

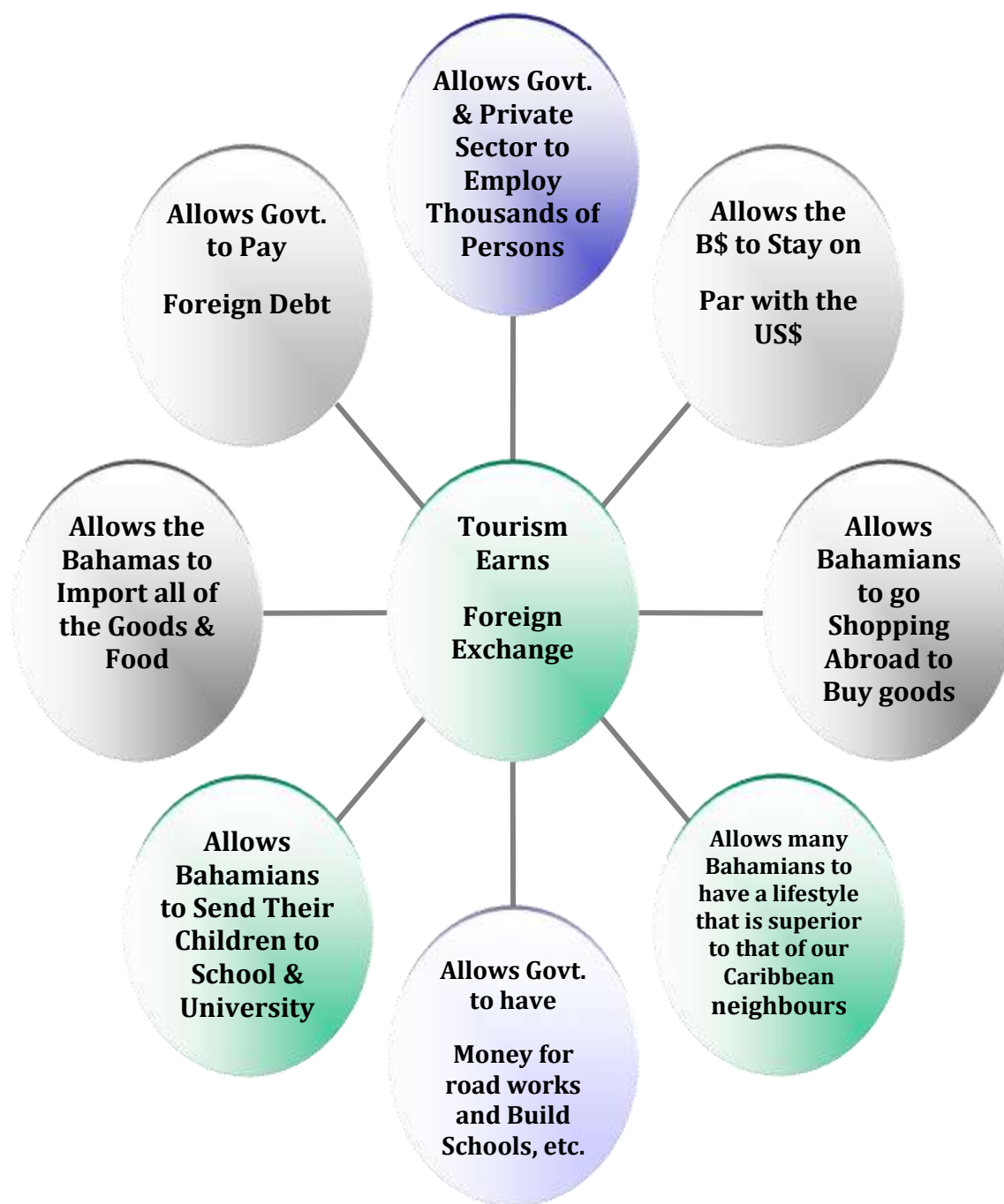
FREQUENTLY REQUESTED TOURISM STATISTICS REPORT



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2015**

1. Why Does The Bahamas Need Tourism?

The Bahamas needs Tourism because it employs thousands of Bahamians and allows the Bahamas to earn Foreign Exchange, which has many benefits for the Bahamian people as seen in the chart below.



2. How Many Visitors Came to The Bahamas in 2015?

The Bahamas received 6.114 million foreign air and sea arrivals in 2015 and 6.320 in 2014. Of these foreign air and sea arrivals in 2015, the Bahamas received 1.4 million air arrivals compared to 1.3 million for the same period of 2014.

Of the foreign air and sea arrivals to the Bahamas in 2015, Nassau/Paradise Island received most of the visitors. More than half (53.4%, 3.3 million) of the foreign air and sea arrivals in 2015 came to Nassau/Paradise Island. The Out Islands received 30.8% (1.9 million) of the arrivals and Grand Bahama received 15.8% (964,308 thousand) of the arrivals.

THE BAHAMAS MINISTRY OF TOURISM VISITOR STATISTICS
TOTAL FOREIGN ARRIVALS TO THE BAHAMAS BY AIR & SEA
2005 - 2015

	AIR	%	SEA	%	TOTAL	%
2005	1,514,532	31.7%	3,264,885	68.3%	4,779,417	100.0%
2006	1,491,633	31.5%	3,238,974	68.5%	4,730,607	100.0%
2007	1,487,278	32.3%	3,114,060	67.7%	4,601,338	100.0%
2008	1,392,552	31.7%	3,001,020	68.3%	4,393,572	100.0%
2009	1,252,393	27.0%	3,392,722	73.0%	4,645,115	100.0%
2010	1,294,804	24.6%	3,960,002	75.4%	5,254,806	100.0%
2011	1,267,542	22.7%	4,320,046	77.3%	5,587,588	100.0%
2012	1,357,431	22.9%	4,582,739	77.1%	5,940,170	100.0%
2013	1,280,736	20.8%	4,870,048	79.2%	6,150,784	100.0%
2014	1,343,093	21.3%	4,977,095	78.7%	6,320,188	100.0%
2015	1,391,782	22.8%	4,722,555	77.2%	6,114,337	100.0%

Source Dept. of Immigration & Bahamas Ministry of Tourism Research & Statistic Dept.

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

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

Nassau/Paradise Island received the most stopover visitors. In 2015, approximately six in every ten (62.7%) stopover visitors to the Bahamas visited Nassau/Paradise Island, 16.6% visited Grand Bahama, and 20.7% visited the Out Islands.

STOPOVER VISITORS
ISLANDS OF THE BAHAMAS
2005 TO 2015

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
2005	1,608,153	1,017,834	316,262	274,057
2006	1,600,881	1,018,816	297,609	284,456
2007	1,527,735	968,671	270,212	288,852
2008	1,463,006	954,880	238,968	269,158
2009	1,327,007	898,736	193,645	234,626
2010	1,370,181	927,689	202,821	239,671
2011	1,346,372	918,601	174,834	252,937
2012	1,421,761	974,417	179,662	267,682
2013	1,365,586	922,061	164,168	279,357
2014	1,427,066	916,423	209,317	301,326
2015	1,483,915	930,430	246,517	306,968

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

4. Where Did the Stopover Visitors to The Bahamas Come From (2015)?

In 2015, 77% of stopover visitors to The Bahamas came from the United States, 10% of them came from Canada, the second biggest supplier of visitors to the Bahamas, and 6% of them came from Europe. Europe namely the United Kingdom was the 3rd biggest supplier of visitors to the Bahamas. One percent (1%) of stopovers came from the Caribbean, 2% from Latin America and 4% from the rest of the world.

5. How Did Each Major Market for The Bahamas Perform in 2015 vs. 2014 and 2014 vs. 2013 January to December YTD?

**ISLANDS OF THE BAHAMAS
STOPOVER VISITORS BY COUNTRY
JANUARY - DECEMBER**

		2014	2013	% CHG	2015	2014	% CHG
1	USA	1,107,328	1,067,355	3.7%	1,146,272	1,107,328	3.5%
2	CANADA	144,141	123,744	16.5%	151,739	144,141	5.3%
3	EUROPE	82,774	80,600	2.7%	87,635	82,774	5.9%
4	CARIBBEAN	16,523	18,608	-11.2%	16,854	16,523	2.0%
5	LATIN AMERICA	31,519	32,362	-2.6%	30,212	31,519	-4.1%
6	OTHER COUNTRIES	44,781	42,917	4.3%	51,203	44,781	14.3%
	TOTAL STOPOVERS	1,427,066	1,365,586	4.5%	1,483,915	1,427,066	4.0%

All numbers are subject to revision.

Stopover arrivals were up by 4.0% between 2015 and 2014. In 2015, stopover visitor arrivals were up from the USA, Canada, Europe, the Caribbean and other countries.

6. How Did the Various Provinces of Canada Perform in 2015 vs. 2014 and 2014 vs. 2013 January to December YTD?

**TOP CANADIAN PROVINCES
STOPOVER VISITORS
ISLANDS OF THE BAHAMAS
JANUARY - DECEMBER**

	PROVINCES	2014	2013	% CHG	2015	2014	% CHG
1	ONTARIO	74,828	64,298	16.4%	80,598	74,828	7.7%
2	QUEBEC	17,637	14,987	17.7%	22,293	17,637	26.4%
3	ALBERTA	10,180	7,309	39.3%	14,420	10,180	41.7%
4	BRITISH COLUMBIA	6,016	4,882	23.2%	7,971	6,016	32.5%
5	NOVA SCOTIA	2,580	1,728	49.3%	3,485	2,580	35.1%
6	MANITOBA	2,835	1,538	84.3%	3,315	2,835	16.9%
7	SASKATCHEWAN	1,768	1,432	23.5%	1,622	1,768	-8.3%
8	NEW BRUNSWICK	1,375	913	50.6%	1,342	1,375	-2.4%
9	NEWFOUNDLAND	759	728	4.3%	806	759	6.2%
10	PRINCE EDWARD ISLAND	280	195	43.6%	298	280	6.4%
11	OTHER PROVINCES	25,883	25,734	0.6%	15,589	25,883	-39.8%
	TOTAL CANADA	144,141	123,744	16.5%	151,739	144,141	5.3%

In 2015, stopover arrivals from Canada were up by 5% for the year compared to 2014. In 2015, the Bahamas received positive growth from most of the provinces except Saskatchewan and New Brunswick although the rate of growth from Canada had slowed during the year compared to 2014. One of the reasons for the slowing in the growth in stopover business from Canada in 2015 was due to the softening in the Canadian economy and the weakening of the Canadian dollar. The weakened Canadian dollar made the Bahamas more expensive for Canadians because of the parity of the Bahamian dollar with the US dollar.

7. How Did the United States Perform in 2015/2014 and 2014/2013?

**TOP STATES THAT BROUGHT BUSINESS TO THE BAHAMAS
STOPOVER VISITORS
UNITED STATES
2013 to 2015**

STATES	Full Year			STATES	Full Year		
	2014	2013	% Chg		2015	2014	% Chg
FLORIDA	246,545	239,103	3.1%	FLORIDA	256,096	246,545	3.9%
NEW YORK	124,440	124,111	0.3%	NEW YORK	124,977	124,440	0.4%
TEXAS	66,904	63,303	5.7%	TEXAS	69,795	66,904	4.3%
NEW JERSEY	61,795	61,069	1.2%	NEW JERSEY	61,627	61,795	-0.3%
CALIFORNIA	52,370	49,417	6.0%	CALIFORNIA	55,819	52,370	6.6%
PENNSYLVANIA	42,235	42,053	0.4%	PENNSYLVANIA	45,390	42,235	7.5%
GEORGIA	41,116	40,443	1.7%	MASSACHUSETTS	44,115	41,193	7.1%
MASSACHUSETTS	41,193	38,408	7.3%	GEORGIA	39,112	41,116	-4.9%
VIRGINIA	36,083	33,368	8.1%	VIRGINIA	38,854	36,083	7.7%
ILLINOIS	31,981	30,654	4.3%	MARYLAND	36,962	32,967	12.1%
MARYLAND	32,967	30,128	9.4%	ILLINOIS	32,696	31,981	2.2%
NORTH CAROLINA	29,728	29,172	1.9%	NORTH CAROLINA	29,883	29,728	0.5%
OHIO	28,261	26,655	6.0%	OHIO	28,532	28,261	1.0%
CONNECTICUT	23,699	24,880	-4.7%	CONNECTICUT	25,563	23,699	7.9%
MICHIGAN	22,389	21,664	3.3%	MICHIGAN	23,674	22,389	5.7%
SOUTH CAROLINA	15,755	14,871	5.9%	TENNESSEE	16,547	15,468	7.0%
TENNESSEE	15,468	14,681	5.4%	SOUTH CAROLINA	15,439	15,755	-2.0%
COLORADO	13,539	13,660	-0.9%	COLORADO	15,099	13,539	11.5%
INDIANA	13,884	12,384	12.1%	INDIANA	13,420	13,884	-3.3%
MISSOURI	11,301	11,211	0.8%	MINNESOTA	12,312	10,950	12.4%
MINNESOTA	10,950	10,995	-0.4%	LOUISIANA	11,458	10,962	4.5%
LOUISIANA	10,962	10,872	0.8%	MISSOURI	10,811	11,301	-4.3%
WISCONSIN	10,538	9,557	10.3%	ALABAMA	10,329	10,441	-1.1%
ALABAMA	10,441	9,129	14.4%	WISCONSIN	9,824	10,538	-6.8%
KENTUCKY	9,581	8,410	13.9%	KENTUCKY	9,621	9,581	0.4%
ARIZONA	7,739	7,228	7.1%	WASHINGTON	8,283	7,832	5.8%
WASHINGTON	7,832	6,910	13.3%	ARIZONA	7,641	7,739	-1.3%
OKLAHOMA	7,560	6,862	10.2%	OKLAHOMA	7,340	7,560	-2.9%
KANSAS	5,586	6,806	-17.9%	WASHINGTON DC	6,503	5,310	22.5%
NEW HAMPSHIRE	6,303	6,080	3.7%	NEW HAMPSHIRE	6,449	6,303	2.3%
IOWA	5,154	4,983	3.4%	KANSAS	5,662	5,586	1.4%
WASHINGTON DC	5,310	4,654	14.1%	IOWA	5,261	5,154	2.1%
RHODE ISLAND	4,444	4,266	4.2%	ARKANSAS	4,841	4,275	13.2%
ARKANSAS	4,275	4,117	3.8%	MAINE	4,679	4,099	14.1%
NEVADA	4,424	4,021	10.0%	RHODE ISLAND	4,549	4,444	2.4%
MAINE	4,099	3,965	3.4%	NEVADA	4,358	4,424	-1.5%
MISSISSIPPI	4,375	3,809	14.9%	OREGON	4,278	3,941	8.6%
DELAWARE	3,431	3,484	-1.5%	MISSISSIPPI	3,959	4,375	-9.5%
UTAH	3,738	3,367	11.0%	DELAWARE	3,732	3,431	8.8%
OREGON	3,941	3,295	19.6%	UTAH	3,724	3,738	-0.4%
NEBRASKA	2,891	2,967	-2.6%	WEST VIRGINIA	3,183	2,938	8.3%
WEST VIRGINIA	2,938	2,822	4.1%	NEBRASKA	2,790	2,891	-3.5%
VERMONT	2,563	2,448	4.7%	VERMONT	2,614	2,563	2.0%
NEW MEXICO	2,160	1,940	11.3%	NEW MEXICO	2,042	2,160	-5.5%
MONTANA	1,548	1,469	5.4%	IDAHO	1,676	1,388	20.7%
NORTH DAKOTA	1,363	1,281	6.4%	MONTANA	1,652	1,548	6.7%
IDAHO	1,388	1,256	10.5%	SOUTH DAKOTA	1,432	1,834	-21.9%
SOUTH DAKOTA	1,834	1,243	47.5%	NORTH DAKOTA	1,404	1,363	3.0%
WYOMING	1,085	1,098	-1.2%	WYOMING	1,164	1,085	7.3%
ALASKA	888	778	14.1%	ALASKA	754	888	-15.1%
HAWAII	464	433	7.2%	HAWAII	494	464	6.5%
NON RESPONSE	5,870	5,575	5.3%	NON RESPONSE	7,853	5,870	33.8%
TOTAL	1,107,328	1,067,355	3.7%	TOTAL	1,146,272	1,107,328	3.5%

Source: Dept. of Immigration and The Research and Statistics Dept, The Bahamas Ministry of Tourism

8. How Did the European Countries Perform in 2014 vs. 2013 & 2015 vs. 2014?

In 2015, stopover arrivals from Europe were up by 6% over the same period of 2014. This positive arrival growth in 2015 came primarily from the UK which grew by 18% during the year. The economy of the United Kingdom was stable in 2015 with continued growth since 2013 and this contributed to the growth in arrivals to the Bahamas from the destination. Stopover arrivals were also up from France, Switzerland, Spain, Austria, the Netherlands, and Norway. The positive growth rate between 2015 and 2014 was greater than the one between 2014 and 2013.

TOP EUROPEAN COUNTRIES STOPOVER VISITORS ISLANDS OF THE BAHAMAS

EUROPE	Full Year			EUROPE	Full Year		
	2014	2013	% Chg		2015	2014	% Chg
1 UK	23,831	24,006	-0.7%	UK	28,022	23,831	17.6%
2 FRANCE	13,288	14,004	-5.1%	FRANCE	13,353	13,288	0.5%
3 GERMANY	10,059	8,934	12.6%	GERMANY	9,906	10,059	-1.5%
4 ITALY	9,102	8,362	8.8%	ITALY	8,815	9,102	-3.2%
5 SWITZERLAND	5,489	5,045	8.8%	SWITZERLAND	5,751	5,489	4.8%
6 SPAIN	2,605	3,673	-29.1%	SPAIN	3,001	2,605	15.2%
7 SWEDEN	2,044	1,861	9.8%	SWEDEN	1,974	2,044	-3.4%
8 RUSSIA	1,824	1,958	-6.8%	AUSTRIA	1,818	1,705	6.6%
9 AUSTRIA	1,705	1,616	5.5%	NETHERLANDS	1,542	1,177	31.0%
10 BELGIUM	1,457	1,406	3.6%	NORWAY	1,502	1,359	10.5%
11 NORWAY	1,359	1,304	4.2%	RUSSIA	1,498	1,824	-17.9%
12 NETHERLANDS	1,177	1,106	6.4%	POLAND	1,292	961	34.4%
13 DENMARK	1,002	866	15.7%	DENMARK	1,127	1,002	12.5%
14 POLAND	961	861	11.6%	BELGIUM	1,110	1,457	-23.8%
15 IRELAND	858	721	19.0%	IRELAND	775	858	-9.7%
16 FINLAND	792	661	19.8%	FINLAND	712	792	-10.1%
17 PORTUGAL	609	541	12.6%	PORTUGAL	592	609	-2.8%
18 ROMANIA	549	269	104.1%	ROMANIA	549	549	0.0%
19 TURKEY	440	446	-1.3%	TURKEY	535	440	21.6%
20 HUNGARY	414	338	22.5%	GREECE	425	410	3.7%
21 GREECE	410	331	23.9%	CZECH REPUBLIC	391	360	8.6%
22 CZECH REPUBLIC	360	308	16.9%	HUNGARY	377	414	-8.9%
23 SLOVAKIA	338	216	56.5%	UKRAINE	289	180	60.6%
24 ESTONIA	281	185	51.9%	BULGARIA	252	189	33.3%
25 LUXEMBOURG	243	210	15.7%	ESTONIA	249	281	-11.4%
26 BULGARIA	189	129	46.5%	SLOVAKIA	238	338	-29.6%
27 MONACO	184	167	10.2%	MONACO	225	184	22.3%
28 UKRAINE	180	165	9.1%	LUXEMBOURG	217	243	-10.7%
29 CROATIA	146	97	50.5%	SERBIA	164	98	67.3%
30 SERBIA	98	127	-22.8%	CROATIA	157	146	7.5%
31 LITHUANIA	95	80	18.8%	LITHUANIA	118	95	24.2%
32 LATVIA	95	68	39.7%	LATVIA	105	95	10.5%
33 MALTA	88	59	49.2%	MALTA	82	88	-6.8%
34 SLOVENIA	81	82	-1.2%	SLOVENIA	80	81	-1.2%
35 ICELAND	77	75	2.7%	CYPRUS	76	63	20.6%
36 CYPRUS	63	70	-10.0%	ICELAND	71	77	-7.8%
37 ANDORRA	44	30	46.7%	GEORGIA	45	42	7.1%
38 GEORGIA	42	27	55.6%	BELARUS	34	35	-2.9%
39 LIECHTENSTEIN	41	43	-4.7%	ANDORRA	30	44	-31.8%
40 BELARUS	35	39	-10.3%	LIECHTENSTEIN	28	41	-31.7%
41 MACEDONIA	33	20	65.0%	ALBANIA	25	18	38.9%
42 ALBANIA	18	17	5.9%	MOLDOVA	19	17	11.8%
43 MOLDOVA	17	18	-5.6%	BOSNIA AND HERZEGOVINA	18	17	5.9%
44 BOSNIA AND HERZEGOVINA	17	13	30.8%	MACEDONIA	12	33	100.0%
45 FAROE ISLANDS	16	19	-15.8%	SAN MARINO	11	12	-8.3%
46 SAN MARINO	12	1	1100.0%	MONTENEGRO	10	3	233.3%
47 MONTENEGRO	3	17	100.0%	FAROE ISLANDS	7	16	-56.3%
48 KOSOVO	2	7	100.0%	KOSOVO	4	2	100.0%
49 HOLY SEE	1	2	-50.0%	HOLY SEE	1	1	0.0%
50 GREENLAND			0.0%	GREENLAND	1		0.0%
TOTAL	82,774	80,600	2.7%	TOTAL	87,635	82,774	5.9%

All numbers are subject to revision.

9. How Did Latin America Perform between 2013 to 2015?

TOP LATIN AMERICAN COUNTRIES STOPOVER VISITORS ISLANDS OF THE BAHAMAS

LATIN AMERICA	Full Year			LATIN AMERICA	Full Year		
	2014	2013	% Chg		2015	2014	% Chg
1 BRAZIL	9,350	8,880	5.3%	BRAZIL	8,388	9,350	-10.3%
2 ARGENTINA	4,805	5,047	-4.8%	ARGENTINA	5,090	4,805	5.9%
3 MEXICO	4,589	4,391	4.5%	MEXICO	4,755	4,589	3.6%
4 COLOMBIA	2,859	3,707	-22.9%	COLOMBIA	2,618	2,859	-8.4%
5 PANAMA	1,806	1,695	6.5%	PANAMA	1,588	1,806	-12.1%
6 VENEZUELA	1,685	2,121	-20.6%	CHILE	1,523	1,250	21.8%
7 PERU	1,266	1,057	19.8%	VENEZUELA	1,362	1,685	-19.2%
8 CHILE	1,250	1,118	11.8%	PERU	1,079	1,266	-14.8%
9 ECUADOR	804	990	-18.8%	ECUADOR	812	804	1.0%
10 PARAGUAY	752	903	-16.7%	URUGUAY	700	691	1.3%
11 URUGUAY	691	596	15.9%	PARAGUAY	578	752	-23.1%
12 COSTA RICA	581	558	4.1%	COSTA RICA	521	581	-10.3%
13 GUATEMALA	406	469	-13.4%	GUATEMALA	468	406	15.3%
14 BOLIVIA	189	149	26.8%	EL SALVADOR	248	157	58.0%
15 EL SALVADOR	157	271	-42.1%	BOLIVIA	152	189	-19.6%
16 HONDURAS	143	207	-30.9%	HONDURAS	135	143	-5.6%
17 BELIZE	120	125	-4.0%	NICARAGUA	109	66	65.2%
18 NICARAGUA	66	78	-15.4%	BELIZE	86	120	-28.3%
TOTAL	31,519	32,362	-2.6%	TOTAL	30,212	31,519	-4.1%

All numbers are subject to revision.

In 2015, stopover arrivals to the Bahamas from Latin America declined by 4% compared to 2014. During the Great Recession of 2008, stopover business from Latin America did not all off like it did from other countries but some of the countries in Latin America are now suffering their own economic slow-downs and this has contributed to a decline in arrivals to the Bahamas from the region.

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

September and October are the slowest months for stopover arrivals to visit the Bahamas. November and January are also slower months for the Bahamas.

STOPOVERS ISLANDS OF THE BAHAMAS ALL BAHAMAS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
January	105,119	109,739	103,672	110,503	93,679	91,260	84,006	92,235	88,977	91,876	100,742
February	130,608	131,770	120,831	129,001	110,079	104,913	106,225	114,554	105,773	113,195	122,146
March	190,708	182,244	176,112	174,681	143,453	157,863	152,819	163,519	165,092	158,664	168,167
April	149,710	169,800	151,203	146,273	133,767	130,309	139,503	143,674	121,578	140,910	146,617
May	147,237	155,054	138,129	140,942	122,475	127,176	117,027	121,999	123,900	130,184	130,561
June	168,408	170,873	160,641	153,239	131,192	145,610	142,218	152,888	143,747	145,104	141,123
July	180,397	163,518	158,672	158,876	144,226	157,457	157,127	157,829	146,295	156,078	164,702
August	128,197	120,715	134,702	128,151	109,130	119,983	105,269	127,570	126,927	129,709	126,804
September	74,555	73,942	70,425	44,307	53,822	57,272	61,780	62,550	56,586	59,462	74,371
October	86,025	82,745	80,637	73,897	76,568	74,321	69,845	70,620	72,735	81,458	83,046
November	115,842	111,981	107,961	91,741	93,265	93,576	95,549	98,713	94,981	94,516	95,028
December	131,347	128,500	124,750	111,395	115,351	110,441	115,004	115,610	118,995	125,910	130,608
Grand Total	1,608,153	1,600,881	1,527,735	1,463,006	1,327,007	1,370,181	1,346,372	1,421,761	1,365,586	1,427,066	1,483,915

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

March is historically the busiest month for stopover visitor arrivals to the Bahamas. This is the month when many spring breakers converge on the islands for their escape from their

various Colleges and Universities. The Easter Holiday often falls in either March or April and this holiday has always been popular for stopovers to visit the Bahamas. The busiest period for stopover visitors to come to the Bahamas is between the months of March to the end of August.

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

Stopover Arrivals from the United States tend to peak in March historically with March through August, being the busiest months and September and October the slowest. However, since 2009 after the financial meltdown, June and July have competed with March to be the busiest month for US stopovers to The Bahamas and in 2014 and 2015, July was actually the busiest month for stopover arrivals from the US.

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

Stopover Arrivals to The Bahamas from Canada in any given year are normally highest between November, December, January, February March and April which are usually the coldest months in Canada.

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

Stopover Arrivals from Europe are normally strongest in the summer months of July and August. However, since 2011 March and April have joined July and August as the strongest arrival months for visitors from Europe. This trend continued into 2015.

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

In 2015, visitors spent \$2.5 billion in the Bahamian Economy.

16. What Was the Hotel Occupancy for the Bahamas in 2007 to 2015 YTD?

Hotel Occupancy was 60.9% in 2007, 54.1% in 2008, 49.5% in 2009, 51.5% in 2010, 53.7% in 2011, 55.9% in 2012, 51.9% in 2013, 56.0% in 2014, and 58.5% in 2015.

17. What Was the Average Daily Rate for the Bahamas in 2007 to 2015 YTD?

In 2007, the Average Daily Rate was \$197.68. The average daily rate was as follows in subsequent years: \$215.53 (2008), \$197.57 (2009), \$199.02 (2010), \$200.82 (2011), \$195.84 (2012), \$205.01 (2013), \$200.16 (2014) and \$209.30 in 2015.

18. Why Did Visitors Come to the Bahamas?

Approximately three in every four (74%) stopover visitors came to The Bahamas for a vacation, 6% came for a honeymoon, 5% to visit friends & relatives, and 4% of them came on a business trip.

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

Stopovers were influenced to visit the Bahamas because of the beaches (69% of them), climate (53%) and rest & relaxation (45%). For Grand Bahama, good package deals (39%) and the perception that they would receive the best value for money (24%) were also major influences. For the Out Islands the friendly people (30%), the safety of the islands (21%), the perception that the Out Islands were exotic (19%) and sports (18%) were all major influences.

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

Stopover visitors to the Bahamas had a few activities in mind that they wanted to do before they arrived. Activities that visitors wanted to do included: enjoy beaches (84% of them), rest & relax (71%), snorkel (36%), shop (28%), go on an island tour (16%) and go to the casino (16%).

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

In 2015, roughly six in ten (56%) stopover visitors to the Bahamas had visited before. More than half (54%) of the visitors to Nassau/Paradise Island and nearly half (47%) of those to Grand Bahama had visited the Bahamas before. Seven in every ten (70%) stopover visitors to the Out Islands had visited The Bahamas before. The number of repeat visitors to the Out Islands has always been high.

22. How Many Visitors Said That They Were Likely to Return to The Bahamas in 1-5 years (2015)?

Approximately nine in every ten (88%) stopover visitors to the Bahamas Overall said that they were likely to return, 87% of the stopovers to Nassau/Paradise, 83% of the stopovers to Grand Bahama Island, and 92% of the stopovers to the Out Islands said this.

23. How Many Visitors Said That They Were Likely to Recommend The Bahamas to their friends and relatives (2015)?

The majority (95%) of stopovers to the Bahamas Overall said that they were likely to recommend the destination to friends and relatives, 95% of those to Nassau/Paradise Island, 92% of those to Grand Bahama Island and 96% of the stopovers to the Out Islands said this.

24. What is Tourism?

Tourism: The “activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated (i.e. without receiving a salary/wage for said activity/activities) from within the place visited.” (Source: United Nations World Tourism Organization UNWTO, & *Wikipedia, The Free Encyclopedia*).

TYPE OF VISITORS

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

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

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

Main Types of Visitors

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

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

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

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

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



Information in this brochure is based on the Immigration Card and the Tour Operator & Media Exit Survey 2015. Date of this publication, December 6, 2016.

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