

ELEUTHERA



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2010**

Eleuthera is located in the eastern region of the Bahamas archipelago. It is east of New Providence. The island of Eleuthera is 110 miles long and two miles wide.¹ Eleuthera has a raw beauty that is breathtaking. Like The Exumas, and the Abacos, Eleuthera which consists of Harbour Island (3.5 miles long and 1.5 miles wide)², Spanish Wells, Current Island, Windermere Island, Princess Cay, and others is really a chain of islands.

The island of Eleuthera was once called “Eleutheria” meaning freedom (Eleutheria came from a Greek word) by the Puritans otherwise known as the Eleutherian Adventurers who settled there in 1648 after their boat hit a reef near the island.³ The Eleutherian Adventurers were Puritans who sought freedom of religion. They were led by Captain William Sayle.⁴

Eleuthera is not only an island that is rich in history but it is beautiful as well. Eleuthera has many enchantments that have endeared visitors to the islands for years. One of the enchantments of the island is the famous Glass Window Bridge in Gregory Town which has the deep waters of the Atlantic Ocean on one side and the shallow waters of the Bahama Bank on the other side. Eleuthera boasts some of the most beautiful pink sand beaches in the world. It has pristine beaches, aquamarine water, reefs, many shipwrecks, pineapple fields, rolling hills, beautiful cliffs, caves and beautiful coves that are perfect romantic hideaways. Eleuthera has these beautiful cliffs and vistas all along the pristine coastline.

The caves of Eleuthera such as Preacher’s Cave and Hatchet Bay Cave are worth a visit. The Cave at Hatchet Bay has stalactites (on ceiling of cave) and stalagmites (on floor of cave).⁵ Another enchantment is Pink Sands Beach in Harbour Island, Eleuthera which is known to be one of the most beautiful beaches in the world and is renowned for its pink sand. Surfer’s Beach is another enchantment and is great for surfing.⁶ Another delight in Eleuthera is James Cistern Beach which is also great for surfing and has a ship wreck really close to shore.⁷ Lighthouse Beach is another charm of the island and is purported to be one of the best beaches on the island.⁸ Ocean Hole which is a salt water blue hole located in Rock Sound, Eleuthera is another enchantment of the island.⁹ It is an oasis of water with fish and turtles and is purported to have medicinal powers.¹⁰ The Cow and the Bull rock formations located a mile away from Gregory Town is another attraction in Eleuthera. It got its name because the rocks look just like cows and bulls when you look at them a certain way.¹¹ Other attractions include Roundheads (a 17th century battery), the Loyalist Cottage, St John’s Anglican Church (built in 1768), Chapel

¹ Source: www.bahamas.com/out-islands/eleuthera-harbour-island

² Source: www.bahamas.com/out-islands/eleuthera-harbour-island

³ Source: *The Making of the Bahamas*, Philip Cash, Don Maples and Alison Packer, Collins Clear-Type Press 1978

⁴ Source: *The Making of the Bahamas*, Philip Cash, Don Maples and Alison Packer, Collins Clear-Type Press 1978

⁵ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

⁶ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

⁷ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

⁸ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

⁹ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions & www.Eleuthera.com/oceanhole.html

¹⁰ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

¹¹ Source: www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

Street Cemetary (contains graves that are very old) and the Lone Tree all of which are located in Harbour Island.¹²

One of the islands of Eleuthera, Harbour Island otherwise known as “Briland” is well known for its pink sand beaches and its unique architecture. The architecture in Harbour Island is lovely. Harbour Island has wooden houses painted in colourful pastel colours with picket fences. The architecture in Harbour Island was inspired by the Loyalists. Celebrities and the rich and famous are well acquainted with the enchantments of Harbour Island.

Eleuthera is a well known destination for hosting fashion and swimsuit photo shoots for Sports Illustrated and the like. The cliffs on the island have often been the backdrops of timeless photographs.

In order to enjoy all of the wonderful activities and attractions in Eleuthera, selecting the right transportation is easy. One of the major forms of transportation in Eleuthera is the golf cart which is used to navigate through the small quaint streets on Harbour Island and other small settlements. Rental cars and taxis are also important modes of transportation in Eleuthera. There is also a ferry service on the Bo Hengy that runs between Nassau/P.I. and the islands of Eleuthera.

Eleuthera is indeed a vacationer’s paradise. With so much to see and so much to do, it is no surprise that it attracts so many repeat visitors year after year.

1. Why Did Stopover Visitors Come to Eleuthera?

- 73% of stopover visitors came to Eleuthera for a vacation;
- 9% came to visit friends and relatives;
- 5% came to attend a wedding;
- 3% came for other reasons;
- 2% of them came on a business trip;
- 1% of them came to get married.

¹² Source:www.bahamas.com/out-islands/eleuthera-harbour-island/attractions

2. What Influenced Stopover Visitors to Visit Eleuthera?

TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2010

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Eleuthera</i>
Beaches	60.2%	59.2%	62.6%	68.9%
Climate	51.4%	52.7%	47.7%	50.2%
Rest and Relaxation	41.1%	40.3%	43.0%	46.2%
Friendly People	25.2%	24.0%	25.1%	38.7%
Safety of Islands	17.3%	17.3%	14.8%	21.4%
Had Friends in Bah.	8.3%	7.3%	6.9%	20.6%
Easy to Get to	22.1%	22.7%	20.9%	20.0%
Exotic Islands	13.6%	12.4%	13.4%	18.6%
Never Been Here Before	21.8%	21.6%	26.8%	18.4%
Friend recommended Bah.	10.7%	10.6%	9.5%	15.6%
Sports	10.0%	7.6%	9.5%	13.1%
Hotel Facilities	25.5%	30.2%	12.7%	8.0%
Heard a lot About Bahamas	7.9%	8.1%	8.6%	6.3%
Best Value for Money	9.9%	8.9%	18.4%	4.5%
Bahamas Website	2.7%	2.4%	3.5%	4.2%
Good Package Deals	16.3%	15.8%	26.6%	1.2%
Casinos	9.4%	12.5%	6.3%	1.0%

Source: Tour Operator and Media Exit Survey 2010

- Approximately seven in ten (69%) stopover visitors to Eleuthera were influenced to visit the Bahamas because of the beaches;
- Half (50%) of them were influenced to visit by the climate;
- Almost half (46%) of them were influenced to visit by the rest and relaxation that they expected to enjoy in Eleuthera;
- Nearly four in ten (39%) of them were influenced to visit by the friendly people in Eleuthera;
- Approximately two in ten stopover visitors were influenced to visit Eleuthera because of the perceived safety of the islands (21%), the fact that they had friends there (21%), the ease of getting to the island (20%), the perception that the islands were exotic (19%) and the fact that they had never been there before (18%).

3. What Activities Did Visitors Intend to Do While in Eleuthera?

- Most of the stopover visitors to Eleuthera intended to enjoy the beaches (90%) and rest and relax (76%);
- Almost half (46%) of them wanted to go snorkeling;
- Approximately three in ten (27%) stopovers intended to go shopping on their visit;
- Approximately one in ten stopovers wanted to go deep sea fishing (14%), go on an island tour (13%), go diving (12%), and/or go bone-fishing (11%).

**ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS
ISLANDS OF THE BAHAMAS
2010**

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Eleuthera</i>
Enjoy Beaches	83.0%	82.9%	84.3%	89.6%
Rest and Relax	73.5%	74.8%	72.6%	76.4%
Go Snorkeling	33.3%	30.6%	32.8%	45.7%
Shop	36.2%	38.3%	47.4%	26.7%
Go Deep Sea Fishing	5.9%	4.7%	6.1%	13.7%
Go on Island Tour	16.3%	14.9%	21.1%	12.7%
Go Diving	8.5%	6.7%	8.4%	12.0%
Go Bonefishing	4.1%	2.4%	3.1%	10.5%
Other Activities	4.4%	4.2%	4.7%	6.5%
Go Birdwatching	2.7%	2.2%	3.3%	4.4%
Go to Casinos	21.9%	27.4%	20.9%	3.1%
Go Sailing	7.8%	6.1%	7.3%	3.0%
Go Golfing	4.6%	4.3%	4.1%	0.5%
Non Response	5.2%	5.2%	6.5%	4.4%

Source: Tour Operator and Media Exit Survey 2010

4. When Did the Stopover Visitors to Eleuthera Make Their Reservations?

**WHEN DID YOU MAKE YOUR RESERVATIONS
STOPOVER VISITORS
2010**

	All Bah.	Nassau/P.I.	Grand Bah.	<i>Eleuthera</i>
Same Week of Travel	7%	7%	9%	7%
Same Month of Travel	18%	18%	16%	18%
1 to 3 Months Before Travel	46%	46%	45%	48%
4 to 7 Months Before Travel	20%	20%	18%	19%
8 to 12 Months Before Travel	5%	5%	6%	3%
More than 12 months Before Travel	1%	0%	3%	1%
Non-Response	4%	4%	4%	5%

Source: Tour Operator and Media Exit Survey 2010

- Stopover visitors to Eleuthera primarily booked their reservations anywhere from the same month of travel to seven months in advance of travel. Almost half (48%) of them booked their reservations one to three months before travel.

5. Did Stopovers Use an Online Service to Book Their Reservations to Eleuthera?

- Approximately seven in ten (74%) stopover visitors to Eleuthera used an online service to book some or all of their reservations.
- a) **Which Online Services Were Used Most by Stopover Visitors to Eleuthera?**

**MOST POPULAR ONLINE BOOKING SERVICES USED
ELEUTHERA
2010**

Aa.com	Westjet.com
Expedia.com	Atlantis.com
Orbitz.com	Aircanada.com
Continental.com	Homeaway.com
Travelocity.com	coralsands.com
Google.com	Cheapair.com
Yahoo.com	Delta.com/deltavacations.com
Cheaptickets.com	Southernair.com
Bahamas.com	Flightoptions.com
Americanexpress.com	Watermakersair.com
Hotels.com	Intervalworld.com
Hotwire.com	Ba.com
Priceline.com	Carlsonwagonlit.com
Bahamasvacations.com	Bahamasair.com
Usairwaysvacations.com	Interturnet.com.br
Kayak.com	Worldtvl.com
Vrbo.com	Bookit.com
Jetblue.com	Hotelplan.com
Cheapair.com	Itravel2000.com

Some online services listed for Eleuthera were also used by visitors to book their reservations for Nassau because of the fact that some stopovers visited both destinations during their visit. (Source: Immigration Cards and Tour Media Exit Survey, 2010)

6. Did Stopover Visitors to Eleuthera Use a Tour Operator/Travel Agent to Book Any of Their Reservations?

**ISLANDS OF THE BAHAMAS
USE OF TRAVEL AGENT
2010**

	All Bah.	Nassau/P.I.	Grand Bahama	<i>Eleuthera</i>
Used Travel Agent	33%	34%	34%	16%
Did Not Use Travel Agent	64%	63%	63%	81%

Source: Tour Operator and Media Exit Surveys 2010

- 16% of the stopover visitors used a travel agent/tour operator to book some or all of their reservations to Eleuthera. Some stopover visitors to Eleuthera

booked their travel plans directly (e.g. phone) without using online or travel agent services.

- Some stopovers to Eleuthera who used tour operators/travel agents used the following: Twin Air, American Express Travel, Autec, Flight Centre, AAA Travel, Viaggi Del Ventaglio, RCI travel and Pro Travel.

7. What Electronic Media Did Stopover Visitors to Eleuthera Use Most When Planning Their Vacation?

- Approximately eight in ten (81%) stopover visitors used the Internet as the electronic media most frequently used when planning their vacation.
- 6% of stopover visitors used Network television the most when planning their vacations, 5% used Specialty News Channels and 4% of them used Specialty Cable Channels when planning their vacations.

8. What Were the Favorite TV Stations Watched by Stopovers to Eleuthera?

**TOP 15 FAVORITE TELEVISION STATIONS BY VISITORS
ISLANDS OF THE BAHAMAS
2010**

	Bahamas	<i>Eleuthera</i>
1	NBC	CNN
2	ABC	ABC
3	ESPN	NBC
4	CNN	FOX
5	CBS	ESPN
6	FOX	CBS
7	HBO	HBO
8	DISC (Discovery Channel)	HGTV (Home & Garden Network)
9	HGTV (Home & Garden Network)	FOOD (Food Network)
10	FOOD (Food Network)	DISC (Discovery Channel)
11	FOXN	MTV (Music Television)
12	LIFE (Lifetime)	FOXN
13	TNT	MSNBC
14	USA	BRAVO
15	HIST(History Channel)	USA

9. What Time Were Stopover Visitors Most Likely to Watch Television?

- Stopover visitors to Eleuthera were most likely to watch television between the hours of 7:00 am to 8:59 am and 6:00 pm to 10:59 pm at night. The hours of 8:00 pm to 8:59 pm were of course prime time and approximately four in ten (44%) stopovers watched television during that time.

10. Did Stopover Visitors Use Print Media When They Were Planning Their Vacations?

- Three in ten (30%) stopover visitors to Eleuthera used print media when they were planning their vacations. Of the stopover visitors to Eleuthera who used print media to plan their vacations, approximately four in ten (37%) used newspapers and approximately eight in ten (78%) used magazines.

11. Use of Newspapers

TOP 16 FAVORITE NEWSPAPERS READ BY VISITORS ISLANDS OF THE BAHAMAS 2010

	Bahamas	<i>Eleuthera</i>
1	USA Today	New York Times
2	New York Times	USA Today
3	Wall Street Journal	Wall Street Journal
4	Daily News	Miami Herald
5	Washington Post	Washington Post
6	New York Post	Local
7	Other	Boston Globe
8	Toronto Star	Other
9	Globe & Mail	Palm Beach Post
10	Boston Globe	Globe & Mail
11	Miami Herald	New York Post
12	Times	Chicago Tribune
13	Local	Sun Sentinel
14	New York Daily News	Times
15	Newsday	Daily News
16	Atlanta Journal Constitution	Atlanta Journal Constitution

- Although only 30% of stopover visitors to Eleuthera used print media when planning their vacations, nearly seven in ten (69%) stopovers read newspapers for their personal enjoyment and edification.

12. Use of Magazines

- Although only 30% of stopover visitors to Eleuthera used print media when planning their vacations approximately three in four (76%) of them read magazines for their enjoyment or personal edification.

**TOP 20 FAVORITE MAGAZINES READ BY VISITORS
ISLANDS OF THE BAHAMAS
2010**

	Bahamas	<i>Eleuthera</i>
1	People	People
2	Better Homes & Gardens	Conde Nast Travel
3	In Style	In Style
4	Cosmopolitan (Cosmo)	Vanity Fair
5	Glamour	Better Homes & Gardens
6	Good Housekeeping	Bon Appetit
7	Men's Health	Economist
8	Food & Wine	Food & Wine
9	National Geographic (Explorer)	National Geographic (Explorer)
10	O (Oprah)	Time Magazine
11	Bon Appetit	Travel and Leisure
12	Sports Illustrated	Islands
13	Conde Nast Travel	Cosmopolitan (Cosmo)
14	Time Magazine	Coastal
15	Reader's Digest	Sports Illustrated
16	Business Week	Forbes
17	In Touch/In Touch Weekly	Southern Living
18	Architectural Digest	Vogue/Vogue Living
19	US/US Weekly	Newsweek
20	Newsweek	Architectural Digest

13. What Were the Top Compliments & Complaints Given by Visitors to Eleuthera?

**TOURIST COMMENTS
POSITIVE VS. NEGATIVE COMMENTS
ELEUTHERA**

TOP 6 COMPLIMENTS		TOP 6 COMPLAINTS	
	2010		2010
General Positive	37%	Prices (neg)	19%
People	28%	Litter (neg)	12%
Scenery/Sightseeing	11%	Food (neg)	9%
Beaches	6%	Beaches (neg)	9%
Food	4%	Roads/Traffic (neg)	8%
Safety	3%	Weather/Climate (neg)	7%
No. of Comments	248	No. of Comments	91

- High prices (19% of complaints received) were the number one complaint of stopover visitors to Eleuthera;
- Litter (12%) was the second highest complaint made by stopovers to the island;

- Both food and beaches were in the top compliments and the top complaints. Some stopovers were satisfied with the food and beaches while others were dissatisfied about the food prices, quality and variety offered or the litter on the beaches.
- 8% of the complaints received about Eleuthera were about the poor roads in the island destination.

14. How Did Stopover Visitors Rate Their Product Experiences?

PRODUCT SATISFACTION RATINGS 2010

Rating Area	Much Better or Better		Not as Good or Worse	
	The Bah.	Eleuthera	The Bah.	Eleuthera
Hotel Rooms	38%	27%	10%	4%
Food in Hotels	37%	26%	13%	3%
Hotel Service	44%	26%	11%	3%
Value for Money in Hotels	26%	16%	15%	10%
Easy to Get to	41%	33%	6%	10%
Beaches	62%	73%	4%	2%
Climate	49%	54%	11%	8%
Attitude of People	64%	69%	7%	4%
Food in Restaurants	44%	53%	10%	5%
Restaurant Service	43%	50%	12%	8%
Overall Value for Money	32%	36%	19%	18%
Bahamas Overall	59%	66%	5%	2%

Source: Research & Statistics Dept., Ministry of Tourism

- Two in three (66%) stopover visitors thought that Eleuthera overall was much better or better than they had expected it to be;
- The beaches and the people of Eleuthera received the highest ratings of all the product experiences in Eleuthera. Approximately seven in ten stopovers thought that the beaches (73%) and the attitude of the people (69%) were much better or better than expected;
- Eleuthera like many islands in The Bahamas did have problems with providing value for money to stopover visitors. Approximately one in ten stopover visitors to Eleuthera thought that the hotel value for money (10%) and overall value for money (18%) in the island were not as good or worse than they had expected it to be.

15. How Did Stopover Visitors to Eleuthera Get There?

- Most (78%) stopover visitors to Eleuthera travelled to Eleuthera via a commercial airline.
- Approximately two in ten (19%) stopovers travelled to the island destination via a private plane and 2% by a yacht/private boat.

16. Where Did Visitors to Eleuthera Stay While There?

- Approximately four in ten (41%) stopovers to Eleuthera stayed in a hotel, 22% stayed in an apt/villa, 11% on a private boat/yacht, 8% in their own property, and 10% with friends or relatives.

17. Which Stopover Visitors to Eleuthera Tended to Stay the Longest?

- On average, stopover visitors from Africa stayed the longest 21.8 nights;
- Stopover visitors from Europe stayed an average 10.7 nights;
- Stopovers from Canada stayed an average of 12.2 nights;
- Stopovers from the Caribbean stayed an average of 10.3 nights;
- Stopover visitors from the United States stayed 8.9 nights and those from Latin America stayed an average of 6.8 nights.

18. What Were the Busiest Months for Stopover Visitors to Eleuthera?

- Stopover visitors to Eleuthera come all year round. The busiest month is normally March;
- Although visitors to Eleuthera from the US come all year round the busiest month is normally March;

19. What Were the Slowest Months for Stopover Visitors to Eleuthera?

- The slowest month for stopover visitors to visit Eleuthera is normally September and October. It is not unusual for some hotel properties to close during these months.

20. How Many Stopover Visitors Did Eleuthera Receive and Where Did They Come From (2010)?

- In total, Eleuthera received 36,323 stopover visitors.

United States: 86% (31,072) of the stopover visitors came from the United States. Stopovers to Eleuthera from the United States primarily came from the states of Florida (32%), New York (10%), Texas (6%) and California (4%).

Canada: 4% (1,552) of the stopover visitors came from Canada. Stopovers to Eleuthera from Canada primarily came from the Canadian Provinces of Ontario (55% of them), Quebec (16%), British Columbia (8%) and Alberta (5%).

Europe: 7% (2,591) of the stopover visitors came from Europe. Stopovers to Eleuthera from Europe primarily came from the UK (31% of them), Italy (22%), France (14%), Germany (10%), and Switzerland (5%).

Latin America: 0.7% (262) of the stopover visitors came from Latin America. Stopover Visitors to Eleuthera from Latin America primarily came from Argentina (18%), Venezuela (17%), Mexico (16% of them), Colombia (13%), Brazil (12%), Peru (5%), El Salvador (5%) and Ecuador (5%).

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS**

	Eleuthera	All Bah.
MAIN PURPOSE OF VISIT		
Vacation	73%	73%
Visiting friends and relatives	9%	5%
Attend Wedding	5%	3%
Business	2%	5%
Honeymoon	2%	5%
DECISION TO VISIT INFLUENCED BY:		
Beaches	69%	60%
Climate	50%	51%
Rest and Relaxation	46%	41%
Friendly People	39%	25%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	90%	83%
Rest and Relax	76%	74%
Go Snorkeling	46%	33%
Shop	27%	36%
Go Deep Sea Fishing	14%	6%
Go On an Island Tour	13%	16%
Go Diving	12%	9%
Go Bonefishing	11%	4%
LIKELY RETURN IN 1-5 YEARS	91%	86%
LIKELY RECOMMEND TO FRIENDS/REL	95%	92%
USED ONLINE SERVICE	74%	74%
USED TRAVEL AGENT	16%	33%
AGE*		
25 - 54 years old	51%	54%
55 years old or older	27%	20%
SEX*		
Male	50%	48%
Female	47%	49%
RACE		
White	90%	80%
Black	4%	7%
Hispanic	3%	4%
Mixed Race/Mixed Heritage	2%	3%
Asian/Pacific Islander	1%	3%
American Indian/Alaska Native	0%	0%
Other	1%	1%
EDUCATION		
College Graduate or Above	72%	66%
ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	8%	8%
\$50,001 to \$75,000	8%	11%
\$75,001 or more	54%	56%
PREVIOUS VISITS		
First Time Visitor	33%	40%
Repeat Visitor	65%	59%
TRAVELLING PARTY SIZE		
One	16%	15%
Two	36%	41%
Three or more	45%	38%
HOUSEHOLD SIZE		
One	15%	13%
Two	46%	38%
Three-Four	26%	34%
COUNTRY OF ORIGIN		
USA	86%	80%
Canada	4%	9%
Europe	7%	6%
Other Countries	3%	6%
AVERAGE LENGTH OF STAY	9.3 nts.	6.7 nts.

*Information on age, sex and avg. length of stay were obtained from immigration card data.

*Source: Tour Operator & Media Exit Study 2010. Some rounding may have occurred

Information in this brochure is based on the Tour Operator & Media Exit Survey 2010, Immigration Card.

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www.Tourismtoday.com and www.bahamas.com