

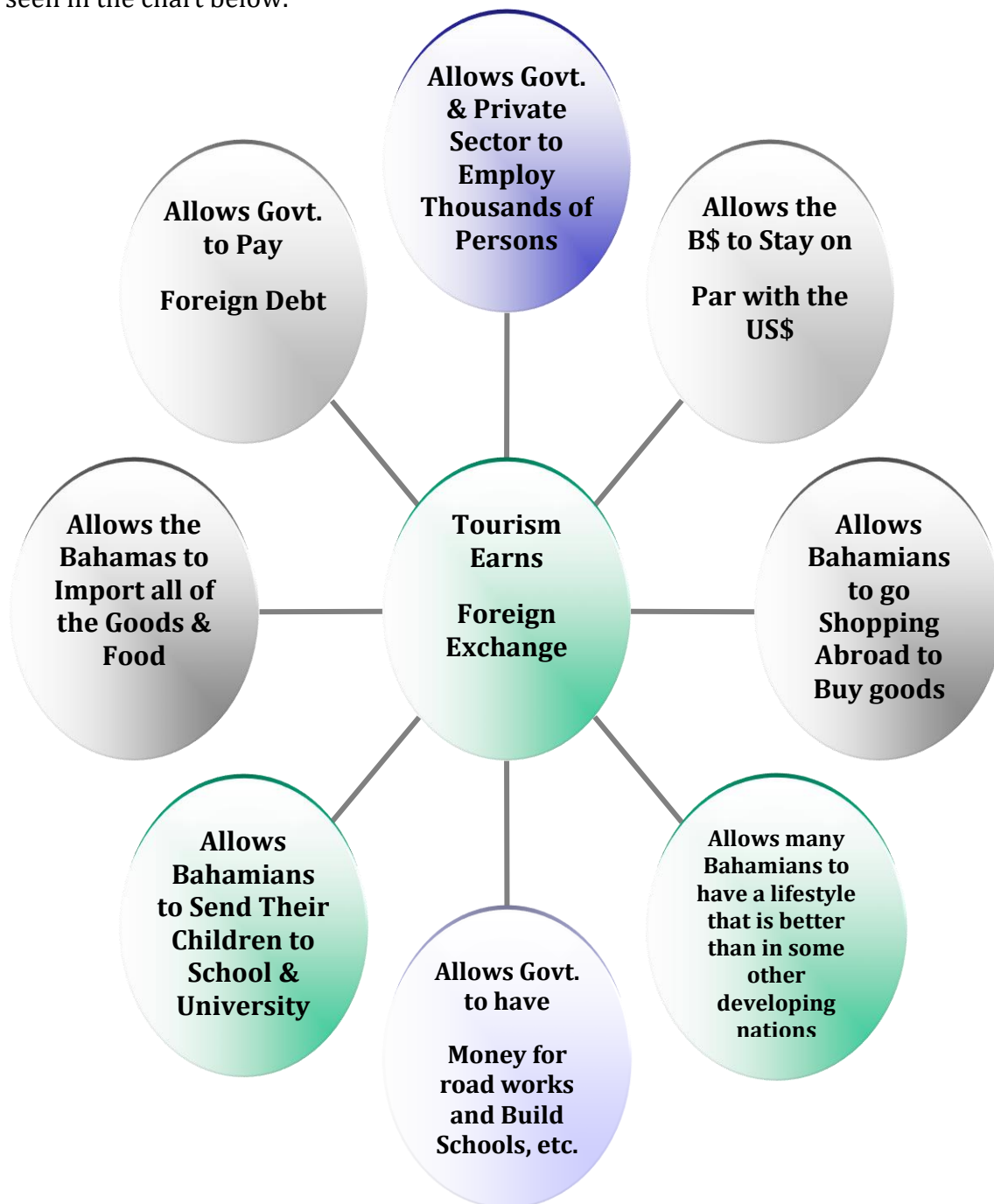
FREQUENTLY REQUESTED TOURISM STATISTICS REPORT



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2017**

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 2017?

The Bahamas received 6.136 million foreign air and sea arrivals in 2017 and 6.265 in 2016. Of these foreign air and sea arrivals in 2017 and 2016, the Bahamas received 1.3 million air arrivals. Of the foreign air and sea arrivals to the Bahamas in 2017, Nassau/Paradise Island received most of the visitors. More than half (59%, 3.6 million) of the foreign air and sea arrivals in 2017 came to Nassau/Paradise Island. The Out Islands received 31% (1.9 million) of the arrivals and Grand Bahama received 10% (614,570 thousand) of the arrivals.

THE BAHAMAS MINISTRY OF TOURISM VISITOR STATISTICS

TOTAL FOREIGN ARRIVALS TO THE BAHAMAS BY AIR & SEA

2005 - 2017

	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	1,390,911	22.8%	4,721,182	77.2%	6,112,093	100.0%
2016	1,391,813	22.2%	4,873,206	77.8%	6,265,019	100.0%
2017	1,335,613	21.8%	4,800,226	78.2%	6,135,839	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 2017, approximately two in every three (68%) stopover visitors to the Bahamas visited Nassau/Paradise Island, 9% visited Grand Bahama, and 23% visited the Out Islands.

STOPOVER VISITORS

ISLANDS OF THE BAHAMAS

2005 TO 2017

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
2005	1,625,205	1,153,813	218,722	252,670
2006	1,613,279	1,156,696	196,857	259,726
2007	1,537,986	1,095,711	178,396	263,879
2008	1,468,618	1,065,582	155,131	247,905
2009	1,336,010	969,921	137,091	228,998
2010	1,378,298	982,117	160,622	235,559
2011	1,355,044	960,912	145,442	248,690
2012	1,430,988	1,019,312	146,282	265,394
2013	1,377,156	957,902	138,601	280,653
2014	1,443,550	960,482	179,104	303,964
2015	1,496,243	977,093	205,753	313,397
2016	1,498,735	997,638	177,188	323,909
2017	1,451,831	1,003,010	122,094	326,727

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

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

4. Where Did the Stopover Visitors to The Bahamas Come From (2017)?

In 2017 approximately eight and ten (79%) of stopover visitors to The Bahamas came from the United States, 8% of them came from Europe, the second biggest supplier of visitors to the Bahamas, and 7.7% of them came from Canada. In 2017 Canada was the 3rd biggest supplier of stopover visitors to The Bahamas. Approximately two percent (2.4%) of stopovers came from Latin America, 1.4% from the Caribbean and 1.6% from the rest of the world.

5. How Did Each Major Market for The Bahamas Perform in 2017 vs. 2016 and 201 vs. 2015 January to December YTD?

ISLANDS OF THE BAHAMAS STOPOVER VISITORS BY COUNTRY JANUARY - DECEMBER

		2017	2016	% CHG	2016	2015	% CHG
1	USA	1,145,072	1,182,518	-3.2%	1,182,518	1,169,250	1.1%
2	CANADA	111,039	124,922	-11.1%	124,922	148,522	-15.9%
3	EUROPE	116,344	109,642	6.1%	109,642	102,453	7.0%
4	LATIN AMERICA	34,714	40,496	-14.3%	40,496	35,447	14.2%
5	CARIBBEAN	21,255	22,249	-4.5%	22,249	20,732	7.3%
6	OTHER COUNTRIES	23,407	18,908	23.8%	18,908	19,839	-4.7%
	TOTAL STOPOVERS	1,451,831	1,498,735	-3.1%	1,498,735	1,496,243	0.2%

All numbers are subject to revision.

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

In 2017, stopover visitor arrivals were up from Europe (6.1%) and Other Countries (23.8%). In 2017, stopovers were down from the USA (-3.2%), Canada (-11%), Latin America (-14.3%) and the Caribbean (-4.5%).

One of the reasons for the decline in stopover visitors in 2017 was due to Hurricane Matthew which passed through The Bahamas in October 2016 and caused major devastation in some of the islands, like Grand Bahama.

6. How Did the Various Provinces of Canada Perform in 2017 vs. 2016 and 2016 vs. 2015 January to December YTD?

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

	PROVINCES	2017	2016	% CHG	2016	2015	% CHG
1	Ontario	67,831	76,338	-11.1%	76,338	86,087	-11.3%
2	Quebec	17,888	20,365	-12.2%	20,365	23,483	-13.3%
3	Alberta	6,513	9,738	-33.1%	9,738	15,199	-35.9%
4	British Columbia	6,303	6,458	-2.4%	6,458	9,219	-29.9%
5	Manitoba	2,321	2,631	-11.8%	2,631	3,329	-21.0%
6	Nova Scotia	1,699	2,849	-40.4%	2,849	3,228	-11.7%
7	Saskatchewan	1,116	1,560	-28.5%	1,560	1,705	-8.5%
8	New Brunswick	917	1,414	-35.1%	1,414	1,327	6.6%
9	Newfoundland and Labrador	497	671	-25.9%	671	685	-2.0%
10	Other Provinces	5,954	2,898	105.5%	2,898	4,260	-32.0%
	TOTAL CANADA	111,039	124,922	-11.1%	124,922	148,522	-15.9%

Source: Dept. of Immigration and The Research and Statistics Dept, The Bahamas Ministry of Tourism. All Numbers are subject to revision.

In 2017, stopover visitor arrivals from Canada were down by -11.1% for the year compared to 2016. Stopover arrivals to The Bahamas from Canada declined from Ontario (-11.1%), Quebec (-12.2%), Alberta (-33.1%), British Columbia (-2.4%), Manitoba (-11.8%), Nova Scotia (-40.4%), Saskatchewan(-28.5%), New Brunswick (-35.1%), Newfoundland and Labrador (-25.9%).

7. How Did the United States Perform in 2017/2016 and 2016/2015?

TOP STATES THAT BROUGHT BUSINESS TO THE BAHAMAS STOPOVER VISITORS UNITED STATES 2015 TO 2017

STATES	Full Year			STATES	Full Year		
	2017	2016	% Chg		2016	2015	% Chg
Florida	276,569	275,256	0.5%	Florida	275,256	267,075	3.1%
New York	114,937	125,877	-8.7%	New York	125,877	124,093	1.4%
Texas	62,005	67,374	-8.0%	Texas	67,374	66,722	1.0%
California	56,440	58,308	-3.2%	New Jersey	61,043	59,443	2.7%
New Jersey	54,302	61,043	-11.0%	California	58,308	55,373	5.3%
Pennsylvania	41,830	45,386	-7.8%	Pennsylvania	45,386	46,144	-1.6%
Georgia	39,708	40,870	-2.8%	Georgia	40,870	38,181	7.0%
Massachusetts	36,052	40,433	-10.8%	Massachusetts	40,433	39,836	1.5%
Virginia	31,876	36,862	-13.5%	Virginia	36,862	39,192	-5.9%
Illinois	29,650	30,388	-2.4%	Maryland	33,206	36,191	-8.2%
North Carolina	28,937	29,911	-3.3%	Illinois	30,388	30,906	-1.7%
Maryland	28,525	33,206	-14.1%	North Carolina	29,911	29,236	2.3%
Ohio	25,831	28,517	-9.4%	Ohio	28,517	26,326	8.3%
Connecticut	22,261	25,238	-11.8%	Connecticut	25,238	25,663	-1.7%
Michigan	21,976	23,662	-7.1%	Michigan	23,662	23,268	1.7%
South Carolina	20,447	20,094	1.8%	South Carolina	20,094	19,184	4.7%
Tennessee	15,447	15,654	-1.3%	Tennessee	15,654	15,141	3.4%
Colorado	14,898	13,564	9.8%	Indiana	13,719	12,978	5.7%
Indiana	12,924	13,719	-5.8%	Colorado	13,564	13,913	-2.5%
Alabama	10,855	10,614	2.3%	Minnesota	11,245	10,601	6.1%
Louisiana	10,014	10,115	-1.0%	Alabama	10,614	10,302	3.0%
Minnesota	9,960	11,245	-11.4%	Louisiana	10,115	10,873	-7.0%
Wisconsin	9,103	8,856	2.8%	Kentucky	9,119	8,352	9.2%
Missouri	9,023	9,025	0.0%	Missouri	9,025	9,012	0.1%
Arizona	8,122	8,283	-1.9%	Wisconsin	8,856	8,731	1.4%
Kentucky	7,767	9,119	-14.8%	Arizona	8,283	7,550	9.7%
Washington	6,364	6,544	-2.8%	Oklahoma	6,772	6,637	2.0%
Oklahoma	6,068	6,772	-10.4%	Washington	6,544	6,583	-0.6%
Nevada	5,138	4,555	12.8%	Kansas	5,542	4,790	15.7%
Kansas	4,926	5,542	-11.1%	Washington DC*	5,385	5,913	-8.9%
Oregon	4,597	5,146	-10.7%	Oregon	5,146	4,792	7.4%
Washington DC*	4,478	5,385	-16.8%	New Hampshire	4,743	4,376	8.4%
New Hampshire	4,349	4,743	-8.3%	Nevada	4,555	4,309	5.7%
Utah	4,025	4,058	-0.8%	Utah	4,058	3,523	15.2%
Mississippi	3,881	3,662	6.0%	Arkansas	3,926	4,001	-1.9%
Arkansas	3,813	3,926	-2.9%	Iowa	3,805	3,823	-0.5%
Iowa	3,349	3,805	-12.0%	Mississippi	3,662	3,412	7.3%
Rhode Island	3,270	3,631	-9.9%	Rhode Island	3,631	3,650	-0.5%
Nebraska	2,644	2,788	-5.2%	Nebraska	2,788	2,511	11.0%
Maine	2,338	2,470	-5.3%	Maine	2,470	2,516	-1.8%
West Virginia	1,984	2,194	-9.6%	West Virginia	2,194	2,375	-7.6%
Delaware	1,763	2,164	-18.5%	Delaware	2,164	2,050	5.6%
New Mexico	1,754	1,857	-5.5%	New Mexico	1,857	1,813	2.4%
Montana	1,656	1,497	10.6%	Vermont	1,730	1,673	3.4%
Vermont	1,624	1,730	-6.1%	North Dakota	1,726	1,235	39.8%
Idaho	1,347	1,565	-13.9%	Idaho	1,565	1,340	16.8%
North Dakota	1,038	1,726	-39.9%	Montana	1,497	1,435	4.3%
South Dakota	949	1,053	-9.9%	South Dakota	1,053	1,133	-7.1%
Wyoming	801	968	-17.3%	Wyoming	968	886	9.3%
Alaska	684	790	-13.4%	Alaska	790	741	6.6%
Hawaii	550	522	5.4%	Hawaii	522	537	-2.8%
UNKNOWN/NON RESP	72,223	50,806	42.2%	UNKNOWN/NON RESP	50,806	58,910	-13.8%
TOTAL	1,145,072	1,182,518	-3.2%	TOTAL	1,182,518	1,169,250	1.1%

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

8. How Did the European Countries Perform in 2017 vs. 2016 & 2016 vs. 2015?

TOP EUROPEAN COUNTRIES STOPOVER VISITORS ISLANDS OF THE BAHAMAS

EUROPE	Full Year			EUROPE	Full Year		
	2017	2016	% Chg		2016	2015	%Chg
1 UK	33,540	34,824	-3.7%	UK	34,824	31,694	9.9%
2 FRANCE	16,748	15,173	10.4%	FRANCE	15,173	15,017	1.0%
3 ITALY	13,403	12,699	5.5%	ITALY	12,699	10,913	16.4%
4 GERMANY	13,119	11,274	16.4%	GERMANY	11,274	11,522	-2.2%
5 SWITZERLAND	6,251	6,581	-5.0%	SWITZERLAND	6,581	6,520	0.9%
6 SPAIN	4,333	3,753	15.5%	SPAIN	3,753	3,441	9.1%
7 POLAND	3,136	2,422	29.5%	NETHERLANDS	2,570	2,456	4.6%
8 NETHERLANDS	2,925	2,570	13.8%	POLAND	2,422	1,921	26.1%
9 SWEDEN	2,202	2,273	-3.1%	SWEDEN	2,273	2,070	9.8%
10 RUSSIA	2,196	1,444	52.1%	AUSTRIA	2,080	1,965	5.9%
11 AUSTRIA	1,906	2,080	-8.4%	RUSSIA	1,444	1,648	-12.4%
12 BELGIUM	1,643	1,320	24.5%	BELGIUM	1,320	1,264	4.4%
13 ROMANIA	1,640	1,266	29.5%	NORWAY	1,274	1,648	-22.7%
14 DENMARK	1,393	1,206	15.5%	ROMANIA	1,266	983	28.8%
15 NORWAY	1,320	1,274	3.6%	DENMARK	1,206	1,237	-2.5%
16 IRELAND	1,104	949	16.3%	FINLAND	965	817	18.1%
17 UKRAINE	1,063	604	76.0%	IRELAND	949	876	8.3%
18 PORTUGAL	1,054	917	14.9%	PORTUGAL	917	727	26.1%
19 FINLAND	719	965	-25.5%	TURKEY	785	648	21.1%
20 GREECE	712	496	43.5%	CZECH REPUBLIC	616	511	20.5%
21 CZECH REPUBLIC	682	616	10.7%	UKRAINE	604	468	29.1%
22 HUNGARY	589	438	34.5%	GREECE	496	615	-19.3%
23 TURKEY	578	785	-26.4%	ESTONIA	477	361	32.1%
24 CROATIA	547	371	47.4%	HUNGARY	438	478	-8.4%
25 BULGARIA	500	367	36.2%	SLOVAKIA	414	278	48.9%
26 SLOVAKIA	437	414	5.6%	CROATIA	371	276	34.4%
27 ESTONIA	289	477	-39.4%	BULGARIA	367	376	-2.4%
28 LUXEMBOURG	286	306	-6.5%	LUXEMBOURG	306	239	28.0%
29 MALTA	276	186	48.4%	MONACO	273	266	2.6%
30 MONACO	246	273	-9.9%	LITHUANIA	236	162	45.7%
31 SERBIA	190	149	27.5%	SLOVENIA	206	114	80.7%
32 LATVIA	183	143	28.0%	MALTA	186	121	53.7%
33 MACEDONIA	179	78	129.5%	SERBIA	149	184	-19.0%
34 SLOVENIA	154	206	-25.2%	LATVIA	143	143	0.0%
35 LITHUANIA	148	236	-37.3%	CYPRUS	96	82	17.1%
36 CYPRUS	130	96	35.4%	ICELAND	93	90	3.3%
37 MONTENEGRO	120	39	207.7%	MACEDONIA	78	65	20.0%
38 ICELAND	110	93	18.3%	BOSNIA AND HERZEGOVINA	73	26	180.8%
39 BOSNIA AND HERZEGOVINA	54	73	-26.0%	LIECHTENSTEIN	51	35	45.7%
40 ANDORRA	51	23	121.7%	MONTENEGRO	39	14	178.6%
41 BELARUS	39	27	44.4%	GEORGIA	36	63	-42.9%
42 LIECHTENSTEIN	37	51	-27.5%	MOLDOVA	33	18	83.3%
43 GEORGIA	36	36	0.0%	BELARUS	27	29	-6.9%
44 MOLDOVA	23	33	-30.3%	ANDORRA	23	25	-8.0%
45 SAN MARINO	21	15	40.0%	SAN MARINO	15	13	15.4%
46 FAROE ISLANDS	15	8	87.5%	ALBANIA	12	20	-40.0%
47 GREENLAND	8		100.0%	FAROE ISLANDS	8	9	-11.1%
48 ALBANIA	8	12	-33.3%	HOLY SEE	1		100.0%
49 KOSOVO	1		100.0%	GREENLAND		2	-100.0%
50 HOLY SEE		1	-100.0%	KOSOVO		3	-100.0%
TOTAL	116,344	109,642	6.1%	TOTAL	109,642	102,453	7.0%

Source: Dept. of Immigration and The Research and Statistics Dept, The Bahamas Ministry of Tourism. All numbers are subject to revision.

In 2017, stopover arrivals from Europe were up by 6% over the same period of 2016. This positive stopover visitor arrival growth in 2017 came primarily from many of the European countries during the year.

9. How Did Latin America Perform Between 2016 and 2017?

TOP LATIN AMERICAN COUNTRIES STOPOVER VISITORS ISLANDS OF THE BAHAMAS

LATIN AMERICA	Full Year			LATIN AMERICA	Full Year		
	2017	2016	% Chg		2016	2015	% Chg
1 BRAZIL	8,718	7,672	13.6%	BRAZIL	7,672	9,303	-17.5%
2 ARGENTINA	7,398	7,474	-1.0%	MEXICO	7,669	5,915	29.7%
3 MEXICO	5,827	7,669	-24.0%	ARGENTINA	7,474	5,611	33.2%
4 COLOMBIA	2,234	3,613	-38.2%	COLOMBIA	3,613	3,145	14.9%
5 CHILE	1,685	2,135	-21.1%	PERU	2,260	1,510	49.7%
6 PANAMA	1,507	2,233	-32.5%	PANAMA	2,233	2,012	11.0%
7 PERU	1,470	2,260	-35.0%	CHILE	2,135	1,795	18.9%
8 VENEZUELA	1,308	1,544	-15.3%	VENEZUELA	1,544	1,572	-1.8%
9 ECUADOR	861	986	-12.7%	COSTA RICA	1,029	547	88.1%
10 URUGUAY	831	908	-8.5%	ECUADOR	986	1,009	-2.3%
11 COSTA RICA	678	1,029	-34.1%	URUGUAY	908	880	3.2%
12 GUATEMALA	478	727	-34.3%	GUATEMALA	727	577	26.0%
13 PARAGUAY	466	684	-31.9%	PARAGUAY	684	607	12.7%
14 HONDURAS	437	467	-6.4%	HONDURAS	467	241	93.8%
15 NICARAGUA	253	418	-39.5%	NICARAGUA	418	151	176.8%
16 EL SALVADOR	219	310	-29.4%	EL SALVADOR	310	312	-0.6%
17 BELIZE	201	121	66.1%	BOLIVIA	246	146	68.5%
18 BOLIVIA	143	246	-41.9%	BELIZE	121	114	6.1%
TOTAL	34,714	40,496	-14.3%	TOTAL	40,496	35,447	14.2%

Source: Dept. of Immigration and The Research and Statistics Dept, The Bahamas Ministry of Tourism. All numbers are subject to revision.

In 2017, stopover arrivals to the Bahamas from Latin America decreased by -14.3% compared to 2016. In 2017 however, The Bahamas experienced growth from Brazil and Belize.

Between 2016 and 2015, The Bahamas experienced growth from most of the countries in Latin America.

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.

STOPOVERS ISLANDS OF THE BAHAMAS ALL BAHAMAS

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Jan	105,666	110,810	104,195	111,027	94,430	91,859	84,985	93,199	89,718	93,034	102,202	100,306	96,937
Feb	131,363	132,492	122,027	129,686	110,678	105,771	106,806	115,207	106,407	114,396	121,342	123,526	115,304
Mar	193,293	183,194	176,950	175,339	144,014	158,629	153,458	164,429	165,934	159,533	170,072	182,819	157,046
Apr	152,098	170,859	152,234	144,720	134,546	131,041	140,630	145,212	123,003	142,981	148,376	143,105	151,335
May	149,527	156,069	138,940	141,202	123,334	128,083	118,132	122,279	126,391	131,633	132,360	139,992	133,071
Jun	169,336	173,260	161,781	154,196	132,186	146,153	143,627	153,797	144,884	147,435	142,930	155,722	154,756
Jul	183,141	164,555	159,597	159,686	145,231	158,410	158,054	158,711	147,458	158,013	165,967	174,859	169,109
Aug	129,514	121,503	136,055	128,838	109,838	120,640	105,763	128,101	127,515	130,818	129,555	125,169	124,239
Sep	75,734	74,706	71,023	44,691	54,302	57,565	61,877	62,993	57,399	60,053	72,336	78,318	50,166
Oct	86,663	83,546	81,140	74,331	77,212	74,786	70,428	71,145	73,332	82,409	84,306	55,075	69,290
Nov	116,599	112,783	108,486	92,608	93,792	93,885	95,964	99,412	95,256	95,643	95,731	92,125	98,207
Dec	132,271	129,502	125,558	112,294	116,447	111,476	115,320	116,503	119,859	127,602	131,066	127,719	132,371
Grand Total	1,625,205	1,613,279	1,537,986	1,468,618	1,336,010	1,378,298	1,355,044	1,430,988	1,377,156	1,443,550	1,496,243	1,498,735	1,451,831

Source: Dept. of Immigration and The Research and Statistics Dept, The Bahamas Ministry of Tourism. All numbers are subject to revision.

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 but in 2017 July was the busiest. March 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. The month of December has also been a good month for stopovers to visit.

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

The months of March through August are usually the busiest months from the US and September and October the slowest. Stopover Arrivals from the United States tended to peak in March historically prior to 2009. Since 2009 after the financial meltdown, the summer month of July has often been busier than March for US stopovers to The Bahamas.

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 in the winter months of November thru April (i.e. 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 between March to August.

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

In 2017, visitors spent \$2.9 billion in the Bahamian Economy.

16. Why Did Visitors Come to the Bahamas?

Roughly three in every four (77%) stopover visitors came to The Bahamas for a vacation, 5% came for a honeymoon, 4% to visit friends & relatives, and 3% of them came on a business trip.

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

Stopovers were influenced to visit the Bahamas because of the beaches (67% of them), climate (54%) and rest & relaxation (46%) that they expected to do on the islands. Stopover visitors to Nassau/Paradise Island (11%) were influenced to visit more by the casinos than those to Grand Bahama (3%) and the Out Islands (1%).

Stopover visitors to the Out Islands were primarily influenced by the beaches (67%), the climate (51%), rest and relaxation (46%), and the friendly people (33%). Other major influences included the perception that the Out Islands were exotic (23%), the safety of the islands (21%), and sports (19%).

18. 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 (85% of them), rest & relax (73%), snorkel (36%), shop (28%), go on an island tour (19%) and go to the casino (18%).

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

In 2017, roughly six in ten (58%) stopover visitors to The Bahamas had visited before. More than half of the visitors to Nassau/Paradise Island (55%), and Grand Bahama (57%) had visited the Bahamas before. Roughly two in every three (65%) stopover visitors to the Out Islands had visited The Bahamas before. The number of repeat visitors to the Out Islands has always been high.

20. How Many Visitors Said That They Were Likely to Return to The Bahamas in 1-5 years (2017)?

Eighty-six percent (86%) of stopover visitors to The Bahamas Overall said that they were likely to return, 85% of the stopovers to Nassau/Paradise, 82% of the stopovers to Grand Bahama Island, and 90% of the stopovers to the Out Islands said this.

21. How Many Visitors Said That They Were Likely to Recommend the Bahamas to their friends and relatives (2017)?

The majority (94%) of stopovers to The Bahamas Overall said that they were likely to recommend the destination to friends and relatives, 93% of those to Nassau/Paradise Island, 92% of those to Grand Bahama Island and 95% of the stopovers to the Out Islands said this.

22. 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 persons that come to the destination by air and include: stopover visitors, day visitors, & transits.

Sea arrivals are persons that come to the destination by sea and include: cruise arrivals, cruise stopover visitors and boaters/yachters.

Stopover/Stayover Visitors are travelers that travel outside of their normal environment for any purpose other than to be employed by a resident entity, and stay in the destination for 24 hours or more but less than a year. Some examples of stopover visitors include persons that stay in hotels, private boats/yachts, vacation rentals, timeshares, etc.

Cruise Stopover Visitors are a special category of stopovers that come to the destination on a cruise ship but get off and stay in other land-based or other accommodations upon arrival.

Cruise Visitors are travelers that travel outside of their normal environment on a cruise ship for any purpose other than to be employed by a resident entity and use the ship for their accommodations.

Day Visitors are travelers that travel outside of their normal environment for any purpose other than to be employed by a resident entity and stay in the destination for less than 24 hours.

Transits are persons that are simply passing through a country/destination on their way to somewhere else.



Information in this brochure is based on the Immigration Card and the Tour Operator & Media Exit Survey 2017.

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