

CRUISE EXPENDITURE SURVEY BROCHURE GRAND BAHAMA ISLAND



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2012**

1. How Much Money Did Cruise Visitors Spend In Grand Bahama In 2012?

In 2012, Cruise Visitors to Grand Bahama Island spent \$56.38 million.

2. What Was The Average Expenditure Per Cruise Visitor In Grand Bahama Island In 2012?

In 2012, the average expenditure for a Cruise Visitor to Grand Bahama was \$74.0.

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?

Approximately one in six (16%) 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?

Roughly half (46%) the cruise visitors spent under \$50.00.

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

More than half (54%) the 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, one in twenty (5%) 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 activities/tours/excursions and shopping. Approximately half (49%) of the money spent by cruise visitors was on activities/tours/excursions. More than one third (35%) of the money spent by cruise visitors in Grand Bahama was on shopping.

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

Cruise Visitors spent the rest of their money on transportation (8% on this), meals and drinks they bought of the ship (7% on this) and on playing in the casino on island (1% of expenditure was on this).

9. What Did Cruise Visitors Spend Their Money On While in Grand Bahama?

DISTRIBUTION OF EXPENDITURE BY DOLLARS

CRUISE VISITORS

GRAND BAHAMA ISLAND

2012

	2012		2011	
	B\$ Millions	% Share	B\$ Millions	% Share
Activities/Tours/Excursions	\$ 27.82	49.4%	\$ 26.33	58.3%
Shopping	\$ 19.46	34.5%	\$ 12.78	28.3%
Transportation	\$ 4.25	7.5%	\$ 2.85	6.3%
Meals and Drinks off Ship	\$ 4.05	7.2%	\$ 2.62	5.8%
Casino	\$ 0.80	1.4%	\$ 0.63	1.4%
Nightlife	\$ -	0.0%	\$ -	0.0%
Total	\$ 56.38	100.0%	\$ 45.21	100.0%

Some rounding may have occurred. Source: Cruise Visitor Expenditure Survey 2012

In 2012, approximately half (49%) of the money spent by Cruise Visitors in Grand Bahama was spent on Activities/Tours/Excursions and 35% was spent on shopping. Eight percent (8%) of the money spent was on transportation and 7% was spent on meals and drinks.

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

Approximately eight in every ten (81%) 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 approximately six in every ten (61%) cruise visitor 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.

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

In 2012, Cruise Visitors spent \$19.46 million on shopping in Grand Bahama.

12. 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	
	2012	2011	2012	2011
Did Shopping?	61%	53%	81%	74%
Bought T-shirts	69%	79%	50%	49%
Bought Jewelry	33%	40%	41%	39%
Bought Other Souvenirs	46%	47%	36%	38%
Bought Other Items	35%	43%	35%	27%
Bought Other Clothing	12%	14%	25%	22%
Bought Straw Work	27%	39%	14%	17%
Bought Liquor	25%	31%	4%	2%
Did Hair Braiding	10%	21%	3%	3%
Bought Perfumes or Cosmetics	21%	32%	2%	5%
Bought Tobacco	3%	3%	2%	1%
Bought Linen	3%	7%	1%	1%
Bought Leather Goods	3%	3%	1%	1%
Bought China/Crystal	2%	2%	1%	2%

Source: Cruise Expenditure Survey 2012

Some of the popular items that cruise visitors to Grand Bahama bought were: T-shirts, jewelry, clothing, straw work, liquor, hair braiding, perfumes and cosmetics, tobacco, linen, leather goods and china/crystal. Some of the cruise visitors also bought other popular items like handbags/purses/wallets/tote bags, hats/caps, pictures/paintings, conch shells, shot glasses/glasses, beach towels, wind chimes, wooden carvings, sea shells, magnets, mugs/cups, and shoes/slippers/tennis shoes. In addition, some of them bought candles, toys, beach bags, key chains, postcards, sunglasses and photo albums.

13. How Many Cruise Visitors Bought T-Shirts and Other Clothing While In Grand Bahama?

Of the 81% of the cruise visitors who had done some form of shopping in Grand Bahama, half (50%) of them bought t-shirts while on the island. One in four (25%) cruise visitors bought some other form of clothing while in Grand Bahama.

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

Approximately four in ten (41%) cruise visitors who got off the ship bought jewelry.

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

One in seven (14%) cruise visitors to Grand Bahama bought straw work, compared to approximately three in ten (27%) cruise visitors to Nassau/P.I. who spent on this item. Nassau/Paradise Island is known for its Straw Market which is conveniently located downtown near the cruise ship terminal.

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

One in every twenty-five (4%) cruise visitors who got off the ship and shopped bought liquor while in Grand Bahama compared to one in every four (25%) cruise visitors who got off the ship and shopped in Nassau/Paradise Island.

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

One in every fifty (2%) cruise visitors who got off the ship in Grand Bahama Island and shopped bought perfumes or cosmetics during their visit, compared to approximately two in every ten (21%) cruise visitor 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.

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

One in every fifty (2%) cruise visitors who got off the ship bought tobacco products.

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

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

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

One in every hundred (1%) cruise visitor bought leather goods.

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

One in every hundred (1%) cruise visitor bought china/crystal.

22.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 one in four (25%) cruise visitors who had bought other items.

Other popular items purchased in Grand Bahama included hats/caps, (24% of the cruise visitors who got off the ship, shopped and purchased other goods purchased this item), pictures/paintings (9%), conch shells (7%), shot glasses (6%), beach towels (6%), wind chimes (6%), wooden carvings (5%), sea shells (5%), magnets (3%), mugs/cups (2%), shoes/slippers/tennis shoes (2%),

candles (2%), other toys (2%), beach bags (2%), key chains (2%), postcards (2%), sun glasses (2%) and photo albums (2%).

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

Three percent (3%) of cruise visitors got their hair braided in Grand Bahama compared to 10% 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.

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

In 2012, Cruise Visitors spent \$27.82 million on Activities/Tours/Excursions in Grand Bahama.

25. How Much Did Cruise Visitors Spend On Transportation?

In 2012, Cruise Visitors spent \$4.25 million on Transportation in Grand Bahama.

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

In 2012, Cruise Visitors spent \$0.80 million playing in the on-island casino in Grand Bahama.

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

In 2012, Cruise Visitors spent \$4.05 million on meals and drinks that they had purchased when they got off the ship in Grand Bahama.

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

Approximately six in ten (63%) 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.

29. 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, Banana Bay Restaurant, Zorbas Restaurant, Agave Restaurant, Big Daddy's Beach Shack/Big Daddy's Conch Stand, Bahama John, Billy Joe's on the Beach, Café Breeze, Caribe Café/Club Caribe, Conch Stand, Dominoes, Frank's Ice Cream, Garden Café (Garden of the Groves), Le Med Mediterranean Restaurant, Long Island Bar, Mermaid's Marina Grill, Pizza Hut, Rum Runners, Seaman's Restaurant Sports Bar, Sparky's, Snack Attack, Subway, Tony Macaroni's Conch Experience, Golden Dock, Burger King, Burger Boy, Bob on the Beach, Chibah Café, Caribbean Café, Conchalicious, Fruit vendor, Kicker's Booth, Iries Restaurant, Giovanni's, Mario's Pizza, Robinson Seafood Delight, Unexso Bar and Grill, and The Red Bar.

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

One in seven (14%) cruise visitors who got off the ship and bought food or drinks bought water during their time ashore on the island.

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

Approximately one in four (26%) cruise visitors who bought food or drinks in Grand Bahama bought soda/juice or some kind of drink when they got off the ship.

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

Nearly one in every hundred (2%) cruise visitors bought ice cream while ashore in Grand Bahama.

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

Forty-five percent (45%) of the cruise visitors to Grand Bahama had visited the Bahamas before.

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

Of the cruise visitors who had visited The Bahamas before, approximately four in ten (39%) had come one time before and approximately three in ten (27%) had visited The Bahamas two times before. Approximately one in every three (34%) cruise visitor had visited three or more times before.

35. 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, approximately three in four (74%) cruise visitors had visited before on a cruise ship.

Approximately one in eight (12%) cruise visitors who had visited before stayed on shore during their last visit.

One in every seven (14%) cruise visitor 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	361
		Col %	73.8%
	Stayed on Shore	Count	57
		Col %	11.7%
	Both	Count	66
		Col %	13.5%
	Non Response	Count	5
		Col %	1.0%
Total	Count	489	
	Col %	100.0%	

36. 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 (97% i.e., 65.8% definitely would and 30.7% 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.

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

Approximately six in ten (59%) cruise visitors to Grand Bahama indicated that they would come back on a cruise ship again. In Nassau/Paradise Island, roughly four in ten (53%) cruise visitors indicated that they would come back on a cruise ship again.

38. 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 (20%) 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 (28%) cruise visitors indicated that they would come back and stay in a hotel.

39. 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 one in six (16%) cruise visitors to Grand Bahama indicated that they would do both, come back and stay in a hotel and come back on a cruise.

40. 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 (99% i.e., 84.8% definitely would & 14.1% 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.

41. 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	320
		Col %	29.2%
	No	Count	762
		Col %	69.6%
	Don't Know	Count	2
		Col %	.2%
	Non Response	Count	11
		Col %	1.0%
Total	Count	1095	
	Col %	100.0%	

Approximately 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 six in ten (60%) cruise visitors to Nassau/Paradise Island who indicated this.

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

Three in four (75%) cruise visitors to Grand Bahama who got off the ship 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.

43. 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: brochures/pamphlets/flyers, the Internet, 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	Brochures/Pamphlets/Flyers/Booklets	346	28.2%
	Internet/Online	342	27.9%
	Cruise Director	177	14.4%
	Television on board ship	147	12.0%
	Maps	117	9.6%
	Tour Director	61	5.0%
	Travel Agents	12	1.0%
	Other people/neighbors	9	.7%
	Other	9	.7%
	Obtained information off the ship	4	.3%
	Found on own/at home	1	.1%

Approximately three in ten cruise visitors obtained information on what to see and do while in Grand Bahama from brochures/pamphlets/flyers (28%) and the Internet (28%).

44. 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-five (4%) got off two times.

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

Length of Stay: Almost half (48%) of the negative comments received from cruise visitors to Grand Bahama Island 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.

46. Cruise Visitor Demographics:

DEMOGRAPHICS GRAND BAHAMA ISLAND CRUISE VISITORS

	2012	2011
CRUISE VISITORS LIKELY TO RETURN	97%	95%
Those Who Would Return and Stay in a Hotel	20%	12%
Those Who Would Return by Cruise ship	59%	58%
Those Who Would Return & Do a Cruise or a Land Stay	16%	21%
CRUISE VISITORS LIKELY TO RECOMMEND	99%	98%
REPEAT VISITORS	45%	44%
AGE		
18-24	7%	6%
25-34	15%	16%
35-44	21%	19%
45-54	28%	27%
55-64	20%	20%
65 yrs. & over	9%	8%
AGE OF CHILD TRAVELLING		
Under 12 months	2%	1%
Age 1 to 5	12%	16%
Age 6 to 11	36%	34%
Age 12 to 17	43%	43%
Over 17 yrs.	8%	6%
SEX		
Male	26%	31%
Female	73%	65%
TRAVELLING PARTY SIZE		
One	1%	1%
Two	56%	57%
Three	9%	9%
Four or More	34%	32%
AVERAGE TRAVELLING PARTY SIZE	4.0	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.
Source: Cruise Expenditure Survey 2012

**DEMOGRAPHICS
GRAND BAHAMA ISLAND
CRUISE VISITORS**

	2012	2011
HOW VISITORS WERE TRAVELLING (Travel Type)		
Alone	1%	2%
As a couple	46%	49%
As a family	40%	37%
As a group	13%	12%
HOUSEHOLD INCOME		
Under \$25,000	4%	4%
\$25,001-\$50,000	13%	16%
\$50,001-\$75,000	20%	18%
\$75,001-\$100,000	21%	15%
\$100,001 and over	29%	26%
TOP STATES: WHERE YOU LIVE		
Florida	12%	13%
Maryland	10%	8%
Pennsylvania	9%	6%
New York	6%	4%
Virginia	6%	9%
North Carolina	5%	9%
South Carolina	5%	6%
Texas	4%	8%
Georgia	4%	4%
New Jersey	3%	2%
Ohio	3%	3%
Michigan	2%	2%
Louisiana	2%	6%
COUNTRY OF RESIDENCE		
USA	94%	94%
Canada	4%	2%
Europe	1%	2%
Other	1%	2%

*Non Response for household income not included in the above table and was 14%.

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.

47. 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 2012.



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