

CRUISE EXPENDITURE SURVEY BROCHURE GRAND BAHAMA ISLAND



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2011**

1. How Much Money Did Cruise Visitors Spend In Grand Bahama In 2011?

In 2011, Cruise Visitors to Grand Bahama Island spent \$45.21 million.

2. What Was The Average Expenditure Per Cruise Visitor In Grand Bahama Island In 2011?

In 2011, the average expenditure for a Cruise Visitor to Grand Bahama was \$71.30.

3. Did The Average Expenditure Per Cruise Visitor In Grand Bahama Differ By Cruise Line?

Yes, the average expenditure did differ by Cruise line.

4. How Many Cruise Visitors to Grand Bahama Spent Under \$20.00 When They Got off the Ship?

Sixteen percent (16%) of cruise visitors spent under \$20.00 while they were off the ship in Grand Bahama.

5. How Many Cruise Visitors To Grand Bahama Spent Under \$50.00 When They Got Off The Ship?

Approximately four in every ten (41%) cruise visitors spent under \$50.00.

6. How Many Cruise Visitors to Grand Bahama Spent \$50 or More When They Got off the Ship?

Six in every ten (60%) cruise visitors spent \$50.00 or more during their visit to Grand Bahama.

7. Did Any Cruise Visitors To Grand Bahama Spend \$200 Or More Off The Ship During Their Visit?

Yes, three percent (3%) of cruise visitors spent \$200.00 or more when they got off the ship.

8. What Did Cruise Visitors Spend Most Of Their Money On Grand Bahama?

Cruise visitors spent most of their money on shopping and activities/tours/excursions. More than one quarter (28%) of the money spent by cruise visitors in Grand Bahama was on shopping. More than half (58%) of the money spent by cruise visitors was on activities/tours/excursions.

8a. What did cruise visitors spend the rest of their money on in Grand Bahama?

Cruise Visitors spent the rest of their money on playing in the casino on island (1% of expenditure was on this), meals and drinks they bought of the ship (6% on this), and transportation (6% on this).

9. How Many Cruise Visitors To Grand Bahama Went Shopping?

Approximately three in every four (74%) cruise visitor who got off the ship, said that they did some form of shopping in Grand Bahama Island. This was in stark contrast to Nassau/Paradise Island where more than half (53%) of the cruise visitors did some form of shopping off the ship. Grand Bahama has a number of tours that incorporate shopping as a part of the tour; Nassau/P.I. tours do not do this as a norm.

10. How Much Did Cruise Visitors Spend On Shopping In Grand Bahama?

In 2011, Cruise Visitors spent \$12.78 million on shopping in Grand Bahama.

11. What Did Cruise Visitors To Grand Bahama Buy When They Went Shopping?

CRUISE VISITORS THE BAHAMAS SHOPPING SUMMARY

	% of Cruise Visitors Who Said Yes	
	Nassau/Paradise Isl.	Grand Bahama
Did Shopping?	53.0%	73.6%
Bought T-shirts	79.4%	48.6%
Bought Other Clothing	13.6%	21.5%
Bought Other Souvenirs	47.0%	37.6%
Bought Other Items	42.9%	27.2%
Bought Jewelry	40.4%	38.7%
Bought Straw Work	39.4%	16.5%
Bought Perfumes or Cosmetics	32.2%	4.5%
Bought Liquor	31.0%	2.0%
Did Hair Braiding	21.1%	2.7%
Bought Linen	6.8%	1.1%
Bought Tobacco	3.3%	0.7%
Bought Leather Goods	3.1%	0.7%
Bought China/Crystal	1.6%	1.8%

Source: Cruise Expenditure Survey 2011

Cruise Visitors to Grand Bahama bought T-shirts, clothing, jewelry, straw work, perfumes and cosmetics, liquor, linen, tobacco, leather goods and china/crystal. Some of the cruise visitors also bought other items like bags/purses/wallets/tote bags, hats/caps, beach bags, shot glasses, key chains and conch shells. In addition, some of them bought pictures/paintings, walking canes, sea shells, photo albums, postcards, wooden carvings, toys, shoes/slippers/tennis shoes and sunglasses. Some of the cruise visitors also got their hair braided.

12.How Many Cruise Visitors Bought T-Shirts While In Grand Bahama?

Of the 74% of the cruise visitors who had done some form of shopping in Grand Bahama, nearly half (49%) cruise visitors had bought t-shirts while on the island.

13.How Many Cruise Visitors Bought Jewelry While In Grand Bahama?

Approximately four in ten (39%) cruise visitors who got off the ship bought jewelry.

14.How Many Cruise Visitors Bought Straw Work While In Grand Bahama?

Approximately two in ten (17%) cruise visitors to Grand Bahama bought straw work, compared to roughly four in ten (39%) cruise visitors to Nassau/P.I. who spent on this item. Nassau/Paradise Island is known for its Straw Market.

15.How Many Cruise Visitors Bought Perfumes And Cosmetics While In Grand Bahama?

Approximately one in every twenty (5%) cruise visitors who got off the ship in Nassau/Paradise Island and shopped bought perfumes or cosmetics during their visit, compared to 32% of cruise visitors to Nassau/Paradise Island who spent on these items. There are many perfume and cosmetic stores in downtown Nassau which makes shopping for these items very easy, while in Grand Bahama these stores are not as plentiful.

16.How Many Cruise Visitors Bought Liquor While In Grand Bahama?

Approximately one in every fifty (2%) cruise visitor who got off the ship and shopped bought liquor.

17.How Many Cruise Visitors Bought Linen While In Grand Bahama?

Roughly one in every one hundred (1%) cruise visitor who got off the ship and shopped bought linen.

18.How Many Cruise Visitors Bought Tobacco While In Grand Bahama?

One percent (1%) of the cruise visitors who got off the ship bought tobacco products.

19.How Many Cruise Visitors Bought Leather Goods while in Grand Bahama?

One percent (1%) of them bought leather goods.

20.How Many Cruise Visitors Bought China Crystal While In Grand Bahama?

Two percent (2%) of them bought china/crystal.

21. What Other Goods Did Cruise Visitors To Grand Bahama Buy And How Many Bought These Items?

Of the cruise visitors who purchased other goods the most popular items were hand bags/purses/wallets/totes purchased by three in ten (30%) of the cruise visitors who had bought other items.

Other popular items purchased in Grand Bahama included hats/caps, (22% of the cruise visitors who got off the ship, shopped and purchased other goods purchased this item), pictures/paintings (5%), walking canes (4%), sea shells (4%), beach bags (3%), photo albums (3%), postcards (3%), wooden carvings (3%), shot glasses (3%), toys (3%), conch shells (3%), key chains (3%), shoes/slippers/tennis shoes (3%) and sun glasses (3%).

22. How Many Cruise Visitors Got Their Hair Braided While In Grand Bahama?

Three in one hundred (3%) cruise visitors got their hair braided in Grand Bahama compared to 21% of cruise visitors to Nassau/Paradise Island. There is a hair braiding centre right in front of the Cruise Docking area at Festival Place, this is not the case in Grand Bahama.

23. How Much Did Cruise Visitors Spend On Activities/Tours/Excursions?

In 2011, Cruise Visitors spent \$26.33 million on Activities/Tours/Excursions in Grand Bahama.

24. How Much Did Cruise Visitors Spend On Playing In The On Island Casino?

In 2011, Cruise Visitors spent \$0.63 million playing in the on-island casino in Grand Bahama.

25. How Much Did Cruise Visitors Spend On Meals And Drinks Off The Ship?

In 2011, Cruise Visitors spent \$2.62 million on meals and drinks that they had purchased when they got off the ship in Grand Bahama.

26. How Many Cruise Visitors Bought Food And Drinks When They Got Off The Ship In Grand Bahama?

Roughly six in ten (57%) cruise visitors who got off the ship in Grand Bahama bought food or drink on the island. Some of them bought full meals or snacks while others just bought water, soda/juice/drink, and ice cream.

27. What Were Some Of The Most Popular Restaurants Where Cruise Visitors Ate In Grand Bahama?

The popular restaurants where cruise visitors ate or drank were: After Deck, Agave Restaurant, Banana Bay Restaurant, big Daddy's Beach Shack, Billy Joe's on the Beach, Café Breeze, Carib Café, Conch Stand, Dominoes, Fish Fry, Garden Café (Garden of the Groves), Hot Dog Stand, Le Med Mediterranean Restaurant, Mermaid's Marina Grill, Pizza Hut, Rum Runners, Seaman's Restaurant Sports Bar, Subway, Taino Beach Club, Tony Macaroni's Conch Experience and Zorbas Restaurant.

28.How Many Cruise Visitors To Grand Bahama Bought Water On The Island?

Roughly one in ten (13%) cruise visitors who got off the ship and bought food or drinks bought water during their time ashore on the island.

29.How Many Cruise Visitors To Grand Bahama Bought Soda/Juice/Drinks On The Island?

Approximately two in ten (21%) cruise visitors who bought food or drinks in Grand Bahama bought soda/juice or some kind of drink when they got off the ship.

30.How Many Cruise Visitors Grand Bahama Bought Ice Cream On The Island?

Nearly one in twenty (4%) cruise visitors bought ice cream while ashore in Grand Bahama.

31.How Many Cruise Visitors To Grand Bahama Were Repeat Visitors?

Roughly four in ten (44%) the cruise visitors to Grand Bahama had visited the Bahamas before.

32.How Many Times Had Cruise Visitors To Grand Bahama Visited The Bahamas Before?

Of the cruise visitors who had visited The Bahamas before, roughly four in ten (44%) had come one time before and approximately three in ten (27%) had visited The Bahamas two times before. Approximately three in ten (26%) cruise visitors had visited three or more times before.

33.When Cruise Visitors Came To The Bahamas Before Did They Also Come On A Cruise Ship Or Did They Stay On Shore?

Of the repeat visitors who came to The Bahamas before, roughly six in ten (63%) had visited before on a cruise ship.

Roughly one in ten (13%) cruise visitors who had visited before stayed on shore during their last visit.

One in ten (10%) visitors to Grand Bahama who had visited The Bahamas before had done both, i.e., cruised to The Bahamas or stayed on shore at one time or another.

**WHEN YOU CAME BEFORE WAS THAT ALSO ON A CRUISE SHIP
OR DID YOU STAY ON SHORE?**

			Grand Bahama
When you came before, was that also on a cruise visit or did you stay on-shore?	Cruise	Count	213
		Col %	63.0%
	Stayed on Shore	Count	45
		Col %	13.3%
	Both	Count	33
		Col %	9.8%
Non Response	Count	47	
	Col %	13.9%	
Total	Count	338	
	Col %	100.0%	

34. Did Cruise Visitors To Grand Bahama Say That They Would Return To The Bahamas Again As A Vacation Destination, Either As Part Of A Cruise Or For A Land Based Vacation?

The majority (95% i.e., 61.3% definitely would and 33.4% probably would) of the cruise visitors to Grand Bahama said that they would return to the Bahamas as a vacation destination either as part of a cruise or for a longer holiday.

35. How Many Cruise Visitors To Grand Bahama Who Indicated That They Would Return, Said That They Would Come Back On A Cruise?

Almost six in ten (58%) cruise visitors to Grand Bahama indicated that they would come back on a cruise ship again. In Nassau/Paradise Island, roughly four in ten (41%) cruise visitors indicated that they would come back on a cruise ship again.

36. How Many Cruise Visitors To Grand Bahama Who Indicated That They Would Return Said That They Would Come Back And Stay In A Hotel?

Approximately one in ten (12%) cruise visitors to Grand Bahama who said that they would return said that they would come back and stay in a hotel. In Nassau/Paradise Island, three in ten (30%) cruise visitors indicated that they would come back and stay in a hotel.

37.How Many Cruise Visitors To Grand Bahama Who Indicated That They Would Return Said That They Would Do Both, Come Back And Stay In A Hotel And Come Back On A Cruise?

Approximately two in ten (21%) cruise visitors to Grand Bahama indicated that they would do both, come back and stay in a hotel and come back on a cruise.

38.How Many Cruise Visitors To Grand Bahama Who Came Ashore Said That They Would Recommend The Bahamas To Their Friends And Relatives As A Place To Visit?

The majority (98% i.e., 84.2% definitely would & 14.0% probably would) of cruise visitors who had come ashore in Grand Bahama indicated that they would recommend The Bahamas as a place for their friends/relatives to visit.

39.Did Cruise Visitors To Grand Bahama Say That They Had Attended A Talk Or Lecture About The Island?

BEFORE YOU GOT OFF THE SHIP, DID YOU ATTEND A TALK OR LECTURE ABOUT WHAT THERE WAS TO SEE AND DO WHILE HERE?

			Grand Bahama
Before you got off the ship, did you attend a talk or lecture about what there was to see and do while you were here?	Yes	Count	218
		Col %	28.8%
	No	Count	524
		Col %	69.1%
	Non Response	Count	16
		Col %	2.1%
Total	Count	758	
	Col %	100.0%	

Nearly three in ten (29%) cruise visitors to Grand Bahama indicated that yes they had attended a talk or lecture about what there was to see and do while they were on the island before they got off the ship, compared to more than half (56%) cruise visitors to Nassau/Paradise Island who indicated this.

40.Did Cruise Visitors To Grand Bahama Say That They Had Obtained Other Information About What To See And Do While They Were On Island?

Approximately seven in ten (71%) cruise visitors to Grand Bahama said that they did get information other than a talk/lecture about what there was to see and do while they were on the island before they got off the ship.

41. Where Did The Other Information About What To Do And See While On Grand Bahama Come From?

Cruise Visitors used the following popular means to find out information on what to see or do while in Grand Bahama: The Internet, brochures/pamphlets/flyers, cruise directors, tour directors, television on board the ship, maps, and travel agents.

WHERE DID THE OTHER INFORMATION ABOUT WHAT TO SEE AND DO HERE COME FROM?

		Grand Bahama	
		Count	Col %
Other Information	Internet/Online	245	46.0%
	Brochures/Pamphlets/Flyers /Booklets	178	33.4%
	Cruise Director	90	16.9%
	Tour Director	63	11.8%
	Television on board ship	59	11.1%
	Maps	40	7.5%
	Travel Agents	16	3.0%
	Other	11	2.1%
	Other people/neighbors	6	1.1%
	Obtained information off the ship	2	.4%
	Tourism Information Booth/Information Booth	1	.2%

Nearly half (46%) of the cruise visitors obtained information on what to see and do while in Grand Bahama from the Internet.

42. How Many Times Did Cruise Passengers Get Off The Ship When They Were Docked In Grand Bahama?

The majority (94%) cruise passengers who got off the ship did so one time and one in twenty (5%) got off two times.

43. What Did Cruise Visitors To Grand Bahama Say Would Have Made Their Trip Better?

Length of Stay: Almost half (44%) of the negative comments received from cruise visitors to Nassau/P.I. about what would have made their trip more enjoyable were about length of stay. These cruise visitors thought that their length of stay in Grand Bahama was not long enough i.e. they needed more time, more time to shop, more time to relax, more time in casino, more time to tour.

44. Cruise Visitor Demographics:

**DEMOGRAPHICS
GRAND BAHAMA ISLAND
CRUISE VISITORS
2011**

CRUISE VISITORS LIKELY TO RETURN	94.7%
Those Who Would Return and Stay in a Hotel	12.3%
Those Who Would Return by Cruise ship	58.2%
Those Who Would Return & Do a Cruise or a Land Stay	20.7%
CRUISE VISITORS LIKELY TO RECOMMEND	98.2%
REPEAT VISITORS	44.1%
AGE	
18-24	5.9%
25-34	16.4%
35-44	19.3%
45-54	27.4%
55-64	19.9%
65 yrs. & over	8.0%
AGE OF CHILD TRAVELLING	
Under 12 months	1.2%
Age 1 to 5	15.7%
Age 6 to 11	34.3%
Age 12 to 17	42.8%
Over 17 yrs.	6.0%
SEX	
Male	31.3%
Female	64.9%
TRAVELLING PARTY SIZE	
One	1.3%
Two	57.4%
Three	9.1%
Four or More	31.5%
AVERAGE TRAVELLING PARTY SIZE	4.0

Cruise visitors who said that they were travelling as a couple differed from the travel party size of 2 because there were people who were travelling as a party of 2 who considered themselves a family/group not a couple e.g. 2 friends
Some singles were travelling in a group of other persons. This is why there is a difference between travel party size and travel party type.

**DEMOGRAPHICS
GRAND BAHAMA ISLAND
CRUISE VISITORS
2011**

HOW VISITORS WERE TRAVELLING (Travel Type)	
Alone	1.5%
As a couple	49.1%
As a family	36.8%
As a group	12.1%
HOUSEHOLD INCOME	
Under \$25,000	3.8%
\$25,001-\$50,000	16.4%
\$50,001-\$75,000	17.9%
\$75,001-\$100,000	15.0%
\$100,001 and over	25.6%
TOP STATES: WHERE YOU LIVE	
Florida	12.6%
North Carolina	9.2%
Virginia	9.2%
Texas	8.4%
Maryland	7.7%
Pennsylvania	6.4%
South Carolina	6.4%
Louisiana	5.8%
New York	3.8%
Georgia	3.5%
COUNTRY OF RESIDENCE	
USA	93.8%
Canada	2.2%
Europe	2.1%
Other	1.8%

*Non Response for household income not included in the above table.

Grand Bahama Island does not receive the quantity of ships that Nasssau/Paradise Island does. For this reason there are differences between these islands on some of the key demographics like household income and top states, etc.

45. What is Tourism?

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

TYPE OF VISITORS

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

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

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

Main Types of Visitors

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

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

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

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

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

Information in this brochure is based on the Nassau/Paradise Island Cruise Expenditure Exit Survey 2011.



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