to see.

Beer is too high

Usually on business with Cruise Lines.

Want to see other places.

Ritz Beach Club not very good at all.

Hidden fees and taxes.

We prefer sightseeing. He has skin cancer. Both sunburn easily. Don't gamble.

Bad weather from storm.

No night life.

Prices, mediocre food.

Spring Breakers not really geared to making one feel welcome

My hotel was robbed twice

Very average unfriendly service.

2/3 of the residents I encountered were either unfriendly, apathetic or down right hostile.

Other places to visit of more interest.

Like to see different places.

Bahamasair flight one hour late both flights, missed USA connection had to spend extra night in Freeport.

Too expensive

Expensive.

Too many other places to still see.

Prefer other island.

Activities (tours, dives, etc) unprofessional and almost never on time.

Try new places, not the cleanest hotel, bad food, unfriendly people(not all people, but most),

Island
Grand Bahama

Not Return

Got bit up by bugs, lack of a spectacular beach ambience, rudeness at Old Bahama Bay reception (Terrera).
I came here for business.
Not much to do in Freeport. Not as beautiful as anticipated.
Been there, done that.
Service was horrible
There are a lot of other places we want to see.
Retiring for diving only-not much else to do for a second trip.
Would like to see other countries.
There are other places we would like to go.
Because I am a student, no time or money.
Felt like everyone was trying to take advantage of me and my dollars.
Nicer islands available with more deluxe amenities.
Prices too high
We always travel to new locations.
Never stay at Viva Whyndam.
Poor service and unhelpful/negative attitude of locals.
Spring Break.
Need more and better food choices.
Too expensive.
We live in Florida, same weather
Everything cost too much.
People were very rude. The gratuity is already added to everything so they do not have to be nice to you.
Because I wanted to travel all parts of the world, may be later down the road. But no time soon.
Accommodations and service not up to standard.
We would be very likely to return if there wasn't so much smoking in public places (bars, restaurants, etc).
Been there, experienced it.
We felt the town of Lucaya to be a tourist trap. Everyone just wanted our money. People weren't very helpful, our hotel was not up to par.
There seems to be a problem with hostility on this island with a few of the residents. It really is too bad.
We want to explore different islands in Caribbean.
Very expensive, not enough entertainment for kids and adults at nights.
People in restaurants are very rude and slow/lazy.

Island
Grand Bahama

Not Return

Not a clean environment and ran into a lot of rude people.
 Never, place is filthy and Bahamians don't give a s***.
 People not too friendly.
 Trip was not what I expected.
 Stayed at Xanadu Resort, amenities were not up to par.
 Expensive, bad food, poor service, rude people.
 Wyndham Fortuna not well kept.
 Been there done that.
 Too expensive for value received.
 The food is poor and over priced, service is dishonest, they try to get tourists to pay gratuity twice.
 Have already been here once.
 Too expensive.
 Too expensive to vacation.
 Not much nightlife.
 Other places.
 Prefer travel vacations on US mainland.
 Slow Airport Customs.
 I would return for another event, however, I am not sure I'd return for vacation. Too much litter and unsafe road conditions.
 Like to visit different places
 Been here once.
 There was not a lot to do in Freeport and it wasn't as hospitable as I'd hoped. Too expensive for what you get.
 Go to a different place.
 Bad experience faxing letter to Ms Mary Morris of the Ministry of Tourism.
 People are dishonest. Overall not friendly. The gift shop at airport just tried to steal \$2.00 from a 9 yr old.
 The quality of the hotels, restaurants and service are very poor now.
 Honestly it was very expensive.
 Too many other islands I haven't visited yet.
 Did not like the hotel food or entertainment.
 Plane tickets cost too much.
 High cost of groceries, restaurant, surcharges.
 Because of this experience.
 Too far to travel for too little.

Island
Grand Bahama

Not Return

Very touristy. Too expensive.

Expensive for nothing, not much to do.

Was not impressed.

The hotel did not have water in the rooms.

Rude people working on island

Too many other places to see. Also did not like the resort I was at. We were broken into during the night.

No organisation, no good food, no good weather.

It feels more like Florida than a tropical island may be Nassau is better customer service should be better in Freeport.

Try new places.

Weather, lack of activities, dirty, run down.

People are not friendly service is terrible.

Poor overall service.

Very little natural beauty. Rundown appearance of areas away from resort. High prices.

Here on business a lot.

Nightlife is dismal, just sun and water here.

Try somewhere new.

Bad experience with hotel this trip, nothing open, same price.

Attitudes of the workers on the Island.

Been there done that.

I will come again but will not stay at Flamingo Bay, not recommend it horrible experience.

Too expensive. Restaurants expensive and not suitable portions.

Taxi's are robbers of dollars. Bahamas Customs stole items from luggage.

Want to see other islands.

Did not like the weather. Want to go to other places.

It was not all I expected. Unnecessarily expensive for value.

Island other than Our Lucaya has no draw. Need help to bring business for locals as well as tourist.

Clean up your island.

Like to travel to different places.

Not enough to do. Untrained in hospitality and services. Quality of retail poor.

Timeshare at the Bahamia has closed. We were never contacted by them concerning this closing.

I'd try other islands in Bahamas.

Island
Grand Bahama

Not Return

We will go somewhere new to us.
 Everything has a union imposed tax or surcharge or service fee or extra tax, knock it off.
 Want to visit other places I haven't been.
 Facilities, high prices and restaurant prices, add on taxes and gratuities, etc.
 Weather too unpredictable.
 Not enough to do. Attitude of the people
 Too many other places in the world to see.
 Other places I have not yet visited.
 I want to travel to other places within that time frame.
 Other places to go.
 Want to visit as many different places as possible.
 Like to try different place.
 People are not friendly service at restaurants not good.
 Most of the locals are unfriendly, service are lousy.
 Not all inclusive costs, But restaurants included in all inclusive were not good.
 Too expensive, nasty food.
 Not enough activities and too costly.
 I want to go to Aruba. I want to go somewhere green like Hawaii.
 Been here done that.
 Like to see other places.
 Everything is over priced and people aren't friendly.
 We want to go to new places.
 Other places to go.
 Because of cost and the time to get here.
 Bad service.
 Would like to live here.
 Amex is not commonly accepted more of the world to see.
 Taxi too high.

Nassau & Paradise Island

Costly transportation, food, etc.
 Several incidents of racism, rudeness left me somewhat disappointed.
 Very bad attitude
 Didn't get good service.

Island
Nassau & Paradise Island

Not Return

Not enough to do after 5.

Sandals Resort was not worth the money spent. Like the idea of all-inclusive. Will try a different island next time.

Because I found it, love to fly.

The airport is very frustrating you need a bigger updated airport.

Expensive and residents are not friendly or courteous.

Dirt, Crime, Awful infrastructure, rip off taxis, lazy hotel staff, and customer service does not exist.

Due to horrible service in customs and airlines bahamas.

People are rude everything is expensive.

To go to other places never been but if there is a conference I will come again.

Too cold.

Found natives to be somewhat unfriendly, most were not helpful, bland island, lacked culture and personality. island ,lacked culture and personality.

Not very clean, beaches are dirty, taxis expensive, everything is very expensive.

We stayed at the Atlantis resort. It was a lot of fun but way too expensive.

Airport takes too long, security issues, lines are ridiculous.

There are more places to explore in the world.

Too expensive for food.

Prices too high.

Never ever again will I return to the Bahamas. The people were overly rude and made me regret ever coming here. I constantly felt like Bahama people were trying to take advantage of me.

Better places better values.

Other locations to visit.

Felt like we saw and did everything we wanted, was more a party atmosphere, was looking for romantic.

Lots of other places I want to visit travel to.

The service was very disappointing.

Too many other places to go.

Airport awful.

Expensive, staff unhappy.

2hrs to get to gate at Nassau want to visit other countries.

People like myself were robbed of cash and jewels from room safe, Atlantis.

Island***Nassau & Paradise Island******Not Return***

Food was too expensive, as well as transportation in and around the Bahamas.

Not enough things to do.

Staff not as accommodating, search ladies not working Bahama air ladies better man searcher my luggage-no gloves on.

We want to explore different locations, Bahamas was great.

Atlantis had terrible service, awful they should be ashamed.

Too expensive, not worth the money, too much hassle travelling, lines too long at airport not efficient, could stay in the US for less with some features and less hassle travelling.

Cost for meals.

Too expensive.

Not enough to do.

Customs and security lines.

Don't take many vacations, want to experience different places.

Not very happy with hotel stay. Taxi drivers was a rip off.

Airport custom lines too long

Other places to see

I have seen everything here so many times already.

Nassau was not safe at night, maybe another island.

Food/drinks @ restaurants too expensive.

Because it's expensive

Expensive security departing is horrible, good for family, not for young people.

Like to travel to different islands

Other places to visit.

Expensive, bad service at dinner

I did not like telephone service on Paradise Island.

Too expensive.

People are not friendly. Service was the worst ever experienced.

Very rude people, not customer service oriented. Would not be as dissatisfied with prices if people were more friendly because tourism is your #1 income source you should be more welcomed here. Maybe you should send people to our country to unstand customer service.

Too expensive.

Other places to visit

We travel to new places, not repeaters.

Island
Nassau & Paradise Island

Not Return

Poor service in hotels
 Poor service at the hotel, Atlantis.
 It is very expensive from Israel.
 Items were stolen from us at our hotel at the Quality Inn in Nassau.
 Poor service.
 Atlantis did not follow through on hotel deal.
 Been here already. I want to explore/visit other places.
 Rain everyday
 Crime, racism, expensive, poor value for money, constant hawking by vendors.
 Atlantis was terrible-too many people, too loud. Not peaceful. I am wealthy, but I thought it was a rip off. Too many low budget vacationers at a high priced place. I travel often around the world, this was my worst experience ever.
 The local people used to be friendly, but now the majority that we encountered were not friendly.
 No nightlife downtown and hotel was terrible. Too expensive.
 Weather is too uncertain.
 Did not enjoy the beaches as much as expected.
 Breezes poor facilities, too many young college kids partying.
 Not to Superclubs.
 Value for the money \$3500 for three days four nights.
 I will not return to Breezes Resort. It was a major disappointment.
 Too expensive.
 To expensive for services provided and run down.
 Because check in at airport is hell.
 Airport process on departure is a disaster
 Too touristy, no cell phone access.
 Bad service, dirty roads and beaches, expensive restaurants, bad food.
 Once in a life time trip.
 We feel like we have experienced all there is, not enough activities for children.
 We would like to visit other Caribbean islands.
 Problems traveling into and out of the Bahamas.
 Storms shut down things at resort. Airport people very rude.
 Rooms at my hotel was broken into monies and jewelery was stolen.

Island***Nassau & Paradise Island******Not Return***

Island people are friendly, hotel a disaster.
 You change too much for drinks and food.
 Because It is too far from our country Spain.
 Hotels charge too much and food is too expensive.
 Too expensive food and drink, cabs.
 I found the beaches are dirty, not much shops.
 Food sucks, Too expensive.
 Prices
 Beach vendor a nuisance.
 Try new places.
 I have other places I need to visit more.
 Too expensive for food and drink.
 Airport sucks.
 There are many other places I'd go before the Bahamas.
 Too costly.
 Because we like to try new places.
 Worst time I have ever had in my life.
 Getting crowded.
 Did not meet our expectations.
 Way too expensive, bunch of sketchballs trying to rip off the
 American tourists
 Food too expensive, not friendly, difficult to make a phone call.
 The lines at airport, might change my mind.
 Expense, too commercialized
 The food at the Atlantis was really bad it cost us \$2,000 for a
 week to eat bad food.
 I prefer to vacation in order to hike I don't really vacation in
 beach areas much.
 not a lot to do taxi prices for groups are expensive.
 I rarely go same place twicw. Try new places.
 Would like to see other islands
 Very dirty on the streets and cost to much for food.
 Too Expensive
 There are lots of other places to visit and it's a long way to
 travel from Sweden.
 Will visit Southern Caribbean.
 Too hard to get to from Holland

Island***Nassau & Paradise Island******Not Return***

Perception is that everyone was not friendly. Did not feel welcome!!!

Unfriendly people, lack of culture and excitement.

All prices are way too high.

Sandals sucked.

Thieves.

Lots of people are rude and the island is very dirty and lots of trash.

Too much selling t-shirts, cigars, coconuts, timeshare, snorkeling, trips etc.

Disappointed in the resort, unfriendly people

Ripped off at airport giftshop.

Your drivers are worse than New Yorker's.

Expensive.

I'm a college student, no money.

Too expensive.

Too much commercialization and very unsafe traffic on public streets.

Air travel . Beach solicitations are too annoying. Also too aggressive

Did not enjoy this trip.

Service unfriendly accommodations lacking.

Taxis are too expensive, hotel accommodations disappointing everyone expects you to pay them.

Food too expensive.

Was not impressed. Food prices way too high.

Can travel cheaper in US get more, food better in US.

Will likely go somewhere new.

San Salvador

To see other country.

WHY DO YOU THINK YOU WON'T RECOMMEND BAHAMAS

Island

Not Recommend

Abaco

Things have greatly changed over the last 27yrs. Safety has become a large issue. Stealing has become a terrible problem.

Airport is too small.

Expensive airfare.

Electrical outages, poor airport and poor food.

Too expensive. Very few people friendly or helpful. A lot of trash everywhere.

Unreliable and expensive plane connection.

Andros

Due to problems at airport coming and going.

Not a good value.

Would recommend the less developed islands.

Andros is only for serious fisherman or divers.

Service.

Bimini

Needs a little sprucing (fixing up).

Most of our friends don't fish

The hotel and dive operators (Scuba Bimini) were not as advertised. We switched dive companies because of unsafe dive practice. The new company B and K was fabulous.

They would go somewhere nicer, more expensive.

Eleuthera

The food prices are way too high, \$16 for a hamburger,\$30 for breakfast, too much.

Too far for this.

However theft, bad drugs are becoming very serious issues.

We had all our money stolen from guesthouse.

Want to keep Harbor Island a secret

Food too expensive, No variety.

We don't tell people about it.

Too expensive.

Island
Exuma

Not Recommend

Would like to keep the island less crowded.

Value, overpriced did not meet my expectation.

Expensive

To those who like beaches. But getting here was problem, horrible connections at Miami.

Poor service.

But not Atlantis.

Difficult to get to-didn't see much to do here.

Expensive

Too far to travel.

People in the Dominican Republic, Mexico, etc. are friendlier.

Expensive and rude people- our \$ is important to us too. Mexico is cheaper.

We don't want to fly American Eagle.

Too expensive

I'll recommend Four Seasons on Exuma other places do not have such good services.

Too hot, too windy, too expensive.

My bag was lost by American Airlines and when I finally did get it, items were stolen.

Airport very high prices at resort, no map of Exuma to be found.

Too junkie looking, lots of garbage around and unfinished houses.

Miami, Mexico and Caribbean offer similar/ better choices. Just as easy or easier to get to.

Grand Bahama

Very expensive \$4.60 for a beer, \$8 for a large bag of chips.

Food not good.

Poor service and unhelpful/negative attitude of locals.

In certain areas the beauty is spoilt by garbage and litter

Too high cost.

Why should I recommend a rotten place to vacation.

Not a clean environment and ran into a lot of rude people.

People were rude, inconsiderate and 15% gratuity added to everything is ridiculous, that is why service sucks.

*Island**Grand Bahama**Not Recommend*

Food is very expensive; not a lot of activities to do at night.

Too much hurricane damage and garbage in water ways.

Hurricane, resort not prepared to handle customers correctly.

Not including hurricane damage, which is understandable, the island needs to be made more attractive all over. I also thought the same thing when I was here 20 years ago.

You are treated better in Mexico and Dominican Republic.

Food is extremely expensive at resort.

Bahamasair flight one hour late, both flights, missed USA Connection had to spend extra night in Freeport.

Beer is too high

Too many other places to see. Also did not like the resort I was at. We were broken into during the night.

Too many unfriendly people.

I liked Nassau Paradise Island. I did not like service or accommodations in Freeport.

Sales staff at Xanadu Resort were not professional, amenities were not up to par.

People are not friendly, service at restaurants not good.

It was great.

Would recommend to those who like beaches and casino.

Flat boring, need to be renovated.

Bad service.

Expensive once here.

Freeport is expensive, not pretty and unfriendly

Not enough activities and too costly.

Prices, mediocre food.

Not all inclusive costs, But restaurants included in all inclusive were not good.

People were very rude, the gratuity is already added to everything so they do not have to be nice to you.

Expensive, bad food, poor service, rude people.

The island needs to be cleaned up and recope from last years hurricane.

Expensive, bad food, rude people, slow service.

They would not like the prices.

Too expensive.

Spring Break

*Island**Grand Bahama**Not Recommend*

Too expensive.

No organization, no good food, no good weather.

Bit disappointed in obvious hurricane damage still in need of repair and apparent safety issues.

I did not. The beaches were clean, walking and biking on roads seemed unsafe.

Better islands available.

Very little natural beauty. Rundown appearance of areas away from resort. High prices.

I felt like I was being swindled most of the time.

Need clubs, more nighttime and nightlife.

Not any good shopping, crime I had my purse stolen (money taken)

For what it is, It is not worth the excessive expense.

But not recommending our resort

Bahamas yes, Flamingo Bay or Ritz no.

Felt unsafe.

Do not think we got value for money spent. Prices too high at hotels for drinks.

Because of service at Pisces Restaurants and encounter with H. Forbes.

Timeshare at the Bahamia has closed. We were never contacted by them concerning this closing.

It is a good place to relax, but there are not that many activities and nightlife is quiet.

Price gouging. Residents not as friendly.

Rude people working on island

Everything is too expensive here. Mexico or Florida are better values

Too expensive. More likely to go to Mexico.

Nightlife ends early

Most of the locals are unfriendly, service are lousy.

Need better hotels.

Too expensive to vacation.

The food was not very good. Not a lot of activities, not a good buy for the money.

Not through Discovery.

Trash and filth.

Trash, dirt and filth everywhere.

*Island**Grand Bahama**Not Recommend*

Expensive

Expensive

Need more shops and casinos.

Attitudes if the workers on the island.

Did not like the taxi that was enforced, male Bahamians lazy, tipping is to ensure prompt service it should not be a guarantee of service.

Everything is over priced and people aren't friendly.

Amex is not commonly accepted, more of the world to see. Taxi too high.

Boring.

Salesperson for timeshares are too pushy and aggressive.

Very expensive, not enough entertainment for kids and adults at night.

Prices too high. Undeveloped. Food bad.

Because of experience.

Not enough quality shopping, restaurants not plentiful.

The weather was good, but not all that much to do here.

There are other places in the Caribbean that I prefer.

Too expensive to visit, food/lodging.

High cost of restaurants, groceries, surcharges.

Not enough to do in Freeport for our specific interest

Not much of town outside beaches.

Not enough to do. Attitude of the people.

Nassau & Paradise Island

Cost, the daily tax per adult is very high for a family on top of hotel (costs)

Too expensive.

Getting in and specially out of the airport is a nightmare.

Expensive and crappy hotels.

Expensive and residents are not friendly or courteous.

People are not friendly and the service is not good.

Not safe.

*Island**Not Recommend**Nassau & Paradise Island*

Other tropical destinations are more worth the money, the Bahamas are ridiculously expensive everything from food to taxis.

People are rude and everything is expensive.

Not many things to do, difficult to locate the things that are here.

Never - the hotel staff at 2 separate hotels were rude and made everything difficult. I was charged incorrectly for phone calls and meals never ate and the people were extremely unwelcoming.

Did not meet our expectations.

Stuff (lodging, taxi, activities) is expensive.

Only when airport is improved.

No excitement, nothing to do.

I went to straw market and saw 2 fights, my wife got hurt.

Prices too high.

Rooms at my hotel were broken into.

Service too high, low end restaurant is very poor, wrong order, slow not efficient.

Disappointed in the resort, unfriendly people.

Hotel standards poor. Food too expensive. Customer service lacking, airport very disorganized.

Poor experience.

Lack of good customer service. Food too expensive. Hotel standards poor.

Dirty beaches.

Expensive, Bad service at dinner.

Cost vs value. Taxi fares.

Bad service, dirty roads and beaches, expensive restaurants, bad food.

If lines move better.

The hotel we stayed at Wyndam hotel.

Its very expensive in comparision to other destinations.

Airport was worst experience.

Too touristy, no cell phone access.

Short hop from US ok, Longer trip, no

Rude people, not service oriented.

Unfriendly staff at Atlantis Hotel.

*Island**Not Recommend**Nassau & Paradise Island*

But not during hurricane season.

Must experience once.

Airport experience long lines to take own luggage through security, wheelchair and still did not come after 40 minutes.

Atlantis Resorts had too many lines and not a good value for the money

Poor service in hotels and security guards hustle you.

Do lot of travel and Atlantis is the nicest hotel I've stayed in.

Dangerous, no place to walk.

Had poor service at the Atlantis Resort Royal Towers. Rude service.

Poor service.

Problems at Quality Inn.

They need to be prepared for the reality of the situation.

Due to horrible service in customs and airline Bahamas.

Airport security issues. No organization.

Expensive.

Too many unsupervised high school students.

Ripped off at airport gift shop.

Food was too expensive, as well as transportation in an around the Bahamas.

I was very impressed by the courtesy and civility of residents. The beaches were beautiful too. Please improve drinking water though.

Several incidents of racisms, rudeness left me somewhat disappointed.

Too expensive

Bad food, too expensive.

Not an easy vacation.

Hidden costs.

Airport sucks.

Taxis are too expensive, hotel accommodations disappointing, everyone expects you to pay them.

Had bad experience. The Bahamian people need to wake up and serve the clients from taxi drivers, airport personnel, rude people in the Bahamas.

This was not a tourist friendly location.

Again Atlantis (was terrible). I thought the local people were great.

No vegetarian options for food. Most friends are vegetarian.

STATES (UNITED STATES OF AMERICA)
STOPOVERS
2000 TO 2005

| State | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| FLORIDA | 316,858 | 328,311 | 317,004 | 304,220 | 309,642 | 333,777 |
| NEW YORK | 126,743 | 136,196 | 123,752 | 124,513 | 133,613 | 176,675 |
| NEW JERSEY | 75,975 | 76,982 | 73,602 | 74,996 | 82,456 | 96,502 |
| PENNSYLVANIA | 59,729 | 59,633 | 59,497 | 59,900 | 62,842 | 62,648 |
| GEORGIA | 38,266 | 46,454 | 49,719 | 49,855 | 52,037 | 54,787 |
| VIRGINIA | 46,338 | 44,472 | 46,888 | 49,885 | 51,143 | 45,175 |
| CALIFORNIA | 39,075 | 40,357 | 40,105 | 45,308 | 50,599 | 52,895 |
| TEXAS | 38,995 | 43,429 | 46,239 | 40,408 | 49,140 | 48,771 |
| MARYLAND | 37,707 | 36,804 | 35,570 | 42,821 | 47,832 | 45,363 |
| OHIO | 58,553 | 51,657 | 48,542 | 47,534 | 47,461 | 38,731 |
| MASSACHUSETTS | 37,051 | 41,218 | 37,799 | 44,370 | 46,891 | 41,647 |
| ILLINOIS | 44,358 | 42,780 | 39,384 | 37,722 | 42,269 | 40,554 |
| NORTH CAROLINA | 38,432 | 38,492 | 42,481 | 40,904 | 42,025 | 39,111 |
| CONNECTICUT | 27,611 | 29,025 | 28,618 | 28,567 | 32,391 | 33,406 |
| MICHIGAN | 28,385 | 27,373 | 29,542 | 29,531 | 30,575 | 31,651 |
| SOUTH CAROLINA | 15,857 | 15,415 | 17,652 | 16,488 | 21,177 | 21,708 |
| TENNESSEE | 19,016 | 19,423 | 19,694 | 16,585 | 17,544 | 18,155 |
| INDIANA | 19,473 | 18,382 | 18,150 | 16,605 | 17,203 | 15,963 |
| WISCONSIN | 12,818 | 12,000 | 11,695 | 15,098 | 15,971 | 12,244 |
| MISSOURI | 13,135 | 11,048 | 13,279 | 11,671 | 13,250 | 12,620 |
| MINNESOTA | 10,456 | 9,704 | 10,313 | 11,912 | 12,855 | 12,032 |
| ALABAMA | 9,648 | 9,839 | 12,491 | 10,024 | 12,466 | 12,664 |
| COLORADO | 11,237 | 11,352 | 10,966 | 11,652 | 12,365 | 12,174 |
| KENTUCKY | 13,759 | 13,303 | 12,266 | 11,621 | 12,046 | 11,350 |
| LOUISIANA | 6,441 | 8,149 | 7,244 | 7,532 | 8,382 | 8,384 |
| RHODE ISLAND | 4,041 | 4,517 | 4,823 | 5,210 | 7,439 | 5,757 |
| NEW HAMPSHIRE | 5,837 | 6,509 | 6,463 | 6,513 | 7,424 | 6,673 |
| ARIZONA | 6,317 | 5,794 | 6,579 | 6,292 | 7,256 | 7,607 |
| WASHINGTON | 6,192 | 5,936 | 6,054 | 6,157 | 6,893 | 6,896 |
| DISTRICT OF COLUMBIA | 4,962 | 4,782 | 4,388 | 6,281 | 6,779 | 5,068 |
| KANSAS | 5,535 | 4,892 | 5,621 | 5,530 | 6,376 | 5,993 |
| OKLAHOMA | 4,728 | 5,036 | 4,804 | 4,835 | 5,498 | 5,888 |
| DELAWARE | 4,725 | 4,536 | 4,575 | 4,669 | 5,359 | 5,341 |
| IOWA | 5,094 | 5,204 | 4,541 | 4,569 | 5,335 | 5,248 |
| MAINE | 3,853 | 4,022 | 4,190 | 4,556 | 4,890 | 4,706 |
| MISSISSIPPI | 4,106 | 4,030 | 4,419 | 4,380 | 4,613 | 4,875 |
| ARKANSAS | 5,842 | 4,628 | 5,208 | 4,051 | 4,493 | 4,359 |
| WEST VIRGINIA | 3,154 | 2,974 | 3,520 | 3,008 | 3,654 | 3,282 |
| NEVADA | 2,751 | 2,795 | 2,791 | 2,711 | 3,619 | 4,198 |
| OREGON | 3,113 | 3,115 | 2,978 | 3,036 | 3,497 | 3,365 |
| VERMONT | 2,070 | 2,430 | 2,496 | 2,465 | 3,031 | 3,115 |
| UTAH | 2,388 | 2,516 | 2,643 | 2,959 | 2,922 | 3,157 |
| NEBRASKA | 2,518 | 2,357 | 2,320 | 2,381 | 2,577 | 2,466 |
| NEW MEXICO | 1,527 | 1,759 | 2,089 | 1,683 | 1,932 | 1,850 |
| MONTANA | 1,182 | 1,083 | 1,097 | 1,137 | 1,522 | 1,329 |
| IDAHO | 1,182 | 1,064 | 1,158 | 1,143 | 1,221 | 1,288 |

**STATES
STOPOVERS
2000 TO 2005**

| State | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| ALASKA | 646 | 630 | 722 | 783 | 1,129 | 658 |
| SOUTH DAKOTA | 686 | 677 | 765 | 745 | 868 | 770 |
| WYOMING | 697 | 731 | 838 | 811 | 855 | 876 |
| NORTH DAKOTA | 598 | 579 | 579 | 589 | 813 | 808 |
| HAWAII | 396 | 440 | 401 | 382 | 429 | 584 |
| NON RESPONSE | 64,239 | 53,329 | 71,586 | 68,737 | 36,313 | 4,939 |
| TOTAL USA | 1,294,295 | 1,308,163 | 1,310,140 | 1,305,335 | 1,360,912 | 1,380,083 |

DMA'S are designated market areas and may cover more than one state, hence, the DMA's will not necessarily equal the state totals.

District of Columbia (Washington DC) is technically not considered a state according to the US Embassy in Nassau, but because it is where the President resides it is included in the above numbers.

STOPOVER VISITORS: THE ISLANDS OF THE BAHAMAS: FROM CANADA: 2005

| PROVINCE | 2005 | % SHARE | 2004 | % SHARE | % CHG |
|--------------------------|---------------|----------------|---------------|----------------|--------------|
| 1 ONTARIO | 46,002 | 60.8% | 37,558 | 54.9% | 22.5% |
| 2 QUEBEC | 12,767 | 16.9% | 13,981 | 20.4% | -8.7% |
| 3 BRITISH COLUMBIA | 4,073 | 5.4% | 3,466 | 5.1% | 17.5% |
| 4 ALBERTA | 3,273 | 4.3% | 3,486 | 5.1% | -6.1% |
| 5 NOVA SCOTIA | 1,058 | 1.4% | 830 | 1.2% | 27.5% |
| 6 MANITOBA | 944 | 1.2% | 871 | 1.3% | 8.4% |
| 7 NEW BRUNSWICK | 623 | 0.8% | 632 | 0.9% | -1.4% |
| 8 SASKATCHEWAN | 526 | 0.7% | 590 | 0.9% | -10.8% |
| 9 NEWFOUNDLAND | 469 | 0.6% | 316 | 0.5% | 48.4% |
| 10 PRINCE EDWARD ISLAND | 101 | 0.1% | 133 | 0.2% | -24.1% |
| 11 NORTHWEST TERRITORIES | 17 | 0.0% | 26 | 0.0% | -34.6% |
| 12 YUKON TERRITORY | 16 | 0.0% | 23 | 0.0% | -30.4% |
| 13 NUNAVUT | 13 | 0.0% | 9 | 0.0% | 44.4% |
| 14 OTHER PROVINCES | 5,761 | 7.6% | 6,541 | 9.6% | -11.9% |
| TOTAL | 75,643 | 100.0% | 68,462 | 100.0% | 10.5% |

All numbers are subject to revision

STOPOVER VISITORS: THE ISLANDS OF THE BAH.: CARIBBEAN ISLANDS: 2005

| COUNTRY | 2005 | % SHARE | 2004 | % SHARE | % CHG |
|----------------------------------------|---------------|---------------|---------------|---------------|--------------|
| 1 JAMAICA | 6,599 | 37.3% | 5,835 | 36.4% | 13.1% |
| 2 TURKS AND CAICOS ISLANDS | 2,299 | 13.0% | 1,920 | 12.0% | 19.7% |
| 3 TRINIDAD AND TOBAGO | 1,417 | 8.0% | 1,212 | 7.6% | 16.9% |
| 4 HAITI | 1,322 | 7.5% | 1,291 | 8.1% | 2.4% |
| 5 CAYMAN ISLANDS | 1,298 | 7.3% | 1,260 | 7.9% | 3.0% |
| 6 BARBADOS | 939 | 5.3% | 939 | 5.9% | 0.0% |
| 7 BERMUDA | 834 | 4.7% | 661 | 4.1% | 26.2% |
| 8 DOMINICAN REPUBLIC | 550 | 3.1% | 358 | 2.2% | 53.6% |
| 9 CUBA | 412 | 2.3% | 546 | 3.4% | -24.5% |
| 10 GUYANA | 362 | 2.0% | 243 | 1.5% | 49.0% |
| 11 PUERTO RICO | 328 | 1.9% | 483 | 3.0% | -32.1% |
| 12 ST LUCIA | 171 | 1.0% | 222 | 1.4% | -23.0% |
| 13 ANTIGUA AND BARBUDA | 148 | 0.8% | 121 | 0.8% | 22.3% |
| 14 CURACAO | 135 | 0.8% | 120 | 0.7% | 12.5% |
| 15 ST KITTS AND NEVIS | 118 | 0.7% | 94 | 0.6% | 25.5% |
| 16 BRITISH VIRGIN ISLANDS | 113 | 0.6% | 61 | 0.4% | 85.2% |
| 17 ST MAARTEN | 102 | 0.6% | 73 | 0.5% | 39.7% |
| 18 DOMINICA | 90 | 0.5% | 88 | 0.5% | 2.3% |
| 19 ARUBA | 82 | 0.5% | 118 | 0.7% | -30.5% |
| 20 ST VINCENT & GRENADINES | 72 | 0.4% | 71 | 0.4% | 1.4% |
| 21 ANGUILLA | 66 | 0.4% | 40 | 0.2% | 65.0% |
| 22 GRENADA | 61 | 0.3% | 80 | 0.5% | -23.8% |
| 23 SURINAME | 46 | 0.3% | 53 | 0.3% | -13.2% |
| 24 NETHERLAND ANTILLES (other islds.)* | 38 | 0.2% | 25 | 0.2% | 52.0% |
| 25 MARTINIQUE | 35 | 0.2% | 52 | 0.3% | -32.7% |
| 26 US VIRGIN ISLANDS | 21 | 0.1% | 32 | 0.2% | -34.4% |
| 27 MONTSERRAT | 18 | 0.1% | 11 | 0.1% | 63.6% |
| 28 FRENCH WEST INDIES(other islds.)** | 18 | 0.1% | 1 | 0.0% | 1700.0% |
| 29 ST EUSTATIUS | 4 | 0.0% | 5 | 0.0% | -20.0% |
| TOTAL | 17,698 | 100.0% | 16,015 | 100.0% | 10.5% |

*The Netherland Antilles is comprised of 5 islands, Saba, Sint (St.) Eustatius, Sint (St.) Maarten, Bonaire and Curacao.

**The French West Indies is comprised of the islands of Martinique, Guadeloupe, and St. Barthelemy.

STOPOVER VISITORS: THE ISLANDS OF THE BAHAMAS: FROM EUROPE: 2005

| COUNTRY | 2005 | % SHARE | 2004 | % SHARE | % CHG |
|---------------------------|---------------|---------------|---------------|---------------|-------------|
| 1 UK | 44,846 | 52.6% | 40,479 | 48.4% | 10.8% |
| 2 FRANCE | 9,830 | 11.5% | 11,408 | 13.6% | -13.8% |
| 3 ITALY | 6,775 | 7.9% | 8,386 | 10.0% | -19.2% |
| 4 GERMANY | 6,451 | 7.6% | 6,630 | 7.9% | -2.7% |
| 5 SWITZERLAND | 3,155 | 3.7% | 2,924 | 3.5% | 7.9% |
| 6 NETHERLANDS | 1,682 | 2.0% | 1,949 | 2.3% | -13.7% |
| 7 SPAIN | 1,570 | 1.8% | 1,428 | 1.7% | 9.9% |
| 8 SWEDEN | 1,495 | 1.8% | 1,219 | 1.5% | 22.6% |
| 9 IRELAND | 1,446 | 1.7% | 1,411 | 1.7% | 2.5% |
| 10 BELGIUM | 1,227 | 1.4% | 1,280 | 1.5% | -4.1% |
| 11 AUSTRIA | 1,095 | 1.3% | 974 | 1.2% | 12.4% |
| 12 DENMARK | 888 | 1.0% | 861 | 1.0% | 3.1% |
| 13 NORWAY | 884 | 1.0% | 942 | 1.1% | -6.2% |
| 14 FINLAND | 487 | 0.6% | 472 | 0.6% | 3.2% |
| 15 GREECE | 382 | 0.4% | 312 | 0.4% | 22.4% |
| 16 PORTUGAL | 367 | 0.4% | 475 | 0.6% | -22.7% |
| 17 POLAND | 331 | 0.4% | 472 | 0.6% | -29.9% |
| 18 TURKEY | 316 | 0.4% | 205 | 0.2% | 54.1% |
| 19 RUSSIA | 269 | 0.3% | 283 | 0.3% | -4.9% |
| 20 HUNGARY | 206 | 0.2% | 123 | 0.1% | 67.5% |
| 21 ICELAND | 205 | 0.2% | 134 | 0.2% | 53.0% |
| 22 MONACO | 193 | 0.2% | 126 | 0.2% | 53.2% |
| 23 ROMANIA | 176 | 0.2% | 125 | 0.1% | 40.8% |
| 24 LUXEMBOURG | 146 | 0.2% | 184 | 0.2% | -20.7% |
| 25 CZECH REPUBLIC | 127 | 0.1% | 116 | 0.1% | 9.5% |
| 26 CYPRUS | 92 | 0.1% | 90 | 0.1% | 2.2% |
| 27 UKRAINE | 90 | 0.1% | 66 | 0.1% | 36.4% |
| 28 SLOVAKIA | 81 | 0.1% | 37 | 0.0% | 118.9% |
| 29 BULGARIA | 67 | 0.1% | 85 | 0.1% | -21.2% |
| 30 MALTA | 54 | 0.1% | 53 | 0.1% | 1.9% |
| 31 SLOVENIA | 54 | 0.1% | 51 | 0.1% | 5.9% |
| 32 CROATIA | 47 | 0.1% | 51 | 0.1% | -7.8% |
| 33 LATVIA | 45 | 0.1% | 39 | 0.0% | 15.4% |
| 34 LIECHTENSTEIN | 34 | 0.0% | 21 | 0.0% | 61.9% |
| 35 YUGOSLAVIA | 31 | 0.0% | 15 | 0.0% | 106.7% |
| 36 ESTONIA | 30 | 0.0% | 23 | 0.0% | 30.4% |
| 37 LITHUANIA | 26 | 0.0% | 25 | 0.0% | 4.0% |
| 38 ANDORRA | 16 | 0.0% | 14 | 0.0% | 14.3% |
| 39 BELARUS | 11 | 0.0% | 13 | 0.0% | -15.4% |
| 40 FAROE ISLANDS | 11 | 0.0% | 2 | 0.0% | 450.0% |
| 41 ALBANIA | 10 | 0.0% | 49 | 0.1% | -79.6% |
| 42 MACEDONIA | 8 | 0.0% | 9 | 0.0% | -11.1% |
| 43 GEORGIA | 6 | 0.0% | 14 | 0.0% | -57.1% |
| 44 MOLDOVA | 6 | 0.0% | 4 | 0.0% | 50.0% |
| 45 SAN MARINO | 5 | 0.0% | 0 | 0.0% | 100.0% |
| 46 BOSNIA AND HERZEGOVINA | 3 | 0.0% | 5 | 0.0% | -40.0% |
| 47 CANARY ISLANDS | 1 | 0.0% | 0 | 0.0% | 100.0% |
| 48 GREENLAND | 0 | 0.0% | 6 | 0.0% | -100.0% |
| TOTAL | 85,277 | 100.0% | 83,590 | 100.0% | 2.0% |

STOPOVER VISITORS: THE ISLANDS OF THE BAH.: FROM LATIN AMERICA: 2005

| COUNTRY | 2005 | % SHARE | 2004 | % SHARE | % CHG |
|----------------|---------------|---------------|--------------|---------------|--------------|
| 1 MEXICO | 3,546 | 30.8% | 3,094 | 31.0% | 14.6% |
| 2 BRAZIL | 1,880 | 16.4% | 1,487 | 14.9% | 26.4% |
| 3 VENEZUELA | 1,203 | 10.5% | 1,077 | 10.8% | 11.7% |
| 4 ARGENTINA | 955 | 8.3% | 926 | 9.3% | 3.1% |
| 5 COLOMBIA | 651 | 5.7% | 547 | 5.5% | 19.0% |
| 6 PERU | 494 | 4.3% | 405 | 4.1% | 22.0% |
| 7 COSTA RICA | 485 | 4.2% | 395 | 4.0% | 22.8% |
| 8 PANAMA | 480 | 4.2% | 426 | 4.3% | 12.7% |
| 9 ECUADOR | 440 | 3.8% | 296 | 3.0% | 48.6% |
| 10 CHILE | 376 | 3.3% | 346 | 3.5% | 8.7% |
| 11 GUATEMALA | 281 | 2.4% | 245 | 2.5% | 14.7% |
| 12 URUGUAY | 187 | 1.6% | 167 | 1.7% | 12.0% |
| 13 HONDURAS | 171 | 1.5% | 152 | 1.5% | 12.5% |
| 14 EL SALVADOR | 116 | 1.0% | 135 | 1.4% | -14.1% |
| 15 BELIZE | 112 | 1.0% | 97 | 1.0% | 15.5% |
| 16 NICARAGUA | 56 | 0.5% | 97 | 1.0% | -42.3% |
| 17 BOLIVIA | 38 | 0.3% | 57 | 0.6% | -33.3% |
| 18 PARAGUAY | 26 | 0.2% | 31 | 0.3% | -16.1% |
| TOTAL | 11,497 | 100.0% | 9,980 | 100.0% | 15.2% |

STOPOVER VISITORS: THE ISLANDS OF THE BAH.: FROM REST OF WORLD: 2005

| COUNTRY | 2005 | % SHARE | 2004 | % SHARE | % CHG |
|------------------------|---------------|---------------|---------------|---------------|--------------|
| 1 AUSTRALIA | 2,597 | 6.8% | 2,381 | 10.7% | 9.1% |
| 2 JAPAN | 2,356 | 6.2% | 2,375 | 10.6% | -0.8% |
| 3 SOUTH AFRICA | 1,205 | 3.2% | 1,032 | 4.6% | 16.8% |
| 4 NEW ZEALAND | 666 | 1.8% | 642 | 2.9% | 3.7% |
| 5 ISRAEL | 580 | 1.5% | 522 | 2.3% | 11.1% |
| 6 SAUDI ARABIA | 178 | 0.5% | 379 | 1.7% | -53.0% |
| 7 CHINA | 290 | 0.8% | 345 | 1.5% | -15.9% |
| 8 PHILIPPINES | 282 | 0.7% | 266 | 1.2% | 6.0% |
| 9 INDIA | 285 | 0.8% | 265 | 1.2% | 7.5% |
| 10 HONG KONG | 258 | 0.7% | 212 | 0.9% | 21.7% |
| 11 SINGAPORE | 206 | 0.5% | 212 | 0.9% | -2.8% |
| 12 SOUTH KOREA | 225 | 0.6% | 201 | 0.9% | 11.9% |
| 13 UNITED ARAB EMIRATE | 105 | 0.3% | 88 | 0.4% | 19.3% |
| 14 TAIWAN | 98 | 0.3% | 70 | 0.3% | 40.0% |
| 15 SWAZILAND | 56 | 0.1% | 64 | 0.3% | -12.5% |
| 16 MALAYSIA | 96 | 0.3% | 56 | 0.3% | 71.4% |
| 17 INDONESIA | 33 | 0.1% | 48 | 0.2% | -31.3% |
| 18 THAILAND | 71 | 0.2% | 29 | 0.1% | 144.8% |
| 19 OTHER | 28,368 | 74.7% | 13,166 | 58.9% | 115.5% |
| TOTAL | 37,955 | 100.0% | 22,353 | 100.0% | 69.8% |

**The Bahamas Ministry of Tourism
Confidential Exit Survey**

Dear Visitor,

Thank you for choosing the Islands of the Bahamas.

Tourism is our number one industry and your honest opinions and thoughts are very important to us.

We would be grateful if you would help us by completing the attached brief questionnaire. It is designed to take only a few minutes of your time. All information will be treated confidentially.

Thank you for your help. We greatly appreciate it.

1. WHAT WAS THE MAIN REASON FOR THIS VISIT TO THE BAHAMAS? (PLEASE "X" ONE BOX ONLY)

- Business Trip..... []1
- Accompanying family member on business trip..... []2
- Convention/Conference..... []3
- Honeymoon..... []4
- Vacation..... []5
- Visiting friends or relatives..... []6
- Personal business or family matter..... []7
- Casino excursion..... []8

Other (PLEASE WRITE IN)_____

2. WHAT WAS THE PRIMARY REASON FOR CHOOSING TO VISIT THE BAHAMAS? (PLEASE "X" ONE BOX ONLY)

- Beaches..... []1 Best value for money..... []9
- Climate..... []2 Good package deals..... []10
- Safety..... []3 Rest & Relaxation..... []11
- Hotel Facilities... []4 Friendly people..... []12
- Casinos..... []5 Easy to get to..... []13
- Nightlife..... []6 Heard a lot about the Bah.. []14
- Sports (eg.diving)[]7 Had friends in the Bah..... []15
- Exotic Islands.... []8 Never been here before.... []16

Other_____

3. WHAT OTHER REASONS MADE YOU CHOOSE TO VISIT THE BAHAMAS? (PLEASE "X" AS MANY AS APPLY)

- Beaches..... []1 Best value for money..... []9
- Climate..... []2 Good package deals..... []10
- Safety..... []3 Rest & Relaxation..... []11
- Hotel Facilities... []4 Friendly people..... []12
- Casinos..... []5 Easy to get to..... []13
- Nightlife..... []6 Heard a lot about the Bah.. []14
- Sports (eg.diving)[]7 Had friends in the Bah..... []15
- Exotic Islands.... []8 Never been here before.... []16

Other_____

4. WHEN DID YOU MAKE YOUR RESERVATIONS? (PLEASE WRITE IN)

Month_____ Year_____

5. HOW DID YOU BOOK YOUR RESERVATIONS?
(PLEASE "X" AS MANY BOXES AS APPLY)

Used a travel agent/tour operator to book:

- Hotel..... []1
- Airline..... []2
- Transfers..... []3
- On-island activities..... []4

Booked reservations directly with:

- Hotel..... []5
- Airline..... []6
- Transport companies (e.g. taxis)..... []7
- On-island activity companies..... []8

- Booked hotel** on the internet..... []9
- Booked airline** on the internet..... []10
- Booked on-island activities** on the internet. []11

6. WHICH TOUR OPERATOR &/OR TRAVEL AGENT DID YOU USE? (PLEASE WRITE IN THE NAME)

Tour Operator &/or Travel Agent_____

Town/City where booked_____

Did Not Use A Tour Operator Or Travel Agent..... []1

7. WHEN PLANNING YOUR VACATION, WHAT IS THE ELECTRONIC MEDIA MOST FREQUENTLY USED? (PLEASE "X AS MANY BOXES AS APPLY)

- Specialty Cable Channels (e.g. Lifetime)..... []1
- Specialty News Channels (e.g. CNN, MSNBC)..... []2
- Network Television, e.g. ABC, NBC, CBS..... []3
- Radio..... []4
- Internet..... []5

Other (PLEASE WRITE IN)_____

8. WHAT ARE YOUR FAVORITE TELEVISION NETWORK/STATION (S)?

Do not watch television..... [] skip to quest. 10

9. AT WHAT TIME ARE YOU MOST LIKELY TO WATCH TELEVISION? (PLEASE WRITE IN)

_____ a.m. _____ p.m.

10. WHEN PLANNING YOUR VACATION, WHAT IS THE PRINT MEDIA MOST FREQUENTLY USED? (PLEASE "X" AS MANY BOXES AS APPLY)

Newspaper..... []1
 Magazine..... []2

Other (PLEASE WRITE IN)_____

11. WHAT NEWSPAPERS DO YOU READ? (PLEASE WRITE IN)

Do not read newspapers..... [] skip to quest. 12

12. WHAT MAGAZINES DO YOU READ? (PLEASE WRITE IN)

Do not read magazines..... [] skip to quest. 13

13. DO YOU HAVE AN E-MAIL ADDRESS? (PLEASE "X" ONE BOX ONLY)

Yes.....[]1 No.....[]2

14. DO YOU SURF THE INTERNET?(PLEASE "X" ONE BOX ONLY)

Yes.....[]1 No.....[]2 **If no**, skip to quest. 16

15. WHAT INTERNET SEARCH ENGINE &/OR CONTENT PROVIDER DO YOU USE? (PLEASE "X" AS MANY BOXES AS APPLY)

AOL.....[]1 Google.....[]4 Hotbot.....[]7
 Yahoo... []2 Lycos... []5 Infoseek....[]8
 Excite... []3 Alta Vista..... []6 Mckinley....[]9

Other_____

16. HAVE YOU EVER VISITED THE BAHAMAS BEFORE BY AIR, BY PRIVATE BOAT, OR A CRUISE SHIP?

Yes.....[]1 No.....[]2 **If no**, skip to quest. 18

17. NOT COUNTING THIS TRIP, HOW MANY TIMES HAVE YOU EVER VISITED THE BAHAMAS?

One..... []1 Three.....[]3 Ten to Nineteen... []5
 Two.....[]2 Four to Nine []4 Twenty or more.. []6

18. HOW LIKELY ARE YOU TO RETURN TO THE BAHAMAS FOR A VACATION IN THE NEXT 1-5 YRS? (PLEASE "X" ONE BOX ONLY)

Very Likely..... []1 Somewhat UnLikely..... []3
 Somewhat Likely []2 Not at all Likely..... []4

If not at all likely to return, Why not?_____

19. HOW LIKELY ARE YOU TO RECOMMEND THE BAHAMAS TO YOUR FRIENDS OR RELATIVES? (PLEASE "X" ONE BOX ONLY)

Very Likely..... []1 Somewhat UnLikely..... []3
 Somewhat Likely []2 Not at all Likely..... []4

IF not at all likely to recommend, Why not? _____

FOR STATISTICAL PURPOSES ONLY.

20. INCLUDING YOURSELF, WRITE IN THE NUMBER OF PEOPLE TRAVELLING WITH YOU?

_____ PEOPLE

21. WHERE DO YOU LIVE?

United States..... []1 State:_____ Zip Code:_____

Canada []2 Province:_____
 Postal Code:_____

Other (PLEASE WRITE IN COUNTRY):_____
 Zip/Postal Code_____

22. WHAT IS YOUR AGE? (PLEASE "X" ONE BOX ONLY)

12 to 17..... []1 45 to 54 years..... []5
 18 to 24..... []2 55 to 64 years..... []6
 25 to 34..... []3 65 years or over..... []7
 35 to 44..... []4

23. ARE YOU.....(PLEASE "X" ONE BOX ONLY)

Male..... []1 Female..... []2

24. WHAT IS THE HIGHEST LEVEL OF EDUCATION THAT YOU HAVE COMPLETED? (PLEASE "X" ONE BOX ONLY)

High school or less..... []1 College graduate.. []3
 Some college..... []2 Post graduate..... []4

25. INCLUDING YOURSELF AND ANY INFANTS, HOW MANY PEOPLE ARE THERE CURRENTLY LIVING IN YOUR HOUSEHOLD? (PLEASE "X" ONE BOX ONLY)

One..... []1
 Two..... []2
 Three to Four..... []3
 Five or more..... []4

26. WHAT IS YOUR TOTAL HOUSEHOLD INCOME BEFORE TAXES IN U.S. DOLLARS?
 (PLEASE "X" ONE BOX ONLY)

- | | |
|------------------------------|------------------------------|
| Under \$20,000.....[]1 | \$60,000 to \$79,999... []4 |
| \$20,000 to \$39,999... []2 | \$80,000 to \$99,999... []5 |
| \$40,000 to \$59,999... []3 | \$100,000 or over.....[]6 |

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Research Department
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FOR OFFICE USE ONLY

- | | |
|--------------------------|----------------|
| Place of Survey..... [] | Year..... [] |
| Enumerator..... [] | Col..... [] |
| Month..... [] | Coder..... [] |
-