

**SPECIAL EDITION OF THE EXIT  
SURVEY REPORT  
2002/2003**



**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.

### **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 in the islands to stay in land-based accommodations and/or pleasure crafts other than cruise ships for 24 hours or more. In 2003, The Islands of The Bahamas received an estimated 1,510,169 stopover visitors compared to 1,513,151 in 2002, a decline of 0.2%. The majority of stopover visitors 1,305,335 (86.4%) were from the U.S.A. The other stopovers to The Islands of The Bahamas were from Canada, 63,148 (4.2%), Europe, 93,170 (6.2%), and Other Countries 48,516 (3.2%).

The method used in the selection of the sample for this “special edition” of the Exit Study can be described as a two-staged Systematic Probability Sampling. With this method every kth element (mainly every 5<sup>th</sup> person) in the sampling frame is selected. Interviews of exiting stopover visitors were conducted between August 2002 and December 2003 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 13,813 questionnaires were collected from stopover visitors and analyzed.

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\*  
2002 & 2003**

<b>Place of Stay</b>	<b>Base</b>	<b>10% or 90%</b>	<b>20% or 80%</b>	<b>30% or 70%</b>	<b>40% or 60%</b>	<b>50%</b>
Total	13,813	± 0.5%	± 0.7%	± 0.8%	± 0.8%	± 0.8%
Nassau/P.I.	7,108	± 0.7%	± 0.9%	± 1.1%	± 1.1%	± 1.2%
Grand Bahama	2,937	± 1.1%	± 1.4%	± 1.7%	± 1.8%	± 1.8%
Out Islands	3,768	± 1.0%	± 1.3%	± 1.5%	± 1.6%	± 1.6%

<b>Country of Residence</b>	<b>Base</b>	<b>10% or 90%</b>	<b>20% or 80%</b>	<b>30% or 70%</b>	<b>40% or 60%</b>	<b>50%</b>
U.S.A.	12,619	± 0.5%	± 0.7%	± 0.8%	± 0.9%	± 0.9%
Canada	337	± 3.2%	± 4.3%	± 4.9%	± 5.2%	± 5.3%
Europe	606	± 2.4%	± 3.2%	± 3.6%	± 3.9%	± 4.0%
Other	251	± 3.7%	± 4.9%	± 5.7%	± 6.1%	± 6.2%

\* 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 51.2% and no lower than 48.8% (a margin of plus or minus 1.2%).**

## **EXECUTIVE SUMMARY**

- 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, rest and relaxation, to enjoy the climate, because they had never been here before, hotel facilities, sporting attractions offered, the perception that they would receive the best value for their money and good package deals that were offered.
- Visitors to Grand Bahama cited Best Value for Money instead of hotel facilities as a primary reason for visiting the Bahamas.
- The electronic media most frequently used when planning a vacation was the Internet, followed by Network Television, Specialty News Channels and Specialty Cable Channels.
- The favorite television networks/stations of visitors to the Islands of the Bahamas were: NBC (Network Station), ABC (Network Station), CNN (Specialty News Station) CBS (Network Station), FOX (Network Station), ESPN (Specialty Cable Channel), HBO (Specialty Cable Channel), and the Discovery 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.
- The most popular print media used by visitors to the Islands of the Bahamas were newspapers and magazines.
- Some of the top magazines for visitors to the Bahamas were: People, Time Magazine, Cosmopolitan/Cosmo, Newsweek, Glamour, Sports Illustrated, Travel, National Geographic Explorer, Travel and Leisure, Ebony, Vogue/Vogue Living and Better Homes and Gardens.
- Some of the top newspapers read by visitors to the Bahamas were: The New York Times, USA Today, Wall Street Journal, Washington

Post, Miami Herald, Philadelphia Inquirer, Boston Globe, Atlanta Journal-Constitution, Sun Sentinel, and the Daily News.

- 74% of the visitors to the Islands of the Bahamas had e-mail addresses.
- 81% of them surfed the Internet.
- Some of the top Internet search engines and content providers for visitors to the Bahamas were: Yahoo, Google, AOL, MSN, Excite, Lycos, and Alta Vista.
- 58% of the visitors to the Islands of the Bahamas were repeat visitors.
- 61% of the visitors indicated that they were very likely to return to the Bahamas in 1-5 yrs. and 26% of them were somewhat likely.
- 7% of the visitors to the Islands of The Bahamas were somewhat unlikely to return to the Bahamas in 1-5 yrs., and 5% were not at all likely to return during this time period.
- 71% of the visitors indicated that they were very likely to recommend the Bahamas to friends and relatives and 22% were somewhat likely to recommend The Bahamas.
- 4% of the visitors to the Islands of The Bahamas were somewhat unlikely to recommend the destination to friends and relatives and 2% were not at all 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: Prices (too expensive), people (e.g., bad attitudes), poor service, they wanted to visit other places, hotel (e.g., poor accommodations, rude staff, poor hotel service), the airports, poor value for money, litter/cleanliness (country was too dirty), food (too expensive or poor quality),
- 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.
- 41% of the stopover visitors to the Bahamas used a tour operator or travel agent to book their hotel reservations.
- 47% of them used a tour operator or travel agent to book their airline reservations.
- 22% of them used a tour operator or travel agent to book their transfers and 10% for their on-island activities.
- 26% of the stopover visitors booked their reservations directly with the hotel, and 28% booked their airline reservations directly with the airline.
- 19% of them booked their hotel via the Internet and 26% booked their airline via the Internet.
- Some visitors to the Bahamas booked their reservations directly with the hotel or airline, etc.
- Some visitors to the Bahamas 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, travelocity.com, yahoo.com, orbitz.com, priceline.com, cheaptickets.com, hotwire.com, 11<sup>th</sup> hour Vacations.
- Some of the popular tour operators/travel agents/online booking travel companies were: Liberty Travel, Expedia.com, AAA Travel, Apple Vacations, GOGO Worldwide Vacations/GOGO Tours, American Express Travel, Carlson Wagonlit Travel, Majestic Tours, RCI, and Wildquest.
- Visitors to the Bahamas were primarily white, between the ages of 25-54, college educated, with annual household incomes over \$60,000.



**SPECIAL EDITION EXIT STUDY**  
**MAIN FINDINGS**  
**2003**

**REASONS FOR VISIT TO BAHAMAS**

Seventy-four percent (74%) of all stopover visitors to the Islands of The Bahamas were on vacation. Seventy-five percent (75%) of the visitors to Nassau, 77% of them to Grand Bahama and 71% to the Out Islands were on vacation. Six percent (6%) of the visitors to the Islands of the Bahamas were on honeymoon, 6% of them were on a business trip, and 4% were visiting friends and relatives.

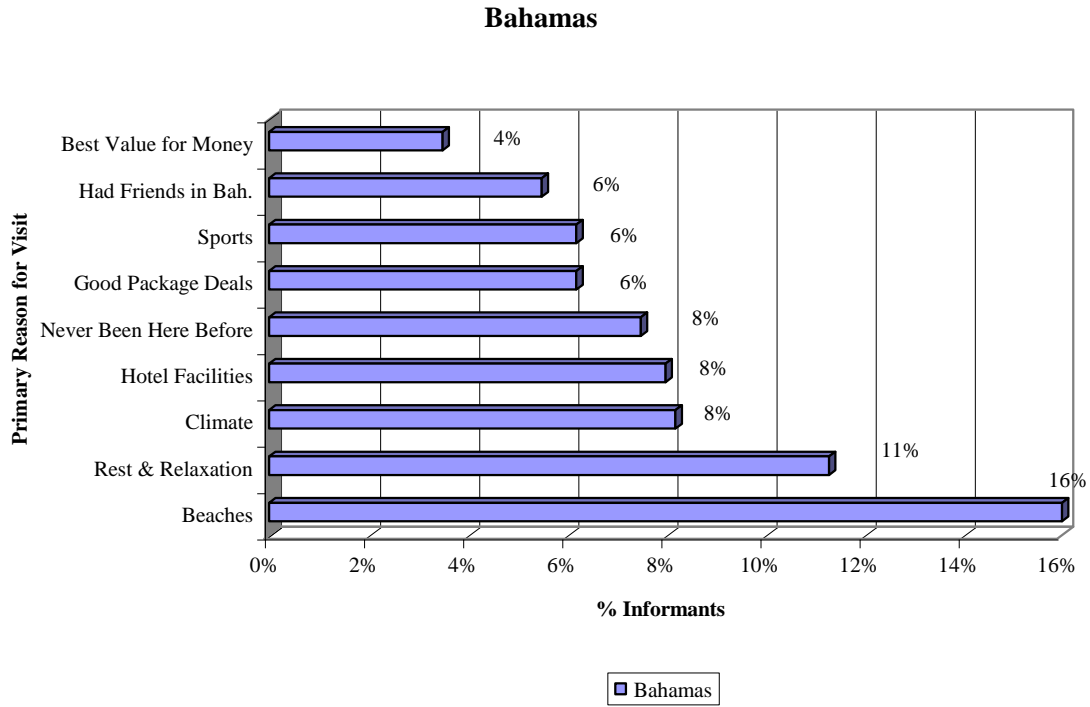
**PRIMARY REASON FOR VISIT TO BAHAMAS**

**PRIMARY REASON FOR VISIT TO THE BAHAMAS  
ISLANDS OF THE BAHAMAS  
2003**

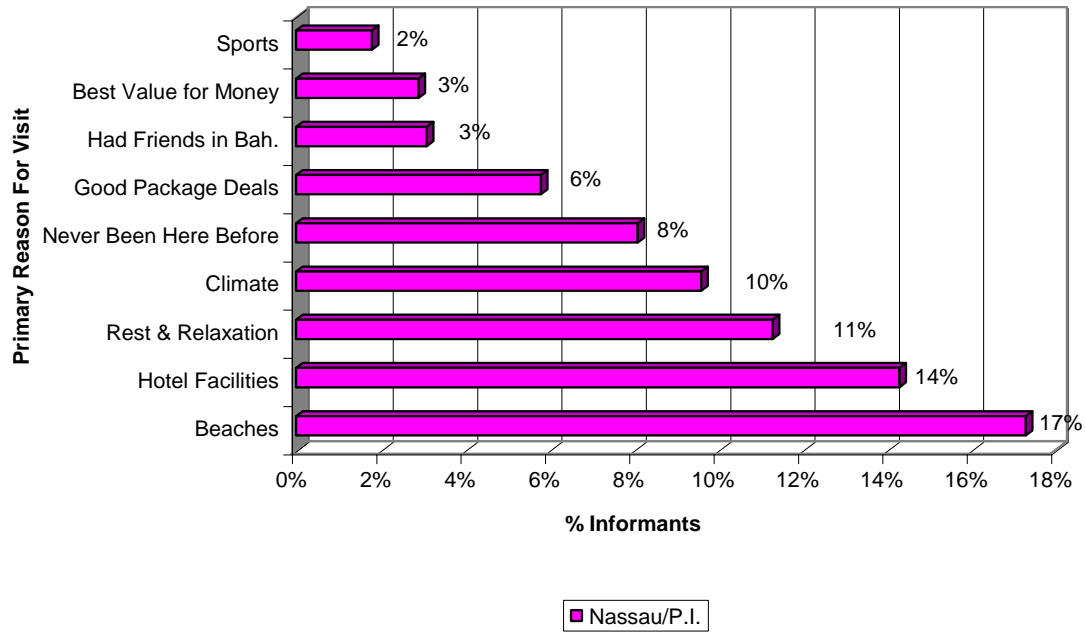
	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Beaches	16%	17%	14%	16%
Rest & Relaxation	11%	11%	11%	12%
Climate	8%	10%	9%	5%
Hotel Facilities	8%	14%	2%	1%
Never Been Here Before	8%	8%	9%	5%
Good Package Deals	6%	6%	14%	1%
Sports	6%	2%	2%	18%
Had Friends in Bah.	6%	3%	4%	12%
Best Value for Money	4%	3%	9%	1%

Visitors to the Islands of the Bahamas indicated that the primary reasons for visiting the Bahamas were beaches, rest & relaxation, climate, hotel facilities, the fact that they had never been here before, good package deals, sporting attractions (e.g. diving, golf), to visit friends and family and because they had the perception that they would receive the best value for the money. Sixteen percent (16%) of the visitors indicated that they chose to visit the Bahamas because of the beaches. Eleven percent (11%) of them came for rest & relaxation, 8% for the climate, 8% because they had never been here before, 8% for the hotel facilities, 6% because of the good package deals offered, 6% for the sporting attractions, 6% to visit friends

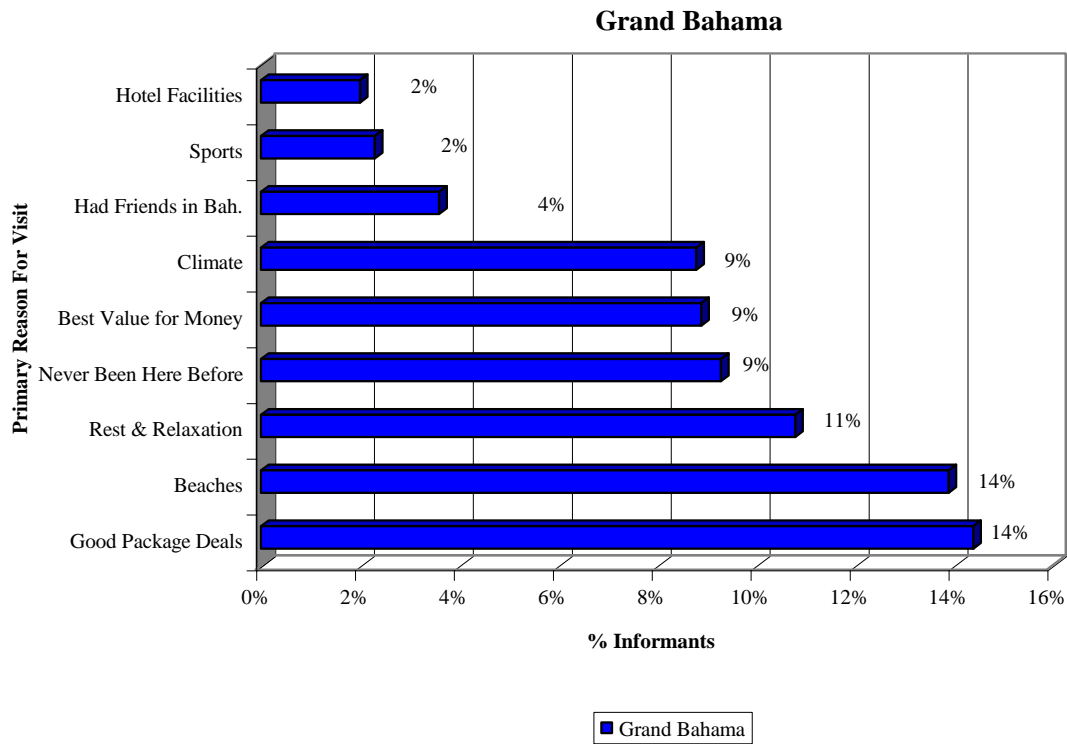
and relatives. Four percent (4%) of them came because they thought that they would receive the best vacation value for their money.



## Nassau/P.I.

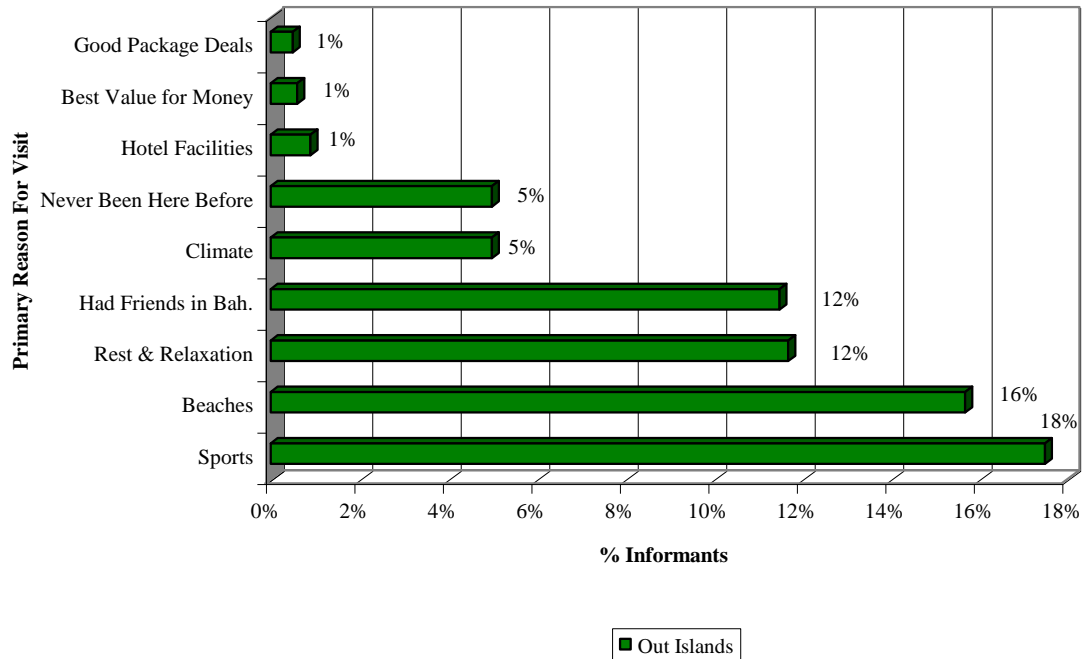


Visitors to Nassau/Paradise Island indicated that the primary reasons for visiting the Bahamas were the beaches, hotel facilities, rest and relaxation, climate, never been here before, and good package deals. Seventeen percent (17%) of the stopover visitors indicated that they chose to visit the Bahamas because of the beaches. Fourteen percent (14%) of them indicated that they chose to visit the Bahamas because of the hotel facilities, 11% came for rest & relaxation, 10% for the climate, 8% came because they had never been here before, and 6% because of the good package deals offered.



Visitors to Grand Bahama Island indicated that the primary reasons for visiting the Bahamas were the good package deals offered, beaches, rest and relaxation, never been here before, the perception that they would receive the best vacation value for money, and climate. Unlike Nassau/P.I, hotel facilities were not a very important reason for choosing to visit Grand Bahama. Fourteen percent (14%) of the visitors indicated that they chose to visit the Bahamas because of the good package deals offered. Fourteen percent (14%) of them indicated that they chose to visit the Bahamas because of the beaches, 11% came for rest & relaxation, 9% came because they had never been here before, 9% because they felt they would receive the best vacation value for money and 9% because of the climate.

### Out Islands



Visitors to the Out Islands indicated that the primary reasons for visiting the Bahamas were the sporting attractions (e.g. diving, golf, etc.), the beaches, rest and relaxation, had friends in the Bahamas, climate, and the fact that they had never been here before. Eighteen percent (18%) of them indicated that they chose to visit the Bahamas because of the sporting attractions, 16% because of the beaches. Twelve percent (12%) came to the Bahamas for rest and relaxation, 12% because they had friends in the Bahamas, 5% because of the climate, and 5% came because they had never been here before.

**REPEAT VISITORS VS. FIRST TIME VISITORS**

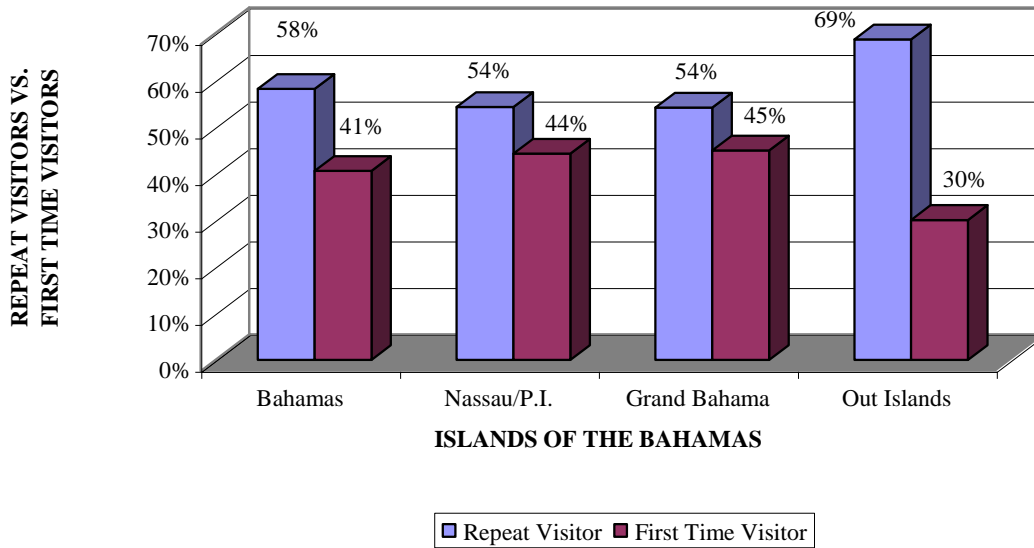
Forty-one percent (41%) of the stopover visitors were visiting the Bahamas for the first time. In Nassau/Paradise Island, 44% of all stopover visitors were visiting for the first time and in Grand Bahama, 45%. Thirty percent (30%) of all stopover visitors to the Out Islands were visiting the Islands of The Bahamas for the first time.

**HAVE YOU EVER VISITED THE BAHAMAS BEFORE  
ISLANDS OF THE BAHAMAS  
2003**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Repeat Visitor	58%	54%	54%	69%
First Time Visitor	41%	44%	45%	30%

59% of Americans stopovers, 64% of Canadian stopovers, 41% of the European stopovers and 51% of the stopover visitors from Other Countries were repeat visitors.

**REPEAT VS FIRST TIME VISITOR  
2003**

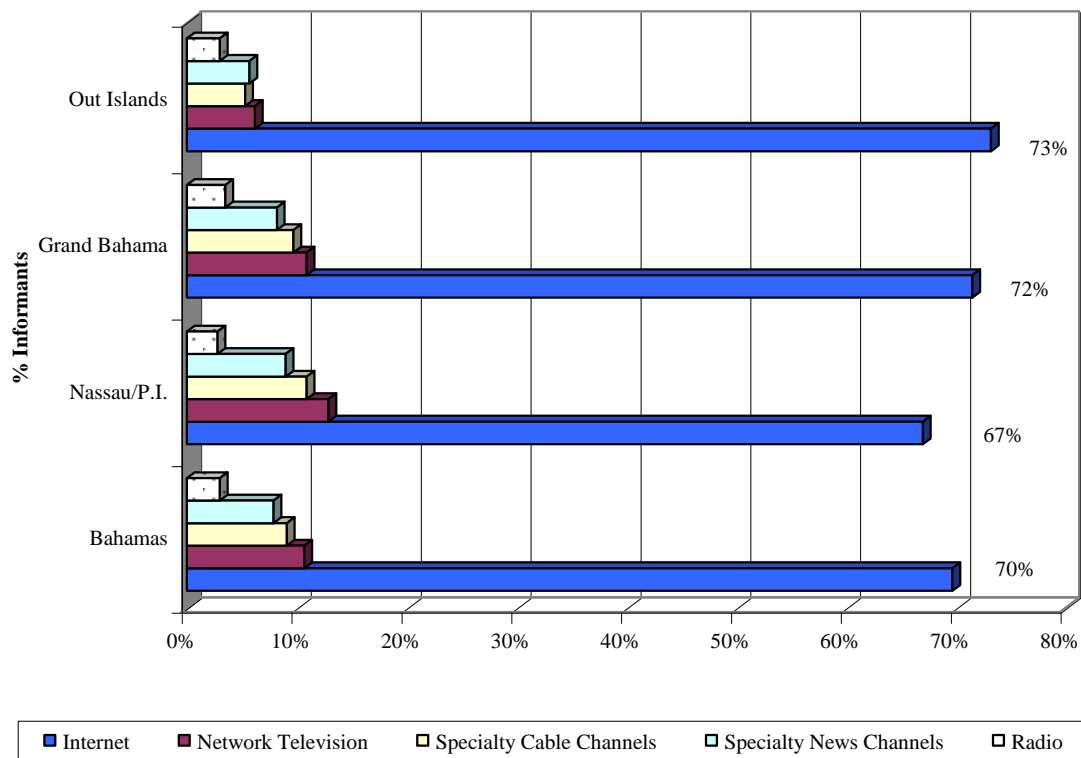


Fifty-eight percent (58%) of the stopover visitors to The Islands of The Bahamas overall were repeat visitors. As usual, the Out Islands captured the highest percentage of repeat visitors (69%). Only 30% of the visitors to the Out Islands were visiting for the first time.

## ELECTRONIC MEDIA USED FOR PLANNING VACATIONS

### ELECTRONIC MEDIA MOST FREQUENTLY USED WHEN PLANNING YOUR VACATION ISLANDS OF THE BAHAMAS 2003

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Internet	70%	67%	72%	73%
Network Television	11%	13%	11%	6%
Specialty Cable Channels	9%	11%	10%	5%
Specialty News Channels	8%	9%	8%	6%
Radio	3%	3%	4%	3%



More than two-thirds (70%) of the visitors to the Islands of the Bahamas indicated that the electronic media most frequently used when planning their vacations was the *Internet*. Sixty-seven percent (67%) of the visitors to *Nassau/Paradise Island* used the Internet to plan their vacations. More than two-thirds (72%) of the visitors to *Grand Bahama* used the Internet to plan their vacations and 73% of the visitors from the *Out Islands*

used the Internet to plan their vacations. Expedia.com and Travelocity.com were the two most popular online booking travel companies in 2003.

*Network Television* was the next most popular electronic media used by visitors to *The Islands of The Bahamas* to plan their vacations. Eleven percent (11%) of the visitors to the Islands of the Bahamas used *Network Television* when planning their vacations, 9% used *Specialty Cable Channels* and 8% used *Specialty News Channels*.

Thirteen percent (13%) of the visitors to *Nassau/Paradise Island* used Network Television when planning their vacations, 11% used Specialty Cable Channels and 9% used Specialty News Channels. Eleven percent (11%) of the visitors to *Grand Bahama* used Network Television when planning their vacations, 10% used Specialty Cable Channels and 8% used Specialty News Channels. Six percent (6%) of the visitors to *the Out Islands* used Network Television when planning their vacations, 6% used Specialty News Channels and 5% used Specialty Cable Channels.



## FAVOURITE TELEVISION NETWORKS

### FAVORITE TELEVISION NETWORK/STATIONS ISLANDS OF THE BAHAMAS 2003

		Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	NBC	26.0%	28.2%	29.3%	17.5%
2	ABC	17.5%	19.7%	18.7%	11.5%
3	CNN	14.9%	14.1%	14.9%	16.7%
4	CBS	12.3%	13.1%	15.4%	7.3%
5	FOX	10.3%	11.0%	10.4%	8.8%
6	ESPN	10.0%	10.6%	10.5%	8.2%
7	HBO	6.0%	6.1%	7.8%	4.1%
8	DISC (Discovery Channel)	4.1%	3.7%	3.5%	5.6%
9	TLC (The Learning Channel)	3.2%	3.4%	3.8%	2.4%
10	LIFE (Lifetime)	3.1%	3.4%	4.6%	1.0%
11	MTV (Music Television)	3.0%	2.3%	4.2%	3.3%
12	Travel Channel	2.7%	2.6%	2.8%	2.6%
13	FOXN (Fox News)	2.6%	2.7%	2.4%	2.5%
14	HGTV (Home & Garden Net.)	2.2%	2.1%	2.9%	1.7%
15	MSNBC	2.1%	2.1%	2.2%	2.2%

\*11% of the Canadian Visitors indicated that one of their favorite stations was CBC (Canada).

The most popular stations for Canadians included NBC (13%), CNN (12%), ABC (8%), CBS (7%), FOX (6%), Discovery Channel (4%), TLC (3%) were their favorite stations.

BET appeared to be a more popular station for visitors to Grand Bahama than for visitors to the other islands.

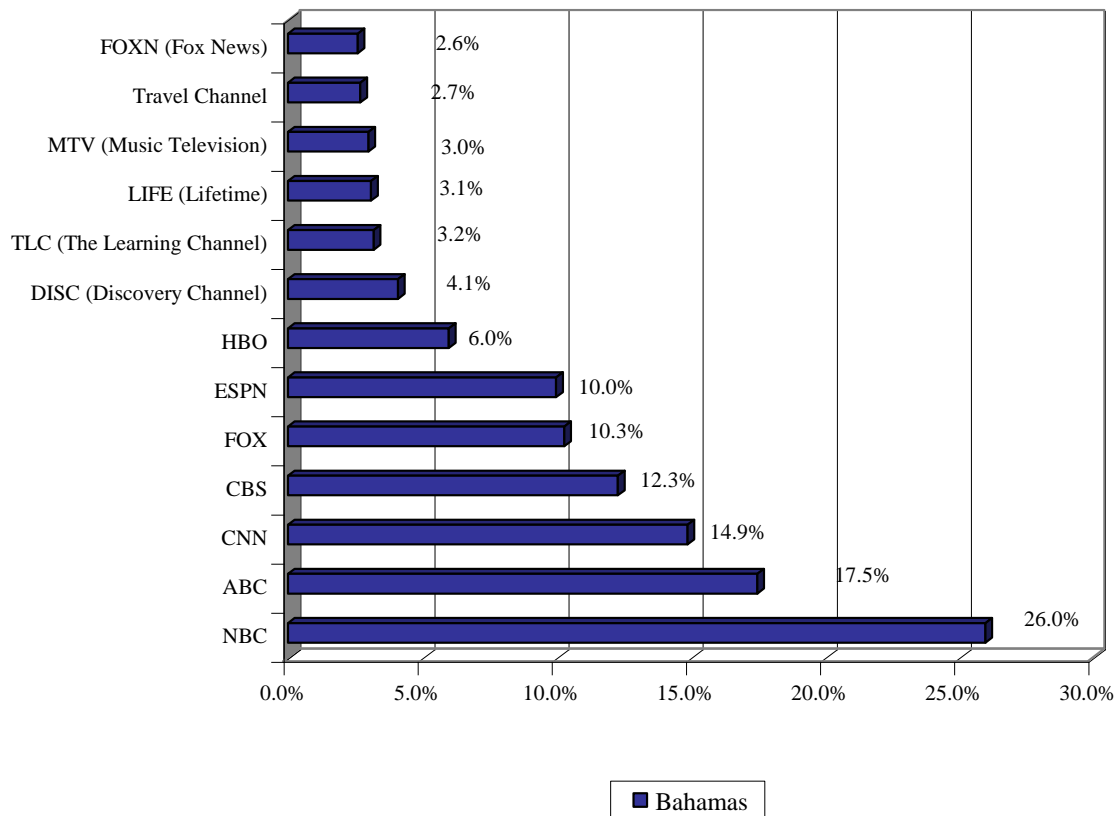
4% of the stopover visitors said that BET was their favourite station.

*Network Television* was the second most popular electronic media used by visitors to *The Islands of The Bahamas* to plan their vacations. Eleven percent (11%) of the visitors to the Islands of the Bahamas used *Network Television* when planning their vacations. Among the Favorite Television Network/Stations were networks and cable channels such as NBC, ABC, CNN, CBS, FOX, ESPN, HBO, and the Discovery Channel. CBC (Canada) was popular with the Canadian visitors to the Bahamas.

In general the ten most popular television networks and stations (including cable) for the Islands of the Bahamas as a whole were: NBC, ABC, CNN (*Specialty News Channels ranked fourth amongst the most popular electronic media used by visitors to the Bahamas to plan their*

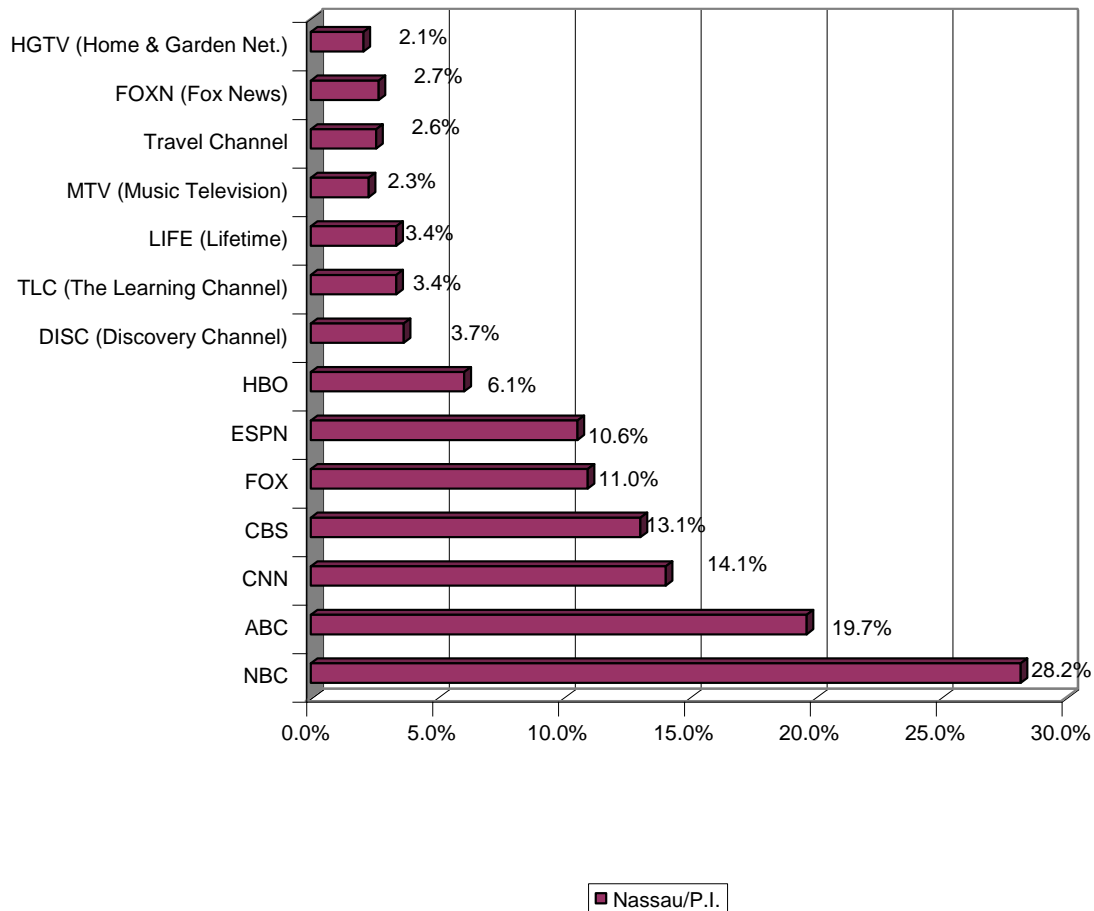
*vacations. In 2001, after the September 11<sup>th</sup> terrorist attacks, Specialty News Channels ranked third), CBS, FOX, ESPN (Sports Channel), HBO, the Discovery Channel, TLC (The Learning Channel) and Lifetime. These were some of the channels that visitors to the Islands of the Bahamas indicated that they enjoyed watching.*

### Bahamas



## Nassau/Paradise Island

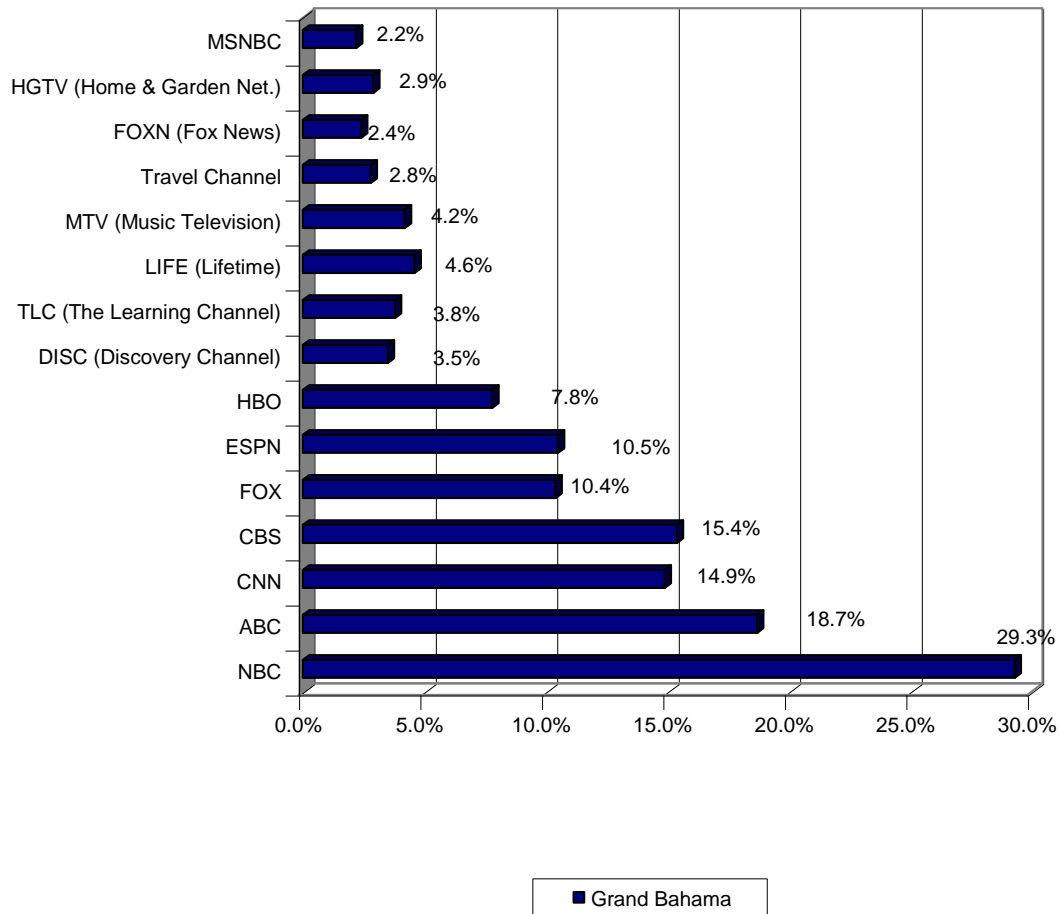
### Nassau/P.I.



*Network Television* was the second most popular electronic media used by visitors to *Nassau/Paradise Island* to plan their vacations. Thirteen percent (13%) of the visitors to Nassau/Paradise Island used *Network Television* when planning their vacations. In general, the ten most popular television networks/stations (including cable) for Nassau/Paradise Island as a whole were: NBC, ABC, CNN, CBS, FOX, ESPN, HBO, the Discovery Channel, TLC (The Learning Channel) and Lifetime. These were some of the channels that visitors to Nassau/Paradise Island indicated that they enjoyed watching.

## Grand Bahama

### Grand Bahama

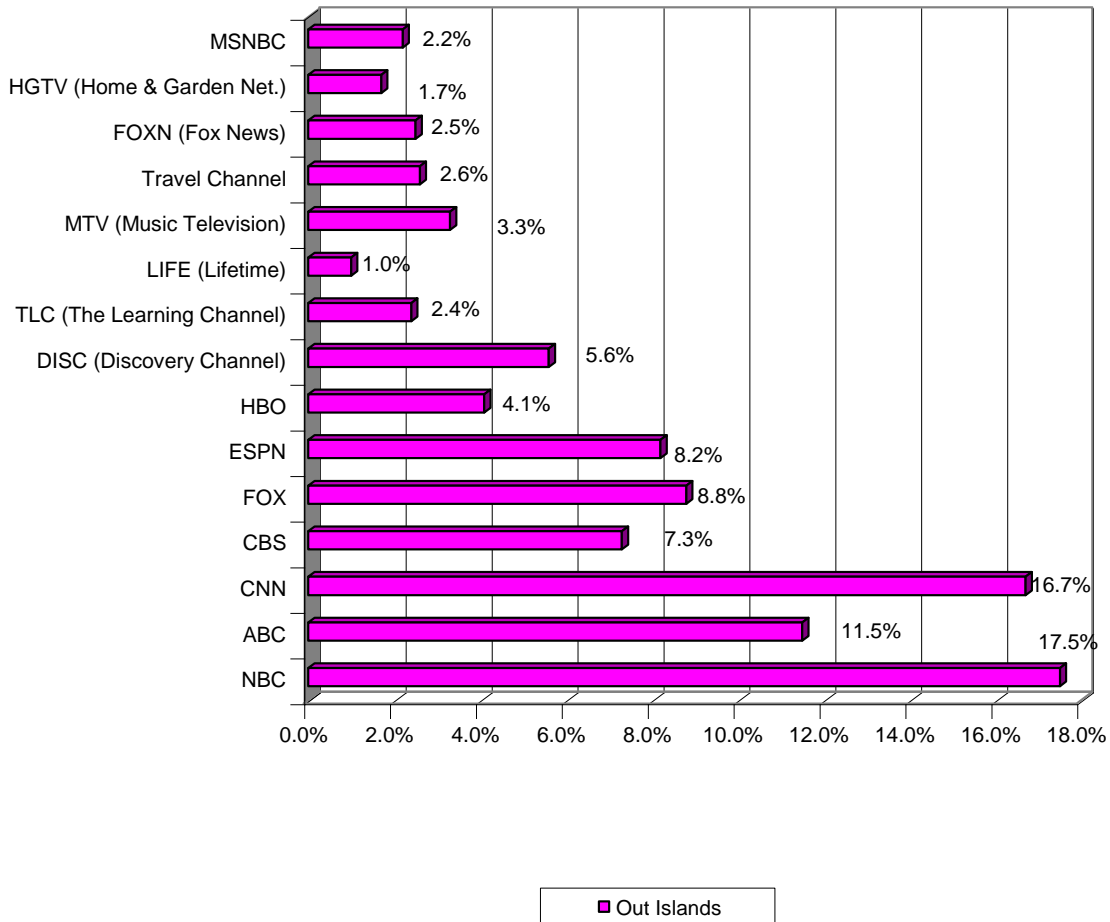


*Network Television* was the second most popular electronic media used by visitors to *Grand Bahama Island* to plan their vacations. Eleven percent (11%) of the visitors to Grand Bahama Island used *Network Television* when planning their vacations.

In general, the ten most popular television networks/stations (including cable) for Grand Bahama Island as a whole were: NBC, ABC, CBS, CNN, ESPN, FOX, HBO, Lifetime, MTV and TLC. These were some of the channels that visitors to Grand Bahama indicated that they enjoyed watching.

## Out Islands

### Out Islands



*Network Television* was the second most popular electronic media used by visitors to *The Out Islands* to plan their vacations. Six percent (6%) of the visitors to the Out Islands used *Network Television* when planning their vacations.

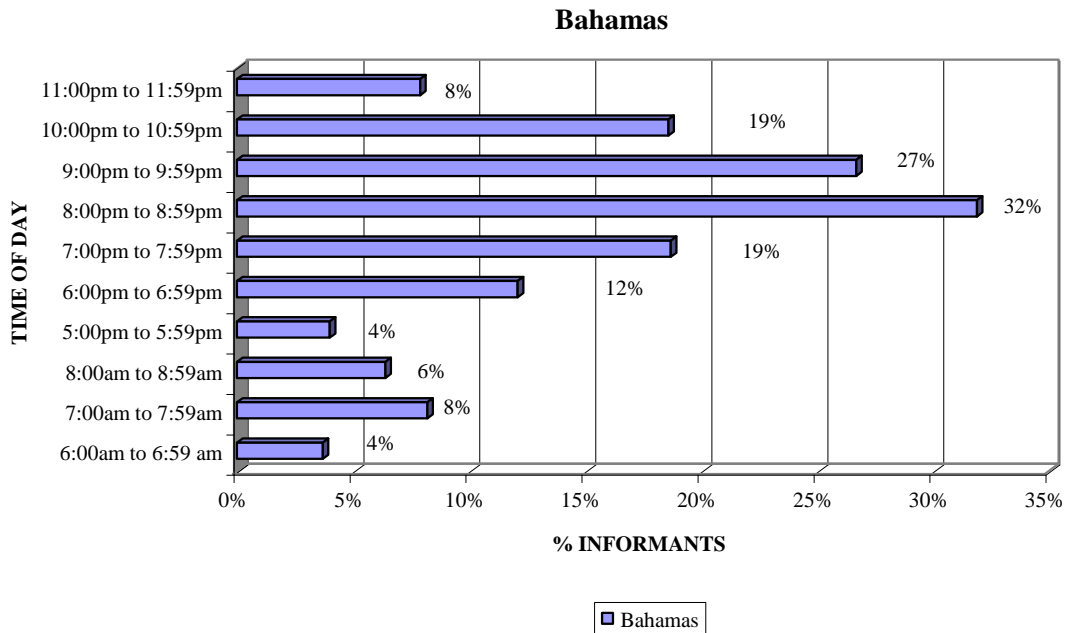
In general, the most popular television networks/stations (including cable) for visitors to the Out Islands as a whole were: NBC, CNN, ABC, FOX, ESPN, CBS, the Discovery Channel, HBO, MTV, and the Travel Channel. These were some of the channels that visitors to the Out Islands indicated that they enjoyed watching.

## Time Visitors Most Likely to Watch Television

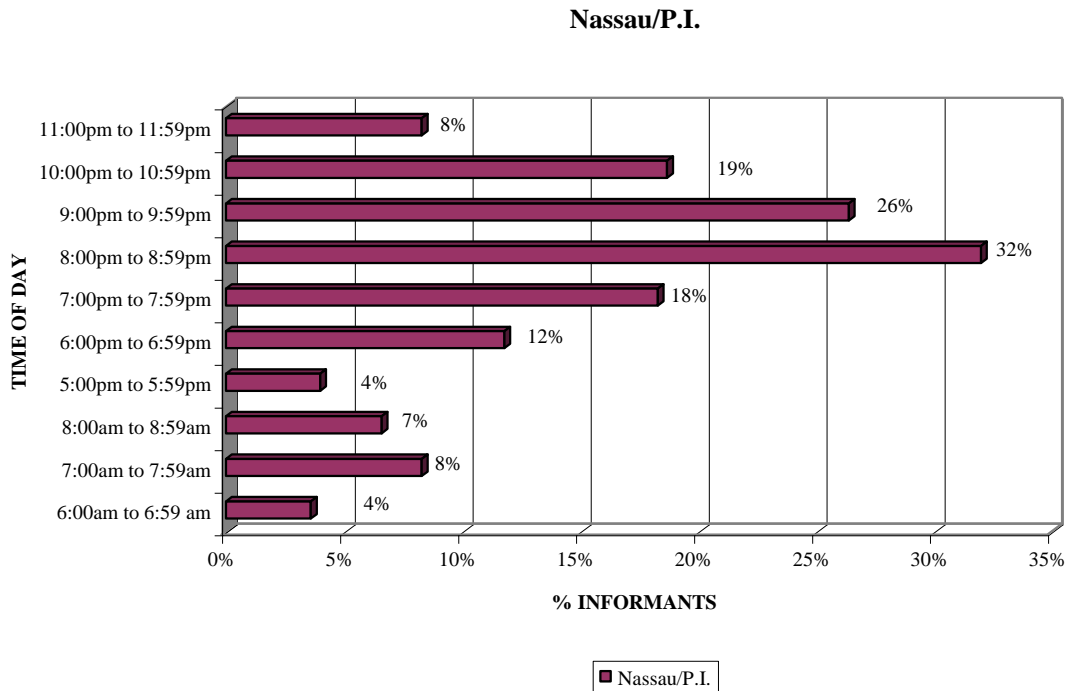
**TIME MOST LIKELY TO WATCH TELEVISION  
ISLANDS OF THE BAHAMAS  
2003**

	<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
6:00am to 6:59 am	4%	4%	4%	4%
7:00am to 7:59am	8%	8%	8%	8%
8:00am to 8:59am	6%	7%	7%	6%
5:00pm to 5:59pm	4%	4%	4%	4%
<b>6:00pm to 6:59pm</b>	12%	12%	11%	14%
<b>7:00pm to 7:59pm</b>	19%	18%	19%	19%
<b>8:00pm to 8:59pm</b>	32%	32%	33%	30%
<b>9:00pm to 9:59pm</b>	27%	26%	30%	25%
<b>10:00pm to 10:59pm</b>	19%	19%	21%	16%
11:00pm to 11:59pm	8%	8%	9%	6%

Visitors to the Islands of the Bahamas were more likely to watch television between the hours of **6:00 p.m. in the evening to 11:00 p.m.** at night. However, the **most popular time** for watching television for visitors to the Islands of the Bahamas was between 8:00 p.m. to 8:59 p.m. Almost one-third (32%) of the visitors to the Islands of the Bahamas indicated that they watched television between 8:00 p.m. to 8:59 p.m. Almost one third (32%) of the visitors to Nassau/Paradise Island watched television between 8:00 p.m. to 8:59 p.m. and 33% of the visitors to Grand Bahama watched television during this period. The most popular time for watching television for visitors to the Out Islands was also between 8:00 pm to 8:59 pm. Thirty percent (30%) of the stopovers to the Out Islands watched television between 8:00 pm to 8:59 pm.

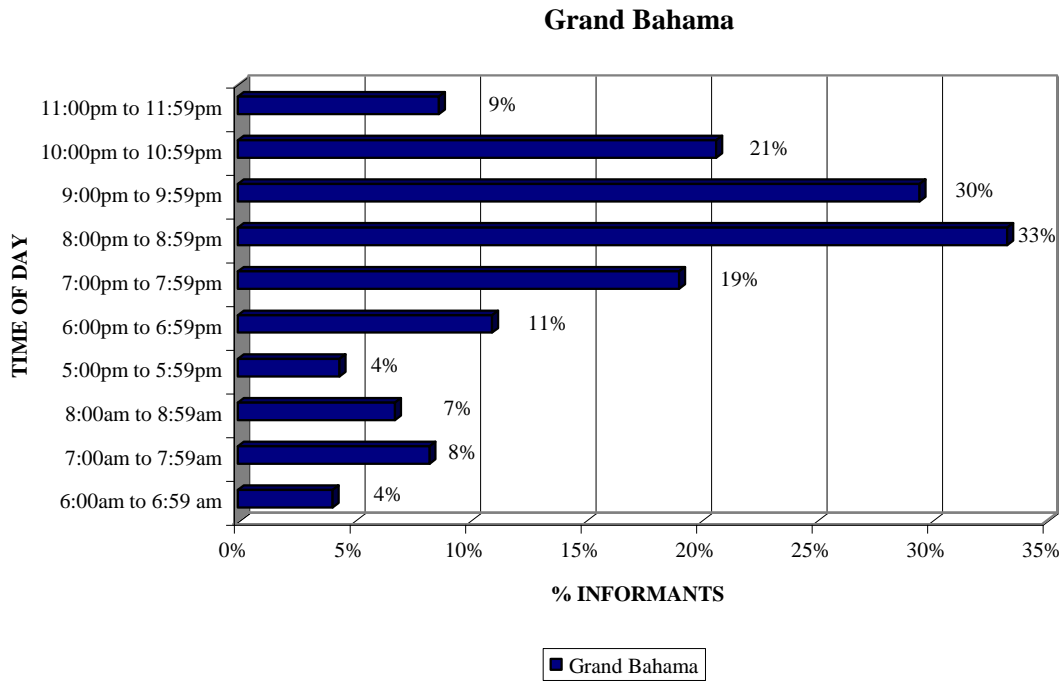


Twelve percent (12%) of the visitors to the Bahamas watched television between 6:00 p.m. to 6:59 p.m. in the evening. Nineteen percent (19%) of them watched television between 7:00 p.m. to 7:59 p.m. and 32% of them watched television between 8:00 p.m. to 8:59 p.m. Twenty-seven percent (27%) of them watched television between 9:00 p.m. to 9:59 p.m. and 19% of them watched television between 10:00 p.m. to 10:59 p.m. at night.

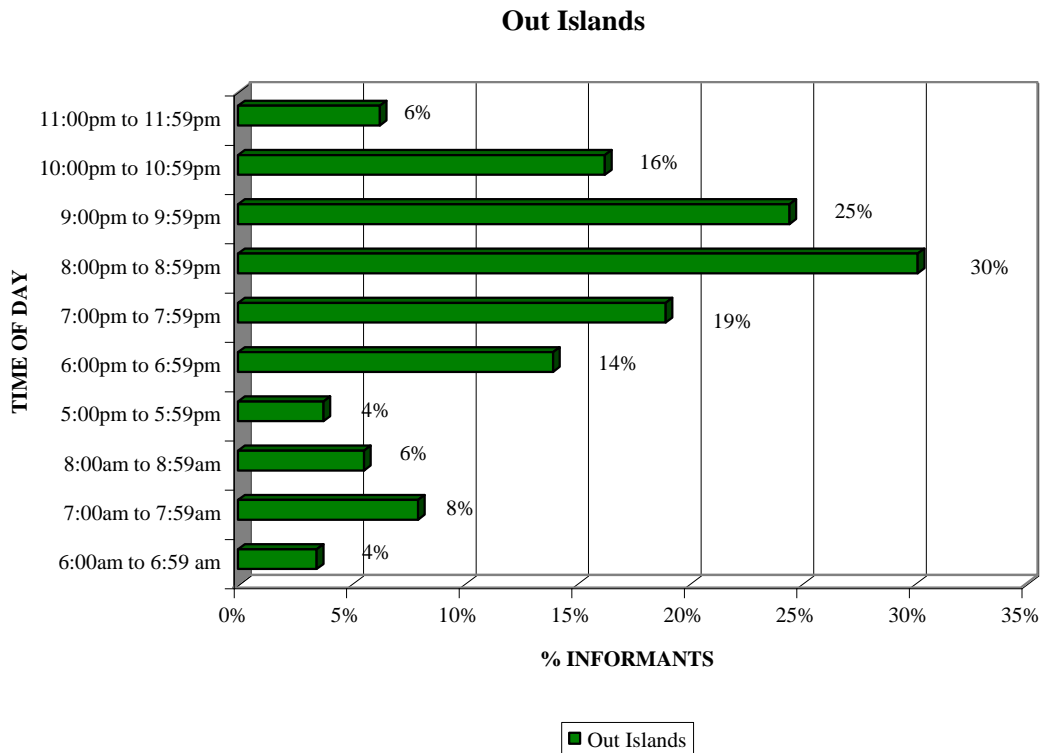


Twelve percent (12%) of the visitors to Nassau/Paradise Island watched television between 6:00 p.m. to 6:59 p.m. in the evening. Eighteen percent (18%) of them watched television between 7:00 p.m. to 7:59 p.m. and 32% of them watched television between 8:00 p.m. to 8:59 p.m. Twenty-six percent (26%) of them watched television between 9:00 p.m. to 9:59 p.m. and 19% of them watched television between 10:00 p.m. to 10:59 p.m. at night.





Eleven percent (11%) of the visitors to Grand Bahama Island watched television between 6:00 p.m. to 6:59 p.m. in the evening. Nineteen percent (19%) of them watched television between 7:00 p.m. to 7:59 p.m. and 33% of them watched television between 8:00 p.m. to 8:59 p.m. Thirty percent (30%) of them watched television between 9:00 p.m. to 9:59 p.m. and 21% of them watched television between 10:00 p.m. to 10:59 p.m. at night.



Visitors to the Out Islands indicated that they watched television between the hours of 6:00 p.m. in the evening to 11:00 p.m. at night. Fourteen percent (14%) of the visitors to the Out Islands watched television between 6:00 p.m. to 6:59 p.m. in the evening. Nineteen percent (19%) of them watched television between 7:00 p.m. to 7:59 p.m. and 30% of them watched television between 8:00 p.m. to 8:59 p.m. Twenty-five percent (25%) of them watched television between 9:00 p.m. to 9:59 p.m. Sixteen percent (16%) of them watched television between 10:00 p.m. to 10:59 p.m. and 6% of them watched television between 11:00 p.m. to 11:59 p.m. at night.

## PRINT MEDIA CHOICES

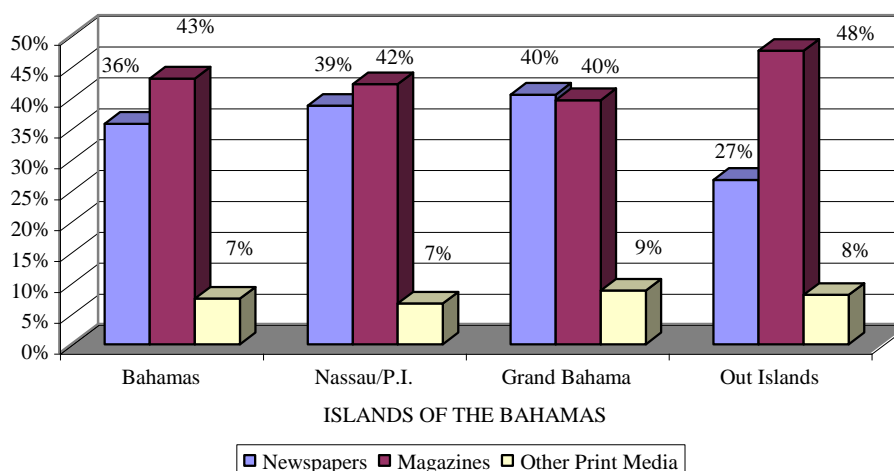
### PRINT MEDIA USED WHEN PLANNING YOUR VACATION

#### ISLANDS OF THE BAHAMAS

2003

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Newspapers	36%	39%	40%	27%
Magazines	43%	42%	40%	48%
Other Print Media	7%	7%	9%	8%

### PRINT MEDIA USED WHEN PLANNING YOUR VACATION



Visitors to the *Islands of the Bahamas* as a whole, read both newspapers and magazines when they were planning their vacations. Thirty-six percent (36%) of the visitors to the Bahamas read newspapers when they were planning their vacations and 43% of them read magazines.

Visitors to Nassau/Paradise Island read both newspapers and magazines when they were planning their vacations. Thirty-nine percent (39%) of the visitors to Nassau/Paradise Island read newspapers when they were planning their vacations and 42% of them read magazines.

Visitors to Grand Bahama Island also read both newspapers and magazines when they were planning their vacations. Forty percent (40%) of the visitors to Grand Bahama Island read newspapers when they were planning their vacations and 40% of them read magazines.

Visitors to the Out Islands read both newspapers and magazines when they were planning their vacations as well. However, more of them read magazines. Twenty-seven percent (27%) of the visitors to the Out Islands read newspapers when they were planning their vacations and 48% 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 180 magazines on the questionnaires. They read magazines that dealt with sporting activities like golf, yachting, etc. They read magazines that dealt with the latest fashions and makeup. They read magazines on business issues, current events, home and garden, nature, fitness, finances, travel, 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.

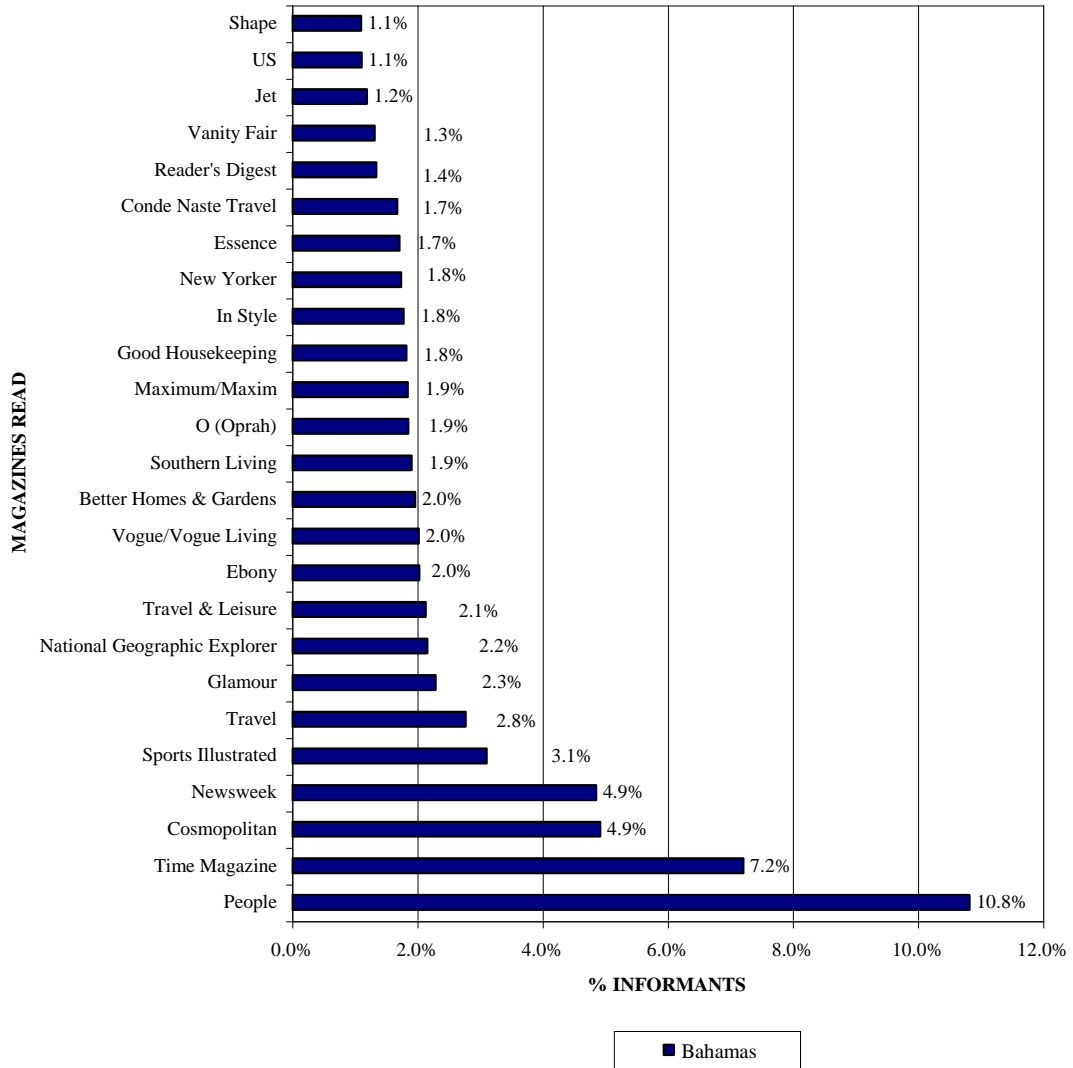
The top 25 magazines read by visitors to the Islands of the Bahamas, Nassau/Paradise Island, Grand Bahama and The Out Islands are shown in graphs on the following pages.

It is interesting to note that there were 3 primarily African American magazines among the top read magazines for Grand Bahama in 2003. Ebony, Essence and Jet all appeared in the top 7 magazines read by visitors to Grand Bahama. Grand Bahama is known to receive a higher percentage of African American Visitors than Nassau/Paradise Island and the Out Islands. Although Ebony and Essence appeared in the top 25 magazines read by visitors to Nassau/Paradise Island, they were not in the top 7 as with Grand Bahama. These African American magazines were not among the top 25 magazines read by visitors to The Out Islands.

**WHAT MAGAZINES DO YOU READ?  
ISLANDS OF THE BAHAMAS  
2003**

		<b>Bahamas</b>	<b>Nassau/P.I.</b>	<b>Grand Bahama</b>	<b>Out Islands</b>
1	People	10.8%	13.5%	11.1%	5.6%
2	Time Magazine	7.2%	7.3%	7.2%	7.0%
3	Cosmopolitan	4.9%	5.9%	6.4%	1.9%
4	Newsweek	4.9%	4.7%	5.1%	5.1%
5	Sports Illustrated	3.1%	3.6%	3.2%	2.2%
6	Travel	2.8%	2.6%	3.2%	2.8%
7	Glamour	2.3%	3.1%	2.6%	0.6%
8	National Geographic Explorer	2.2%	1.6%	1.5%	3.7%
9	Travel & Leisure	2.1%	1.8%	2.0%	3.0%
10	Ebony	2.0%	1.6%	5.3%	0.3%
11	Vogue/Vogue Living	2.0%	2.0%	1.2%	2.8%
12	Better Homes & Gardens	2.0%	2.3%	2.5%	1.0%
13	Southern Living	1.9%	2.0%	2.2%	1.4%
14	O (Oprah)	1.9%	1.9%	2.7%	1.2%
15	Maximum/Maxim	1.9%	2.0%	2.6%	1.0%
16	Good Housekeeping	1.8%	2.3%	2.2%	0.6%
17	In Style	1.8%	2.1%	1.6%	1.4%
18	New Yorker	1.8%	1.1%	1.0%	3.6%
19	Essence	1.7%	1.5%	4.0%	0.3%
20	Conde Naste Travel	1.7%	1.6%	1.4%	2.1%
21	Reader's Digest	1.4%	1.4%	1.7%	1.1%
22	Vanity Fair	1.3%	1.1%	1.1%	2.0%
23	Jet	1.2%	0.9%	3.3%	0.2%
24	Us	1.1%	1.4%	1.1%	0.6%
25	Shape	1.1%	1.2%	1.8%	0.4%
26	Men's Health	1.1%	1.2%	1.3%	0.6%
27	Business Week	1.0%	1.1%	1.1%	1.0%
28	Self	1.0%	1.1%	1.4%	0.6%
29	Golf	1.0%	1.0%	1.5%	0.7%
30	Redbook	1.0%	1.2%	1.1%	0.3%
31	Money	0.9%	1.1%	1.2%	0.3%
32	Playboy	0.9%	1.0%	0.8%	0.7%
33	Fitness	0.8%	0.9%	1.2%	0.3%
34	US News	0.8%	0.8%	1.0%	0.8%
35	Elle Decor	0.8%	0.7%	0.7%	1.0%

## Bahamas

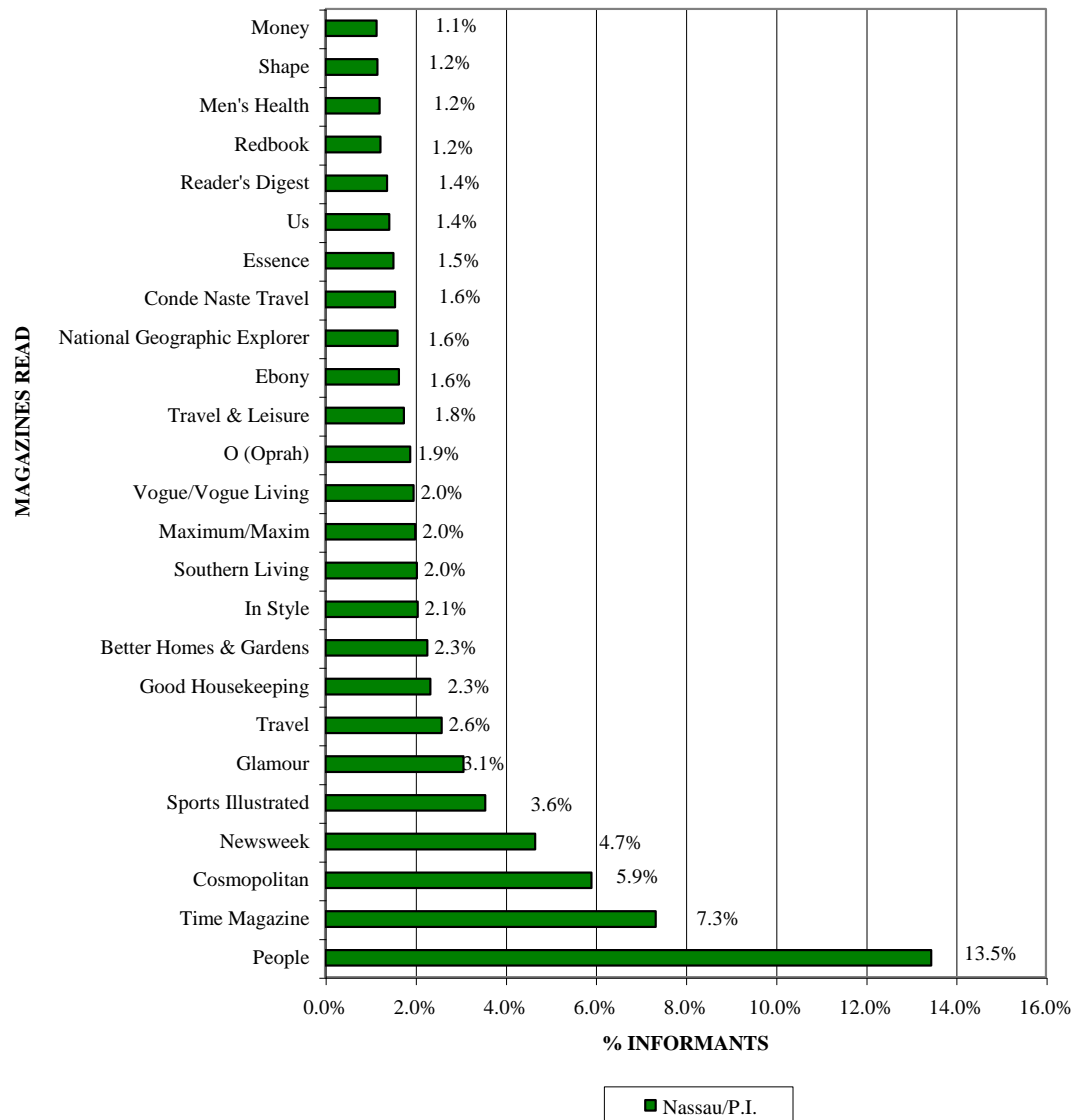


The top 25 magazines visitors to the Islands of the Bahamas indicated that they read were: People (11%), Time Magazine (7%), Cosmopolitan (5%), Newsweek (5%), Sports Illustrated (3%), Travel (3%), Glamour (2%), National Geographic Explorer (2%), Travel and Leisure (2%), Ebony (2%), Vogue/Vogue Living (2%), Better Home and Gardens (2%), Southern Living (2%), O (Oprah) (2%), Maximum/Maxim (2%), Good House Keeping (2%), In Style (2%), New Yorker (2%), Essence (2%), Conde Naste Travel (2%), Reader's Digest (1%), Vanity Fair (1%), Jet (1%), Us (1%) and Shape (1%).

**WHAT MAGAZINES DO YOU READ?  
ISLANDS OF THE BAHAMAS  
2003**

	<b>Nassau/P.I.</b>
1 <b>People</b>	13.5%
2 <b>Time Magazine</b>	7.3%
3 <b>Cosmopolitan</b>	5.9%
4 <b>Newsweek</b>	4.7%
5 <b>Sports Illustrated</b>	3.6%
6 <b>Glamour</b>	3.1%
7 <b>Travel</b>	2.6%
8 <b>Good Housekeeping</b>	2.3%
9 <b>Better Homes &amp; Gardens</b>	2.3%
10 <b>In Style</b>	2.1%
11 <b>Southern Living</b>	2.0%
12 <b>Maximum/Maxim</b>	2.0%
13 Vogue/Vogue Living	2.0%
14 O (Oprah)	1.9%
15 Travel & Leisure	1.8%
16 Ebony	1.6%
17 National Geographic Explorer	1.6%
18 Conde Naste Travel	1.6%
19 Essence	1.5%
20 Us	1.4%
21 Reader's Digest	1.4%
22 Redbook	1.2%
23 Men's Health	1.2%
24 Shape	1.2%
25 Money	1.1%
26 Self	1.1%
27 New Yorker	1.1%
28 Business Week	1.1%
29 Vanity Fair	1.1%
30 Playboy	1.0%
31 Golf	1.0%
32 Parents	1.0%
33 Fitness	0.9%
34 Forbes	0.9%
35 Fortune	0.9%

## Nassau/P.I.



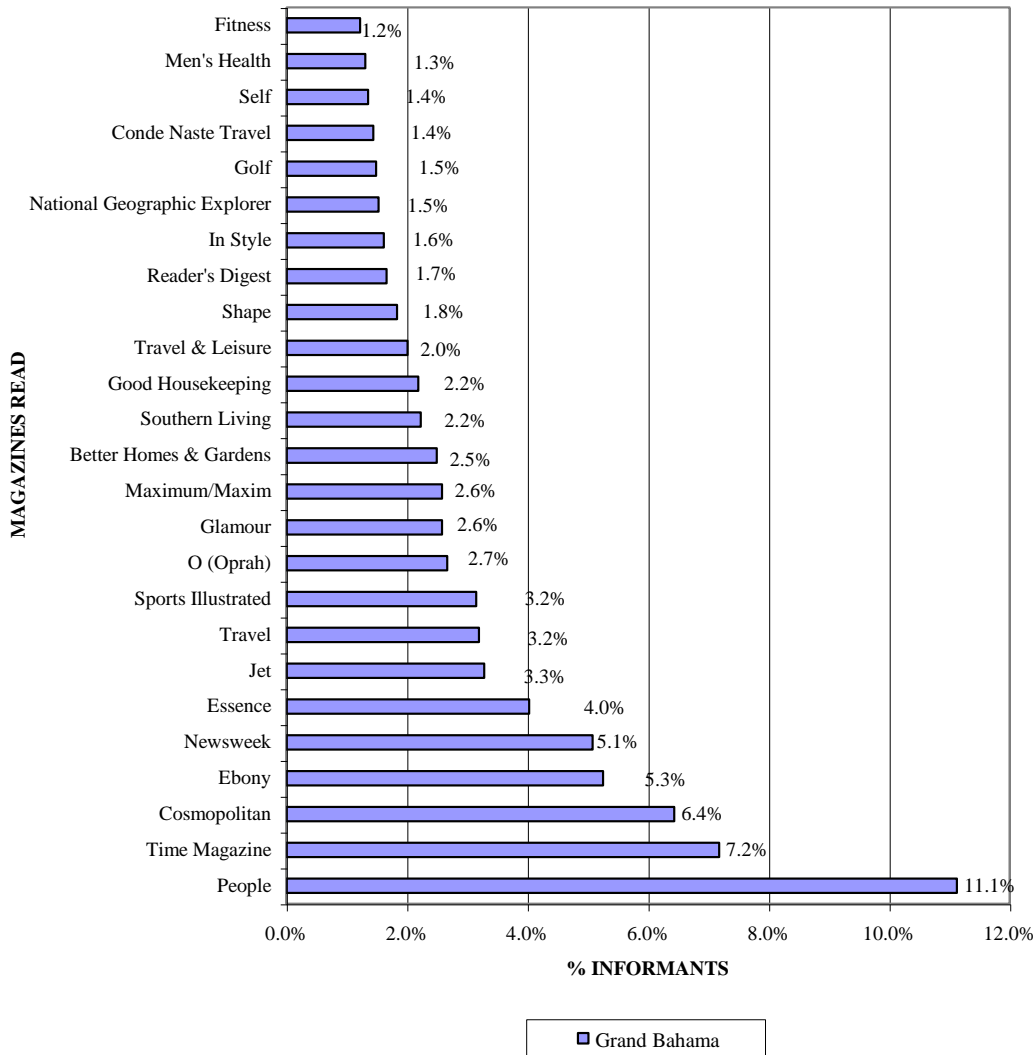
The top 25 magazines visitors to Nassau/Paradise Island indicated that they read were: People (14%), Time Magazine (7%), Cosmopolitan (6%), Newsweek (5%), Sports Illustrated (4%), Glamour (3%), Travel (3%), Good Housekeeping (2%), Better Homes and Gardens (2%), In Style (2%), Southern Living (2%), Maximum/Maxim (2%), Vogue (2%), O Oprah (2%), Travel & Leisure (2%), Ebony (2%), National Geographic Explorer (2%), Conde Naste Travel (2%), Essence (2%), Us (1%), Reader's Digest (1%), Redbook (1%), Men's Health (1%), Shape (1%), and Money (1%).



**WHAT MAGAZINES DO YOU READ?  
ISLANDS OF THE BAHAMAS  
2003**

	<b>Grand Bahama</b>
1 <b>People</b>	11.1%
2 <b>Time Magazine</b>	7.2%
3 <b>Cosmopolitan</b>	6.4%
4 <b>Ebony</b>	5.3%
5 <b>Newsweek</b>	5.1%
6 <b>Essence</b>	4.0%
7 <b>Jet</b>	3.3%
8 <b>Travel</b>	3.2%
9 <b>Sports Illustrated</b>	3.2%
10 <b>O (Oprah)</b>	2.7%
11 <b>Glamour</b>	2.6%
12 <b>Maximum/Maxim</b>	2.6%
13 <b>Better Homes &amp; Gardens</b>	2.5%
14 <b>Southern Living</b>	2.2%
15 <b>Good Housekeeping</b>	2.2%
16 <b>Travel &amp; Leisure</b>	2.0%
17 <b>Shape</b>	1.8%
18 <b>Reader's Digest</b>	1.7%
19 <b>In Style</b>	1.6%
20 <b>National Geographic Explorer</b>	1.5%
21 <b>Golf</b>	1.5%
22 <b>Conde Naste Travel</b>	1.4%
23 <b>Self</b>	1.4%
24 <b>Men's Health</b>	1.3%
25 <b>Fitness</b>	1.2%
26 <b>Vibe</b>	1.2%
27 <b>Vogue/Vogue Living</b>	1.2%
28 <b>Money</b>	1.2%
29 <b>Redbook</b>	1.1%
30 <b>Us</b>	1.1%
31 <b>Business Week</b>	1.1%
32 <b>Vanity Fair</b>	1.1%
33 <b>New Yorker</b>	1.0%
34 <b>US News</b>	1.0%
35 <b>Fortune</b>	0.9%

## Grand Bahama

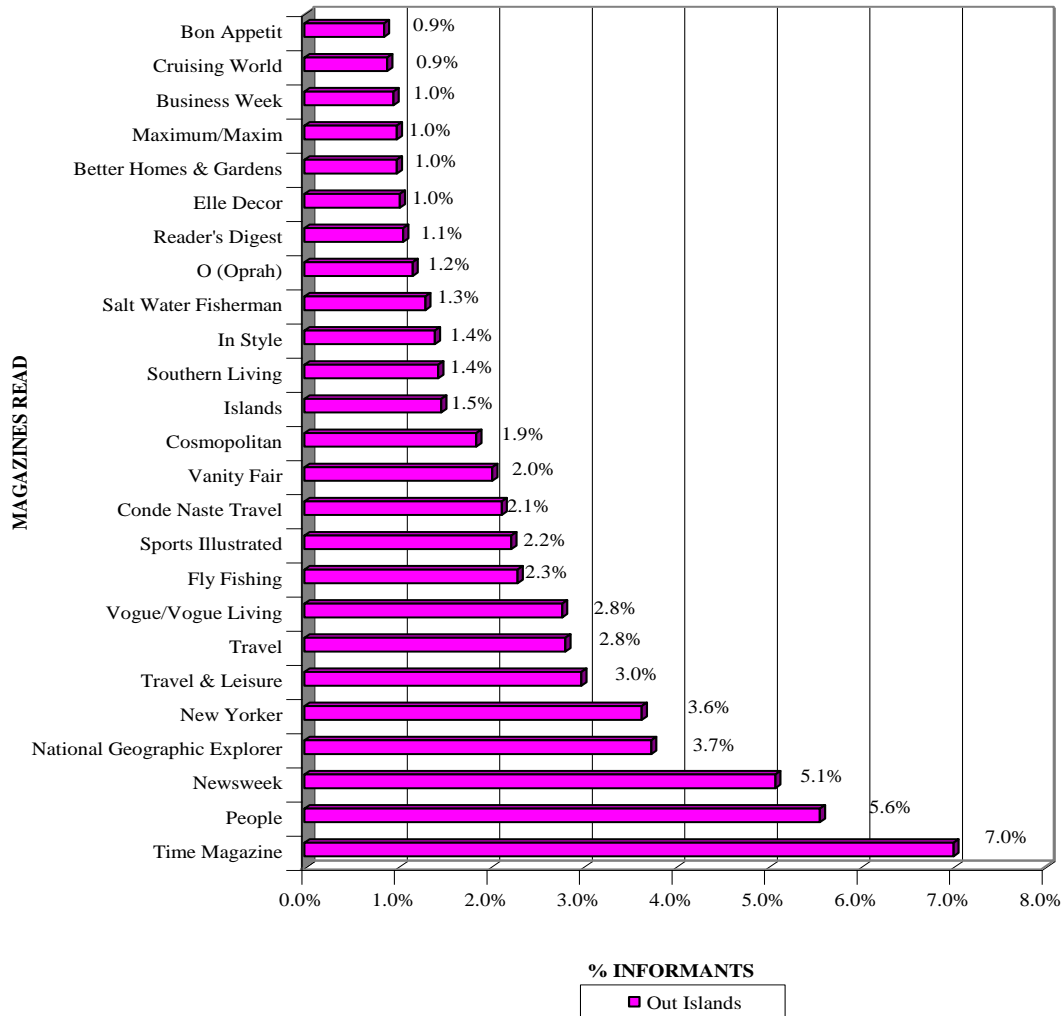


The top 25 magazines visitors to Grand Bahama indicated that they read were: People (11%), Time Magazine (7%), Cosmopolitan Magazine (6%), *Ebony* (5%), Newsweek (5%), *Essence* (4%), *Jet* (3%), Travel (3%), Sports Illustrated (3%), Oprah (3%), Glamour (3%), Maximum/Maxim (3%), Better Homes and Gardens (3%), Southern Living (2%), Good Housekeeping (2%), Travel and Leisure (2%), Shape (2%), Reader's Digest (2%), In Style (2%), National Geographic Explorer (2%), *Golf* (2%), Conde Naste Travel (1%), Self (1%), Men's Health (1%), and Fitness (1%).

**WHAT MAGAZINES DO YOU READ?  
ISLANDS OF THE BAHAMAS  
2003**

		Out Islands
1	<b>Time Magazine</b>	7.0%
2	<b>People</b>	5.6%
3	<b>Newsweek</b>	5.1%
4	<b>National Geographic Explorer</b>	3.7%
5	<b>New Yorker</b>	3.6%
6	<b>Travel &amp; Leisure</b>	3.0%
7	<b>Travel</b>	2.8%
8	<b>Vogue/Vogue Living</b>	2.8%
9	<b>Fly Fishing</b>	2.3%
10	<b>Sports Illustrated</b>	2.2%
11	<b>Conde Naste Travel</b>	2.1%
12	<b>Vanity Fair</b>	2.0%
13	Cosmopolitan	1.9%
14	Islands	1.5%
15	Southern Living	1.4%
16	In Style	1.4%
17	Salt Water Fisherman	1.3%
18	O (Oprah)	1.2%
19	Reader's Digest	1.1%
20	Elle Decor	1.0%
21	Better Homes & Gardens	1.0%
22	Maximum/Maxim	1.0%
23	Business Week	1.0%
24	Cruising World	0.9%
25	Bon Appetit	0.9%
26	Boating	0.8%
27	Coastal	0.8%
28	US News	0.8%
29	Bazaar (Harper's)	0.7%
30	Seventeen	0.7%
31	Golf	0.7%
32	House & Garden	0.7%
33	Playboy	0.7%
34	Men's Health	0.6%
35	Smithsonian	0.6%

## Out Islands

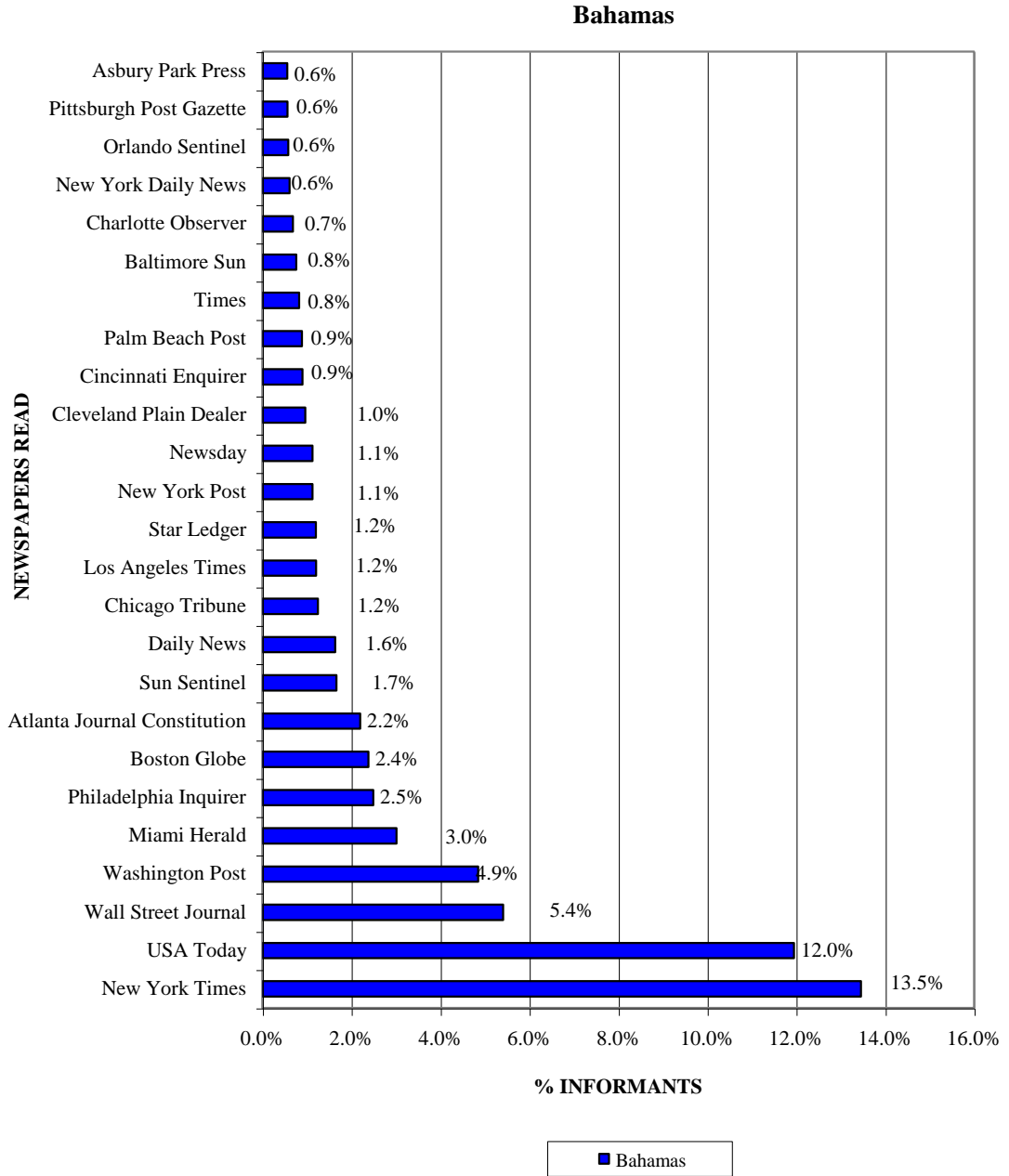


The top 25 magazines visitors to the Out Islands indicated that they read were: Time Magazine (7%), People (6%), Newsweek (5%), National Geographic Explorer (4%), New Yorker (4%), Travel and Leisure (3%), Travel (3%), Vogue/Vogue Living, (3%), Fly Fishing (2%), Sports Illustrated (2%), Conde Naste Travel (2%), Vanity Fair (2%), Cosmopolitan (2%), Islands (2%), Southern Living (1%), In Style (1%), Salt Water Fisherman (1%), Oprah (1%), Reader's Digest (1%), Elle Décor (1%), Better Homes and Gardens (1%), Maximum (1%), Business Week (1%), Cruising World (1%), Bon Appetit (1%).

## NEWSPAPERS THAT VISITORS WERE READING

### WHAT NEWSPAPERS DO YOU READ? ISLANDS OF THE BAHAMAS 2003

		Bahamas	Nassau/P.I.	Grand Bah.	Out Islands
1	New York Times	13.5%	12.3%	10.4%	18.3%
2	USA Today	12.0%	13.3%	13.1%	8.4%
3	Wall Street Journal	5.4%	5.1%	4.8%	6.6%
4	Washington Post	4.9%	4.4%	8.0%	3.2%
5	Miami Herald	3.0%	1.8%	1.7%	6.5%
6	Philadelphia Inquirer	2.5%	3.5%	1.9%	1.0%
7	Boston Globe	2.4%	1.9%	3.3%	2.6%
8	Atlanta Journal Constitution	2.2%	2.0%	3.2%	1.5%
9	Sun Sentinel	1.7%	0.8%	2.0%	3.2%
10	Daily News	1.6%	2.5%	1.3%	0.1%
11	Chicago Tribune	1.2%	1.5%	1.0%	1.1%
12	Los Angeles Times	1.2%	1.4%	0.6%	1.4%
13	Star Ledger	1.2%	1.9%	0.5%	0.4%
14	New York Post	1.1%	1.4%	1.0%	0.8%
15	Newsday	1.1%	1.7%	0.8%	0.2%
16	Cleveland Plain Dealer	1.0%	0.6%	2.9%	0.2%
17	Cincinnati Enquirer	0.9%	0.8%	2.1%	0.1%
18	Palm Beach Post	0.9%	0.4%	1.4%	1.5%
19	Times	0.8%	0.7%	0.7%	1.2%
20	Baltimore Sun	0.8%	0.5%	1.8%	0.4%
21	Charlotte Observer	0.7%	0.5%	1.6%	0.3%
22	New York Daily News	0.6%	0.9%	0.4%	0.2%
23	Orlando Sentinel	0.6%	0.5%	0.4%	0.8%
24	Pittsburgh Post Gazette	0.6%	0.6%	1.1%	0.1%
25	Asbury Park Press	0.6%	0.9%	0.1%	0.2%
26	Houston Chronicle	0.5%	0.7%	0.1%	0.5%
27	Dallas Morning News	0.5%	0.7%	0.4%	0.2%
28	Denver Post	0.5%	0.5%	0.3%	0.6%
29	St. Petersburg Times	0.5%	0.3%	0.2%	0.9%
30	Tribune	0.5%	0.5%	0.4%	0.4%
31	St. Louis Post Dispatch	0.4%	0.4%	0.8%	0.2%

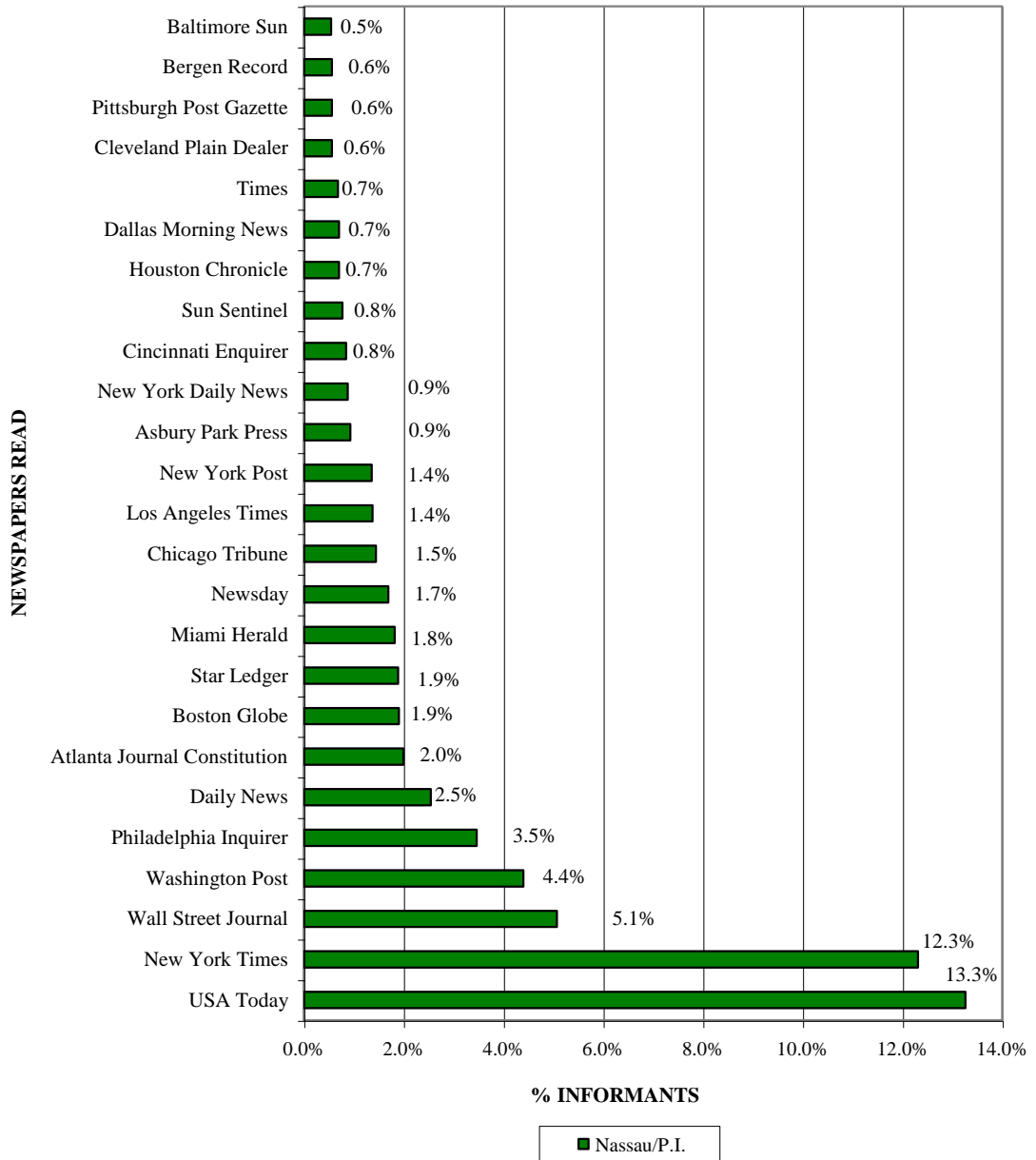


The above graph shows the top 25 newspapers stopover visitors to the Islands of the Bahamas indicated that they read.

**WHAT NEWSPAPERS DO YOU READ?  
NASSAU/PARADISE ISLAND  
2003**

		<b>Nassau/P.I.</b>
1	USA Today	13.3%
2	New York Times	12.3%
3	Wall Street Journal	5.1%
4	Washington Post	4.4%
5	Philadelphia Inquirer	3.5%
6	Daily News	2.5%
7	Atlanta Journal Constitution	2.0%
8	Boston Globe	1.9%
9	Star Ledger	1.9%
10	Miami Herald	1.8%
11	Newsday	1.7%
12	Chicago Tribune	1.5%
13	Los Angeles Times	1.4%
14	New York Post	1.4%
15	Asbury Park Press	0.9%
16	New York Daily News	0.9%
17	Cincinnati Enquirer	0.8%
18	Sun Sentinel	0.8%
19	Houston Chronicle	0.7%
20	Dallas Morning News	0.7%
21	Times	0.7%
22	Cleveland Plain Dealer	0.6%
23	Pittsburgh Post Gazette	0.6%
24	Bergen Record	0.6%
25	Baltimore Sun	0.5%
26	Orlando Sentinel	0.5%
27	Courier Post	0.5%
28	Charlotte Observer	0.5%
29	Denver Post	0.5%
30	Inquirer	0.5%
31	Tribune	0.5%

**Nassau/P.I.**

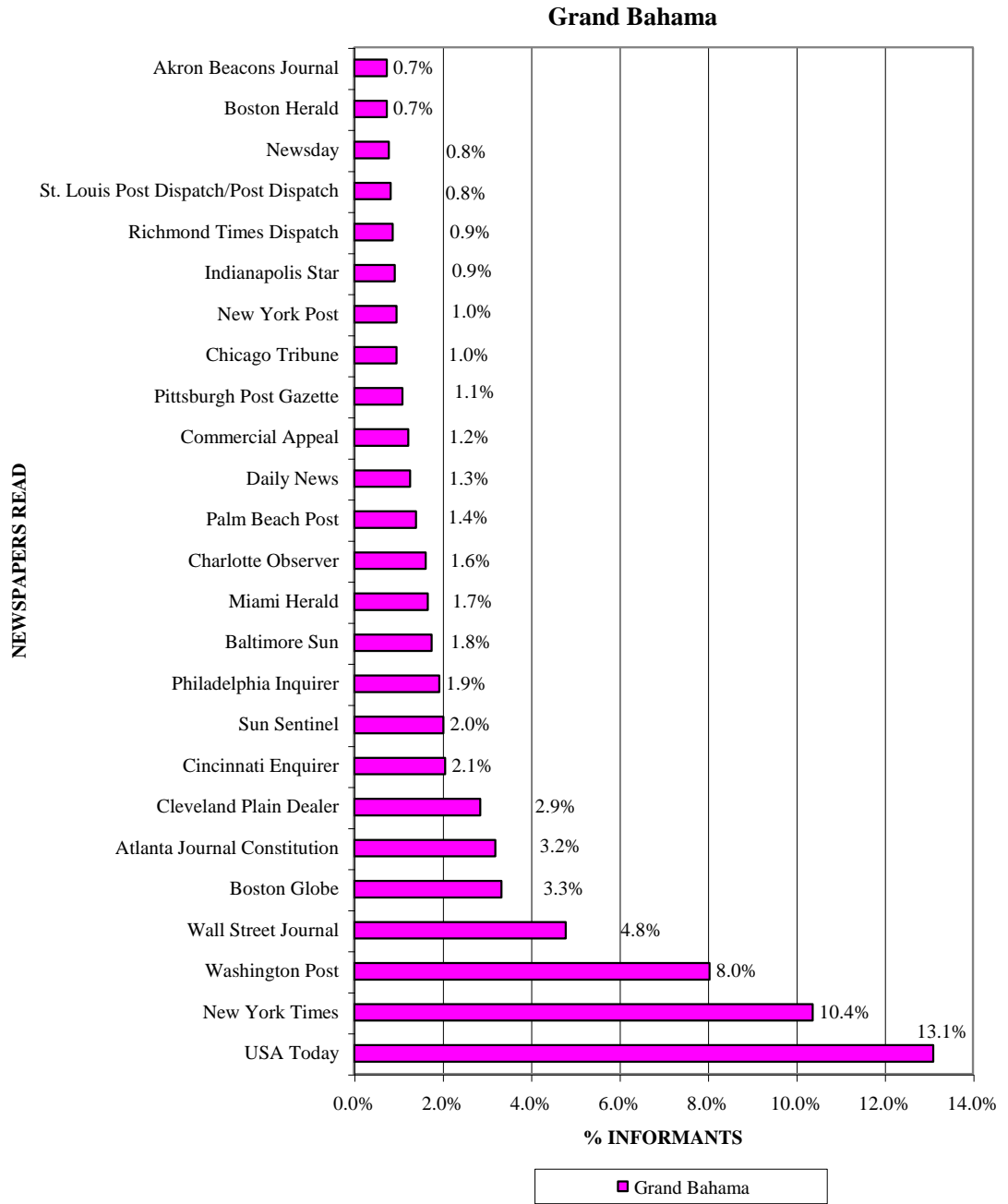


The above graph shows the top 25 newspapers stopover visitors to the Nassau/Paradise Island indicated that they read.



**WHAT NEWSPAPERS DO YOU READ?  
GRAND BAHAMA ISLAND  
2003**

		<b>Grand Bahama</b>
1	USA Today	13.1%
2	New York Times	10.4%
3	Washington Post	8.0%
4	Wall Street Journal	4.8%
5	Boston Globe	3.3%
6	Atlanta Journal Constitution	3.2%
7	Cleveland Plain Dealer	2.9%
8	Cincinnati Enquirer	2.1%
9	Sun Sentinel	2.0%
10	Philadelphia Inquirer	1.9%
11	Baltimore Sun	1.8%
12	Miami Herald	1.7%
13	Charlotte Observer	1.6%
14	Palm Beach Post	1.4%
15	Daily News	1.3%
16	Commercial Appeal	1.2%
17	Pittsburgh Post Gazette	1.1%
18	Chicago Tribune	1.0%
19	New York Post	1.0%
20	Indianapolis Star	0.9%
21	Richmond Times Dispatch	0.9%
22	St. Louis Post Dispatch/Post Dispatch	0.8%
23	Newsday	0.8%
24	Boston Herald	0.7%
25	Akron Beacons Journal	0.7%
26	Columbus "Ohio" Dispatch	0.7%
27	Dayton Daily News	0.7%
28	Times	0.7%
29	Washington Times	0.7%
30	Freeport News	0.7%
31	Los Angeles Times	0.6%

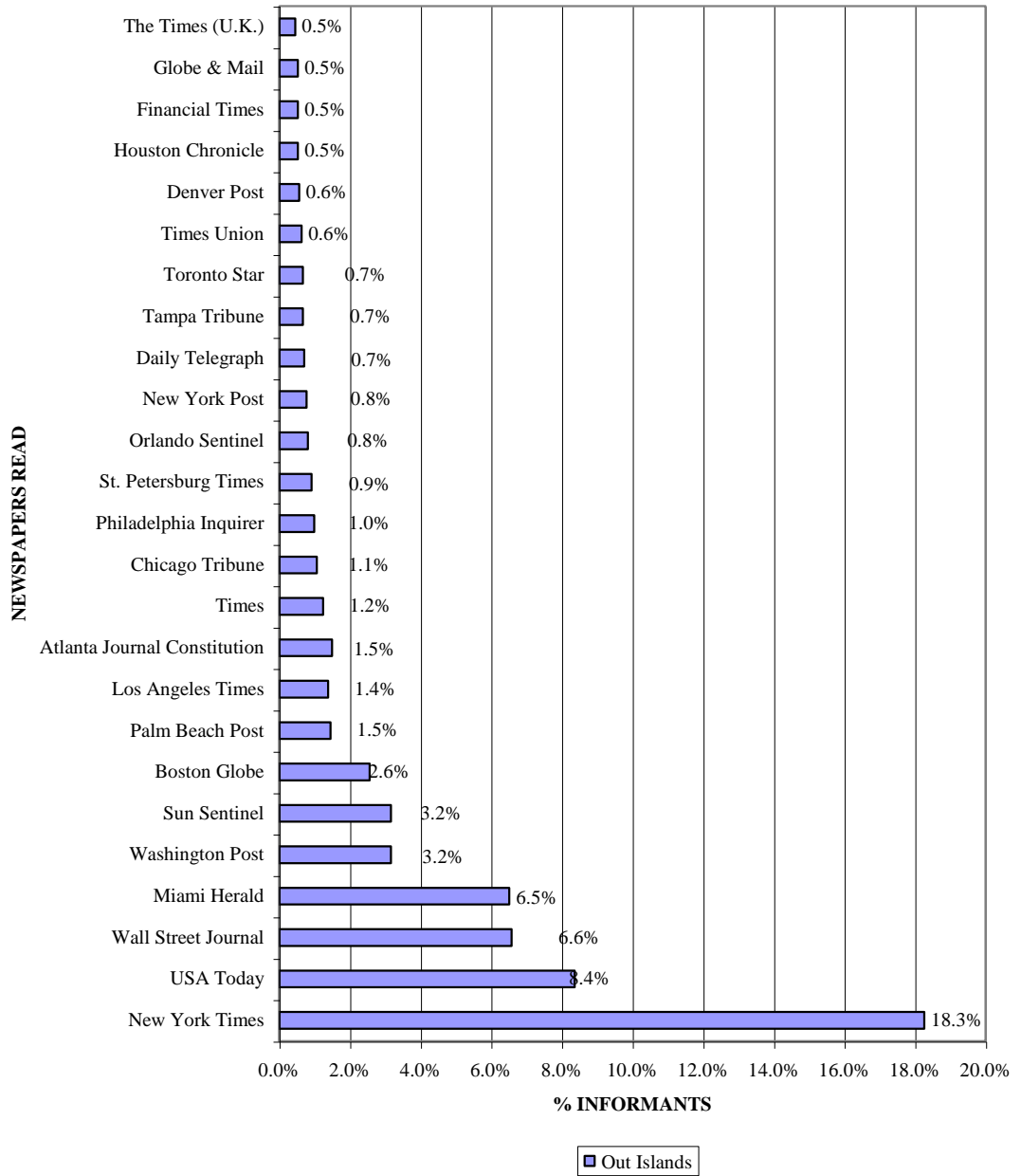


The above graph shows the top 25 newspapers stopover visitors to Grand Bahama Island indicated that they read.

**WHAT NEWSPAPERS DO YOU READ?  
OUT ISLANDS  
2003**

		<b>Out Islands</b>
1	New York Times	18.3%
2	USA Today	8.4%
3	Wall Street Journal	6.6%
4	Miami Herald	6.5%
5	Washington Post	3.2%
6	Sun Sentinel	3.2%
7	Boston Globe	2.6%
8	Palm Beach Post	1.5%
9	Los Angeles Times	1.4%
10	Atlanta Journal Constitution	1.5%
11	Times	1.2%
12	Chicago Tribune	1.1%
13	Philadelphia Inquirer	1.0%
14	St. Petersburg Times	0.9%
15	Orlando Sentinel	0.8%
16	New York Post	0.8%
17	Daily Telegraph	0.7%
18	Tampa Tribune	0.7%
19	Toronto Star	0.7%
20	Times Union	0.6%
21	Denver Post	0.6%
22	Houston Chronicle	0.5%
23	Financial Times	0.5%
24	Globe & Mail	0.5%
25	The Times (U.K.)	0.5%
26	Tribune	0.4%
27	Star Ledger	0.4%
28	Baltimore Sun	0.4%
29	San Francisco Chronicle	0.3%
30	Sun/The Sun News	0.3%
31	Herald	0.3%

**Out Islands**



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

***N.B. Thirty-six percent (36%) of the visitors indicated that they used newspapers when they were planning their vacations. Thirty-nine percent (39%) 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 27% of the stopover visitors to the Out Islands indicated this.***

**NEWSPAPERS AND SOME OF THE TOP PRODUCING MARKETS  
ISLANDS OF THE BAHAMAS  
2003**

	<b>Top Newspapers Read By Visitors All Bahamas</b>	<b>Top Producing Markets for All Bahamas</b>	<b>Top Newspapers Read By Visitors To Nassau/P.I.</b>	<b>Top Producing Markets for Nassau/P.I.</b>
1	New York Times	New York	USA Today	<i>Read Worldwide</i>
2	USA Today	<i>Read Worldwide</i>	New York Times	New York
3	Wall Street Journal	<i>Read Worldwide</i>	Wall Street Journal	<i>Read Worldwide</i>
4	Washington Post	Washington, DC	Washington Post	Washington, DC
5	Miami Herald	Miami, Florida	Philadelphia Inquirer	Philadelphia, PA
6	Philadelphia Inquirer	Philadelphia, PA	Daily News	<i>Various States</i>
7	Boston Globe	Boston, MA	Atlanta Journal Constitution	Atlanta, Georgia
8	Atlanta Journal Constitution	Atlanta, Georgia	Boston Globe	Boston, MA
9	Sun Sentinel	South Florida, FL	Star Ledger	New Jersey
10	Daily News	<i>Various States</i>	Miami Herald	Miami, Florida
11	Chicago Tribune	Chicago, Illinois	Newsday	New York
12	Los Angeles Times	Los Angeles, California	Chicago Tribune	Chicago, Illinois
13	Star Ledger	New Jersey	Los Angeles Times	Los Angeles, California
14	New York Post	New York	New York Post	New York
15	Newsday	New York	Asbury Park Press	New Jersey
16	Cleveland Plain Dealer	Cleveland, Ohio	New York Daily News	New York
17	Cincinnati Enquirer	Cincinnati, Ohio	Cincinnati Enquirer	Cincinnati, Ohio
18	Palm Beach Post	West Palm Beach, FL.	Sun Sentinel	South Florida, FL.

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

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  
2003**

	<b>Top Newspapers Read By Visitors To Grand Bahama</b>	<b>Top Producing Markets for Grand Bahama</b>	<b>Top Newspapers Read By Visitors To Out Islands</b>	<b>Top Producing Markets To Out Islands</b>
1	USA Today	<i>Read Worldwide</i>	New York Times	New York
2	New York Times	New York	USA Today	<i>Read Worldwide</i>
3	Washington Post	Washington, DC	Wall Street Journal	<i>Read Worldwide</i>
4	Wall Street Journal	<i>Read Worldwide</i>	Miami Herald	Miami, Florida
5	Boston Globe	Boston, MA	Washington Post	Washington, DC
6	Atlanta Journal Constitution	Atlanta, Georgia	Sun Sentinel	South Florida, FL.
7	Cleveland Plain Dealer	Cleveland, Ohio	Boston Globe	Boston, MA
8	Cincinnati Enquirer	Cincinnati, Ohio	Palm Beach Post	West Palm Beach, FL.
9	Sun Sentinel	South Florida, FL.	Los Angeles Times	Los Angeles, California
10	Philadelphia Inquirer	Philadelphia, PA	Atlanta Journal Constitution	Atlanta, Georgia
11	Baltimore Sun	Baltimore, Maryland	Times	<i>Various States</i>
12	Miami Herald	Miami, Florida	Chicago Tribune	Chicago, Illinois
13	Charlotte Observer	Charlotte, NC	Philadelphia Inquirer	Philadelphia, PA
14	Palm Beach Post	West Palm Beach, FL.	St. Petersburg Times	St. Petersburg, FL.
15	Daily News	<i>Various States</i>	Orlando Sentinel	Orlando, Florida
16	Commercial Appeal	Memphis, Tennessee	New York Post	New York
17	Pittsburgh Post Gazette	Pittsburgh, PA	Daily Telegraph	United Kingdom
18	Chicago Tribune	Chicago, Illinois	Tampa Tribune	Tampa, Florida

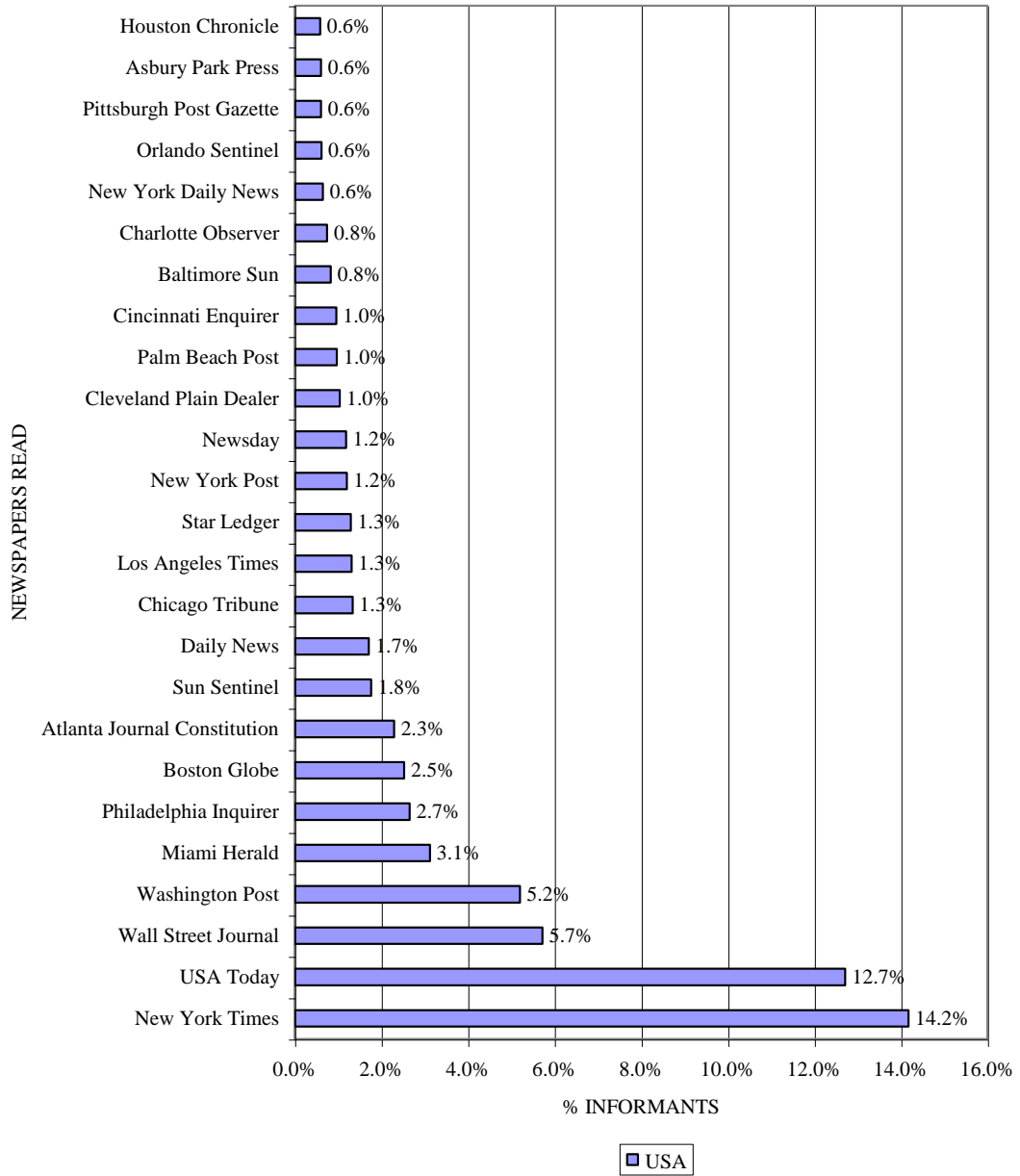
The New York Times and the Miami Herald are also read in many countries other than the United States.

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

**WHAT NEWSPAPERS DO YOU READ?  
ISLANDS OF THE BAHAMAS  
2003**

		<b>USA</b>
1	New York Times	14.2%
2	USA Today	12.7%
3	Wall Street Journal	5.7%
4	Washington Post	5.2%
5	Miami Herald	3.1%
6	Philadelphia Inquirer	2.7%
7	Boston Globe	2.5%
8	Atlanta Journal Constitution	2.3%
9	Sun Sentinel	1.8%
10	Daily News	1.7%
11	Chicago Tribune	1.3%
12	Los Angeles Times	1.3%
13	Star Ledger	1.3%
14	New York Post	1.2%
15	Newsday	1.2%
16	Cleveland Plain Dealer	1.0%
17	Palm Beach Post	1.0%
18	Cincinnati Enquirer	1.0%
19	Baltimore Sun	0.8%
20	Charlotte Observer	0.8%
21	New York Daily News	0.6%
22	Orlando Sentinel	0.6%
23	Pittsburgh Post Gazette	0.6%
24	Asbury Park Press	0.6%
25	Houston Chronicle	0.6%
26	Dallas Morning News	0.6%
27	Times	0.6%
28	Denver Post	0.5%
29	St. Petersburg Times	0.5%
30	St. Louis Post Dispatch/Post Dispatch	0.5%
31	Times Union	0.5%

USA

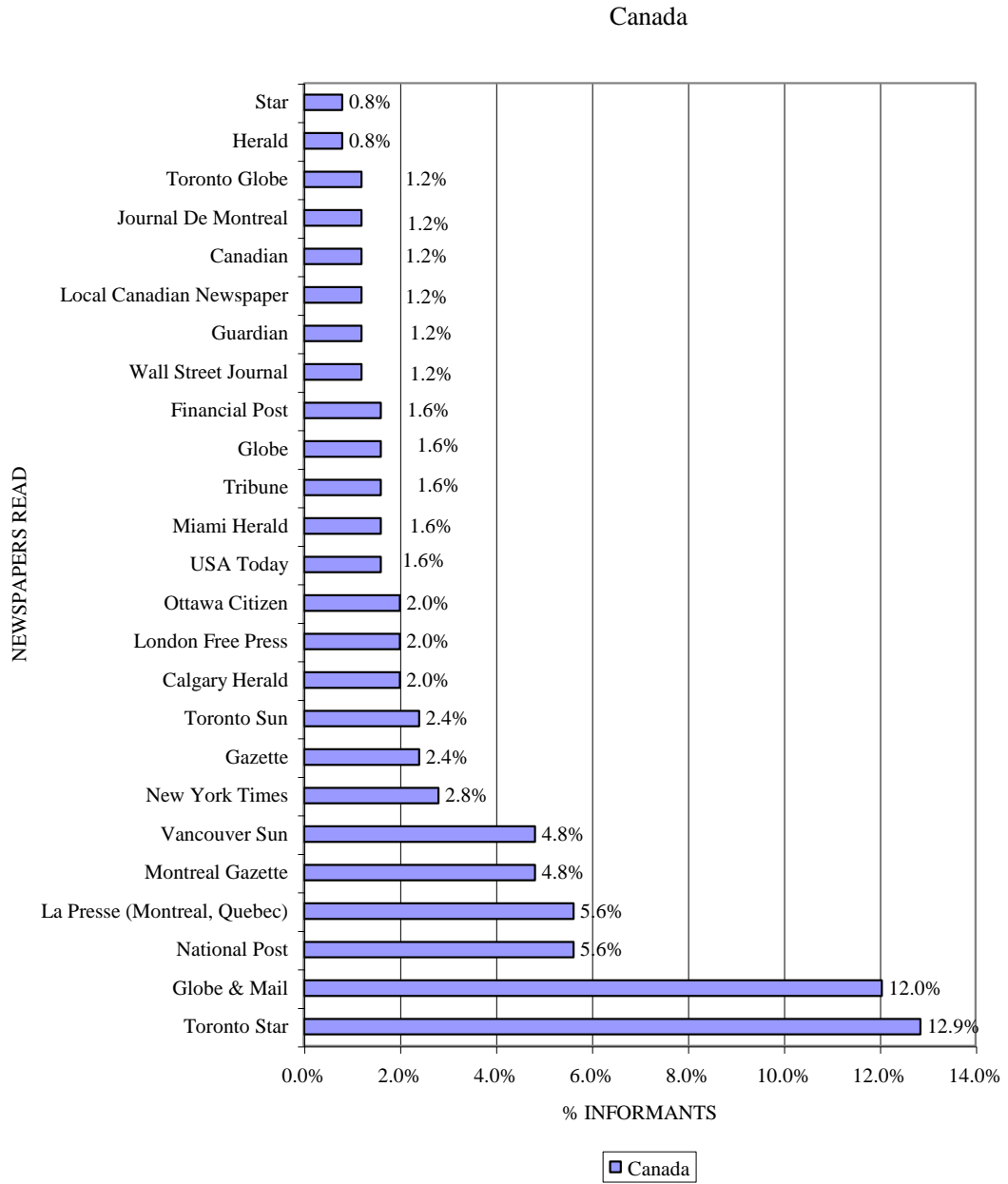


The above graph shows the top 25 newspapers stopover visitors to The Bahamas from the United States indicated that they read.



**WHAT NEWSPAPERS DO YOU READ?  
ISLANDS OF THE BAHAMAS  
2003**

		<b>Canada</b>
1	Toronto Star	12.9%
2	Globe & Mail	12.0%
3	National Post	5.6%
4	La Presse (Montreal, Quebec)	5.6%
5	Montreal Gazette	4.8%
6	Vancouver Sun	4.8%
7	New York Times	2.8%
8	Gazette	2.4%
9	Toronto Sun	2.4%
10	Calgary Herald	2.0%
11	London Free Press	2.0%
12	Ottawa Citizen	2.0%
13	USA Today	1.6%
14	Miami Herald	1.6%
15	Tribune	1.6%
16	Globe	1.6%
17	Financial Post	1.6%
18	Wall Street Journal	1.2%
19	Guardian	1.2%
20	Local Canadian Newspaper	1.2%
21	Canadian	1.2%
22	Journal De Montreal	1.2%
23	Toronto Globe	1.2%
24	Herald	0.8%
25	Star	0.8%
26	Calgary Sun	0.8%
27	Daily Telegraph	0.4%
28	Daily News	0.4%
29	Pittsburgh Post Gazette	0.4%
30	St. Petersburg Times	0.4%
31	Sun/The Sun News	0.4%

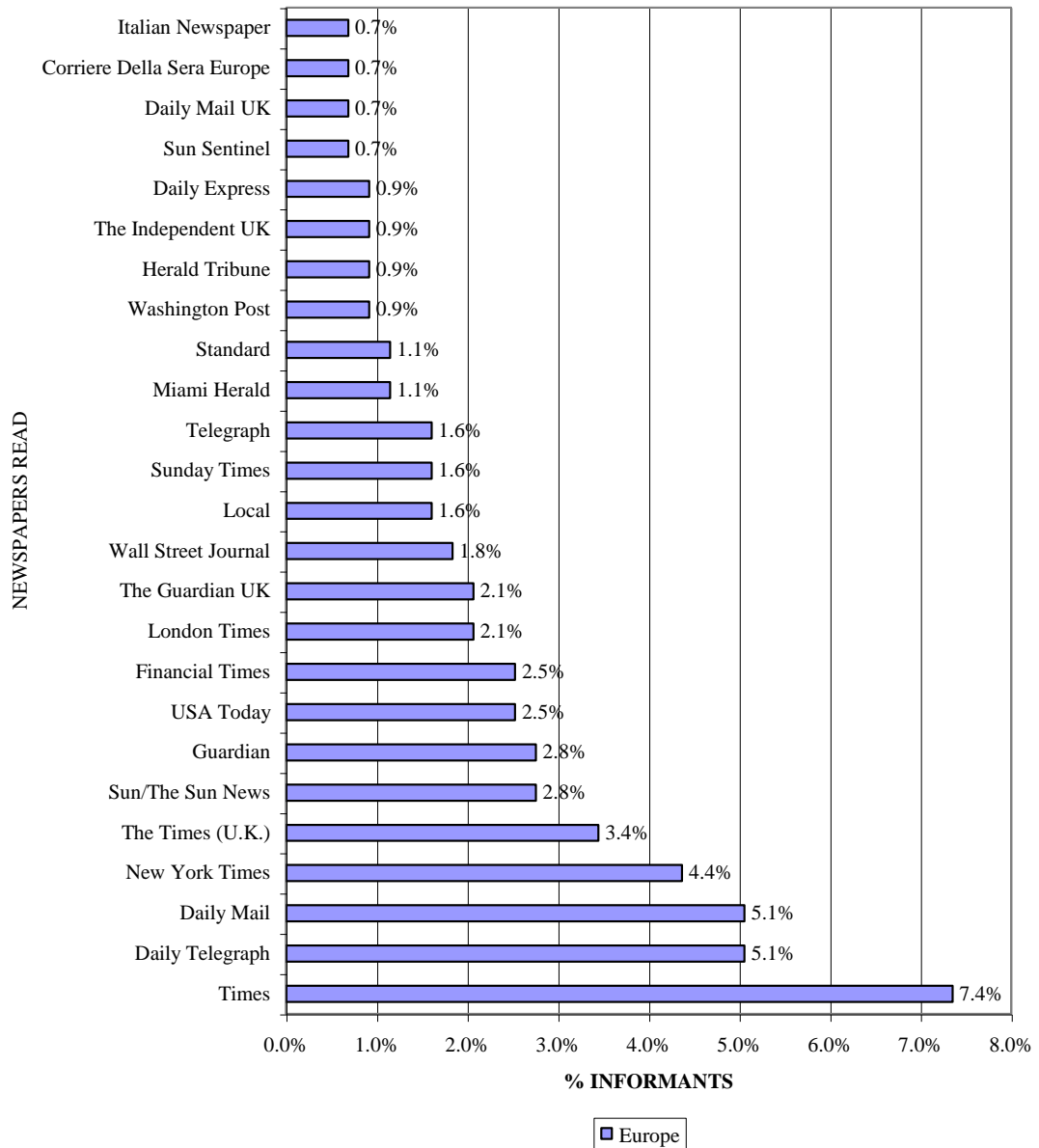


The above graph shows the top 25 newspapers stopover visitors to The Bahamas from Canada indicated that they read.

**WHAT NEWSPAPERS DO YOU READ?  
ISLANDS OF THE BAHAMAS  
2003**

		<b>Europe</b>
1	Times	7.4%
2	Daily Telegraph	5.1%
3	Daily Mail	5.1%
4	New York Times	4.4%
5	The Times (U.K.)	3.4%
6	Sun/The Sun News	2.8%
7	Guardian	2.8%
8	USA Today	2.5%
9	Financial Times	2.5%
10	London Times	2.1%
11	The Guardian UK	2.1%
12	Wall Street Journal	1.8%
13	Local	1.6%
14	Sunday Times	1.6%
15	Telegraph	1.6%
16	Miami Herald	1.1%
17	Standard	1.1%
18	Washington Post	0.9%
19	Herald Tribune	0.9%
20	The Independent UK	0.9%
21	Daily Express	0.9%
22	Sun Sentinel	0.7%
23	Daily Mail UK	0.7%
24	Corriere Della Sera Europe	0.7%
25	Italian Newspaper	0.7%
26	Boston Globe	0.5%
27	Daily News	0.5%
28	New York Post	0.5%
29	Tribune	0.5%
30	Hartford Courant	0.5%
31	Sun Times	0.5%

### Europe



The above graph shows the top 25 newspapers stopover visitors to The Bahamas from Europe indicated that they read.

## NUMBER OF PEOPLE WITH E-MAIL ADDRESSES

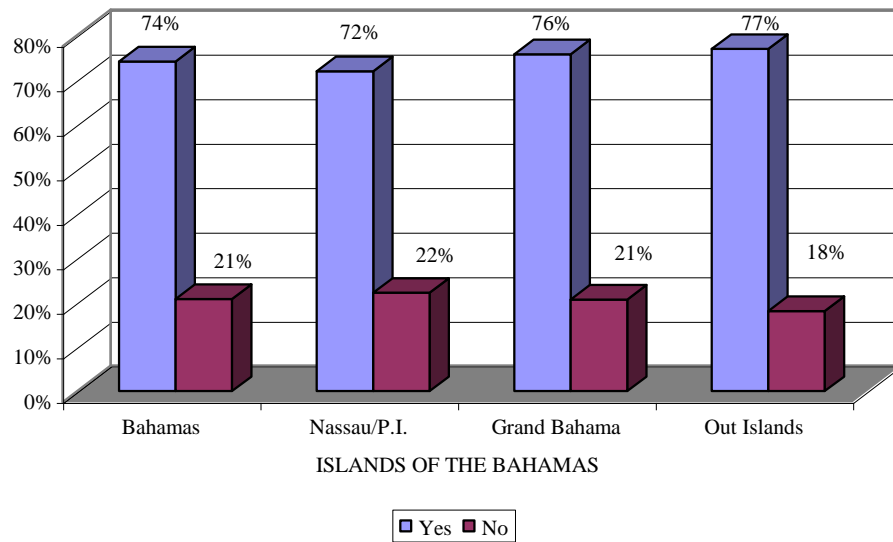
### DO YOU HAVE E-MAIL? ISLANDS OF THE BAHAMAS 2003

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	74%	72%	76%	77%
No	21%	22%	21%	18%
No Response	5%	6%	4%	5%
Total	100%	100%	100%	100%

\*74% of American Visitors had e-mail addresses. 75% of the Canadian Visitors had e-mail addresses.

72% of the European Visitors had e-mail addresses.

### DO YOU HAVE E-MAIL? ISLANDS OF THE BAHAMAS



Almost three-quarters (74%) of the visitors to The Islands of the Bahamas indicated that they had an e-mail address. More than two-thirds (72%) of the visitors to Nassau/Paradise Island had e-mail addresses. More than three-quarters (76%) of the visitors to Grand Bahama had e-mail addresses and 77% 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

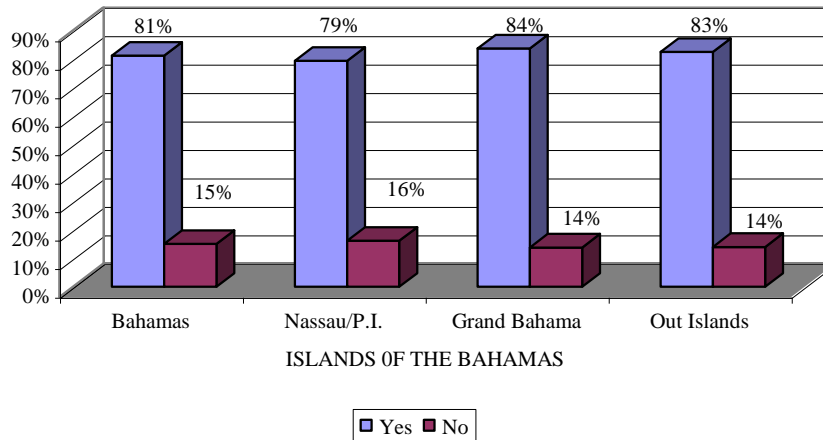
2003

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
Yes	81%	79%	84%	83%
No	15%	16%	14%	14%
No Response	4%	4%	3%	3%
Total	100%	100%	100%	100%

\*82% of American Visitors indicated that they surfed the Internet. 77% of the Canadian Visitors indicated that they surfed the Internet. 80% of the Europeans indicated that they surfed the Internet.

### DO YOU SURF THE INTERNET?

#### ISLANDS OF THE BAHAMAS



More than three-quarters (81%) of the visitors to the Islands of the Bahamas indicated that they surfed the Internet. Seventy-nine percent (79%) of the visitors to Nassau/Paradise Island indicated that they surfed the Internet. Eighty-four percent (84%) of the visitors to Grand Bahama surfed the Internet and 83% of those 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 2003

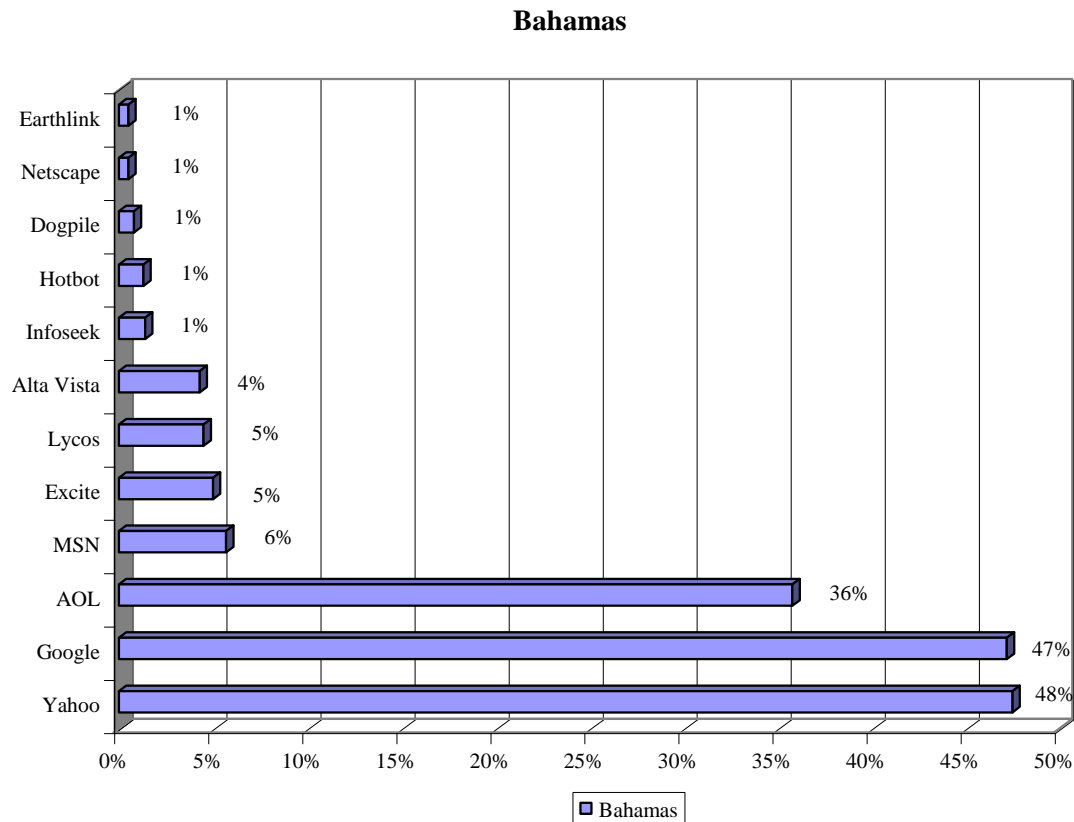
		Bahamas	Nassau/P.I.	Grand Bahama	Out Islands
1	Yahoo	48%	47%	53%	44%
2	Google	47%	43%	46%	55%
3	AOL	36%	39%	37%	30%
4	MSN	6%	6%	7%	4%
5	Excite	5%	5%	6%	5%
6	Lycos	5%	4%	6%	5%
7	Alta Vista	4%	4%	6%	5%
8	Infoseek	1%	1%	2%	1%
9	Hotbot	1%	1%	2%	1%
10	Dogpile	1%	1%	1%	1%
11	Netscape	1%	1%	0%	0%
12	Earthlink	1%	0%	1%	1%

Google was the most popular search engine/content provider for stopover visitors to the Out Islands.

Yahoo was the most popular Internet search engine/content provider used by visitors to The Islands of the Bahamas. This was the case for Nassau/Paradise Island, and Grand Bahama Island. The most popular Internet search engine/content provider for the Out Islands was Google. Almost half of the visitors (48%) to the Bahamas indicated that they used Yahoo. Almost half of the stopover visitors (47%) to Nassau/Paradise Island used Yahoo, 53% of the visitors to Grand Bahama used Yahoo and 44% of the visitors to the Out Islands used Yahoo.

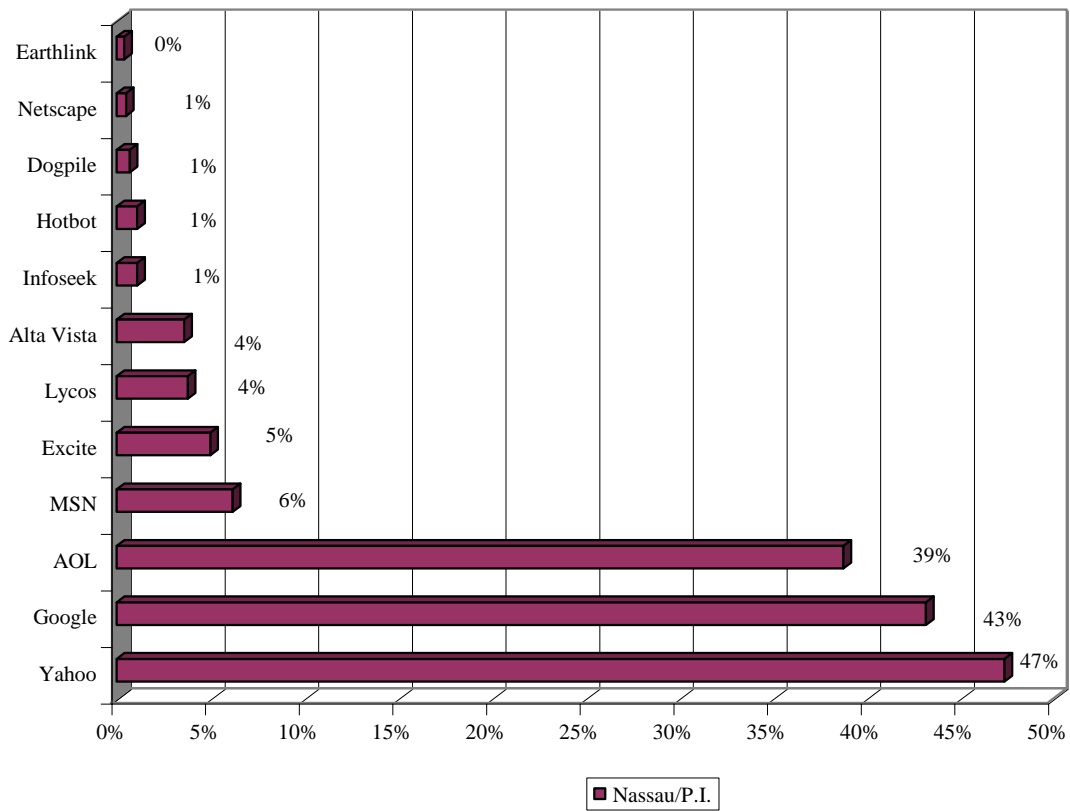
Google was the second most popular Internet search engine/content provider used by the visitors to The Bahamas. This was the case for Nassau/Paradise Island, and Grand Bahama Island. More than half (55%) of the stopover visitors to the Out Islands used Google compared to 43% of the visitors to Nassau/Paradise Island and 46% of those to Grand Bahama.

AOL was the third most popular Internet search engine/content provider used by the visitors to The Bahamas. This was the case for Nassau/Paradise Island, Grand Bahama Island and the Out Islands. More than one-third (36%) of the visitors to the Bahamas indicated that they used AOL. More than one-third (39%) of the visitors to Nassau/Paradise Island used AOL, 37% of the visitors to Grand Bahama used AOL and 30% of the visitors to the Out Islands used AOL.



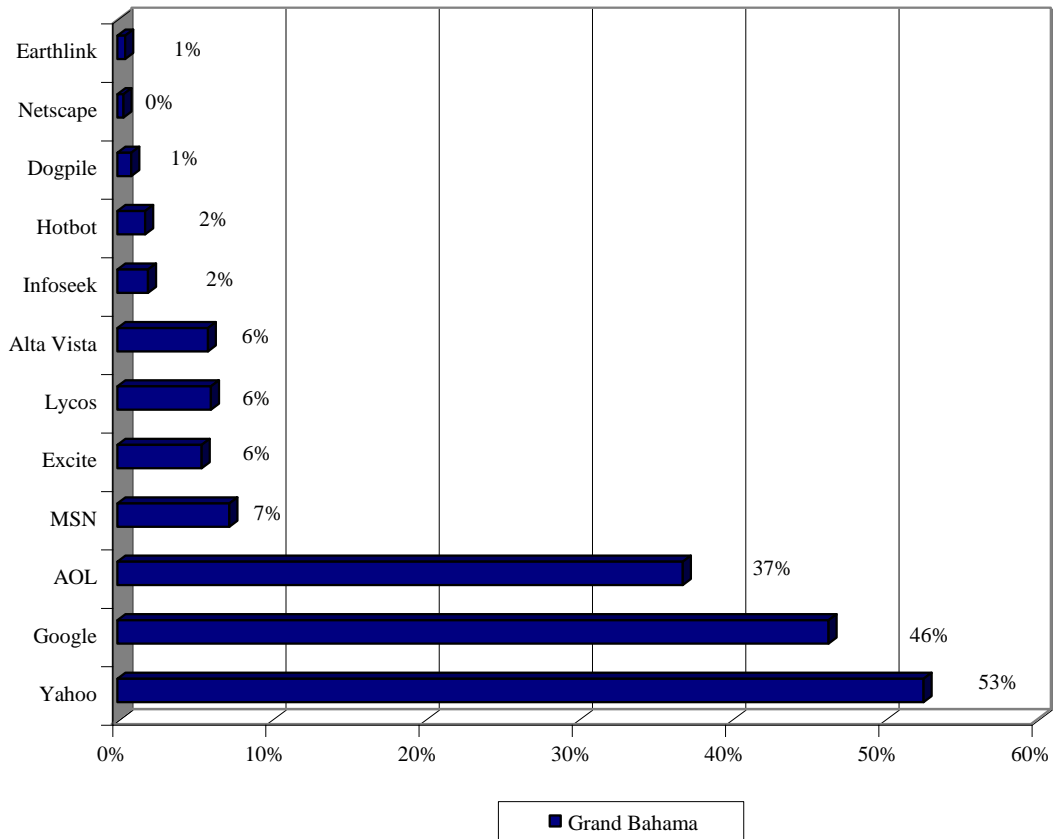
The top 6 Internet Search Engines/content providers for the Islands of the Bahamas were: Yahoo (48%), Google (47%), AOL (36%), MSN (6%), Excite (5%), and Lycos (5%).



**Nassau/P.I.**

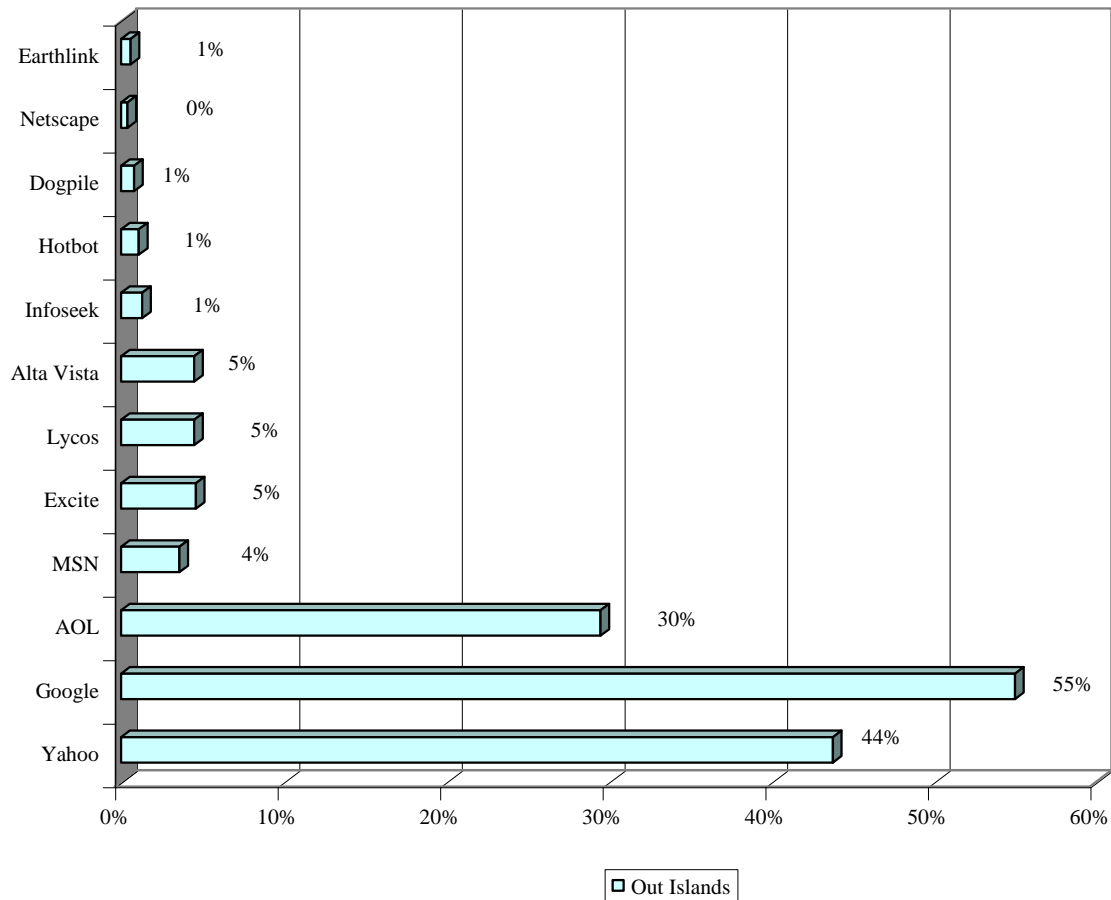
The top 6 Internet Search Engines/content providers for Nassau/Paradise Island were: Yahoo (47%), Google (43%), AOL (39%), MSN (6%), Excite (5%), and Lycos (4%).

### Grand Bahama



The top 6 Internet Search Engines/content providers for Grand Bahama Island were: Yahoo (53%), Google (46%), AOL (37%), MSN (7%), Excite (6%) and Lycos (6%).

### Out Islands



The top 6 Internet Search Engines/content providers for the Out Islands were: Google (55%), Yahoo (44%), AOL (30%), Excite (5%), Lycos (5%), and Alta Vista (5%)

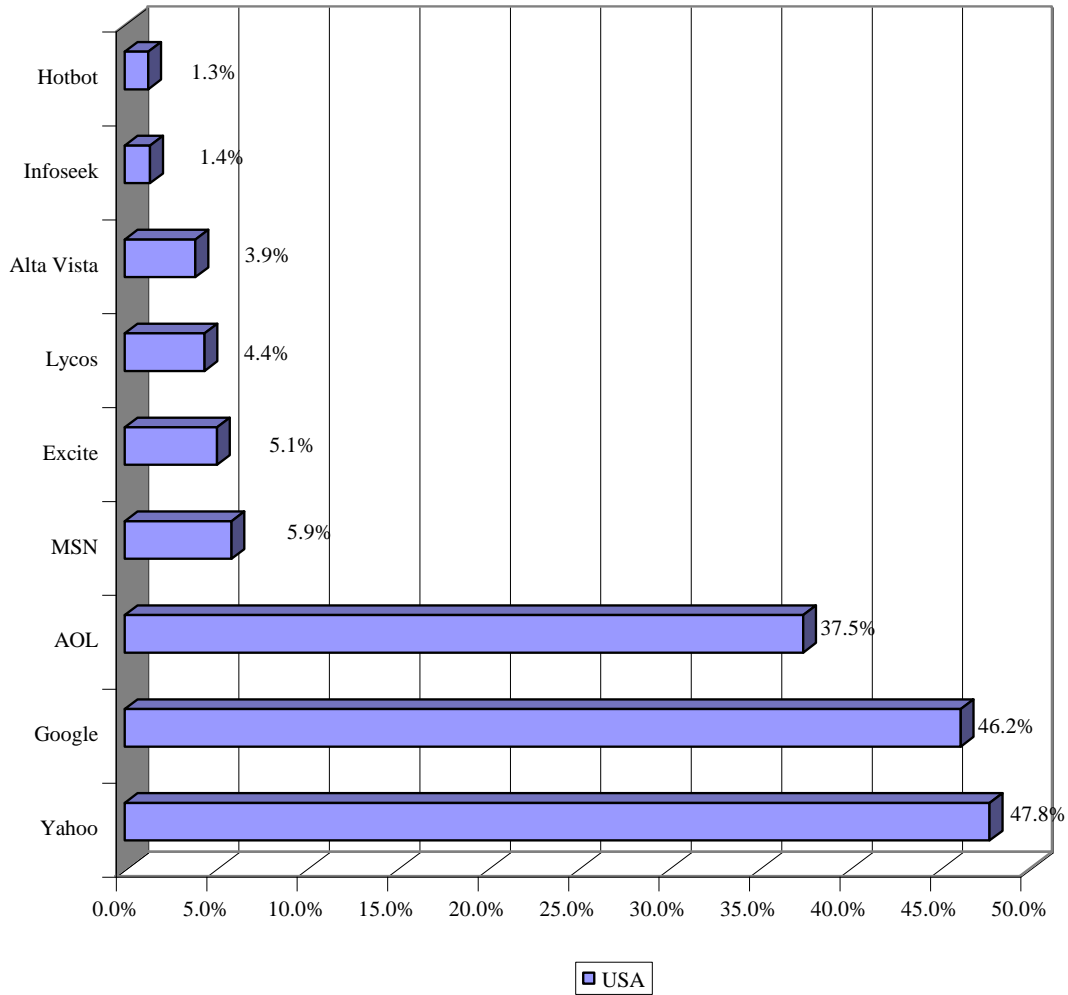
**INTERNET SEARCH ENGINES &/OR CONTENT PROVIDERS  
BY COUNTRY  
2003**

		<b>USA</b>	<b>Canada</b>	<b>Europe</b>	<b>Other Country</b>
1	<b>Yahoo</b>	48%	52%	41%	45%
2	<b>Google</b>	46%	63%	61%	42%
3	<b>AOL</b>	38%	12%	19%	25%
4	<b>MSN</b>	6%	6%	3%	3%
5	<b>Excite</b>	5%	5%	2%	3%
6	<b>Lycos</b>	4%	5%	6%	3%
7	<b>Alta Vista</b>	4%	9%	8%	9%
8	Infoseek	1%	1%	1%	1%
9	Hotbot	1%	1%	1%	1%

Google was the search engine/content provider most used among Canadian and European stopover visitors to the Bahamas.

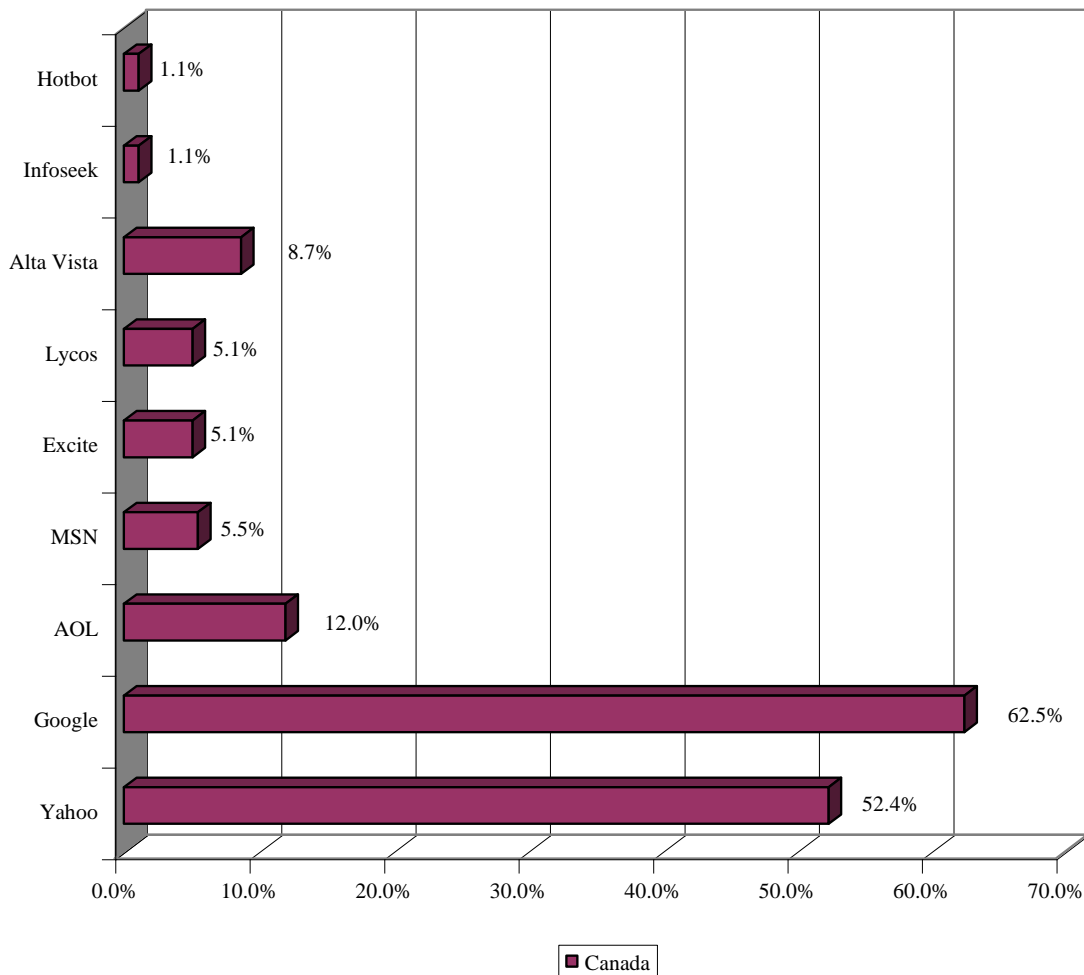
Stopover visitors from Canada, Europe and other countries appeared to prefer using Alta Vista more than Americans.

## USA



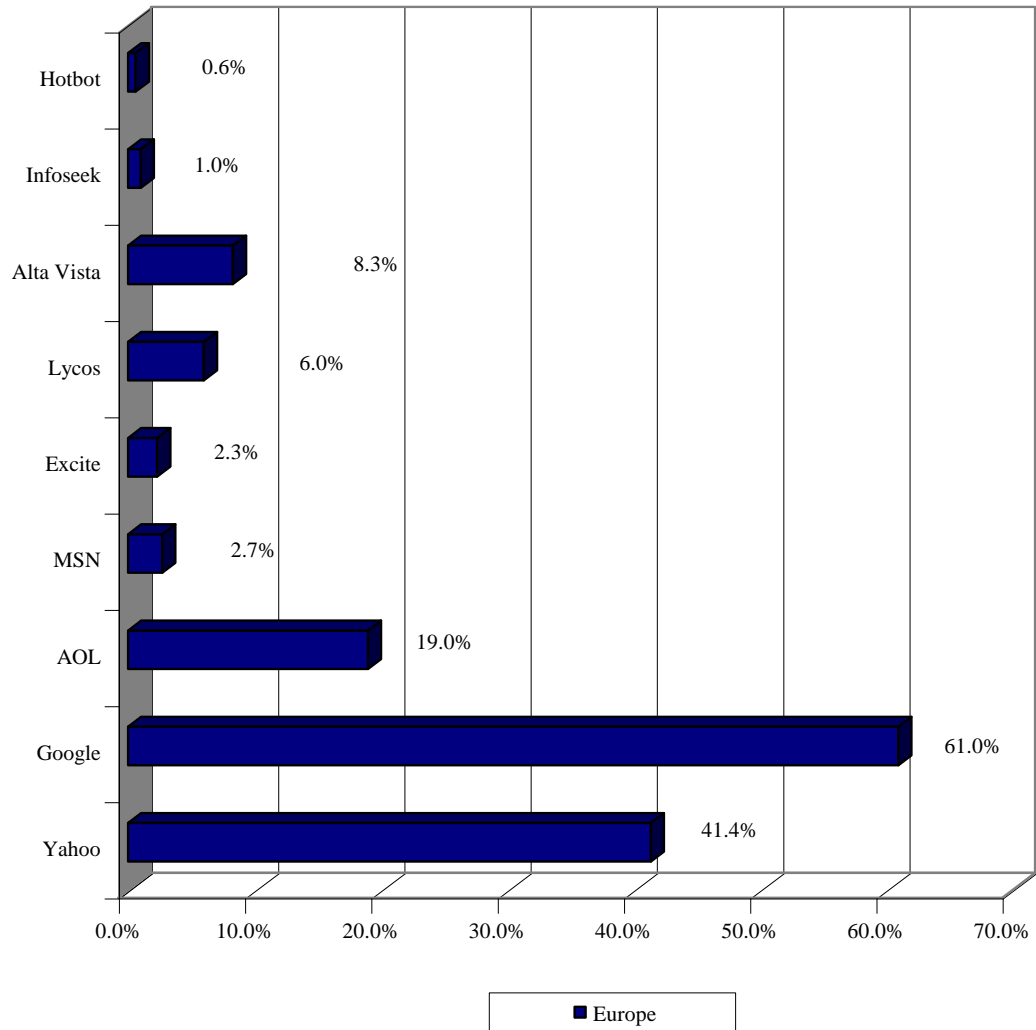
The top 6 Internet Search Engines/content providers for visitors to the Bahamas from the *USA* were: Yahoo (48%), Google (46%), AOL (38%), MSN (6%), Excite (5%), and Lycos (4%).

### Canada



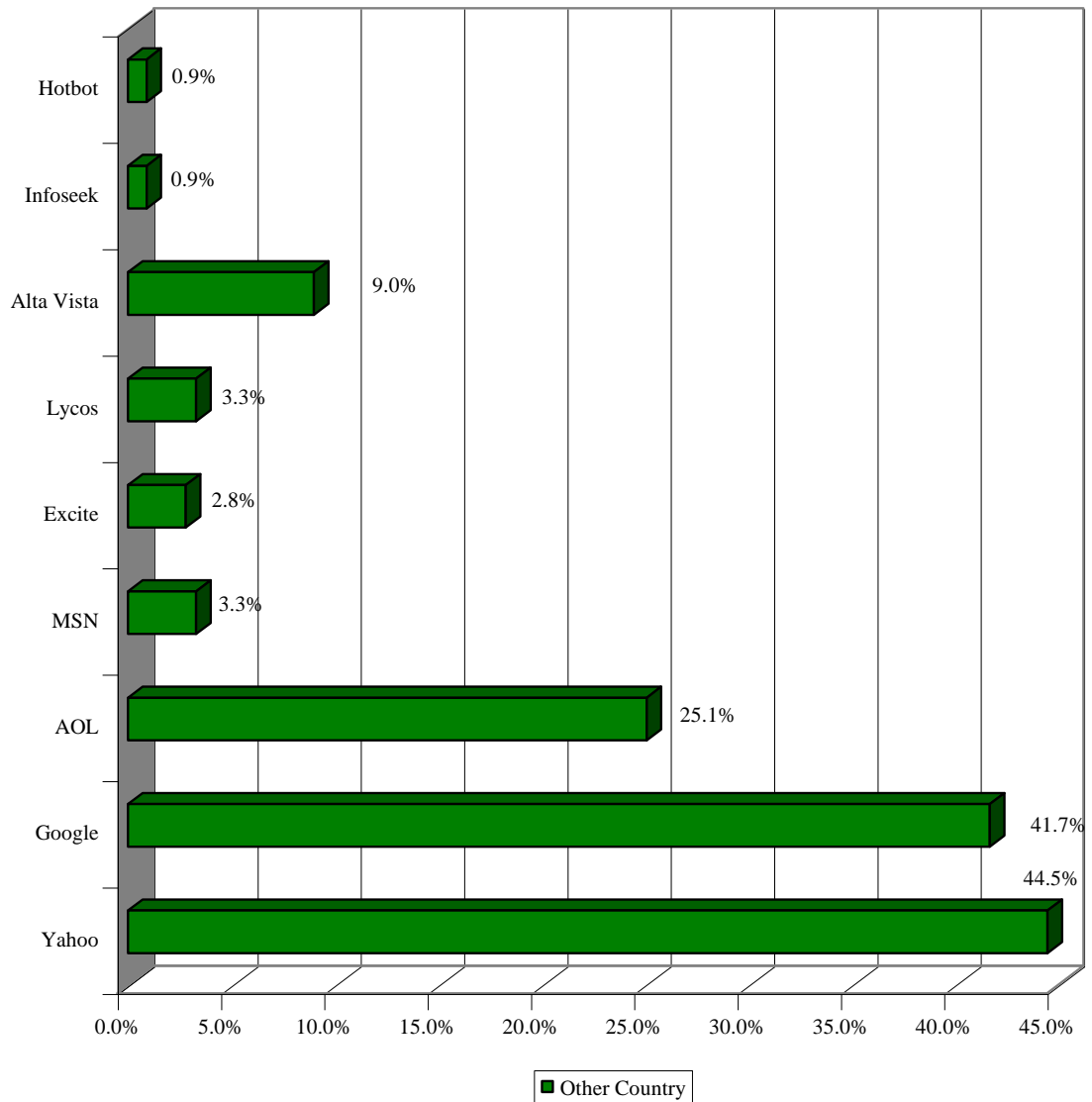
The top 7 Internet Search Engines/content providers for visitors to The Bahamas from *Canada* were: Google (63%), Yahoo (52%), AOL (12%), Alta Vista (9%), MSN (6%), Excite (5%) and Lycos (5%). Excite and Lycos were tied for 6<sup>th</sup> place.

### Europe



The top 6 Internet Search Engines/content providers for visitors to The Bahamas from *Europe* were: Google (61%), Yahoo (41%), AOL (19%), Alta Vista (8%), Alta Vista (8%), Lycos (6%), and MSN (3%).

### Other Country



The top 6 Internet Search Engines/content providers for visitors to The Bahamas from *Other Countries* were: Yahoo (45%), Google (42%), AOL (25%), Alta Vista (9%), MSN (3%), and Lycos (3%).



## LIKELIHOOD TO RETURN TO BAHAMAS

### LIKELIHOOD TO RETURN TO THE BAHAMAS IN 1-5 YRS.

#### ISLANDS OF THE BAHAMAS

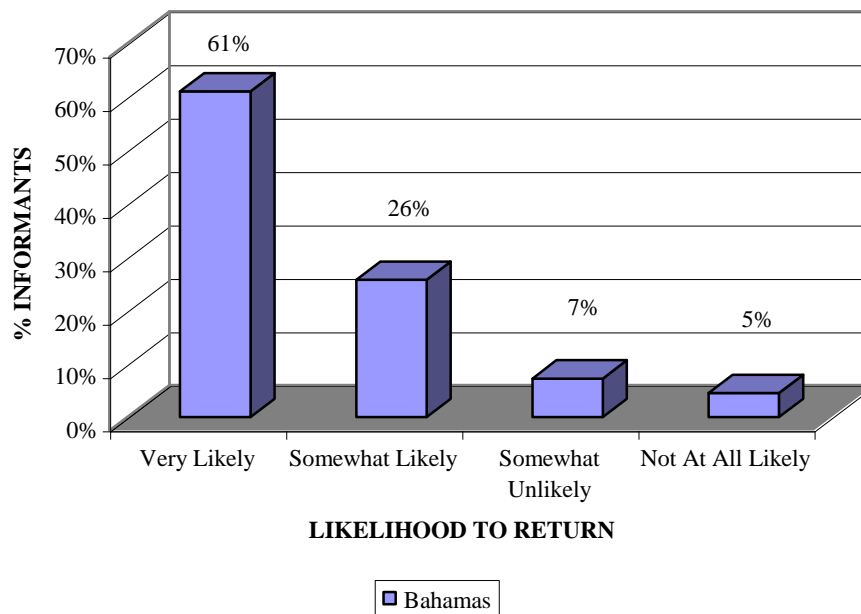
2003

	Bahamas
Very Likely	61%
Somewhat Likely	26%
Somewhat Unlikely	7%
Not At All Likely	5%

### LIKELIHOOD TO RETURN TO THE BAHAMAS IN 1-5 YRS.

#### ISLANDS OF THE BAHAMAS

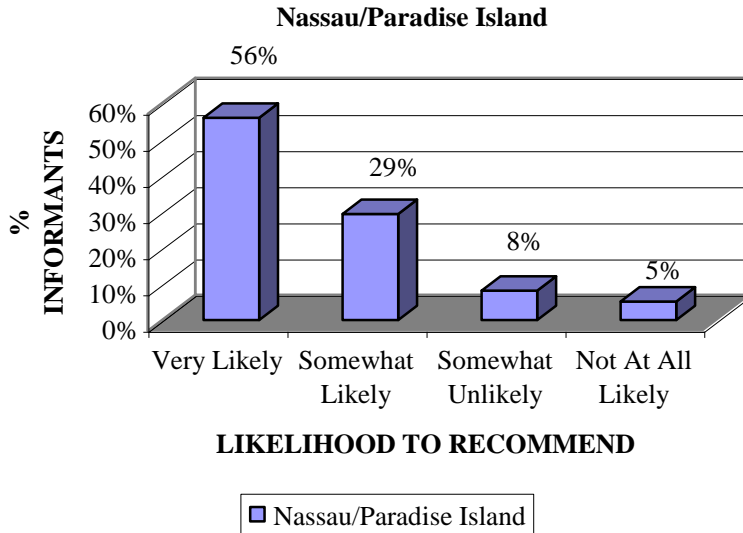
##### Bahamas



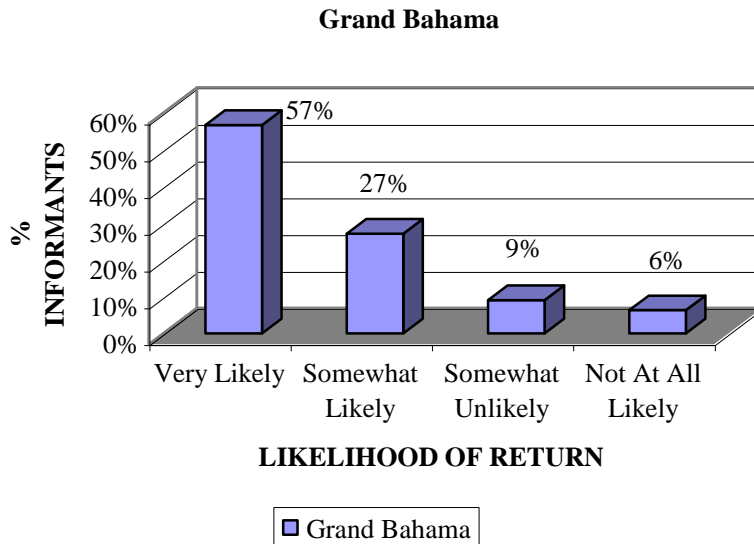
More than half (61%) of the visitors to The Islands of The Bahamas indicated that they were *Very Likely* to return to the Bahamas in the next 1-5 years. Twenty-six percent (26%) of the visitors were *Somewhat Likely* to return to The Bahamas within the next 1-5 years. Seven percent (7%) of them indicated that they were *Somewhat Unlikely* to return to the Bahamas

within the next 1-5 years. Five percent (5%) of them indicated that they were *Not At All Likely* to Return to The Bahamas.

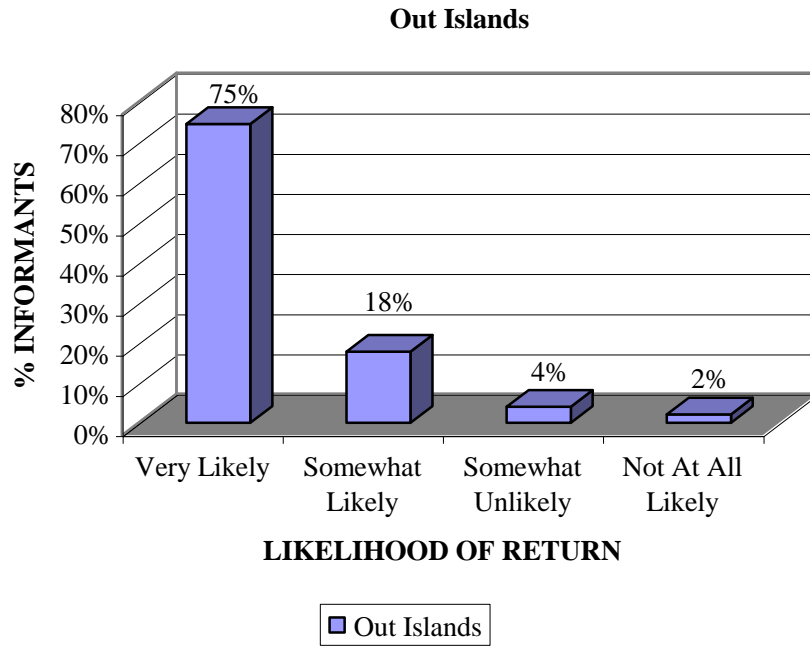
**LIKELIHOOD TO RETURN TO THE BAHAMAS IN 1-5 YRS.  
ISLANDS OF THE BAHAMAS**



**LIKELIHOOD TO RETURN TO THE BAHAMAS IN 1-5 YRS.  
ISLANDS OF THE BAHAMAS**



**LIKELIHOOD TO RETURN TO THE BAHAMAS IN 1-5 YRS.  
ISLANDS OF THE BAHAMAS**



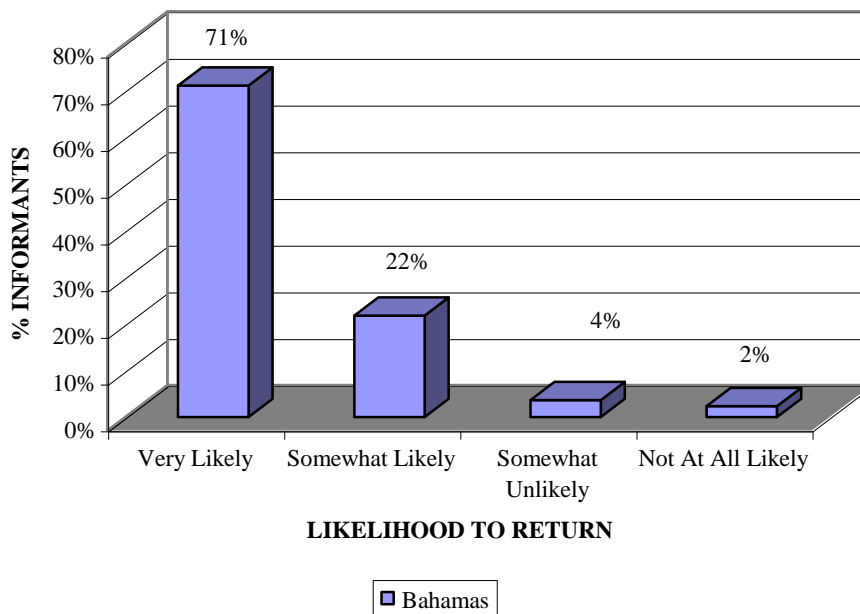
## LIKELIHOOD OF RECOMMENDING THE BAHAMAS

### LIKELIHOOD OF RECOMMENDING THE BAHAMAS TO FRIENDS AND RELATIVES 2003

	Bahamas
Very Likely	71%
Somewhat Likely	22%
Somewhat Unlikely	4%
Not At All Likely	2%

### LIKELIHOOD OF RECOMMENDING THE BAHAMAS TO FRIENDS AND RELATIVES

#### Bahamas

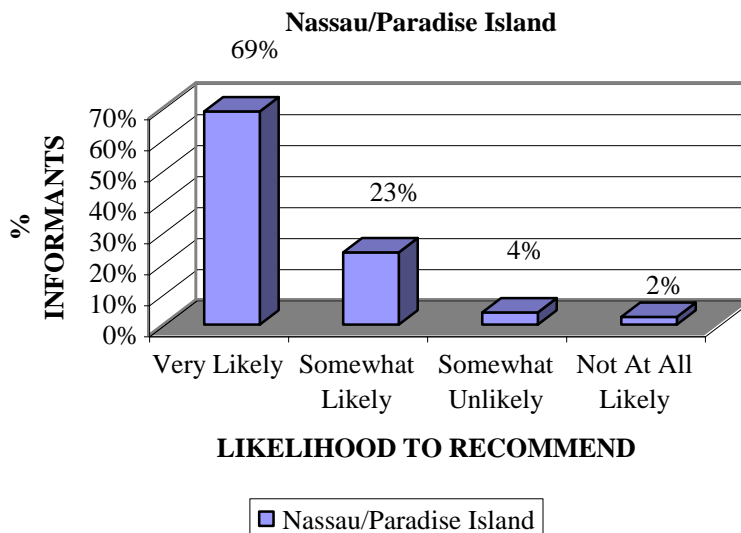


Seventy-one percent (71%) of the visitors to The Islands of The Bahamas indicated that they were *Very Likely* to recommend the Bahamas to friends and relatives. Twenty-two percent (22%) of the visitors were *Somewhat Likely* to recommend the Bahamas to friends and relatives. Four percent (4%) of them indicated that they were *Somewhat Unlikely* to

recommend the Bahamas to friends and relatives. Two percent (2%) of the visitors indicated that they were *Not At All Likely* to recommend the Bahamas to friends and relatives.

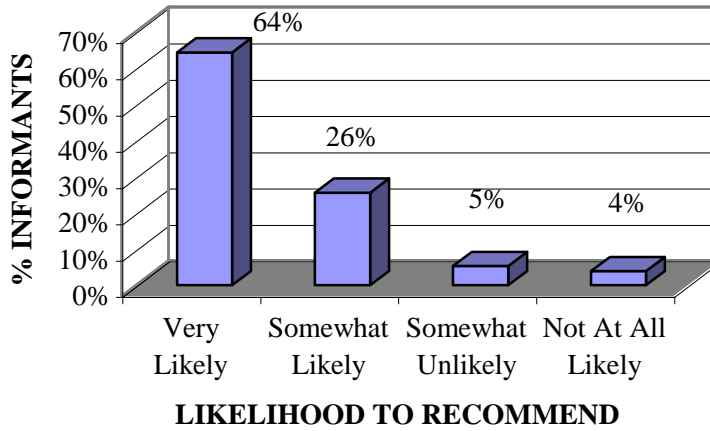
*Seven percent (7%) of the visitors indicated that they were somewhat unlikely to return to the Bahamas in 1-5 years. Five percent (5%) indicated that they were not at all likely to return to the Bahamas in 1-5 years. Four percent (4%) of the visitors indicated that they were somewhat unlikely to recommend the Bahamas to friends and relatives and 2% indicated that they were not at all likely to recommend the Bahamas to friends and relatives.*

### LIKELIHOOD OF RECOMMENDING THE BAHAMAS TO FRIENDS AND RELATIVES



**LIKELIHOOD OF RECOMMENDING THE BAHAMAS  
TO FRIENDS AND RELATIVES**

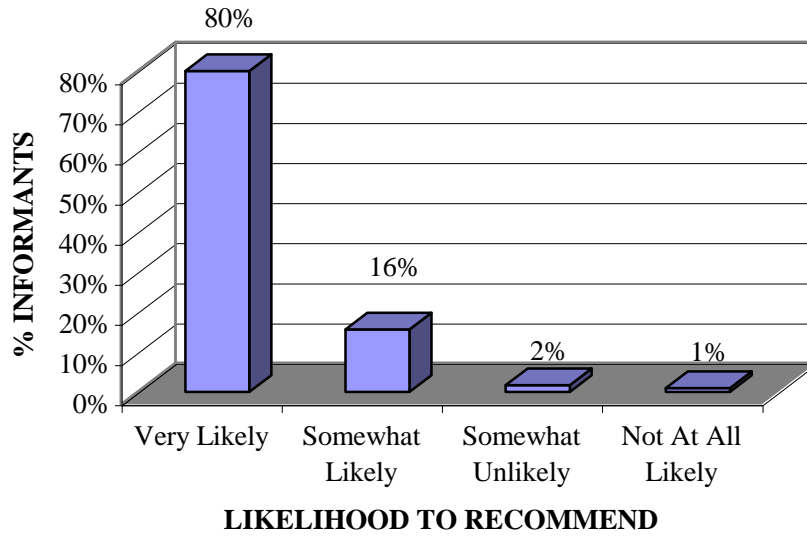
**Grand Bahama**



■ Grand Bahama

**LIKELIHOOD OF RECOMMENDING THE BAHAMAS  
TO FRIENDS AND RELATIVES**

**Out Islands**



■ Out Islands

**VISITORS WHO WERE NOT LIKELY TO RETURN OR  
RECOMMEND THE BAHAMAS**

Visitors who were not likely to return or recommend the destination to friends and relatives had a great dissatisfaction with the *prices (i.e. too expensive), the people (i.e. bad attitudes and harassment by vendors & natives), poor service, poor accommodations (i.e. in hotels), airport, poor value for money received, food (not good or too expensive), litter/cleanliness (i.e., country was too dirty), local transportation (cost too expensive or taxi drivers rude).*

Some of the visitors who gave comments also indicated that they did not wish to return to the Bahamas within the next 1-5 years because they *wanted to go somewhere else.*

Of the comments received from the visitors who were not likely to return to the Bahamas 16% of them indicated that they were not likely to return because they were *dissatisfied with the prices*. Sixteen percent of the stopover visitors who were not likely to recommend the destination to friends and relatives were also dissatisfied with the prices. Comments such as “too expensive, very expensive” were prevalent in the comments received.

Twelve percent (12%) of the visitors who were not likely to return to The Bahamas, indicated that the *attitude and behaviour* of the Bahamian people influenced their decision to not return to the Bahamas. Seventeen percent (17%) of the visitors who were not likely to recommend the Bahamas to friends and relatives were dissatisfied with the attitude of the people. Comments such as “people here are rude, staff rude, unfriendly hotel staff” were prevalent.

Twelve percent (12%) of the visitors, who were not likely to return the Bahamas, indicated that they *wanted to go somewhere else first* before they returned to the Bahamas again. Comments like “need a change, other places to see, go somewhere else” were also prevalent.

Seven percent (7%) of the visitors, who were not likely to return to The Bahamas, indicated that they were not likely to return to the Bahamas because of **the poor service** they had received; 10% said that they would not

recommend the destination for this reason. Comments such as “very disappointed in service...service industry here suck, not very attentive, bad service, service is slow” etc. were among the survey results.

Four percent (4%) of the visitors, who were not likely to return to the Bahamas, indicated that they were dissatisfied with their hotel e.g., poor accommodations, unfriendly staff, rude hotel workers, etc. Dissatisfaction with their hotels was often interrelated with service quality, cost of accommodations, and attitudes.

Three percent (3%) of the visitors said that they would not return because of the poor airport facilities. Two percent (2%) of the visitors, who were not likely to return said that they would not return to the destination because of the litter i.e., the country was too dirty.



## ***VISITORS WHO WERE UNLIKELY TO RETURN OR RECOMMEND***

### ***Place of Survey***

*Abaco*

### ***Reason Not Likely to Return***

Bug bites. Getting too expensive

Too expensive

Live too far away

Did not like Nassau but the Abaco's are amazing.

Need more airport terminal space.

Too expensive.

Because I am under 18 and do not get to choose where to go on vacation.

Expensive

Boat tax is too high.

### ***Reason Not Likely to Recommend***

Bugs. Expensive

Keep it a secret (Hopetown).

Too expensive

Bahamian People are very slow and not pleasant. Money means nothing here if they would move faster and make more money.

Food prices extremely inflated in comparison to the US.

Want to keep it a secret.

Abacos needs better water pressure in hotels, phones and TVs.

We do not like crowds.

Expensive

Only if they're not boating in.

Don't want it to look like Miami or Destin or Ft. Walton. Don't want too many people here.

Terrible roads on Elbow Cay

***Place of Survey******Abaco******Reason Not Likely to Return***

Been here too many times.  
Airlines not being consistent.

The dogs outnumber the people. Too many marlin Brandon references.

The 300 tax for our boat is outrageous. In all my travels through the world. I've never seen such a high fee, just to visit a country.

Too far from Alaska and my sister will not pay again and my wife left too early.

Poor Airport Facility.

Other places I want to visit.

because food services is slow and beer prices are high.

I would like to visit other locations for variety.

It's very expensive.

Too old been three times.

I come for special purposes, not for a vacation

Better vacation values elsewhere.

I won't have enough money in the next 1-5 years.

60 years old need to see other things.

Rude people at hotel, expensive transportation from airport to hotel very poor, customer service at restaurant very poor.

Too expensive.

***Reason Not Likely to Recommend***

Airlines not being consistent.

I would recommend it to younger or older people than myself (15 years) there was not much to do at right.

Not enough clocks.

People we encountered were only marginally friendly.

The tax is too much to pay for a short vacation.

Cab driver Robert Strachan #375 told nine of us a cab ride was price at \$2 each then raised rate at our destination.

Rude people at hotel, expensive transportation from airport to hotel very poor, customer service at restaurant very poor.

Lack of food variety

***Andros***

***Place of Survey****Andros****Reason Not Likely to Return***

expensive got tipped to death.

Too expensive.

Visit other places

*Bimini*

Poor service lack of efficiency

We need to save up.

So many others place to see.

Customs and immigration forms need to be simplified.

Want to see other places.

Hawaii closer

Bad fishing, over priced for value.

Like it but very expensive.

Not enough nighttime activities.

No Good restaurants or shops.

Poor dive operators

Prefer other places.

Health makes long distance traveling difficult.

Public Transportation not timely.

Other place to visit

Sad that the turtles aren't protected. Will be back when they are

***Reason Not Likely to Recommend***

Too expensive and not much night life. Expect more.

Too expensive compared to other locations, added tips, the Bahamas are about 30 to 40 percent more expensive.

Poor service lack of efficiency

Not a good value.

People are not friendly.

No Good restaurants or shops

Prefer other places.

Too many beggars

***Place of Survey******Bimini******Reason Not Likely to Return***

Many Island workers were not friendly

Service not good, people not friendly, dive operation was marginal, unorganized businesses, long waits, broken promises

Want to see other places

Hotel was a dump and dive operation not at all accommodating. I would not want a family member put threw hell!!

Buying a house.

There are a lot of other place I would like to visit.

Too much junk Bimini needs to get cleaned up.

Too expensive, trash everywhere.

Too remote bad road not enough to do.

I come too often for business

Weather too cool once again.

Other places to go.

Need rental car at GHB

Too expensive compared to other options

***Reason Not Likely to Recommend***

Service not good, people not friendly, dive operation was marginal, unorganized businesses, long waits, broken promises

But, Bimini is a beautiful island with fabulous beaches but the trash dumped everywhere is really horrible and spoil it.

Too remote bad roads not enough to do.

Weather too cool.

Lack of flights.

WANT TO KEEP IT A SECRET.

Don't want to let the secret out

Hotel wasn't good. Ramora Bay was dirty.

I am concern about litter on Harbour Island.

Theft on Island

***Eleuthera***

***Place of Survey******Eleuthera******Reason Not Likely to Return***

Expenses

Not enough money

My husbands family is in Jamaica we frequent there

Very expensive.

Prices were horrible

Crime increase on all island, plus harassment by hip-hop thugs. sorry to see negative cultural influence from U.S. has come here.

I WOULD LIKE TAKE MY FAMILY T ATLANTIS,BUT ITS FAR TOO EXPENSIVE.

ONLY TO ELEUTHRA-NO INTREST IN OTHER ISLAND

ONLY ELEUTHERA.

I find you are taking advantage of Tourism and overcharging too much money for a simple meal.

Over priced.

I wouldn't because I'm busy all summer I would come back if I could though.

College/school/work

Very far from Europe.

***Exuma***

Don't like hot climate

We are not planning t visit any sunny destination for the next 1 to 5 years

Too expensive in Exuma customs is corrupt workers are lazy. There are other better Caribbean locations better suited for vacationing.

Too expensive in Exuma customs is corrupt workers are lazy. There are other better Caribbean location better suited for vacationing.

Been here enough

*Place of Survey**Exuma**Reason Not Likely to Return*

The airport is horrible to costly.

Too expensive

Hotel facilities are limited not much nightlife or entertainment.

I will be here for work plenty of times.

Too expensive for the service and accommodations. People were very lazy and not very happy to be working.

I would only come to Exuma, I don't like Freeport or Nassau.

Prefer all Inclusive resort type.

Not interested.

Moving to China

Hard for business people.

Too many hidden cost. Cab fares are ridiculous. Locals are rude. If tourist accounts for about 75% of Freeport's economy one would think customer service would be better. Nice beach but not nice enough to be treated the way we were . Please feel free to contact me if you would like more information. 4501 18th street Arlington VA. 22207

Not enough quality restaurants

Rude people, Bad Service, Too Expensive, Bad Shopping, Felt Unsafe

Felt harassed by all the people who wanted us to tour their resort/ timeshare.

*Reason Not Likely to Recommend*

Well the front desk people at the hotel in town don't greet you or make you feel welcome.

Hotel facilities are limited not much nightlife or entertainment.

Custom agents are very rude and humiliating.

It's very expensive

Too much trash.

I thought custom agents in Exuma were rude, unfriendly and hard to get along with.

*Freeport*

Need to clean up-lots of junk

Rude people, Bad Service-Hotel and Restaurants, Too Expensive, Lousy Shops, Felt Unsafe

*Place of Survey*  
*Freeport*

*Reason Not Likely to Return*

*Reason Not Likely to Recommend*

Hotel employees not knowing what's happening with pkg deals  
Unfriendly locals.  
People not friendly or accommodating. Also very expensive.  
Unfriendly natives. Dirty accommodations.  
Not Freeport

would like to travel to other spots

will choose a new place

Not much to do and too expensive.

I've been here -will go somewhere I haven't been.

Found people to be basically unfriendly, unhelpful, expensive

Rude customer service, overpriced.

Rude people, Kind of Scary, No Nightlife, Expensive, Nothing to do at Night, Bad Shopping

Very few activities in October for the great package deals.

Once in a life time trip.

The food drinks and everything were ridiculous priced. Too expensive.

Retire in USA

I like to go other places.

Inefficiency in accommodating, Tourism with timeliness, consistency.

would not recommend coming during aug-oct activities too limited

Unfriendly locals.

People not friendly or accommodating. Also very expensive.

Unfriendly natives. Dirty accommodations.

Motel heaped on extra charges, Things too expensive.

You do not get much for your money.

same as above

Bad Shopping, Nothing to do at Night-Everything Cease at 12:00 pm Shops Closed to early

Could go to beaches a lot nicer for cheaper and 20 dollars to leave, what is that

However we'd warn them how expensive everything is.

Not what I thought it would be and the hotel was horrible.

Extremely Lax attitude.

*Place of Survey*  
*Freeport*

*Reason Not Likely to Return*

Low food quality. People not friendly, expensive not tropical  
Too expensive.

Slow Service at restaurants. Automatic gratuity on all bills and never earned

People who live here were not friendly to tourist they will stop coming.

Taxis, departure tax too high.

Travel to New York on vacation to be with family.

Not a good value for overall quality.

Hotel, food and booze too expensive.

Bad Service

People service is too slow.

Casino/Hotel did not take care of us the way the used to.

High prices. Too many drug dealers. Bad attitudes towards us

People weren't very friendly, a bit boring for younger crowd, people not helpful either.

very expensive for tourists

Bad quality of food

Too much trash, too much tourism, not enough originality

Too many other places to see

Many hidden charges at hotel

Cost of goods and service once here. My presence did not seem appreciated as in Mexico.

Horribly bad experience.

*Reason Not Likely to Recommend*

Low food quality. People not friendly, expensive not tropical

Slow service at restaurants. Automatic gratuity on all bills and never earned

People who live here need to realize they need to change their attitude or they will lose their livelihood.

Taxis, departure tax too high.

Hotel, food and booze too expensive.

Bad Service

Slow service.

Too Expensive. Service is to slow

Casino/Hotel did not take care of us the way the used to.

High prices. Too many dealers. Bad attitudes towards us

I really enjoyed the Caribbean over the Bahamas much more.

too much trash, too much tourism, not enough originality

Gratuities added prior to service. My business did not seem appreciated



*Place of Survey**Freeport**Reason Not Likely to Return*

Been here three times  
 fights To Long.  
 To Many Security Checks  
 The casino had changed management as the bargains was not there  
 Poor communications between hotel and casino  
 Hotel surcharges and departure tax. Met some rude or careless people while here. Followed and solicited to buy drugs by young males at international Bazaar.  
 Unfriendly service, caught several people trying to cheat or double charge.  
 Value, food beverages and activities too expensive. Cally's restaurant in Port Lucaya misrepresented the service charge as part of the cost of food. We always got into fight with them.  
 Not a lot of activities during the week days  
 Too expensive to enjoy  
 Too expensive for the value received and poor services.  
 Unfriendly waitress. Bugs in the room  
 Food Bad  
 We like to go to different places.  
 Service at hotel  
 Not at all happy with change in Casino accommodations and the lack of pleasant atmosphere of employees in casino and hotel noticeable shortage of employees in all aspects of casino.  
 Didn't enjoy my stay, everything was so slow  
 Expensive, hidden fees, automatic gratuity tacked to food bill. \$20 taxi to hotel from airport, \$35 taxi to airport from hotel, scam, after scam after scam.

*Reason Not Likely to Recommend*

Viva Fortuna sucks.  
 The casino had changed management as the bargains was not there.  
 Poor communications between hotel and casino  
 Unfriendly service, caught several people trying to cheat or double charge.  
 Because of how outrageous the prices are.  
 Cost \$20 to leave? If it was above in cost of ticket no one would know, on the plane we were told it was \$15 not \$20  
 Unless going on weekend.  
 Too expensive to enjoy.  
 Too expensive for the value received and poor services.  
 Unfriendly waitress. Bugs in the room  
 Expensive  
 Service.  
 We did bring friends on this trip and were embarrassed by the stress this trip as compared to previous trips when we had pleasant and relaxing experiences.  
 Too many hidden fees.

*Place of Survey**Freeport**Reason Not Likely to Return*

Casino was changed did not give us the written confirmation shipped us to another hotel

Worst service ever

I'll wait for the new casino to open

Airport service sucks.

Lots of places to see in the world

The treatment by the Casino not having our room at the Tower due to overbooking.

Taxis expensive.

Would rather visit places I've never been.

Need to get act together a bit more, at the hotel

As long as thy do not make anymore changes.

I found it to be unaccommodating.

Other places to go.

The feeling that I was taken advantage of was horrible. The food was very poor for the amount it cost. People were very unfriendly for the most part especially the taxi drivers, hotel & service people; The public bus drivers were excellent;

Too hot, hotel did not have restaurants or shops open for us.

Hotel taxes to high. Cheaper to go other places with similar climate.

*Reason Not Likely to Recommend*

false promises did not treat us like people.

Worst service ever

The casino has to get its act together.

Airport service needs much improvement.

Not exclusive enough

Prices of food + the freshness of food in stores is poor

Our flight from Ft. Lauderdale was 5 hours late.

Your staff is not friendly.

Better place to go for vacation.

It just is not a beautiful, welcoming place, people are destitute act that way and take advantage. Nothing seems to be cleaned

or maintained property and everyone wants to make a buck off you. Saved a long time to take this trip and fond the service +money grubbing horrendous. The 15% included gratuity is ridiculous. I would pay more than that -I do at home but only if it is deserved. Nice beach but awful service and very dirty

Too hot hotel did not have restaurants or shops open for us.

Prices on taxes for hotel. Bus system poor. Taxi services costly.

*Place of Survey*  
*Freeport*

*Reason Not Likely to Return*

Too many fees and taxes.

Not a friendly place.

Service too slow.

I was not treated very well at the casino.

Weather not that nice, disappointed in Resort.

No diet Coke Not enough dining areas near resort during off season.

Not a vacation but business. Too expensive

Rude retailers no good casino, High prices on every thing, not enough to do.

Attitude of people at hotel. Weather was bad. Windy, coldly snorkeling not great

I do not go back to the same place twice

Too Expensive and a hassle.

Too busy too much time share hustle.

Not a real friendly place

Casino was rotten

Too hot. Too unorganized. Not enough activities

Everyone was very rude now I see why ya add gratuity into the bill so ya don't have to work for it.

Bad food

People not friendly. Disappointed in service renovation was not what promised drug dealers harassing patrons.

Oasis hotel started to economize

*Reason Not Likely to Recommend*

Warm potential tourists of unexpected expenses, should be built into hotel changes

Not friendly.

Service too slow, not very pretty.

I was not treated very well at the casino.

Rude retailers no good casino, high prices on every thing, not enough to do.

You can pretty much do the same things in Florida for half the price and the people are a lot friendlier.

Not easy to get direction from locals.

Don't like it.

Dirty, rude will never come back.

People not friendly. Disappointed in service renovation was not what promised drug dealers harassing patrons. Hidden fees with package.

People are not as charming.

***Place of Survey******Freeport******Reason Not Likely to Return***

The people in for the most part were very unfriendly, rude and not very helpful period.

Our report was very unpleasant.

expensive

Too expensive. Gratuity charge. Taxes leaving. Prices of food & drinks.

Airport departure fees hotel tax

Too hot

Service terrible, hotel messy will not return

Because the people are lazy and slow.

Things have change

Lousy service, terrible attitude of the islanders with sense of entitlement. Terrible food. Poor value. Islanders are the rudest people I have ever met.

Weather-Temperature.

Bad Service, Bad food, Expensive

Litter on all beaches, harassment by beggars.

Hospitality lack of "service" concept

Unfriendly Bahamians

Attitude of people poor accommodations

Because we live in Australia it is just too far from home.

***Reason Not Likely to Recommend***

The people in for the most part were very unfriendly, rude and not very helpful period. Also it was very inaccessible to go to point A to B easily.

People are not friendly. Bad customer service.

expensive

Airport departure fees hotel tax

Because the people are lazy and slow.

Not safe at night.

did not like resort.. Taxi's are very expensive.

Litter on all beaches, harassment by beggars.

Unfriendly Bahamians

Attitude of people, poor accommodations

Service is really slow.

*Place of Survey*  
*Freeport*

*Reason Not Likely to Return*

Terrible service

Not much here. Not much good shopping. Been to Our Lucaya not attracted to other hotels.

Not on vacation

Food prices too high, even in super markets people unfriendly in general. Same restaurants unsanitary.

Too expensive

Rude service, bad hotel for a less than favorable trip

Food too high. Service too slow travel to places to visit awful unless of course you pay for a service to carry you. Not enough public beaches. Road travel even a map is awful.

Taxes excessive too high of cab fares. Too much solicitation that is too aggressive.

Weather not friendly at restaurants.

Been there, new place next time.

Other places to visit

Too see other places

Like to go different places. Service was poor

Feel the place has become a rip-off

Many other places to see

Loves the Bahamas. Friends were rude. Bahamians were great.

Prefer to go to different places

Cold weather-Not enough to do.

Did not feel welcome here by the people

*Reason Not Likely to Recommend*

Our first visit was better.

not much here.

Poor service.

I've been to other beach vacations for cheaper and more fun

Won't. Will tell them to go to Nassau or another island.

Locals not friendly.

Surly service staff

Poor Service

Unethical business practices

*Place of Survey*  
*Freeport*

*Reason Not Likely to Return*

*Reason Not Likely to Recommend*

Too cold in December next time we'll come in April

Other travel plans

No nightlife already been here.

Bad public service. Some people care nothing but money.  
Food. Taxi are too expensive.

Very expensive

Slackers

Food is not to our liking and slow service

Not enough cultural progress, just tourist crap.

Items stolen. Prices of food. Quality of food, Cleanliness.

very very expensive

Too expensive

Not enough to do here, shops and restaurants close too early,  
food mediocre at reasonable, over priced restaurants. Guys  
approaching us to offend, Yuck.

Been there done that.

Poor service

Want to visit other places.

Food expensive and taxes too much

The Royal Oasis Sucked

The cost of groceries and Sundries.

But to a different island.

I'll recommend Virgin Island instead.

too many slackers

Items stolen. Prices of food. Quality of food, Cleanliness.

Hotel quality poor. Very high prices.

Nicer place for better value.

People are to slow do not respond.

The hotel was not on the beach. No good beach restaurants.

***Place of Survey******Freeport******Reason Not Likely to Return***

Terribly unfriendly, not appreciative of Tourist if it weren't for tourist, the Bahamian would not make a living. Do not they rely on our money.

We like other places better, Service slow and not friendly. Not very clean.

Many places to see in the world.

Lots of other islands to check out;

Service is not as good as in other islands in Caribbean.

Service in bar & restaurants is very poor-by far the worst part of vacation. the food is good-service is poor.

Over charge of all inclusive package after we had already package, people at hotel not friendly and slow. Drain problem in rooms. Expected more from renovations. Manager wanted us to pay extra for restaurant manager mistake.

People was not friendly. Food was to high when we went to eat out

Moving to the West Coast

I'm not a bench pusher

Like to visit somewhere new each time

The food is too expensive and the food was awful

Costs too much and rates are not standard to get from one place to another. We were never told the same thing by more than one person.

very expensive, much more than the U.S.A.

I don't feel safe.

Need to find another good deal like this one.

***Reason Not Likely to Recommend***

Bahamians are not trustworthy always trying to be unfair or never can get the same story twice. Taxi service for a 15 min ride is ridiculous. This is a sure way for tourist not to return. I realize they need money (living) but do not rob the tourist. There is no honesty! Will never recommend anyone!

Service poor, all above see side. Drug dealers harassing patrons outside police station.

People was very rude and not friendly at all

Climate too hot

People are not friendly. Tourism is your number one industry but your people don't act like it. They act as if they do not need me to spend my money.

The food is too expensive and the food was awful.

Found people to be very unfriendly unaccommodating and often rude. Although the islands are beautiful, the Bahamian attitude ruins any possible pleasure.

must save a life time in order to enjoy

*Place of Survey*  
*Freeport*

*Reason Not Likely to Return*

*Reason Not Likely to Recommend*

We will travel to other places over the next five years

Distance from London

People not that friendly to tourist.

Not much here. Bad airport leaving experience

I like to change every year my vacation places generally, I don't return in already visited places.

Very poor service. People very unfriendly.

Weather is too cool in January

Very expensive food, drinks. Hotel are slow.

Rude airport and customs staff.

Islands isn't friendly, unclean, expensive activities and transportation.

RIZT BEACH RESORT WAS NOT A PLEASANT EXPERIENCE HOTEL WAS UNPLEASANT NO REAL HELP GETTEING AROUND ISLAND

NOT AS NICE A HOTEL AS A OTHER PLACES WE CAN TRADE FOR OUR TIMESHARE

Go to new places

Bus transportation too slow and nothing open on Sundays.

I don't like it.

Very rarely go same places twice.

Did not like the atmosphere, food, hotel, transportation etc.

I do not like to visit places that aren't great

Would highly recommend the Ferry House Restaurant exceptional food, service and atmosphere. Would not recommend Pier One Restaurant mediocre food very poor service and unfriendly staff

Very poor service. People very unfriendly.

Rude service

TOO COSTLY TO GET AROUND.

I was not impressed



***Place of Survey******Freeport******Reason Not Likely to Return***

THE BAHAMIAN PEOPLE IS NOT AS FRIENDLY AS I THOUGHT UNFRIENDLINESS  
THEY WOULD BE.

BECAUSE THE WOMAN ARE ALL RUDE.

Did not like location of hotel.

We found that service was poor, slow and even unfriendly at  
same places.

NOT ENOUGH BEACH LIFE-TOO MUCH CASIO,BIG HOTEL  
TYPE OF LIFE.

***New Providence***

The prices are too expensive. The Canadian dollar does not go  
far.

Very touristic location, very strong US flavor at the expense of  
less local (Bahamian) flavor. Where are the local, typical  
Bahamian stores.

Because work ethics are not good here. Dollar value doesn't  
meet customer satisfaction

Lots of other places to see.

Going to other places.

Horrible place, rude people. Dirty cities/hotels. Too expensive.  
Horrible food. Nothing for teens to do.

Would not want to put them through hell.

I might get caught.

People are not friendly especially at Atlantis.

Unfriendly staff at Atlantis Resort. Too expensive for what  
you get.

like to visit other places

Because I want to visit other places as well, however the  
Bahamas was amazing.

The nightlife wasn't wonderfully exciting for people from 17-25.

Like to go different places

expensive especially taxi transportation.

Too Commercial

After 1 week you are left with the impression that the people  
of Nassau are trying to rip off the tourist by charging double to  
5 times the normal price for the simplest items.

Natives could smile more.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Too expensive  
 Too expensive. Not enough value for money  
 Been there done that  
 Too many other places to see  
 Bad vacation  
 Try to see other places.  
 Too expensive. People are rude. It's not safe.  
  
 Bad food, unfriendly people especially at the airport / US immigration  
 People not friendly  
 Love the Atlantis but food is very expensive.  
 Too many other places to visit  
 Would like to visit other countries.  
  
 The built in 15% the service is very bad.  
  
 Will return but not for vacation.  
 Money and family planning.  
 Time and money.  
 Too expensive.  
 Did not like the service.  
 It's God's will.  
 Attitude and cost  
 Too expensive.  
 Other places in the world to see in the next 1-5yrs.

*Reason Not Likely to Recommend*

Bad trip. Lousy service  
 not enough to do  
 There are cheaper better and nicer locations in the world to visit.  
 Bad food, unfriendly people especially at the airport / US immigration  
 Food expensive. Staff not friendly.  
  
 Too expensive  
 15% gratuity makes lazy workers who don't have to work for their tips. They're rude  
  
 Climate and people are great! But very expensive

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

I have had enough, the service sucks.

Service is so awful here. Over booking rooms. Rude people in hotels.

Bad experience at our hotel

Want to visit another countries.

Bus drivers should not be allowed to drink while they drive and pass other buses driving way too fast.

Hawaii is closer.

Unclean Beaches! Too much trash on beaches.

Difficult, long trip from California. We were on three different plane. Also we like the beaches better in the Virgin Island.

This place is too expensive: shopping dining, taxes, entertainment I don't know hoe anyone can live here.

Attitude towards tourist is not the same friendly attitude as previous trips.

Attitudes are off the wall

Everything is too expensive for what you offer you nickel & dime tourists to the end.

didn't like service at Atlantis and overpriced.

Very rude and lazy workers

Very unfriendly customers service reps.

People are not friendly would rather to go Mexico

No value for the money, Food was bad. Expensive, felt like I was being charged and double charged for everything. Hate the mandatory tipping for no service or for poor service, Customer service here is awful everywhere.

*Reason Not Likely to Recommend*

Poor attitudes most Bahamians here. Nowhere to go and all day to get there.

Bus drivers should not be allowed to drink while they drive and pass other buses driving way too fast.

Trash on Beaches

More beautiful beaches in ST. John and Virgin Island

too expensive.

Attitudes are off the wall

expense on this Island is high enough without charging more to leave.

Everything is too expensive for what you offer you nickel & dime tourists to the end.15% service charge for each service provide NO SERVICE GIVEN.

Because we did not enjoy our stay at Radisson Cable Beach Resort in Bahamas.

People not friendly would rather go to Mexico

Better places to vacation that are less expensive, nicer to visitors (more respectful) and have better Amenities. Can find good climate lots of places.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Rundown conditions of city or island

I like to travel to new places. The location is too far to come for a short visit and there are too many other places to try.

Too Expensive, maybe later.

Taxi Drivers were all very nice. It was horrible, dirty. Sandals was low class clientele.

Drop the price. Mexico and Dominican Republic just as nice for half the price

Dirty

The survey we have to fill out.

To departed airport take to long to go to customs.

Hotel bad. Service bad

Poor conditions of the islands bad treatment in Eleuthera Seaview Cottage]

Run down and poor service and tasty foods

Will only return to Nassau maybe Exuma. While we were in Inagua wee saw 2 dogs die being poisoned by resorts which we understand is a common occurrence. Unless they pass laws making the poisoning of dogs illegal we do not plan to return. It was very cruel and is a very inhumane way to treat animals.

Poor value us similar places eg. Dominican republic too much nickel and dinning automatic 15%grats.

It's not be, we did not like it. We'll probably go some where new instead.

Want to see other places.

Boring poverty

People not as friendly as other islands we've visited.

Too much money

*Reason Not Likely to Recommend*

It is beautiful here.

Our Professional friends would never stand for the poor quality at Sandals.

Poor conditions of the islands bad treatment in Eleuthera Seaview Cottage]

Run down, poor service, tasty food.

Will only return to Nassau maybe Exuma. While we were in Inagua wee saw 2 dogs die being poisoned by resorts which we understand is a common occurrence. Unless they pass laws making the poisoning of dogs illegal we do not plan to return. It was very cruel and is a very inhumane way to treat animals.

boring

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Weather sucked  
 Other places to go, children to raise  
 Bahamian people is very rude.  
 The service here is getting very bad.  
 Once is enough.  
 Too much Stress Customs  
 Historical tour was not good at all. Insides of buildings not viewed.  
 Planning other vacations Disney, Ireland etc.

Have been treated rude by residents on every visit  
 Poor service attitude, dishonest trades people condition of machinery, terrible  
 Other places a priority to visit.  
 Too expensive  
 Too expensive, bad weather, poor service.  
 Did not appeal to me.  
 Service provided by staff and 15% automatic gratuity.  
 Been there, done that  
 Been there done that  
 Poor service transportation, food to expensive

The moldy and mildew conditions of the rooms too humid.  
 Rude people natives, run down city.  
 As long as private banking.

*Reason Not Likely to Recommend*

The service here is getting very bad.

Assessment and Departure taxes cost of taxi and food.  
 Have been treated rude by residents on every visit.  
 You need to have at least 70% good experiences before you recommend people.

Poor service transportation, food to expensive.  
 Residents are somewhat rude.  
 Did not have a food experience at Sandals, Maybe the Atlantis next time.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Children  
 We have other places to see.  
 Horrible service  
 People unfriendly.  
 We paid an airport tax which is not justified, whereas we already paid it at the travel agency. It's underground.  
 expensive  
 Want to visit other islands  
 would like to see other places.  
 Need direct flight from LA  
 try other destinations

Resorts are not that great. Menus are terrible.  
 other places to see. Cozumel is so much cheaper.  
 Too expensive

People are rude  
 Other Island to visit  
 The prices are too high, Transportation (taxi) too expensive.  
 Too much cigarette smoking in common areas  
 Poor service at hotel  
 Too many other places to visit in the world  
 It cost too much money for us.

*Reason Not Likely to Recommend*

Meals too expensive

Horrible service

I would not recommend the Atlantis.  
 Too much dollars for not the much.

Too much traffic, rundown roads and stores, too expensive.  
 People are very rude

Too much cigarette smoking in common areas  
 poor service

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Unfriendly people unwilling staff to help.  
People are rude

Too expensive

very expensive

Too much different driving  
Bad service, no night life.  
Was not enjoyable.

People are not friendly.  
But not to Atlantis

Will visit other locations around the world.  
Want to try different destinations  
For the cost I could go to Hawaii and it has more to see  
Hawaii is better and closer.  
Price-worth relationship is bad.  
Too developed Hawaii is a lot closer for us.  
People were not welcoming to the tourist. Very important  
Hotel service was horrible and people that worked there are the rudest people.  
Too expensive  
Have a son in a power wheelchair. Difficult to get around, ground, air transportation even hotel was not accommodating.

*Reason Not Likely to Recommend*

Unfriendly people unwilling staff.  
Prices are ridiculously high. People are rude. Roaches in cafeteria. tables that rock-unstable, slow services. Airport condition is unsatisfactory.  
Too expensive on Paradise Island there are poor options for restaurants all expensive. We have traveled worldwide and not spent like we did in Nassau.  
very expensive  
Would not, however recommend Freeport, as we thought the people were very rude there.

Bad service.  
Cant stand the 15% you are required to give to people who don't do nuttin.

But not Atlantis. Extortionate food prices, poor customer service breach of contact.

For the cost I could go to Hawaii it has more to see.

Too expensive.

Poor service. Very expensive  
Hotel service was horrible and people that worked there are the rudest people.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Will never return to Atlantis  
Terrible Service. Terrible food

We take our kids to a different places every year  
Been here before need a place less touristy.  
Too expensive and lacking in cultural experiences  
Other places to see!  
The people were rude and service was horrible.  
Beaches were very small. Not very clean city  
Like to try other places  
Vacation in the USA.  
I thought the hotel smelled  
Too many other places to visit.  
15% gratuity rude, expensive, Taxi cheat.  
Money  
Expensive (food, cabs etc.)  
  
Moving to the western U.S.  
Food very expensive.  
Paradise hotel, Island is dirty and roads renovating.  
Very negative experience. I will never return

*Reason Not Likely to Recommend*

Not Atlantis  
Bad food, services, accommodations  
Unfriendly attitude of people.  
Too expensive. Service level too slow  
  
Too expensive. Too touristy  
  
They were all here with us for the wedding.  
The people were rude and service was horrible.  
  
15% gratuity rude, expensive, Taxi cheat.  
  
Advise expensive  
Hotel needs updating  
  
Poor service, bad attitude



*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

This is my 5th visit to the Bahamas. I have been disappointed this time with the taxi drivers. They have tried to over charge me almost every trip. The last time I was here I was charged double to come from the airport. I ended up in a hearing with the driver and was refunded my money but it was not pleasant this trip. Many refused to use their air conditioning unless I paid extra. I think they could use a refresher course on how to make people want to come back.

Customer service additional hidden costs expensive.  
Approached much by street vendors and men.

Need bus transportation on Paradise Island. Taxi too expensive

Want to visit other places I've never been.

Too expensive. Not enough evening activities

Found customs people upon arrival very rude.

Because its too freaking expensive

Overrated, over priced.

Too many other place to see.

If Club Med is purchased by Atlantis and made into a zoo.

Found many residents to be unfriendly

Mostly visit family in the USA.

Want to go other places.

*Reason Not Likely to Recommend*

People at Atlantis were too serious and unfriendly also women on beach who braided my daughters hair spent the whole time talking to her friend about their other work as prostitutes, including the techniques they used With their male customers this was on the Atlantis beach.

Some people were very unfriendly.

As long as they have the dollars

Too expensive.

Except airport is awful

People are mean most of the time. The people are not very friendly to African Americans especially the women.

If Club Med is purchased by Atlantis and made into a zoo. Club Med is great.

Most friends don't do water sports.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Service levels were sub-standard and people were not friendly.

Been so many times already.

Just misses meeting my interest

Did not like people

Not a smoke free environment.

Very expensive service not happy with.

Like to go to different places.

Distance, Air travel is a hassle.

Too expensive.

Too hot

Over-priced especially Atlantis. Outbound security process worst than I've encountered

The cost of taxis food, rooms tips are out of sight was disappointed

Customs is rude and long can not get help from any of them

Want to visit different places.

Been here done that

Want to explore new places.

Too expensive

Expensive trip from France.

Distance

*Reason Not Likely to Recommend*

Service levels were sub-standard and people were not friendly.

Did not like people.

Customer service was not friendly.

Too crowded

Too expensive and overcrowded. Local people too aggressive in markets in Nassau.

To Expensive

was disappointed

Do not want them to go through what I went through.

Not as helpful as expected. Restaurants food not very good.

Wife almost raped by jet ski operator.

I loved the island but the food at Atlantis is extremely overpriced.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

I would be back.  
 Most people here still treat you like, you owe them something.  
 Most attitudes are terrible.  
 Other places I would like to visit.  
 Mosquito Problem.  
 Want to see other places too.

Been here twice already try something new.  
 Overall Island is in poor condition

Did not like.  
 I just brought a car and intend to drive for vacation  
 Airlines expensive

Too many people and way too expensive.  
 Hawaii is closer.

I am concerned about the lack of safety and peace because of  
 Ski-Do water vehicles. Noise and dangerous driving make  
 swim and snorkeling unsafe.

I was not happy with Sandals.

Many workers act as if it is a bother to wait on you, stores,  
 hotel airport.

Surly Native..

Too expensive.  
 Not my kind of vacation. Chosen by others.

*Reason Not Likely to Recommend*

Hotel need to be cleaner.

The island leaves a lot to be desired outside Paradise Island  
 the place is a disgrace  
 Food was not good And phone rates, room need updated.

It is getting expensive to both stay and eat ( Hotel and Meals  
 very expensive for Canadians).  
 Too many people and way too expensive.

Only for you retreat or will recommend only remote quite  
 islands.

I was not happy with Sandals.

Surly Native.  
 Too expensive, terrible service and information given

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Getting out of the Airport check-in and US Immigration lines were too long. We had to wait one and half hrs to get to flight out of country. People were butting into line ahead of us. There was no control. We were a family and waited too long you should have someone regulate the lines to U.S. customs and immigration. There was kayos.

The prices in the hotels were awful.

Bad experience, rude hotel (Atlantis) and unpredictable weather.

Going to college.

I do not travel.

Continue to explore new places.

Hotel food prices are a rip off.

Usually try to visit new places each time we travel.

Like to try different places.

Dirty

Hotel quality vs. price weather.

Expense

Weather it rained the entire trip.

Other places to see.

Looking to visit it and other places

Expensive like to try new places.

Too far.

Too expensive Air fore and food, taxis were terrible. Two booked excursion trips cancelled upon or arrival. Nothing maintained road litter.

Poor service. People are not focused on customers.

*Reason Not Likely to Recommend*

Bad Airport experience.

Prices are really expensive, not as relaxing as we had hoped, hotel (Atlantis) did not impress us.

Over priced unpreclicable weather.

Dirty

Too expensive Air fore and food, taxis were terrible. Two booked excursion trips cancelled upon or arrival. Nothing maintained road litter.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

The service at the Atlantis was horrible and the food was terribly expensive.  
 Atlantis development has surrounded our time share and made it less desirable cut off beach access for example.  
 Expensive  
 Experience at hotel.  
 Not a good value  
 Could go to Florida  
 See new places.  
 Expensive  
 I'd like to see other islands  
 I never want to be in this same port again. Horrible staff and service.  
 Don't want to do the same thing twice and it is expensive,  
 Breeze hotel was over rated. Also not as easy to come and go as hoped.  
 Too many other places to visit.  
 Although they shouldn't ask for a visa for Colombia.  
 Many places to go. Customer services in Bahamas is poor.  
 The people just want your money  
 Poor service.  
 We have four children. To expensive.

Airport is very slow  
 Like to try new places

*Reason Not Likely to Recommend*

I don't think they would want to spend the money.

Over prices unfriendly, Thieves and pirates and nothing works including people.  
 Too expensive, food and taxi

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

*Reason Not Likely to Recommend*

Cost.

Tip mongers/Drug pushing cab drivers/Too expensive/Aggressive tour companies

Many other places to see

Customs fee for Yachts.

Too expensive price of food on Paradise Island.

Cost

Poor value for money, poor service, lack of place of interest except beach, congestion on bay street.

Too Touristy. Too pricey.

To expensive for food.

There are other islands I would like to visit.

Island doesn't offer as much as some of other islands.

Unpleasant offices at x-ray machine and customs.

Will travel to other country.

I was not satisfied with the service. My hotel room had a rat.

I'm sick and tired of getting ripped off by taxi cabs

Very Likely especial Ocean Club resort.

Would like see better care to the homeless animals vary sad}

Energy fees and cost of taxis were ridiculous

It is getting very commercial we prefer a more relaxed atmosphere.

Not like I remembered.

No nightlife.

As above a variety more tourist friendly destinations hereby eg. Cuba Mexico, Dominican Republic.

Too Touristy. Too pricey.

Customer service/friendliness is awful

customs agents and x-ray personal are discourteous

Very disappointed with the reception of the hotel.

They already know.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

*Reason Not Likely to Recommend*

Weather.

Prefer Caribbean island too expensive.

Too expensive.  
People not as polite as Caribbean.  
Safety, Dirty

Too much hassle at airport,

There is not much too do here. Too many peddlers town could use a cleanup /Expensive (food, gift)

Cruise Ship stay or all inclusive only.

Want to see other places

Attitude of Residents

Very Disappointing

Don't like it

Jamaica offers better packages

Jamaica offers better deals

Too Expensive

Had a timeshare, may switch.

Island people snooty, eliminate 15% gratuity let them earn it.

Certain things are too pricey

Overpriced, unfriendly, dirty, dangerous.

Overpriced, unfriendly, dirty, dangerous.

So many other places to see

Very poor hotel Radisson cable beach.

hotel was sub standard

Very expensive

Too expensive

I was very annoyed with the member of times. I was asked to buy something or get my hair braided. Everything is way too expensive for what you get:

One great thing on this island is the diving {Stuart Coves}.

Three children under eight years old no time.

If we can get cell phone service. Except no call phone or internet service.

Would like cell phone internet.

I would look for other alterations besides beaches and casinos perhaps a more urban area. So the Caribbean is not for me.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Hotels are showing age.  
To many other places to see in the world  
would like to visit a variety of places  
Want to see other places

Been there done that  
Try different areas.  
If we could fly direct from uk  
The service is terrible and people are not helpful or friendly.  
lowa area needs repair and up grading resort was too big.  
Staff was not very friendly.  
I like to visit new places  
Too much smoke, no public regulation  
Didn't like the Atlantis too crowded.  
Like to visit different places  
Too expensive  
Somewhere I wouldn't want to go in the next 5 years.  
Dirty, rude and expensive.  
Not as much means for traveling in the next five years.  
If you get Powerboat racing back.  
No public beaches not anything to do unless you are on a  
cruise ship or an all-inclusive resort

*Reason Not Likely to Recommend*

The prices at area restaurant and hotels are very expensive

The service is terrible and people are not helpful or friendly.  
Don't think friends and relatives would find it enjoyable.

Dirty, rude and expensive.



*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Las Vegas is closer, less expensive, has shows and has sports books

No \$\$\$\$\$

Value is bad a coffee about 3-6 dollars. People too proud of themselves, don't suite.

I would not recommend staying at breezes but some else even the southern Bahamas island.

Airport very disorganized. Resorts had you arrived wait prior to airline gate even open. Other Caribbean airports were much more organized. Will return to several of the other islands. Airport staff was directing people to cut inline off in front of people who had been waiting.

We loved the weather and the privacy of the Bahamas at paradise island. We thought the overall theme of Atlantis and the facilities were excellent. We really enjoyed market place restaurant at Atlantis, Crowded, not very expensive. Phone system terrible same 10%help very polite and helpful.

Slots in casino, everyone complains not enough give back

Taxi are rip-off, The buses are almost always late and drive like hell. One was even getting drink while driving. The traffic is nuts need more signs.

I'm poor not enough money

Live on the west coast.

I won this trip and normally cannot afford

*Reason Not Likely to Recommend*

Way too expensive. Everyone wants an economic piece of you. With few exceptions. Excellent cab drivers, most of the service people treated us like cattle. Being charged \$15 to leave the country is like the last kick on your way out the door.

Why would you want to come back. The locals seemed generally unable to put themselves in the shoes of people like us paying \$400 per night and expecting superior service for that kind of money. The service wasn't poor it was average ,but seemed poor when spending \$400 per night or \$300 for dinner for 4.

Beaches and hotel facilities are great. not as guest.

I love it here.

Very polluted exhaust from cars)

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Our trip was due to a gymnastics meet. We do not travel that much.

Not friendly

Because there are other places I haven't visited.

Unaffordable.

High taxes daily room tax.

Hotel service was worthless.

Airport is too much hassle, airline is undependable.

Because the food service industry doesn't try. Because they are going to get their tip regardless.

Propositioned too many times for days on hotel compound royal oasis country club-waiters staff at casino restaurant was rude.

Done it. To much else to see in the world.

The hotel facility, Atlantis is horrible, It is one of the most poorly managed hotel I have ever visited.

Aruba had better weather and more friendly and helpful workers.

Very expensive

Too expensive

Want to travel elsewhere.

People are rude, service is poor, food is below average.

*Reason Not Likely to Recommend*

expensive, crowded

Prices too high

because of the food service industry doesn't care about the service there give.

I like it here but the people aren't very friendly.

The hotel, facility Atlantis is horrible, It is one of the most poorly managed hotel I have visited.

Very dirty.

Too expensive

Too expensive! Ridiculous.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Food costs out of sight.  
Hotel resort beautiful but staff rude and unconcerned at times.  
Visit nice places  
Dirty Radisson and very bad hotel  
Will not be able to afford the trip.  
Have relatives in Florida visit them for beach vacations.  
I can't afford to eat. The price of food was too much for the average man with all other expenses.

NO REASON TO RETURN

Money like different island exploration.  
TOO EXPENSIVE, POOR SERVICE, TRASH EVERYWHERE  
CUSTOMER.  
PICK POCKET INCIDENT.  
SERVICE AT RESTAURANT NOT VERY GOOD SLOW, ETC.

WE WERE DISAPPOINTED WITH OUR TOUR OPERATOR. THE  
HOTEL WAS TERRIBLE. THE PEOPLE WERE RUDE.

Not very nice

RUDE PEOPLE. MEN CALLING AT YOU, DISRESPECTFUL, POOR  
EFFICIENCY & CUSTOMER SERVICE.

Food and hotels very high compared to others Caribbean  
options.

WILL RETURN BECAUSE WAS GIVEN A FREE ROOM DUE TO  
BEING BUMPED.

*Reason Not Likely to Recommend*

Too expensive

ITS NOT A GREAT LOCATION

TOO EXPENSIVE, POOR SERVICE. TRASH EVERYWHERE  
CUSTOMER

PICK POCKET INCIDENT.

SERVICE IS EXTREMELY SLOW AS COMPARED TO CAYMAN  
ISLAND ETC.. WOULD LIKE TO SEE SERVICE IMPROVE  
BEACHES ARE LOVELY.

SKETCHY CLUBS. OVERPRICE EVERYTHING, DANGEROUS  
ENVIRONMENT.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

*Reason Not Likely to Recommend*

To far from Australia and difficult to get to

Too far

Too expensive and weather too unpredictable in relation to Jamaica and Hawaii

Too expensive

Too expensive

TOO EXPENSIVE

TOO EXPENSIVE.

YOU NEED TO GET RID OF THE DOPE PUSHERS ON BAY STREET.

The people are not all friendly sometimes rude.

wasn't impressed compared to beauty of Cayman Island or Hawaii

Dirty town

expensive

expensive

Visiting other places.

Service was not good, no greeting. Hotel desk not very helpful

There are so many other places to see and go to.

TOO EXPENSIVE&POOR SERVICE,WORKERS NOT FRIENDLY. TOO EXPENSIVE &POOR SERVICE,WORKERS NOT FRIENDLY.

Too expensive.

Rude service make up on food too expensive.

Rude service make upon food too expensive.

Want to see other places in 1-5 yrs

Bad experience at hotel.

Cost.

Not enough time

People rude dishonest and not helpful

Many rude staff workers. Rude and dishonest taxi drivers and hidden costs.

There are other places to travel to the value wasn't that good

The island and people were nice. The hotel wasn't worth their reputation said it was.

Other places to visit

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

Had a bad experience at the Atlantis Resort Lackadaisical attitude of service industry employees.

Too expensive

Visit other Islands

Accommodation sub par. Not pro-active to vacationers not helpful

I would return, but the Bahamians need to have better customer service and not be so rude to tourist who come to help their economy.

To expensive to come without a group and this group won't come back. NCAA rules

Sandals suck

US Customs are rude and unfriendly.

We like to visit different places.

The people were extremely unfriendly and helpful.

Wasn't as nice as we thought.

Unlucky with weather. Rain, very windy disappointing.

Terrible hotel and accommodations Holiday Inn Sun Spree.

We prefer other Caribbean islands

I WAS RIPPED OFF EVERYWHERE.PEOPLE WERE RUDE.TRIED TO TAKE ADVANTAGE. E WERE RUDE,TRIED TO TAKE ADVANTAGE.

Too Expensive.

Cost.

We felt as we were an inconvenience to most natives.

*Reason Not Likely to Recommend*

Had a bad experience at the Atlantis Resort Lackadaisical attitude of service industry employees.

Customs rude.

Some people are very rude.

the people were extremely unfriendly and not helpful

There are better places to go.

Weather not as nice as we think it would be in November.

Much too expensive to eat.

We did not experience the accommodations and location we like

I WAS RIPPED OFF EVERYWHERE.PEOPLE WERE RUDE.TRIED TO TAKE ADVANTAGE.

*Place of Survey*  
*New Providence*

*Reason Not Likely to Return*

*Reason Not Likely to Recommend*

Not enough money



## RESERVATION BOOKINGS

### HOW DID YOU BOOK YOUR RESERVATIONS ISLANDS OF THE BAHAMAS 2003

	Bahamas	Nassau/P.I.	Grand Bahama	Out Isl.
<b>Used Tour Operator/TA to Book</b>				
Hotel	41%	54%	40%	16%
Airline	47%	54%	46%	34%
Transfers	22%	31%	21%	7%
On-Island Activities	10%	11%	8%	10%
<b>Booked Directly</b>				
Hotel Direct	26%	26%	24%	27%
Airline Direct	28%	22%	26%	39%
Transport Companies Direct	4%	4%	5%	5%
On-Island Activity Companies	9%	7%	9%	14%
<b>Booked Directly On Internet</b>				
Booked Hotel on the Internet	19%	18%	26%	15%
Booked Airline on the Internet	26%	22%	35%	26%
Booked On-Island Activities on Internet	4%	3%	3%	6%

### Nassau/Paradise Island

Fifty-four percent (54%) of the visitors to Nassau/Paradise Island had booked their *hotel reservations* with a tour operator or travel agent and 54% of them had booked their *airline reservations* with a tour operator or travel agent. Thirty-one percent (31%) of them had booked their *transfers* with a tour operator or travel agent and 11% had booked their *on-island activities* with a tour operator or travel agent. Twenty-six percent (26%) of the visitors had booked their *hotel reservations directly* with the hotel. Twenty-two percent (22%) of them had booked their *airline reservations directly* with the airlines. Four percent (4%) of the visitors had booked their *transfers and transport directly* with *transport companies* and 7% had booked their *on-island activities directly* with *on-island activity companies*. Eighteen percent (18%) of them had booked their hotel accommodations on the Internet, 22% of them had booked their airline reservations on the Internet and 3% of them had booked their on-island activities on the Internet.



### **Grand Bahama Island**

Forty percent (40%) of the visitors to Grand Bahama Island had booked their *hotel reservations* with a tour operator or travel agent and 46% of them had booked their *airline reservations* with a tour operator or travel agent. Twenty-one percent (21%) of them had booked their *transfers* with a tour operator or travel agent and 8% had booked their *on-island activities* with a tour operator or travel agent. Twenty-four percent (24%) of the visitors had booked their *hotel reservations directly* with the hotel. Twenty-six percent (26%) of them had booked their *airline reservations directly* with the airlines. Five percent (5%) of the visitors had booked their *transfers and transport directly* with *transport companies* and 9% had booked their *on-island activities directly* with *on-island activity companies*. Twenty-six percent (26%) of them had booked their hotel accommodations on the Internet, 35% of them had booked their airline reservations on the Internet and 3% of them had booked their on island activities on the Internet.

### **Out Islands**

Sixteen percent (16%) of the visitors to Out Islands had booked their *hotel reservations* with a tour operator or travel agent and 34% of them had booked their *airline reservations* with a tour operator or travel agent. Seven percent (7%) of them had booked their *transfers* with a tour operator or travel agent and 10% had booked their *on-island activities* with a tour operator or travel agent. Twenty-seven percent (27%) of the visitors had booked their *hotel reservations directly* with the hotel. Thirty-nine percent (39%) of them had booked their *airline reservations directly* with the airlines. Fourteen percent (14%) of them had booked their *on-island activities directly* with *on-island activity companies*. Fifteen percent (15%) of them had booked their hotel accommodations on the Internet, 26% of them had booked their airline reservations on the Internet and 6% of them had booked their on island activities on the Internet.

### **AMOUNT OF TIME BETWEEN RESERVATION & VISITOR'S ARRIVAL**

In 2002 and 2003 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 persons who booked their reservations *7 months to a year* in advance of traveling to the Bahamas.

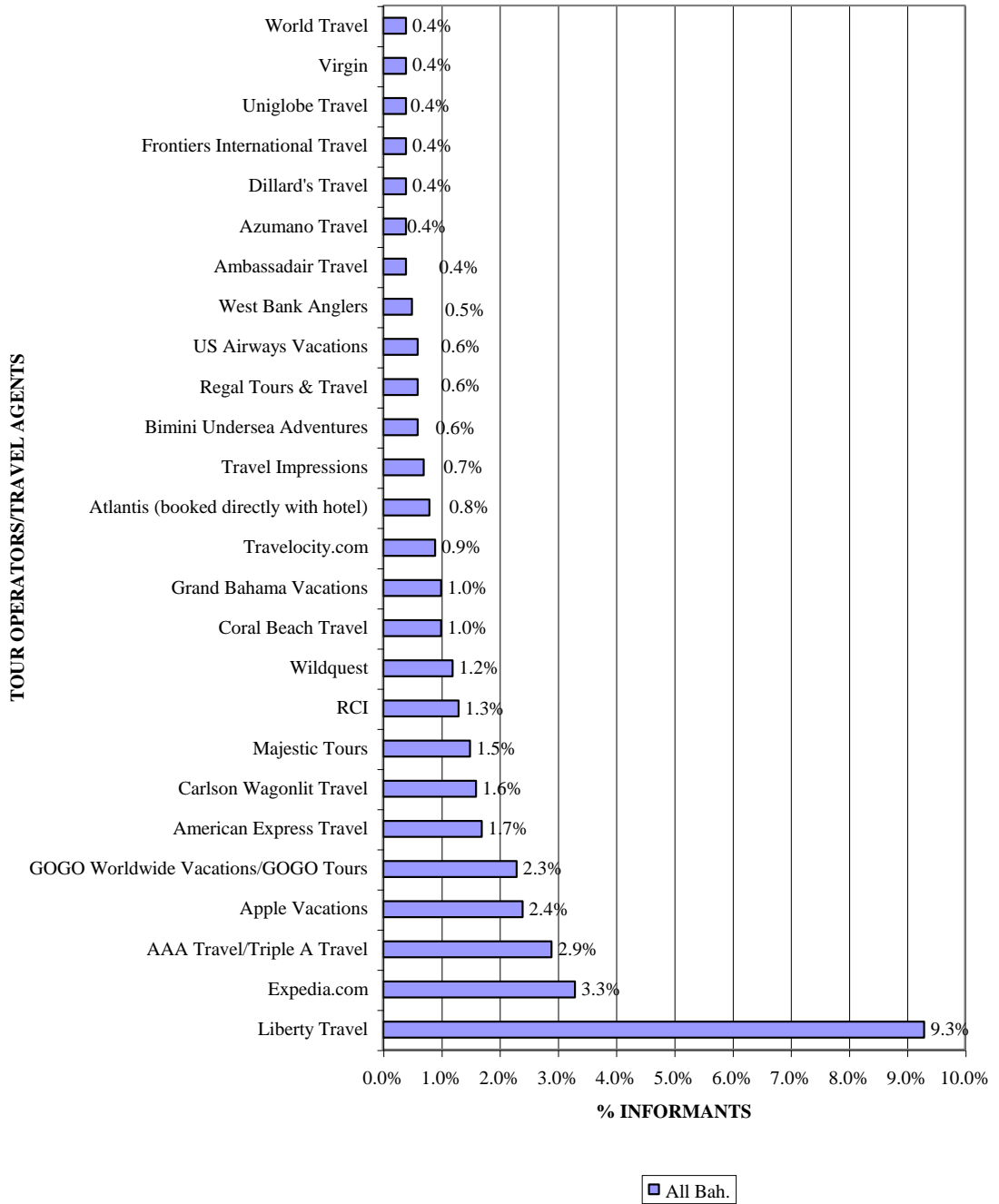
### **TOUR OPERATORS AND TRAVEL AGENTS**

Sixty percent (60%) of the visitors to the Islands of the Bahamas used a tour operator or travel agent and 40% of them did not do so. 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.

**MOST POPULAR TOUR OPERATORS/TRAVEL AGENTS AND  
ONLINE BOOKING COMPANIES USED BY VISITORS  
ISLANDS OF THE BAHAMAS  
2003**

		All Bah.	Nassau/P.I.	Grand Bahama	Out Islands
1	Liberty Travel	9.3%	13.5%	4.2%	0.8%
2	Expedia.com	3.3%	3.4%	4.1%	1.5%
3	AAA Travel/Triple A Travel	2.9%	3.5%	2.4%	1.5%
4	Apple Vacations	2.4%	3.9%	0.3%	0.0%
5	GOGO Worldwide Vacations/GOGO Tours	2.3%	2.9%	2.1%	0.3%
6	American Express Travel	1.7%	1.8%	1.5%	1.9%
7	Carlson Wagonlit Travel	1.6%	1.9%	1.3%	1.1%
8	Majestic Tours	1.5%	2.4%	0.0%	0.0%
9	RCI	1.3%	1.2%	2.2%	0.7%
10	Wildquest	1.2%	0.0%	0.0%	7.0%
11	Coral Beach Travel	1.0%	0.0%	4.7%	0.0%
12	Grand Bahama Vacations	1.0%	0.1%	4.3%	0.0%
13	Travelocity.com	0.9%	0.9%	1.0%	0.5%
14	Atlantis (booked directly with hotel)	0.8%	1.2%	0.0%	0.3%
15	Travel Impressions	0.7%	0.8%	0.7%	0.1%
16	Bimini Undersea Adventures	0.6%	0.0%	0.0%	3.4%
17	Regal Tours & Travel	0.6%	0.0%	0.0%	3.6%
18	US Airways Vacations	0.6%	0.4%	1.4%	0.2%
19	West Bank Anglers	0.5%	0.0%	0.0%	2.7%
20	Ambassadair Travel	0.4%	0.1%	1.5%	0.1%
21	Azumano Travel	0.4%	0.6%	0.0%	0.0%
22	Dillard's Travel	0.4%	0.1%	1.6%	0.0%
23	Frontiers International Travel	0.4%	0.0%	0.0%	2.4%
24	Uniglobe Travel	0.4%	0.2%	0.4%	0.9%
25	Virgin	0.4%	0.4%	0.7%	0.1%
26	World Travel	0.4%	0.4%	0.6%	0.2%

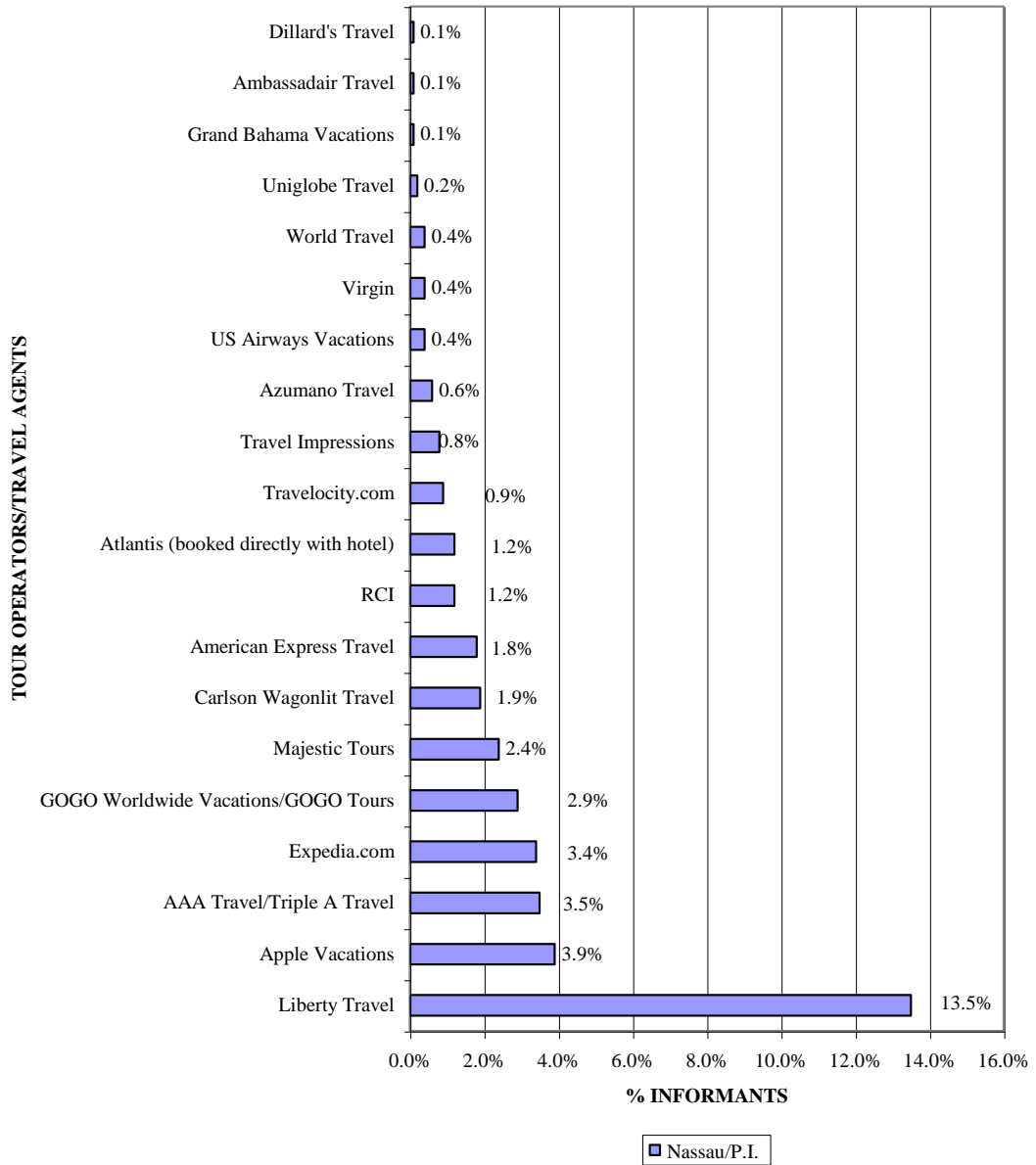
**All Bah.**



**MOST POPULAR TOUR OPERATORS/TRAVEL AGENTS USED BY VISITORS  
ONLINE BOOKING COMPANIES USED BY VISITORS  
NASSAU/PARADISE ISLAND  
2003**

	<b>Nassau/P.I.</b>
1 Liberty Travel	13.5%
2 Apple Vacations	3.9%
3 AAA Travel/Triple A Travel	3.5%
4 Expedia.com	3.4%
5 GOGO Worldwide Vacations/GOGO Tours	2.9%
6 Majestic Tours	2.4%
7 Carlson Wagonlit Travel	1.9%
8 American Express Travel	1.8%
9 RCI	1.2%
10 Atlantis (booked directly with hotel)	1.2%
11 Travelocity.com	0.9%
12 Travel Impressions	0.8%
13 Azumano Travel	0.6%
14 US Airways Vacations	0.4%
15 Virgin	0.4%
16 World Travel	0.4%
17 Uniglobe Travel	0.2%
18 Grand Bahama Vacations	0.1%
19 Ambassadair Travel	0.1%
20 Dillard's Travel	0.1%

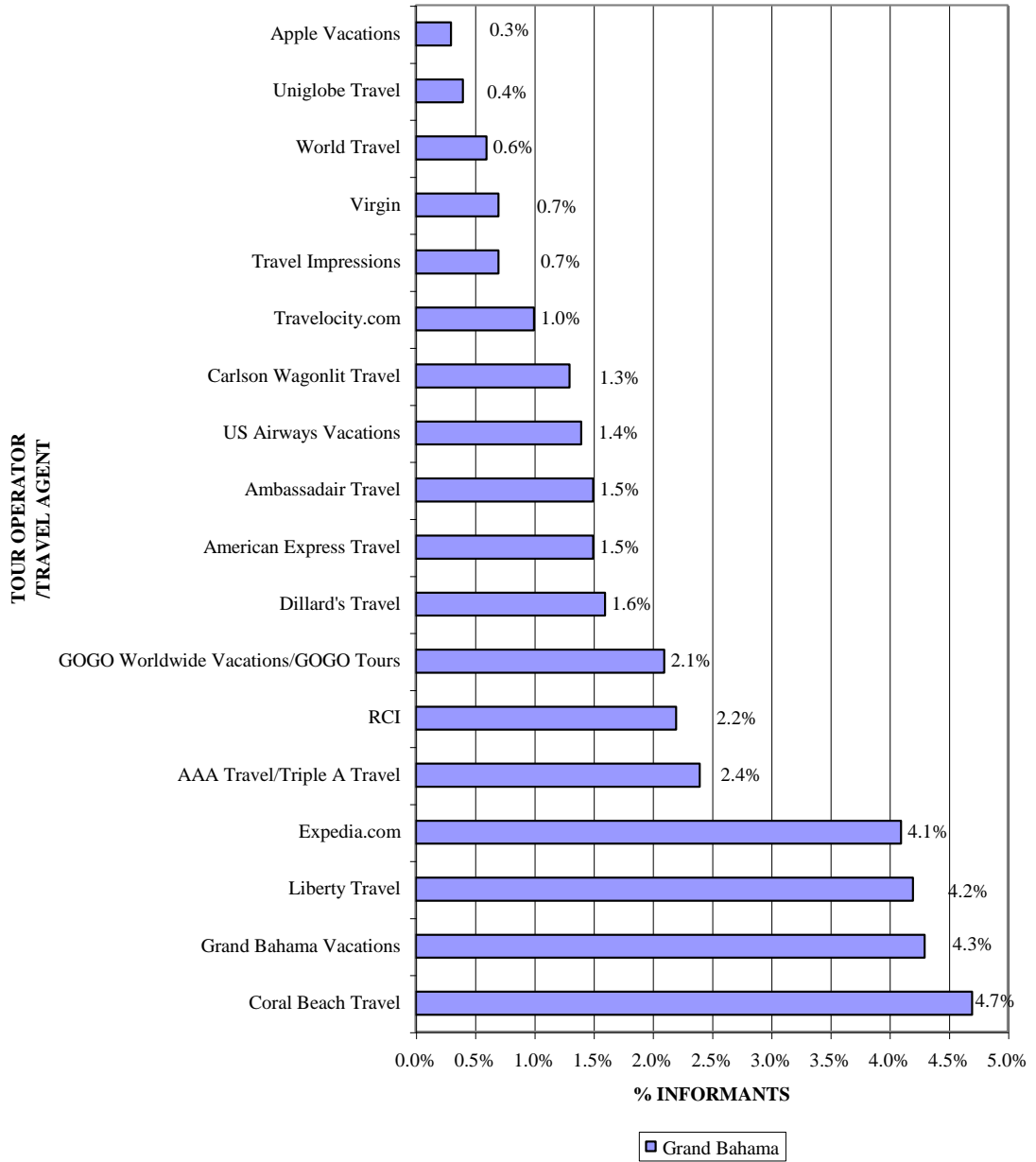
**Nassau/P.I.**



**MOST POPULAR TOUR OPERATORS/TRAVEL AGENTS USED BY VISITORS  
ONLINE BOOKING COMPANIES USED BY VISITORS  
GRAND BAHAMA  
2003**

		<b>Grand Bahama</b>
1	Coral Beach Travel	4.7%
2	Grand Bahama Vacations	4.3%
3	Liberty Travel	4.2%
4	Expedia.com	4.1%
5	AAA Travel/Triple A Travel	2.4%
6	RCI	2.2%
7	GOGO Worldwide Vacations/GOGO Tours	2.1%
8	Dillard's Travel	1.6%
9	American Express Travel	1.5%
10	Ambassadair Travel	1.5%
11	US Airways Vacations	1.4%
12	Carlson Wagonlit Travel	1.3%
13	Travelocity.com	1.0%
14	Travel Impressions	0.7%
15	Virgin	0.7%
16	World Travel	0.6%
17	Uniglobe Travel	0.4%
18	Apple Vacations	0.3%

**Grand Bahama**

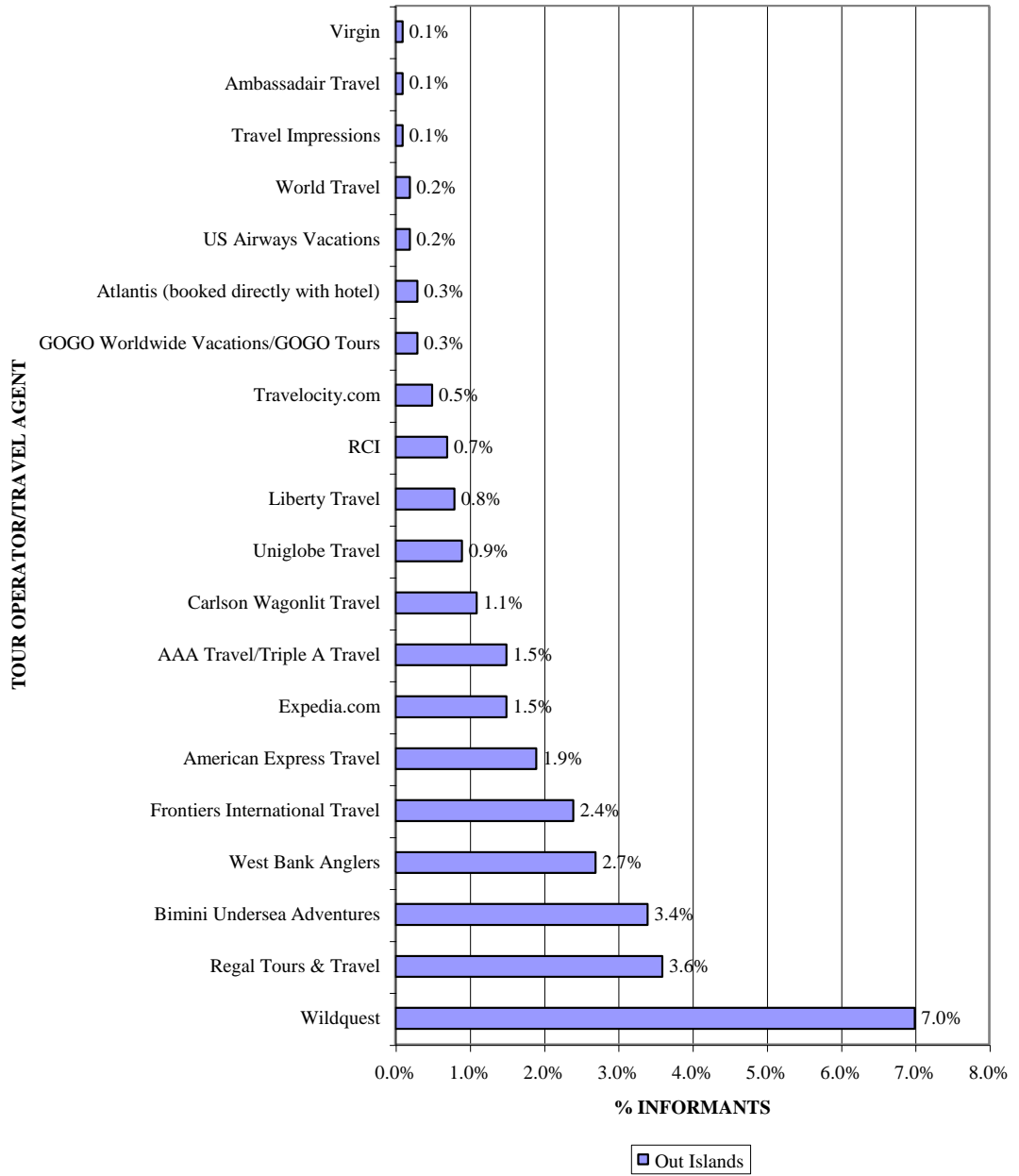




**MOST POPULAR TOUR OPERATORS/TRAVEL AGENTS USED BY VISITORS  
ONLINE BOOKING COMPANIES USED BY VISITORS  
OUT ISLANDS  
2003**

		<b>Out Islands</b>
1	Wildquest	7.0%
2	Regal Tours & Travel	3.6%
3	Bimini Undersea Adventures	3.4%
4	West Bank Anglers	2.7%
5	Frontiers International Travel	2.4%
6	American Express Travel	1.9%
7	Expedia.com	1.5%
8	AAA Travel/Triple A Travel	1.5%
9	Carlson Wagonlit Travel	1.1%
10	Uniglobe Travel	0.9%
11	Liberty Travel	0.8%
12	RCI	0.7%
13	Travelocity.com	0.5%
14	GOGO Worldwide Vacations/GOGO Tours	0.3%
15	Atlantis (booked directly with hotel)	0.3%
16	US Airways Vacations	0.2%
17	World Travel	0.2%
18	Travel Impressions	0.1%
19	Ambassadair Travel	0.1%
20	Virgin	0.1%

**Out Islands**



**MOST POPULAR CITIES WHERE RESERVATIONS WERE BOOKED BY  
TOUR OPERATORS/TRAVEL AGENTS  
ISLANDS OF THE BAHAMAS  
2003**

1	Akron, Ohio	28	Houston, Texas
2	Albany, New York	29	Indianapolis, Indiana
3	Alexandria, Virginia	30	Jacksonville, Florida
4	Allentown, Pennsylvania	31	Lancaster, Pennsylvania
5	Altoona, Pennsylvania	32	Little Rock, Arkansas
6	Atlanta, Georgia	33	Los Angeles, California
7	Atlantic City, New Jersey	34	Louisville, Kentucky
8	Austin, Texas	35	Memphis, Tennessee
9	Baltimore, Maryland	36	Miami, Florida
10	Baton Rouge, Louisiana	37	Milwaukee, Wisconsin
11	Birmingham, Alabama	38	Minneapolis, Minnesota
12	Boca Raton, Florida	39	Montreal, Canada
13	Boston, Massachusetts	40	Nashville, Tennessee
14	Brooklyn, New York	41	New Orleans, Louisiana
15	Canton, Ohio	42	New York City, New York
16	Charleston, South Carolina	43	Orlando, Florida
17	Charlotte, North Carolina	44	Philadelphia, Pennsylvania
18	Chattanooga, Tennessee	45	Pittsburgh, Pennsylvania
19	Chicago Illinois	46	Richmond, Virginia
20	Cincinnati, Ohio	47	San Diego, California
21	Cleveland, Ohio	48	San Antonio, Texas
22	Columbus, Ohio	49	St. Louis, Missouri
23	Dallas, Texas	50	Vienna, Virginia
24	Dayton, Ohio	51	Virginia Beach, Virginia
25	Denver, Colorado	52	Washington, DC
26	Detroit, Michigan	53	Wilmington, Delaware
27	Ft. Lauderdale, Florida		

**CITIES WHERE RESERVATIONS WERE BOOKED BY CANADIAN PROVINCE  
 TOUR OPERATORS/TRAVEL AGENTS  
 ISLANDS OF THE BAHAMAS  
 2003**

<b>TOP PROVINCES</b>	<b>CITIES WHERE RESERVATIONS BOOKED BY TOUR OPERATORS</b>
1 <b>ONTARIO</b>	Cambridge, Campbellford, Dorchester, Guelph, Hamilton, London, Maple, Manotick, Ottawa, Richmond Hill, Stoney Creek, St. Thomas, Toronto, Waterloo, Windsor
2 <b>QUEBEC</b>	Lennoxville, Montreal
3 <b>ALBERTA</b>	Calgary, Canmore, Edmonton, Westcock
4 <b>BRITISH COLUMBIA</b>	Kamloops, Nanaimo, Saanichton, Vancouver, Victoria, Whistler
5 <b>NOVA SCOTIA</b>	Halifax, Wolfville
6 <b>NEW BRUNSWICK</b>	St. John's
7 <b>SASKATCHEWAN</b>	Regina, Saskatoon

**CITIES WHERE RESERVATIONS WERE BOOKED BY STATE  
TOUR OPERATORS/TRAVEL AGENTS  
ISLANDS OF THE BAHAMAS  
2003**

**TOP  
STATES**

**CITIES WHERE RESERVATIONS BOOKED BY TOUR OPERATORS**

**1 FLORIDA**

Aventura, Boca Raton, Bradenton, Brandon, Clearwater, Cocoa Beach, Coconut Grove, Coral Gables, Coral Springs, Daytona Beach, Daytona, Deerfield, Delray Beach, Delray, Destin, Fort Myers, Fort Pierce, Fort Walton Beach, Franklin Park, Fort Lauderdale, Gainseville, Gulf Breeze, Holly Hill, Hollywood, Homestead, Hudson, Jacksonville, Jensen Beach, Jupiter, Key Biscayne, Lakeworth, Lakeland, Lauderhill, Leesburg, Light House, Matlin, Miami Beach, Miam, Mt. Dora, Naples, New Port Richey, New Smyrna Beach, North Palm Beach, North Port, Ocala, Orlando, Ormond Beach, Palm Beach Gardens, Palm Beach, Palm Harbor, Panama City, Pensacola, Plant City, Plantation, Port St. Lucie, Royal Palm Beach, Sarasota, Spring Hill, St. Petersburg, St. Lucie, Tallahassee, Tampa, Vero Beach, West Palm Beach

**2 NEW YORK**

Albany, Allay, Allen, Amityville, Armonk, Astoria, Baldwin Long Island, Barnevald, Bay Shore, Bedford, Breck, Bronx, Brooklyn, Buffalo, Centerport, Chester, Clay, Clifton Park, Commack, Corning, Croton on Hudson, Dewitt, East Northport, Elmira, Farmingdale, Fishkill, Freehold, Garden City, Glen, Glen Falls, Goshen, Great Neck, Green Acre, Hartsdale, Hauppauge, Hicksville, Hobbs, Hopewell, Howard Beach, Huntington Station, Huntington, Jamestown, Kingston, Latham, Levittown, Lockport, Long Island, Manhasset, Manhattan, Massapequa Park, Melville, Merrick Long Island, Middle Village, Middletown, Monroe, Nanuet, New City, New Paltz, New York City, Newburgh, Nyack, Oneonta Orchard Park, Petersburg, Port Jefferson, Poughkeepsie, Queens, Queensbury, Reeh, Ridge, Riverhead, Rochester, Rocky Point, Roslyn, Round Lake, Rye, Saratoga Springs, Saratoga, Sayville, Scarsdale, Schenectady, Selden, Syossett, Smithtown, Southampton, Southold, St. James, Stanford, Staten Island, Suffern, Suffolk, Syracuse, Troy, Valley Stream, Victor, Wantagh, Wappingers Falls, Watertown, West Lebanon, Westbury, Westchester, White Plains, Williamsville, Yonkers, Yorktown

**CITIES WHERE RESERVATIONS WERE BOOKED BY STATE  
TOUR OPERATORS/TRAVEL AGENTS  
ISLANDS OF THE BAHAMAS  
2003**

**TOP  
STATES**

**CITIES WHERE RESERVATIONS BOOKED BY TOUR OPERATORS**

**3 NEW JERSEY**

Aberdeen, Allen Dale, Atco, Atlantic City, Avenel, Bloomfield, Branchburg, Branchville, Brick, Bricktown, Bridgewater, Burlington, Caldwell, Cedar Grove, Cherry Hill, Chester, Clementon, Clifton, Closter, Colts Neck, Delran, Deptford, Dumont, East Brunswick, East Hanover, Eatontown, Edison, Elizabeth, Englewood, Eutonham, Fair Lawn, Fanwood, Flemington, Fords, Fort Lee, Franklin Square, Franklin, Freehold, Garfield Hackensack, Hackettstown, Haddon Heights, Haddonfield, Haledon, Hamilton, Hammonton, Harrison, Hillsboro, Hillsdale, Hoboken, Holmdel, Hudson, Jersey City, Kadak, Kenilworth, Lakehurst, Lawrence, Lawrenceville, Ledwood, Linden, Linwood, Little Falls, Livingston, Lake Hiawatha, Lodi, Logan Tup, Long Beach Island, Long Branch, Maelton, Mahanah, Mahwah, Manaplan, Manasquan, Mantua, Marlton, Marmora, Marthon, Matawan, Mays Landing, Mendham, Metuchen, Middletown, Millburn, Millersong, Milltown, Monmouth Beach, Monroe, Montarole, Montclair, Moorestown, Morganville, Morristown, Mt. Ephraim, Mt. Holly, Mt. Laurel, Neptune, New Port, Newark, Newton, Northfield, Nutley, Oakhurst, Oakland, Ocean City, Oceanview, Paramus, Parsippany, Paulaur, Pennsauken, Phillipsburg, Princeton, Ramsey, Randolph, Red Bank, Reno, Ridgewood, Riveredge, Riverhead, Riverside, Robbinsville, Rochelle Park, Rockaway, Roseland, Saddle River, Salem, Scotch Plains, Sea Git, Shrewsbury, Somers Point, Somerset, Somerville, South Amboy, South Brunswick, South Plainfield, Sparta, Stanhope, Summit, Teaneck, Tetona, Toms River, Trenton, Turnersville, Union, Verona, Villar, Villas, Vineland, Voorhees, Waldwick, Wall Township, Wall, Warren, Washington Township, Watchung, Wayne, Wdby Hts., West Orange, West Paterson, West Windsor, Westfield, Westwood, Whitehouse, Woodbury, Wyckoff

**4 PENNSYLVANIA**

Allentown, Allison Park, Altoona, Ardmore, Aston, Bartonsville, Beaver Falls, Bensalem, Bethlehem, Bloom, Bloomsburg, Bridgeville, Buckingham, Camp Hill, Chadds Ford, Chalfont, Chambersburg, Clarks Summit, Conshohocken, Coraopolis, Cranberry Twp., Dickson City, Douglassville, Doylestown, East Norton, Easton, Elkins, Erie, Exton, Ford City, Frackville, Frazer, Gettysburg, Gilbertsville, Gladwyne, Glenmore, Glenside, Greensburg, Hanover, Harrisburg, Hatboro, Hatfield, Hermitage, Homestead, Horsham, Hummels Wharf, Hummelstown, Jenkintown, Johnstown, Kennedy Township, King of Prussia, Kutstown, Lancaster, Langhorne, Latrobe, Lima, Malvern, Marleysville, Mechanicsburg, Media, Monroeville, Montgomeryville, Moscow, New Castle, New Oxford, Newton Square, Newton, Norristown, Northampton, Old Forge, Philadelphia, Pittsburgh, Plains, Plymouth Meeting, Plymouth, Pottsville, Reading, Richboro, Scranton, Selinsgrove, Shakow, Shamokin Dam, Shippack, Slippery Rock, Smokery Spring, Souderton, Southampton, Spring House, Springfield, St. Mary's, State College, Stroudsburg, Tamaqua, Tannersville, Tullytown, Upper Darby, Warminster, Warren, Warrington, Washington, Washingtons Crossing, Wayne, Welford, West Chester, Wexford, Wilkes-Barre, Willow Grove, Woodlyn, York, Zelenople

**CITIES WHERE RESERVATIONS WERE BOOKED BY STATE  
TOUR OPERATORS/TRAVEL AGENTS  
ISLANDS OF THE BAHAMAS  
2003**

<b>TOP STATES</b>	<b>CITIES WHERE RESERVATIONS BOOKED BY TOUR OPERATORS</b>
<b>5 VIRGINIA</b>	Alexandria, Annandale, Arlington, Ashburn, Bluefield, Chantilly, Chorlotte, Charlottesville, Chesapeake, Colonial Heights, Crozet, Danville, Fairfax, Falls Church, Franklin, Fredericksburg, Great Falls, Hampton, Harrisonburg, Kilmarnock, Lancaster, Lexington, Manassas, Martinsville, Mc Lean, Melean, Midlothian, Neston, Norfolk, Portsmouth, Richmond, Roanoke, Springfield, Staunton, Sterling, Vienna, Virginia Beach, Williston, Winchester, Yorktown
<b>6 GEORGIA</b>	Albany, Alpharetta, Atlanta, Buford, Columbus, Dalton, Darien, Douglasville, Duluth, Gainesville, Griffin, Lincolnton, Marietta, Oakwood, Rome, Roswell, Savannah, Smyrna, Snellville, St. Marks, Tustin, Winder
<b>7 OHIO</b>	Akron, Auron, Batavia, Boordman/Boatman, Cambridge, Canola, Canton, Chagrin Falls, Chillicothe, Cincinnati, Cleveland, Columbus, Dayton, Delaware, Delphos, Eaton, Elyria, Fairfield, Galion, Gibsonburg, Hicksville, Hilliard, Huron, Ironton, Lima, Lorain, Loveland, Macedonia, Mariemont, Massillon, Medina, Mentor, Middletown, Mount Vernon, Nelsonville, New Philadelphia, Niles, North Olasted, North Ridgeath, Northfula, Parma, Pernsky, Philp, Poland, Pongstown, Port Clinton, Salem, Springfield, Stow, Strongsville, Toledo, Urbana, Warren, Washington CT. Hse., Westlake, Willard, Wooster, Yellow Springs, Youngstown
<b>8 CALIFORNIA</b>	Aliso Viejo, Azusa, Berkely, Beverly Hills, Brea, Burbank, Burlington, Camarillo, Carlsbad, Carson, Clayton, Cloverdale, Corte Madera, Encinitas, Encino, Fresno, Fullerton, Glendale, Hollister, Huntington, Irvine, Laguna Hills, Lake Forest, Lakeport, Los Altos, Los Angeles, Los Carlos, Los Gatos, Malibu, Menlo Park, Merced, Monrovia, Montrose, Orange, Pacific Palisades, Paco Alto, Pine Grove, Pleasanton, Rancho Santa Margari, Reading, Redding, Sacramento, Salinas, San Diego, San Francisco, San Jose, San Ramon, Santa Barbara, Santa Rosa, Sherman Oaks, South Lake Tahoe, Stockton, Studio City, Temecula, Ventura, Visalia, Walnut Creek, Willow Glen, Woodland Hills
<b>9 MASSACHUSETTS</b>	Abington, Andover, Attleboro, Auburn, Bedford, Belchertown, Bellingham, Billerica, Boston, Brookline, Burlington, Buzzards Bay, Canton, Chelmsford, Chicopee, Dartmouth, Dedham, Dennis, Dracut, Easthampton, Evereh, Falmouth, Framingham, Gardner, Gloucester, Greenfield, Hanover, Harvard, Hingham, Holyoke, Hyannis, Lexington, Lynn, Lynwood, Marblehead, Marlborough, Medford, Melrose, Memmae, Milton, Newbury, Newburyport, Newton, North Andover, Norwell, Norwood, Pittsfield, Plymouth, Reading, Salem, Sandwich, Scituate, Springfield, Stoneham, Swampscott, Swansea, Tewksbury, Wakefield, Wareham, Welmouth, West Bridgewater, West Springfield, Westboro, Westfield, Westport, Whitman, Williamstown, Wilmington, Worcester

**CITIES WHERE RESERVATIONS WERE BOOKED BY STATE  
TOUR OPERATORS/TRAVEL AGENTS  
ISLANDS OF THE BAHAMAS  
2003**

<b>TOP STATES</b>	<b>CITIES WHERE RESERVATIONS BOOKED BY TOUR OPERATORS</b>
<b>10 MARYLAND</b>	Annapolis, Arnold, Baldiren, Baltimore, Bethesda, Bel Air, Beltsville, Bowie, Chester, Chevy Chase, Clarksville, Columbia, Dexter, Easton, Edgewater, Ellicott City, Finksburg, Forest Hill, Fort Washington, Glen Burnie, Glyndon, Hagerstown, Hampstead, La Plata, Laurel, Marolow Heights, Millersville, Nottingham, Ocean City, Olney, Oxon Hill, Poolesville, Reiterstown, Rockville, Salisbury, Silver Spring, Suitland, Timonium, Washington, Westminster, Woburn
<b>11 NORTH CAROLINA</b>	Asheville, Belmont, Cary, Charlotte, Edenton, Elizabethtown, Emerald Isle, Fayetteville, Franklin, Garner, Goldsboro, Greensboro, Hendersonville, Hickory, High Point, Lexington, Morehead City, Morganton, New Bern, Raleigh, Rocky Mount, Salisbury, Shelby, Spruce Pine, Statesville, Terrell, Wilkesboro, Wilmington, Winston Salem
<b>12 TEXAS</b>	Arlington, Austin, Beaumont, Brenham, Carrollton, College Station, Dallas, Dayton, Deer Park, Denton, Forth Worth, Giddings, Graham, Grapevine, Harlingen, Houston, Nacogdoches, Pasadena, San Angelo, San Antonio, Texarkana, Tyler, Waco, Wimberley
<b>13 ILLINOIS</b>	Arlington Heights, Bannockburn, Belleville, Bloomington, Blue Island, Buffalo Grove, Chicago Ridge, Chicago, Crest Hill, Deerfield, Downer's Grove, East Alton, Edwardsville, Evanston, Galesburg, Geneva, Glen Ellyn, Hinsdale, Kankakee, Lake Zurich, Moline, Oak Brook, Penna, Plainfield, Richton Park, River Forest, Rockford, Rolling Meadows, Roscoe, Roselle, Skokie, South Chicago, South Holland, Sullivan, Troy, Warrenville, Waukegan, Westchester, Winnetka, Worth
<b>14 MICHIGAN</b>	Ann Arbor, Bad Axe, Battle Creek, Belfast, Brighton, Clinton Township, Detroit, East Lansing, Farmington Hills, Grand Haven, Grand Rapids, Greenville, Harbor Springs, Holland, Hudsonville, Kalamazoo, Livonia, Midland, Okemos, Paw Paw, Plainwell, Portage, Riverview, Rochester, Roseville, Southfield, Sterling Heights, Taylor, Traverse City, Troy, West Bloomfield
<b>15 CONNECTICUT</b>	Avon, Bloomfield, Bridgeport, Canbury, Cochester, Danbury, Darien, Fairfield, Glastonbury, Greenwich, Hamden, Hartford, Lyme, Madison, Manchester, Marlborough, Meriden, Mystic, New Haven, New Milford, Newington, Norwich, Orange, Putnam, Rocky Hill, Shelton, Simsbury, Southington, Southport, Stamford, Terryville, Torrington, Trumbull, Vernon, Wallingford, Waterbury, West Hartford, Wethersfield, Windsor Locks, Windsor



**STATES  
STOPOVERS  
2000 TO 2003**

<b>State</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>
FLORIDA	316,858	328,311	317,004	304,220
NEW YORK	126,743	136,196	123,752	124,513
NEW JERSEY	75,975	76,982	73,602	74,996
PENNSYLVANIA	59,729	59,633	59,497	59,900
GEORGIA	38,266	46,454	49,719	49,855
VIRGINIA	46,338	44,472	46,888	49,885
CALIFORNIA	39,075	40,357	40,105	45,308
TEXAS	38,995	43,429	46,239	40,408
MARYLAND	37,707	36,804	35,570	42,821
OHIO	58,553	51,657	48,542	47,534
MASSACHUSETTS	37,051	41,218	37,799	44,370
ILLINOIS	44,358	42,780	39,384	37,722
NORTH CAROLINA	38,432	38,492	42,481	40,904
CONNECTICUT	27,611	29,025	28,618	28,567
MICHIGAN	28,385	27,373	29,542	29,531
SOUTH CAROLINA	15,857	15,415	17,652	16,488
TENNESSEE	19,016	19,423	19,694	16,585
INDIANA	19,473	18,382	18,150	16,605
WISCONSIN	12,818	12,000	11,695	15,098
MISSOURI	13,135	11,048	13,279	11,671
MINNESOTA	10,456	9,704	10,313	11,912
ALABAMA	9,648	9,839	12,491	10,024
COLORADO	11,237	11,352	10,966	11,652
KENTUCKY	13,759	13,303	12,266	11,621
LOUISIANA	6,441	8,149	7,244	7,532
RHODE ISLAND	4,041	4,517	4,823	5,210
NEW HAMPSHIRE	5,837	6,509	6,463	6,513
ARIZONA	6,317	5,794	6,579	6,292
WASHINGTON	6,192	5,936	6,054	6,157
DISTRICT OF COLUMBIA	4,962	4,782	4,388	6,281
KANSAS	5,535	4,892	5,621	5,530
OKLAHOMA	4,728	5,036	4,804	4,835
DELAWARE	4,725	4,536	4,575	4,669
IOWA	5,094	5,204	4,541	4,569
MAINE	3,853	4,022	4,190	4,556
MISSISSIPPI	4,106	4,030	4,419	4,380
ARKANSAS	5,842	4,628	5,208	4,051
WEST VIRGINIA	3,154	2,974	3,520	3,008
NEVADA	2,751	2,795	2,791	2,711
OREGON	3,113	3,115	2,978	3,036
VERMONT	2,070	2,430	2,496	2,465
UTAH	2,388	2,516	2,643	2,959
NEBRASKA	2,518	2,357	2,320	2,381
NEW MEXICO	1,527	1,759	2,089	1,683
MONTANA	1,182	1,083	1,097	1,137
IDAHO	1,182	1,064	1,158	1,143

**STATES  
STOPOVERS  
2000 TO 2003**

<b>State</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>
ALASKA	646	630	722	783
SOUTH DAKOTA	686	677	765	745
WYOMING	697	731	838	811
NORTH DAKOTA	598	579	579	589
HAWAII	396	440	401	382
NON RESPONSE	64,239	53,329	71,586	68,737
<b>TOTAL USA</b>	<b>1,294,295</b>	<b>1,308,163</b>	<b>1,310,140</b>	<b>1,305,335</b>

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.

**DEMOGRAPHICS****DEMOGRAPHIC PROFILE  
ISLANDS OF THE BAHAMAS  
2003**

	<b>2003</b>
<b>AGE*</b>	
25 - 54 years old	58.2%
55 years old or older	18.3%
<b>SEX*</b>	
Male	49.1%
Female	49.0%
<b>RACE</b>	
Black	5.3%
White	94.7%
<b>EDUCATION</b>	
College Graduate or Above	60.6%
<b>ANNUAL HOUSEHOLD INCOME**</b>	
\$40,000 - \$59,999	12.2%
\$60,000 +	63.2%
<b>PREVIOUS VISITS</b>	
First Time Visitor	40.5%
Repeat Visitor	58.1%
<b>TRAVELLING PARTY SIZE</b>	
One	14.8%
Two	45.6%
<b>HOUSEHOLD SIZE</b>	
One	13.2%
Two	39.1%
Three-Four	34.4%

Information on age and sex obtained from the Immigration Card.

## **Conclusion**

Visitors to the Islands of the Bahamas came to the Islands of the Bahamas primarily for the purpose of vacationing. They chose to visit the Bahamas primarily because of the beaches, for rest and relaxation, to enjoy the climate, the fact that they had never been here before, hotel facilities and good package deals that were being offered. Visitors to Grand Bahama sited best value for money instead of hotel facilities as a primary reason for visiting the Bahamas.

The electronic media most frequently used by 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*.

The favorite television networks/stations of visitors to the Islands of the Bahamas were: NBC (Network Station), ABC (Network Station), CNN (Specialty News Station) CBS (Network Station), FOX (Network Station), ESPN (Specialty Cable Channel), HBO (Specialty Cable Channel), and the Discovery 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.

The most popular print media used by visitors to the Islands of the Bahamas were newspapers and magazines. Visitors read a very wide selection of magazines. Some of the top magazines for visitors to the Bahamas were: People, Time Magazine, Cosmopolitan/Cosmo, Newsweek, Sports Illustrated, Travel, Glamour, National Geographic Explorer, Travel and Leisure and Ebony. Some of the top newspapers read by visitors to the Bahamas were: New York Times, USA Today, Wall Street Journal, Washington Post, Miami Herald, Philadelphia Inquirer, Boston Globe, Atlanta Journal-Constitution, Sun Sentinel and Daily News.

Almost three-quarters (74%) of the visitors to the Islands of the Bahamas had e-mail addresses and 81% of them surfed the Internet. Some of the top Internet search engines and content providers for visitors to the Bahamas were: Yahoo, Google, AOL, MSN, Excite, Lycos and Alta Vista.

More than half (58%) of the visitors to the Islands of the Bahamas were repeat visitors. More than half (61%) of the visitors indicated that they were very likely to return to the Bahamas in 1-5 yrs and 71% of the visitors indicated that they were 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: prices (too expensive), people (e.g., bad attitudes), poor service, they wanted to visit other places, hotel (e.g., poor accommodations, rude staff, poor hotel service), airports, litter/cleanliness (country was too dirty), and food (too expensive or poor quality).

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.

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.

Some of the visitors to the Islands of the Bahamas who booked their reservations online used: Expedia.com, Travelocity.com, Yahoo.com, cheaptickets.com, hotwire.com, orbitz.com, priceline.com and 11<sup>th</sup> hour vacations.

Some of the popular tour operators/travel agents/online booking agencies were: Liberty Travel, Expedia.com, AAA Travel, Apple Vacations, GoGo Worldwide Vacations/GoGoTours, American Express Travel, Carlson Wagonlit Travel, Majestic Tours, RCI, and Wildquest.

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

**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  |

**BAHAMAS MINISTRY OF TOURISM**  
**Research Department**  
**P.O. Box N-3701,**  
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FOR OFFICE USE ONLY

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

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