

CRUISE VISITOR EXPENDITURE REPORT



2011

GRAND BAHAMA ISLAND
THE BAHAMAS MINISTRY OF TOURISM

TABLE OF CONTENTS

SECTION	PAGE
1. EXECUTIVE SUMMARY	4
2. INTRODUCTION	7
3. METHODOLOGY	9
i) Cruise lines/Ships in Sample	10
4. CRUISE VISITOR EXPENDITURE	12
i) Average Expenditure	12
ii) Distribution of Expenditure by Dollars	13
5. SHOPPING	14
6. ACTIVITIES/TOURS/EXCURSIONS	16
i) How Did Cruise Visitors Book Their Activity/Tour	17
7. TRANSPORTATION	17
8. CASINOS	17
9. FOOD AND DRINKS OFF THE SHIP	18
10. REPEAT VISITORS	20
i) No. of Times Visited Before	20
ii) Did You Come Before on a Cruise Ship or Did You Stay On Shore	21
11. DID YOU ATTEND A TALK OR LECTURE ABOUT ISLAND	21
12. DID YOU GET ANY OTHER INFORMATION ON WHAT TO SEE AND DO ON ISLAND	22
i) Where Did This Information Come From	22
13. LIKELIHOOD OF RETURN TO BAHAMAS AS A VACATION DESTINATION	23
14. LIKELIHOOD OF RECOMMENDING BAHAMAS TO FRIENDS/RELATIVES	24
15. NUMBER OF TIMES CRUISE PASSENGERS GOT OFF SHIP	25

16.	DEMOGRAPHICS	25
	i) Demographic Summary	27
	ii) Age of Children Travelling With Parents	27
	iii) Country of Residence	28
	iv) State/Province of Residence	29
17.	WHAT WOULD HAVE MADE TRIP MORE ENJOYABLE	31
	i) Tourist Comments: More Enjoyable Comments	34
18.	CONCLUSION	79
19.	RECOMMENDATIONS	82
20.	APPENDIX	86
	i) Cruise Visitor Arrivals	87
	ii) Cruise Expenditure Survey Questionnaire	91

EXECUTIVE SUMMARY

Expenditure:

- ✚ In 2011, Cruise Visitors spent an estimated \$45.21 million in Grand Bahama. The average expenditure of a cruise visitor to Grand Bahama was \$71.3 per person.
- ✚ In 2011, Cruise Visitors who visited Grand Bahama on the Carnival fleet of ships on average spent more than their counterparts on the other cruise lines.
- ✚ The bulk of expenditure in Grand Bahama by cruise visitors was on Activities/Tours/Excursions. Shopping was the 2nd biggest expenditure item.
- ✚ More than half (58%) of the expenditure by cruise visitors was on Activities, Tours and Excursions and 28% on shopping.
- ✚ Six percent (6%) of the cruise expenditure was on transportation not included in the Activity/Tour/Excursion, 6% was on Meals and Drinks purchased off the ship and 1% was spent in the casino on island.
- ✚ Approximately four in ten (41%) cruise visitors spent under \$50.00 while they were in Grand Bahama and roughly six in ten (60%) spent \$50.00 or more while they were on the island.

Shopping:

- ✚ Roughly seven in ten (74%) cruise visitors who had gotten off the ship had done some form of shopping while they were in Grand Bahama.
- ✚ Of the cruise visitors who had done some shopping in Grand Bahama, nearly half of them (49%) bought t-shirts, approximately two in ten (22%) bought some other type of clothing and nearly four in ten (39%) bought jewelry.
- ✚ Seventeen percent (17%) of the cruise visitors bought straw work and 5% of them bought perfumes or cosmetics while they visited Grand Bahama.
- ✚ Some cruise visitors to Grand Bahama also got their hair braided, bought china/crystal, liquor, leather goods, linen, and tobacco products.
- ✚ Roughly three in ten (27%) cruise visitors who had shopped in Grand Bahama bought other items than the ones already mentioned.
- ✚ Of the cruise visitors who had purchased other goods the most popular items were hand bags/purses/wallets/totes purchased by three in ten (30%) cruise visitors who had bought other items.
- ✚ Other popular items purchased in Grand Bahama included hats/caps (22% of cruise visitors 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%).

Activities/Tours/Excursions:

- ✦ Six in ten (60%) cruise visitors who got off the cruise ship in Grand Bahama did an activity/tour or excursion.
- ✦ The most popular activity/tour or excursion was the City Tour/Island tour. Approximately one in four (24%) cruise visitors who got off the ship in Grand Bahama did this activity.
- ✦ The next most popular activity/tour/excursion was Dolphin Encounters.

How Did Cruise Visitors Book Their Activity/Tour/Excursion?

- ✦ Approximately seven in ten (73%) cruise visitors who did some sort of activity/tour/excursion booked it on board the cruise ship.
- ✦ Approximately two in ten (21%) cruise visitors who did some sort of activity/tour/excursion booked it independently of the cruise ship.
- ✦ Six percent of cruise visitors who did some sort of activity/tour/excursion booked it when they got off the boat on shore in Grand Bahama.

Transportation:

- ✦ **Taxi:** Roughly three in ten (28%) cruise visitors used a taxi to get around Grand Bahama. (Does not include persons who used a taxi as a part of a tour).

Casino:

- ✦ Most of the cruise ships that travel to Grand Bahama Island and the other islands of The Bahamas have on-board casinos. Despite this fact, 5% of the cruise visitors who got off the ships in Grand Bahama visited a casino there.

Food and Drink:

- ✦ More than half (57%) of the 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.

Repeat Visitors:

- ✦ Roughly four in ten (44%) cruise visitors who visited Grand Bahama had visited The Bahamas before.
- ✦ Of the repeat visitors who had come 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 had stayed on shore during their last visit.
- ✦ One in ten (10%) cruise 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.

Likelihood of Return to The Bahamas and Likelihood of Recommending The Bahamas to Friends/Relatives:

- ✦ The majority (95%) of cruise visitors who had gone ashore in Grand Bahama indicated that they would return to The Bahamas as a vacation destination either as part of a cruise or for a longer holiday.
- ✦ Of the cruise visitors who said that they would definitely or probably return, approximately one in ten (12%) said that they would stay in a hotel when they came back but almost six in ten (58%) said that they would come back on a cruise ship again.
- ✦ The majority (98% i.e., 84.2% definitely would & 14.0% probably would) of cruise visitors who had gone ashore in Grand Bahama indicated that they would recommend The Bahamas as a place for their friends/relatives to visit.

Did Cruise Visitors Attend Talk/Lecture About Island Before They Got off Ship:

- ✦ Nearly three in ten (29%) cruise visitors to Grand Bahama who had gotten off the ship indicated that they had attended a talk/lecture about what there was to see and do while they were on the island before they got off the ship.

Did Cruise Visitors Receive Other Information About What to Do & See On Island and Where Did They Get That Information:

- ✦ Seven in ten (71%) cruise visitors to Grand Bahama indicated that they did get other information beside a talk/lecture about what there was to see and do while they were on the island before they got off the ship.
- ✦ The most popular means to find out information on what to see or do included: The Internet (46% of them), brochures/pamphlets/flyers (33%), cruise directors (17%), tour directors (12%), the on board televisions on the ship (11%), maps (8%) and travel agents (3%).

Cruise Visitor Demographics Grand Bahama Island:

- ✦ Cruise Visitors to Grand Bahama were primarily between the ages of 25 to 64 years of age and female. Four in ten (41%) had household incomes of \$75,001 or more. Some of the cruise visitors traveled with children and the children were primarily between the ages of 6 to 17 years of age. The average travelling party size was four although more than half (57%) of the cruise passengers traveled as a party of two persons. Four in ten (44%) cruise visitors to Grand Bahama had been to The Bahamas before i.e. were repeat visitors.
- ✦ Cruise visitors were primarily from the United States. Florida was the state that produced the most cruise visitor business for Grand Bahama followed by North Carolina, Virginia and Texas.

INTRODUCTION

Once upon a time many decades ago the Karnak (owned by Mr. Samuel Cunard, founder of the Cunard Cruise Line) a paddle wheel steamer, made its first inaugural trip between New York and Nassau in 1859.¹ The Cruise Industry did not flourish immediately after this initial cruise to The Bahamas.

In 1971, air arrivals which made up 66.3% of the total arrivals to The Bahamas held the lion's share of the tourism business to the destination while sea arrivals (sea arrivals include cruise arrivals and boaters/yachters) held only 33.7% of the market share. This would all change as the pages of time were destined to re-write history. By the early 1980's, the cruise industry to The Bahamas began to see significant growth as cruise travel began to explode in The Bahamas and all over the world. In 1986, for the first time in Bahamian history, sea arrivals (1,628,700) surpassed air arrivals (1,378,600) and this trend continued into the present. Between 1989 and 1999, cruise arrivals to The Bahamas grew by 21% and between 1999 and 2009 they grew by 64%. By 2011, cruise arrivals had reached an all time high of 4,161,269 and the mix of business between air and sea arrivals was completely reversed. Air arrivals now made up 22.7% of the total arrivals and sea arrivals made up 77.3% of the market share.

The Cruise Industry with its explosion of growth was now a force to be reckoned with. In 2011, the worldwide cruise market transported over an estimated 19 million passengers and made an estimated US\$29.4 billion.² The Cruise Industry grew tremendously over the years and the cruise lines built bigger and more lavish ships to accommodate the growth. In order to capitalize on this booming cruise business The Bahamas dredged the harbour in New Providence to accommodate the larger ships. In addition, the plethora of beautiful islands in The Bahamas made the destination ideal for Bahamas only cruises. This meant that cruise ships could stop in Grand Bahama, then travel on to Nassau and then on to another island in The Bahamas without traveling to any other island outside of The Bahamas on the cruise.

As more and more visitors cruised to The Bahamas it became evident that it would be in the best interest of the island nation to capitalize on getting the cruise visitor to leave as much money as possible in the destination, but this would be no easy task. Out of the need to increase the visitor spend in the destination the Cruise Visitor Expenditure Survey was born.

¹ Source: History of Tourism in The Bahamas , by Angela Cleare

² Source: Wikipedia the Free Encyclopedia, en.wikipedia.org/wiki/cruise_ship

The Research and Statistics Department of the Ministry of Tourism has conducted a survey of cruise visitors to [The Islands of The Bahamas](#) for a number of years. In the past the survey was conducted in conjunction with the Cruise Lines on board their ships. In recent years, the Research and Statistics Department developed two new surveys, the Cruise Satisfaction Survey and the Cruise Expenditure Survey to not only give insight into the tourism product and help The Bahamas to fix any concerns that cruise visitors had about the destination but to gain insight into the spending habits of these visitors to the island. In 2011, *The Lucayan Harbour on Grand Bahama Island* received a total of 628,886 cruise visitors by first port of entry and 845,653 in total (1st 2nd and 3rd ports).

RESEARCH OBJECTIVES

1. To measure the level of expenditure made by cruise ship visitors to Grand Bahama Island
2. To discover the amount of spending made by cruise visitors on shopping
3. To discover the amount of spending made by cruise visitors on activities
4. To discover the amount of spending made by cruise visitors on transportation not included in the activity/tour/excursion
5. To discover the amount of spending made by cruise visitors on food and drinks purchased off the ship
6. To examine the repeat visitor pattern of cruise visitors to Grand Bahama
7. To discover whether the repeat visitors to The Bahamas had stayed on a cruise, on shore or both the last time they visited
8. To discover if cruise visitors had attended a talk or lecture about what there was to see or do in Grand Bahama
9. To discover what other information cruise visitors to Grand Bahama received about what to do and see there and where did they get the information
10. To discover if cruise visitors to Grand Bahama Island thought that they would likely return to The Bahamas
11. To discover if the cruise visitors who were likely to return to the Bahamas thought that they would stay in a hotel or come back on a cruise ship
12. To better understand the cruise passenger demographics

A copy of the cruise questionnaire is provided in the Appendix.

METHODOLOGY

In the past the survey was conducted in conjunction with the Cruise Lines and the methodology used was very different from the one that is used now. In the past the cruise surveys were placed on board the cruise ships in the rooms by the Chief Purser and the cruise visitors were asked to fill them out. Over the years the sample size began to dwindle and as a result a new survey methodology was started to collect the information given by cruise visitors.

The cruise surveys are now conducted on island by way of interviews. Interviews are conducted on a year round basis on various days of the month. The method used in the selection of the sample for The Cruise Study can be described as a two-staged Systematic Probability Sampling. With this method every kth element (mainly every 5th person) in the sampling frame is selected.

During 2011, 14 ships which called at the port in Grand Bahama formed a part of the sample. These 14 ships were from four major cruise lines. A total of 758 face to face interviews were completed during this period from these ships. The interviews were conducted on a monthly basis. Interviews were conducted at various times of the day between 10:30 am and 5:30 pm according to the times that the cruise ships were scheduled to be in port. The Discovery Sun and the Bahamas Celebration were not included in this sample because they were included in the Visitor Expenditure Survey.

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. This difference is called sampling error and it is measurable. Sampling tolerances (error) for the percentages in this report are shown below.

**SAMPLING TOLERANCES
FOR PERCENTAGES AT OR NEAR THESE LEVELS*
2011**

Place of Survey	Base	5% or 95%	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Grand Bahama	758	± 1.6%	± 2.1%	± 2.8%	± 3.3%	± 3.5%	± 3.6%

* 95% Confidence level

For example, if 50% of the stopover visitors to Grand Bahama Island gave a particular response, 95 times out of 100 times, the answer would be no higher than 53.6% and no lower than 46.4% (a margin of plus or minus 3.6%).

CRUISELINES IN SURVEY			Grand Bahama
Cruiseline Name	Carnival Cruise Lines	Count	619
		Col %	81.7%
	Norwegian Cruises	Count	131
		Col %	17.3%
	Costa Cruises	Count	4
		Col %	.5%
	Saga Cruises	Count	4
		Col %	.5%
Total	Count		758
		Col %	100.0%

- ✚ Carnival Cruise lines which is the biggest supplier of cruise passengers to Grand Bahama made up 82% of the sample.
- ✚ Norwegian Cruises which is another large supplier of cruise visitors to Grand Bahama made up 17% of the sample.

NAMES OF SHIP IN SURVEY			Grand Bahama
Ship Name	Carnival Pride	Count	167
		Col %	22.0%
	Carnival Fantasy	Count	160
		Col %	21.1%
	Norwegian Sky	Count	131
		Col %	17.3%
	Carnival Sensation	Count	124
		Col %	16.4%
	Carnival Conquest	Count	57
		Col %	7.5%
	Carnival Magic	Count	28
		Col %	3.7%
	Carnival Fascination	Count	25
		Col %	3.3%
	Carnival Triumph	Count	23
		Col %	3.0%
	Carnival Ecstasy	Count	18
		Col %	2.4%
	Carnival Glory	Count	13
		Col %	1.7%
	Costa Atlantica	Count	4
		Col %	.5%
	Saga Pearl II	Count	4
		Col %	.5%
	Carnival Liberty	Count	2
		Col %	.3%
	Carnival Spirit	Count	2
		Col %	.3%
Total	Count		758
		Col %	100.0%

✚ Twenty-two percent (22%) of the cruise visitors interviewed came to Grand Bahama on the Carnival Pride.

MAIN FINDINGS
CRUISE VISITOR EXPENDITURE

- ✚ Grand Bahama does not receive the variety of cruise ships that frequent Nassau/Paradise Island. Carnival Cruise lines is the largest supplier of cruise visitors to the island of Grand Bahama.
- ✚ In 2011, the average expenditure of a cruise visitor to Grand Bahama was \$73.1 per person. Thirteen years ago (13) in 1998, cruise visitors to the island of Grand Bahama spent an average of \$55.0 per person during their visit.
- ✚ The average expenditure by cruise visitors in Grand Bahama differed by cruise line. In 2011, the average expenditure of a cruise visitor to Grand Bahama on the Carnival fleet of ships was \$71.95. The average expenditure for a cruise visitor who came on the Norwegian fleet of ships to the island was \$68.28.

AVERAGE AMOUNT SPENT BY VISITORS

			Grand Bahama
Average Amount Spent by Visitors	Under \$20.00	Count	118
		Col %	15.6%
	\$20.00 to \$49.99	Count	189
		Col %	24.9%
	\$50.00 to \$69.99	Count	124
		Col %	16.4%
	\$70.00 to \$99.99	Count	150
		Col %	19.8%
	\$100.00 to \$199.99	Count	155
		Col %	20.4%
	\$200.00 and over	Count	22
		Col %	2.9%
	Total	Count	758
		Col %	100.0%

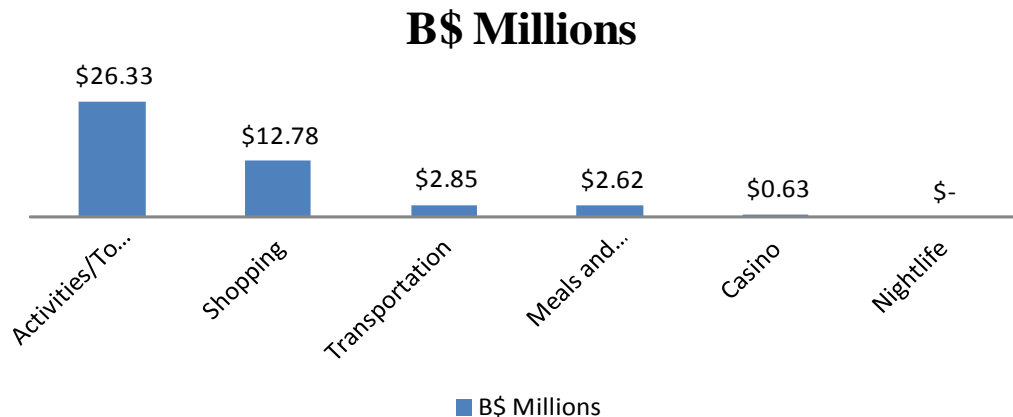
- ✚ Roughly two in ten (16%) cruise visitors spent under \$20.00 while they were in Grand Bahama Island.
- ✚ One in four (25%) cruise visitors spent \$20.00 to \$49.99 on the island.
- ✚ Six in ten (60%) cruise visitors to Grand Bahama spent \$50.00 or more while they were on the island.

**DISTRIBUTION OF EXPENDITURE BY DOLLARS
CRUISE VISITORS
GRAND BAHAMA ISLAND
2011**

	B\$ Millions	% Share
Activities/Tours/Excursions	\$ 26.33	58.3%
Shopping	\$ 12.78	28.3%
Transportation	\$ 2.85	6.3%
Meals and Drinks off Ship	\$ 2.62	5.8%
Casino	\$ 0.63	1.4%
Nightlife	-	0.0%
Total	\$ 45.21	100.0%

Some rounding may have occurred.

**DISTRIBUTION OF EXPENDITURE BY DOLLARS
GRAND BAHAMA ISLAND**



- ✚ Cruise Visitors spent an estimated \$45.21 million in Grand Bahama in 2011. Thirteen years ago in 1998, cruise visitors pumped an estimated \$19.1 million dollars into the economy.
- ✚ The bulk of expenditure in Grand Bahama by cruise visitors was on Activities/Tours/Excursions. Shopping was the 2nd biggest expenditure item.
- ✚ More than half (58%) of the expenditure by cruise visitors was on Activities, Tours and Excursions and 28% on shopping.
- ✚ Six percent (6%) of the cruise expenditure was on Transportation not included in the Activity/Tour/Excursion.
- ✚ Six percent (6%) of the cruise expenditure was on Meals and Drinks purchased off the ship and 1% was spent in the casino on island.

SHOPPING

DID YOU DO ANY SHOPPING?

			Grand Bahama
Did you do any shopping today?	Yes	Count	558
		Col %	73.6%
	No	Count	200
		Col %	26.4%
Total	Count	758	
	Col %	100.0%	

- ✚ Roughly seven in ten (74%) cruise visitors who had gotten off the ship had done some form of shopping while they were in Grand Bahama.

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

- ✚ Of the cruise visitors who had done some shopping in Grand Bahama, nearly half of them (49%) had bought t-shirts.

- ✦ Roughly two in ten (22%) cruise visitors who had done some shopping in Grand Bahama had bought some other type of clothing.
- ✦ Nearly four in ten (39%) cruise visitors who had done some shopping in the destination had bought jewelry.
- ✦ Seventeen percent (17%) of them had bought straw work.
- ✦ Five percent (5%) of them had bought perfumes or cosmetics during their visit to Grand Bahama.
- ✦ Three percent (3%) of them had gotten their hair braided.
- ✦ Two percent (2%) of them had bought china/crystal.
- ✦ Two percent (2%) of them had bought liquor.
- ✦ One percent (1%) of them had bought leather goods.
- ✦ One percent (1%) of them had bought linen.
- ✦ One percent (1%) of them had bought tobacco products.
- ✦ Roughly three in ten (27%) cruise visitors who had shopped in Grand Bahama had bought other items than the ones already mentioned.
- ✦ Of the cruise visitors who had purchased other goods the most popular items were hand bags/purses/wallets/totes purchased by three in ten (30%) cruise visitors who had bought other items.
- ✦ Other popular items purchased in Grand Bahama included hats/caps (22% of the cruise visitors 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%).
- ✦ Less popular items included beach towels, drums/drum sticks, magnets musical instruments, medicine, handmade fans, silverware, DVD/CDs, Christmas items/ornaments, candles, books/magazines, wind chimes, lotion/suntan lotions, baskets, picture frames, mugs/cups, rum cake/cake, cameras, hot sauce/hot pepper, cigars, pen/pencils, seasonings, bells/cowbells, swimsuits, posters, piggy banks, jams and snow globes.
- ✦ It is important to remember that many ships went to Grand Bahama as their 2nd or even 3rd port of call after having visited Nassau/Paradise Island. Some of the items that the cruise visitors would have bought in Nassau/Paradise Island were hardly likely to be on their list of purchases again when they went to Grand Bahama. For example, rum cake/cake was not a very popular item purchased by cruise visitors in Grand Bahama but it was a very popular purchase for the cruise visitors who had visited Nassau/Paradise Island.
- ✦ It is also important to note that cruise visitors can only purchase items that are offered for sale in places where they happen to go.

ACTIVITIES/TOURS/EXCURSIONS

DID YOU DO ANY ACTIVITIES, TOURS OR EXCURSIONS ON-SHORE WHILE YOU WERE OFF THE SHIP?

		Grand Bahama	
		Count	Col %
Did you do any activities,	Yes	454	59.9%
tours or excursions on-shore	No	303	40.0%
while you were off the ship?	Non Response	1	.1%
Total		758	100.0%

- ✚ Six in ten (60%) cruise visitors who got off the cruise ship in Grand Bahama did an activity/tour or excursion.
- ✚ The most popular activity/tour or excursion was the City Tour/Island tour. Approximately one in four (24%) cruise visitors who got off the ship in Grand Bahama participated in this activity.
- ✚ The next most popular activity/tour/excursion was Dolphin Encounters.
- ✚ Other popular activity/tours/excursions included snorkeling, Garden of the Groves, the Beach and Shopping Tour, beach, glass bottom boat, Western Heritage Tour, Grand Bahama Coastal Cruise & Shopping Tour, kayaking and Grand Bahama Island Jeep Safari.
- ✚ Cruise visitors to Grand Bahama also enjoyed: Nature tours, beach and caves tours, catamaran and other boating tours, island and beach tours, culinary tours, fishing tours, jet ski, banana boat, diving, biking, snorkeling, horseback riding, parasailing and Junkanoo Beach Party, etc.

How Did Cruise Visitors Book Their Activity/Tour/Excursion?

HOW DID YOU BOOK YOUR ACTIVITY/TOUR/EXCURSION THE BAHAMAS 2011

	Nassau/P.I.	Grand Bahama
Booked on Board Ship	47.3%	72.5%
Booked Independently	36.9%	20.9%
Booked On shore	15.5%	5.9%
Non-Response	1.6%	1.1%

Source: Cruise Visitor Expenditure Survey

- ✚ Roughly seven in ten (73%) cruise visitors who did some sort of activity/tour/excursion booked it on board the cruise ship.
- ✚ Approximately two in ten (21%) cruise visitors who did some sort of activity/tour/excursion booked it independently of the cruise ship.
- ✚ Six percent of cruise visitors who did some sort of activity/tour/excursion booked it when they got off the boat on shore in Grand Bahama.

TRANSPORTATION

- ✚ Cruise Visitors used various methods of transportation to get around the island of Grand Bahama. Many of them had their transportation included in their activity/tour/excursion while others used a taxi, motor scooter or rental car. All of the persons who went bike riding did it as a part of their activity/tour/excursion.
- ✚ **Taxi:** Roughly three in ten (28%) cruise visitors used a taxi to get around Grand Bahama. (Does not include persons who used a taxi as a part of a tour).
- ✚ **Motor Scooter:** Less than one percent (0.4%) of the cruise visitors who got off the ship used a motor scooter as transportation to get around.
- ✚ **Rental Car:** Less than one percent (0.3%) of the cruise visitors who got off the ship used a rental car as transportation to get around.

CASINOS

- ✚ Most of the cruise ships that travel to Grand Bahama Island and the other islands of The Bahamas have on-board casinos. Despite this fact, 5% of the cruise visitors who got off the ships in Grand Bahama visited a casino there.

FOOD AND DRINKS OFF THE SHIP

DID YOU BUY ANY FOOD OR DRINKS?

			Grand Bahama
Did you buy any food or drinks?	Yes	Count	431
		Col %	56.9%
	No	Count	326
		Col %	43.0%
	Non Response	Count	1
		Col %	.1%
Total	Count	758	
	Col %	100.0%	

- ✚ More than half (57%) of the 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.
- ✚ 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.

BOUGHT WATER

		Grand Bahama
Yes	Count	101
	Col %	13.3%
No	Count	649
	Col %	85.6%
Non Response	Count	8
	Col %	1.1%
Total	Count	758
	Col %	100.0%

- ✚ 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.

		Grand Bahama
Yes	Count	156
	Col %	20.6%
No	Count	595
	Col %	78.5%
Non Response	Count	7
	Col %	.9%
Total	Count	758
	Col %	100.0%

- Approximately two in ten (21%) cruise visitors who bought food or drinks in Grand Bahama bought soda/juice or some kind of drink.

		Grand Bahama
Yes	Count	30
	Col %	4.0%
No	Count	710
	Col %	93.7%
Non Response	Count	18
	Col %	2.4%
Total	Count	758
	Col %	100.0%

- Four percent of them bought ice cream while ashore in Grand Bahama.

REPEAT VISITORS

DID YOU EVER VISIT THE BAHAMAS BEFORE?

			Grand Bahama
Have you ever visited the Bahamas before?	Yes	Count	334
		Col %	44.1%
	No	Count	420
		Col %	55.4%
	Non Response	Count	4
		Col %	.5%
Total	Count	758	
	Col %	100.0%	

- ✚ Roughly four in ten (44%) cruise visitors who visited Grand Bahama had visited The Bahamas before.

NUMBER OF TIMES YOU VISITED THE BAHAMAS BEFORE?

			Grand Bahama
Number of Times Visited Before	One	Count	147
		Col %	43.5%
	Two	Count	91
		Col %	26.9%
	Three	Count	43
		Col %	12.7%
	Four or more	Count	46
		Col %	13.6%
	Non Response	Count	11
		Col %	3.3%
	Total	Count	338
		Col %	100.0%

- ✚ Of the cruise visitors who had visited The Bahamas before, roughly four in ten (44%) of them had come one time before.
- ✚ Roughly three in ten (27%) cruise visitors had visited The Bahamas two times before.
- ✚ Roughly three in ten (26%) had visited three or more times before.

**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%

- ✚ Of the repeat visitors who had come 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 had 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.

DID YOU ATTEND 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 who had gotten off the ship 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.

**DID YOU GET ANY OTHER INFORMATION ABOUT WHAT TO SEE AND
DO HERE?**

			Grand Bahama
Did you get any other information about what to see and do here?	Yes	Count	535
		Col %	70.6%
	No	Count	205
		Col %	27.0%
	Non Response	Count	18
		Col %	2.4%
Total		Count	758
		Col %	100.0%

- ✚ Seven in ten (71%) cruise visitors to Grand Bahama indicated 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.

**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%

- ✚ The most popular means for cruise visitors to find out information on what to see or do while in Grand Bahama included: The Internet, brochures/pamphlets/flyers, cruise directors, tour directors, television on board the ship, maps and travel agents.

- ✚ Nearly half (46%) of the cruise visitors obtained information on what to see and do while in Grand Bahama from the Internet.
- ✚ One in three (33%) cruise visitors obtained information from brochures/pamphlets/flyers/booklets.
- ✚ Seventeen percent (17%) of cruise visitors to Grand Bahama obtained information from the cruise director and 12% from the tour director.
- ✚ Approximately one in ten (11%) cruise visitors obtained information from the television on board the ship.
- ✚ 8% of them obtained information from maps and 3% of them from travel agents.

LIKELIHOOD OF RETURN TO THE BAHAMAS AS A VACATION DESTINATION

HOW LIKELY ARE TO CHOOSE TO RETURN TO THE BAHAMAS AS A VACATION DESTINATION, EITHER AS PART OF A CRUISE OR FOR A LONGER HOLIDAY?

			Grand Bahama
How likely are you to return to the Bah. for vacation, either as part of a cruise or for longer?	Definitely would	Count	465
		Col %	61.3%
	Probably would	Count	253
		Col %	33.4%
	Probably wouldn't	Count	20
		Col %	2.6%
	Definitely wouldn't	Count	6
		Col %	.8%
	Don't Know	Count	10
		Col %	1.3%
	Non Response	Count	4
		Col %	.5%
Total	Count	758	
	Col %	100.0%	

- ✚ The majority (95% i.e., 61.3% definitely would & 33.4% probably would) of cruise visitors who had come ashore in Grand Bahama indicated that they would return to The Bahamas as a vacation destination either as part of a cruise or for a longer holiday.

- ✚ Of the cruise visitors who indicated that they would definitely or probably return, approximately one in ten (12%) indicated that they would stay in a hotel when they came back but almost six in ten (58%) said that they would come back on a cruise ship again.
- ✚ Two in ten (21%) indicated that they would do both come back and stay in a hotel and come back on a cruise.

LIKELIHOOD OF RECOMMENDING THE BAHAMAS AS A PLACE TO VISIT TO FRIENDS/RELATIVES

HOW DO YOU FEEL ABOUT RECOMMENDING THE BAHAMAS AS A PLACE FOR YOUR FRIENDS/FAMILY TO VISIT?

			Grand Bahama
How likely are you to recommend the Bah. to friends and relatives?	Definitely will recommend it	Count	638
		Col %	84.2%
	Probably will recommend it	Count	106
		Col %	14.0%
	Probably won't recommend it	Count	9
		Col %	1.2%
	Definitely won't recommend it	Count	2
		Col %	.3%
Total	Don't Know	Count	3
		Col %	.4%
	Count	758	
	Col %	100.0%	

- ✚ 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.

NUMBER OF TIMES CRUISE PASSENGERS GOT OFF SHIP

NUMBER OF TIMES CRUISE PASSENGERS GOT OFF SHIP			Grand Bahama
Times Off Ship	One	Count	715
		Col %	94.3%
	Two	Count	35
		Col %	4.6%
	Three	Count	5
		Col %	.7%
	Non Response	Count	3
		Col %	.4%
Total		Count	758
		Col %	100.0%

- ✚ The majority (94%) of the cruise passengers who had gotten off the ship had done so one time.

CRUISE VISITOR DEMOGRAPHICS

- ✚ Cruise ship demographics usually differ somewhat between cruise lines. There are cruise lines that attract the older mature crowd and those that attract the younger group.
- ✚ Although Grand Bahama does not receive the variety of ships that Nassau/Paradise Island receives the cruise visitor demographics is usually a melding of all the ships that come to the island in any given year.
- ✚ In 2011, approximately eight in ten (83%) cruise visitors to the island were between the ages of 25 to 64.
- ✚ Approximately seven in ten (69%) cruise visitors to Grand Bahama were under 55 years of age and nearly three in ten (28%) were 55 years of age or over.
- ✚ Adults were not the only persons travelling on cruise ships. On cruises to The Bahamas and Grand Bahama, children often accompanied their parents or grandparents.
- ✚ Roughly four in ten (43%) children who travelled to Grand Bahama were between the ages of 12 to 17 years of age but more than half (51%) of them were under 12.
- ✚ Six percent of cruise visitors who were parents were travelling with their adult children over 17 years of age.

- ✚ Not many singles cruised to Grand Bahama. 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). Only 1.3% of the cruise visitors to Grand Bahama indicated that they were travelling as a party of one.
- ✚ Roughly six in ten (57%) cruise visitors were travelling as a party of two persons. Not all of these persons who were travelling in a party of two identified themselves as a couple as there were many instances of friends or other relatives travelling along with them rather than a significant other. Nearly half (49%) of the cruise visitors to Grand Bahama identified themselves as a couple.
- ✚ Four in ten (41%) cruise visitors to Grand Bahama had household incomes of \$75,001 or more. Of this 41%, 26% of these cruise visitors had household incomes of \$100,001 or more.
- ✚ Cruise visitors to Grand Bahama came from all over the world but the majority (94%) of them, were from the United States.
- ✚ The states that produced the most cruise visitors to Grand Bahama were Florida, North Carolina, Virginia, Texas, Maryland, Pennsylvania, South Carolina, New York and Georgia.
- ✚ The majority (95%) of cruise visitors to Grand Bahama indicated that they were likely to return to The Bahamas.
- ✚ Of the cruise visitors who were likely to return to the Bahamas roughly one in ten (12%) indicated that they would stay in a hotel when they returned. Roughly six in ten (58%) indicated that they would return by cruise ship and two in ten (21%) indicated that they would do both, i.e., stay in a hotel or come back on a cruise.

**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 Nassau/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.

**WHERE DO THE CRUISE VISITORS TO GRAND BAHAMA FROM THE
UNITED STATES AND CANADA LIVE?**

STATE/PROVINCE OF RESIDENCE (2011)

		Grand Bahama	
		Count	Col %
State or Province	Alabama	7	0.9%
	Arizona	3	0.4%
	Arkansas	4	0.5%
	California	8	1.1%
	Colorado	2	0.3%
	Connecticut	3	0.4%
	Delaware	3	0.4%
	District of Columbia	2	0.3%
	Florida	93	12.6%
	Georgia	26	3.5%
	Idaho	2	0.3%
	Illinois	14	1.9%
	Indiana	4	0.5%
	Kansas	6	0.8%
	Kentucky	6	0.8%
	Louisiana	43	5.8%
	Maine	1	0.1%
	Maryland	57	7.7%
	Massachusetts	6	0.8%
	Michigan	11	1.5%
	Minnesota	2	0.3%
	Mississippi	6	0.8%
	Missouri	4	0.5%
	Nebraska	2	0.3%
	Nevada	1	0.1%
	New Jersey	17	2.3%
	New Mexico	1	0.1%
	New York	28	3.8%
	North Carolina	68	9.2%
	Ohio	20	2.7%
	Oklahoma	2	0.3%
	Pennsylvania	47	6.4%
	Rhode Island	1	0.1%
	South Carolina	47	6.4%
	Tennessee	12	1.6%
	Texas	62	8.4%
	Utah	3	0.4%
	Virginia	68	9.2%
	Washington State	6	0.8%
	West Virginia	4	0.5%

STATE/PROVINCE OF RESIDENCE (2011)

	Grand Bahama	
	Count	Col %
Wisconsin	4	0.5%
Wyoming	1	0.1%
U.S. Resident	3	0.4%
Alberta	1	0.1%
British Columbia	1	0.1%
New Brunswick	2	0.3%
Ontario	5	0.7%
Quebec	4	0.5%
Saskatchewan	1	0.1%
Other Canadian Prov.	2	0.3%
Canadian Resident	2	0.3%
Non Response	10	1.4%

WHAT WOULD HAVE MADE TRIP BETTER
WHAT WOULD HAVE MADE YOUR TRIP BETTER?
GRAND BAHAMA ISLAND

Grand Bahama			
NEGATIVE COMMENTS		Count	% Shr.
1	Length of Stay (neg.)	145	43.5%
2	Weather/Climate (neg.)	74	22.2%
3	General Comm. (neg.)	18	5.4%
4	Shops & Stores (neg.)	14	4.2%
5	Prices (neg)	12	3.6%
6	Tours/Excursions (neg.)	12	3.6%
7	Beaches (neg)	10	3.0%
8	Local Transport. (neg)	10	3.0%
9	People (neg)	8	2.4%
10	Activities (neg.)	7	2.1%
11	Scenery/Sightseeing (neg.)	6	1.8%
12	Food (neg.)	4	1.2%
13	Hotel (neg)	3	0.9%
14	Information (neg)	2	0.6%
15	Litter (neg)	2	0.6%
16	Development (neg)	1	0.3%
17	Roads/Traffic (neg.)	1	0.3%
18	Sea/Water (neg.)	1	0.3%
19	Sports (neg)	1	0.3%
20	Value For Money (neg.)	1	0.3%
21	Want to Go Somewhere Else	1	0.3%
NEGATIVE COMMENTS RECEIVED		333	100.0%
Grand Bahama			
SUGGESTION COMMENTS		Count	% Shr.
1	Beaches (sugg)	7	28.0%
2	General (sugg)	4	16.0%
3	Food (sugg)	3	12.0%
4	Activities (sugg)	2	8.0%
5	Restaurants (sugg)	2	8.0%
6	Shops and Stores (sugg)	2	8.0%
7	Tours/Excursions (sugg)	2	8.0%
8	Information (sugg)	1	4.0%
9	Strawmarket (sugg)	1	4.0%
10	Entertainment (sugg)	1	4.0%
SUGGESTION COMMENTS RECEIVED		25	100.0%

- ✚ In the Negative Comments section, cruise visitors expressed their complaints about what would have made their trip more enjoyable.
- ✚ **Length of Stay**: Forty-four percent (44%) of the negative comments received from cruise visitors to Grand Bahama 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.
- ✚ **Weather/Climate**: Twenty-two percent of the comments received were about the weather i.e. poor weather conditions, i.e. too hot, too cold, not enough sunshine/sunlight.
- ✚ **General Negative**: Five percent (5%) of the comments received were general negative comments like: credit card did not work, too much walking, (need) better port, things too far away from the port, would have preferred to go to a port where you didn't have to pay to see the place, (need) toilet paper in toilets on the beach, more things to see.
- ✚ **Shops & Stores**: Four percent (4%) of the comments received from the cruise visitors were about the shops and stores. Cruise visitors complained about: there not being enough shops, shops did not take credit cards, stores were too far away from harbour, felt harassed in some stores, could not find Bahamian made items, too many souvenir stores and not enough of other types of stores, bigger size t-shirts needed in stores, etc.
- ✚ **High Prices**: Four percent (4%) of the comments received from the cruise visitors were about the high prices i.e., less expensive prices in stores, lower prices, cheaper beer, cheaper food, cost of goods need to be cheaper.
- ✚ **Tours/Excursions**: Four percent (4%) of the comments received from the cruise visitors were about the tours/excursions in Grand Bahama like: tour had continuous riding but no stops, tour did not start on time, tour not well organized, tour too short, scheduled time of tour changed, tour was cancelled.
- ✚ **Beaches**: Three percent (3%) of the comments received from the cruise visitors were about the beaches like: beach was too full, beach was not clean, did not have easy access to the beach, too many beach vendors, the beach could have been better.
- ✚ **Local Transportation**: Three percent (3%) of the comments received from the cruise visitors were about the local transportation on the island like: taxi charged for roundtrip service to Port Lucaya but did not complete second part of trip, not easy to catch a taxi, the a/c did not work on the bus, bus driver was late coming back, taxi driver was not good.

- ✚ **Poor Attitude of the People:** Two percent (2%) of the comments received from the cruise visitors were about the people like: rude people, rude vendors on beach and rude staff at Radisson beach.
- ✚ **Activities:** Two percent (2%) of the comments received from the cruise visitors were about the lack of activities available to do on Grand Bahama. Some of the cruise visitors wished that there was more to do on the island.

**WHAT WOULD HAVE MADE YOUR TRIP BETTER?
GRAND BAHAMA ISLAND**

Grand Bahama			
	NEUTRAL COMMENTS	Count	% Shr.
1	General (neutral)	10	41.7%
2	Sports (neutral)	5	20.8%
3	Tour/Excursions (neutral)	3	12.5%
4	Beaches (neutral)	2	8.3%
5	Length of Stay (neutral)	2	8.3%
6	Crime (neutral)	1	4.2%
7	Information (neutral)	1	4.2%
	NEUTRAL COMMENTS RECEIVED	24	100.0%
	POSITIVE COMMENTS	Count	% Shr.
1	General	225	84.0%
2	People	19	7.1%
3	Weather/Climate	5	1.9%
4	Length of Stay	3	1.1%
5	Litter/Cleanliness	3	1.1%
6	Shops and Stores	3	1.1%
7	Beaches	2	0.7%
8	Scenery/Sightseeing	2	0.7%
9	Activities	1	0.4%
10	Information	1	0.4%
11	Local Transportation	1	0.4%
12	Relaxation	1	0.4%
13	Service	1	0.4%
14	Tour/Excursions	1	0.4%
	POSITIVE COMMENTS RECEIVED	268	100.0%

- ✚ In the Positive Comments section, cruise visitors simply expressed what they did like about Grand Bahama.

Single Thing That Would Make Trip Better

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative		
		<i>Activities (neg)</i>	
			More stuff to do
			More to do.
			More to do
			More activities on the cruise ship.
			More activities on the island
			There is not much to do.
		<i>Beaches (neg)</i>	
			Better beach.
			If the beach was not so full.
			Unhappy with not being able to access the beach through Our Lucaya Hotel
			Less people on the beach.
			Too many vendors on beach.
			The beach was not clean

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative		
		<i>Development (neg)</i>	Port Lucaya bathrooms were not working.
		<i>Food (neg)</i>	Better food on the Norwegian
		<i>General (neg)</i>	Less noise. There is nothing by Lucaya National Park, they would of loved a straw market or something there. Just did not have a good time. Shorter walks. Not walking too much. If things were closer to the harbor Less tourists. If my credit card would of work Better ports. If we went to a port where we did not have to pay to see the place.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative		
		<i>General (neg)</i>	<p>Toilet paper in beach toilets.</p> <p>More things to see.</p> <p>Did not get to go to the beach.</p> <p>If the walk way in the garden was better.</p>
		<i>Hotel (neg)</i>	<p>The resorts.</p>
		<i>Information (neg)</i>	<p>More information about things to do.</p> <p>Knowing more about the Island.</p>
		<i>Length of Stay (neg)</i>	<p>More time about the Island.</p> <p>More time.</p> <p>More time</p> <p>More time.</p> <p>More time.</p>

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Length of Stay (neg)</i>	
			More time.
			more time
			More time
			More time.
			We need more time.
			More time
			More time on the island
			More time
			If the cruise would stay overnight.
			More time.
			more time
			More time on the Island.
			More time.
			More time

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Length of Stay (neg)</i>	
			More time on the island.
			More time.
			More time.
			More time.
			More time.
			More time
			More time
			More time.
			More time.
			The visit was too short.
			If we had more time.
			More to do other shopping.
			longer time
			Longer time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Length of Stay (neg)</i>	
			More time.
			more time
			Longer time.
			More time.
			More time
			Longer beach time
			More time.
			A longer time.
			Longer stay.
			More time
			More time.
			More time.
			Longer time on the island.
			More time

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Length of Stay (neg)</i>	
			More time.
			More time spent
			more time
			More time.
			More time.
			More time.
			More time
			More time.
			More time on the Excursion.
			More time
			More time, if the port was closer to town.
			More time.
			More time on the island.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Length of Stay (neg)</i>	
		More time	
		Not feeling so rushed, longer time.	
		More time.	
		More time.	
		More time	
		More time.	
		Stay longer on this Island.	
		More time.	
		More time.	
		More time.	
		More time.	
		Not enough time to do anything.	
		More time.	
		Stay here long.	

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Length of Stay (neg)</i>	
			More time here.
			More time.
			Longer time off the ship.
			More time.
			Longer time on the island
			More time.
			More time in Freeport.
			Longer time.
			More time
			More time
			More time
			Longer time, time is too short today
			More time due to cruise
			.
			Longer time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Length of Stay (neg)</i>	
			More time.
			More time
			Staying longer on the Island.
			More time.
			Longer time
			More time.
			Longer time on the island.
			More time.
			More time on the Island.
			More time.
			More time
			Longer stay
			More time.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Length of Stay (neg)</i>	
			Longer stay.
			More time.
			More time.
			More time.
			More time.
			If they were able to stay longer on the Island.
			More time.
			More time.
			More time.
			More time.
			More time
			More time
			Need more time on the island
			A little more time

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Length of Stay (neg)</i>	
			Longer time on the Island.
			Longer stay.
			More time.
			More time.
			More time.
			More time.
			More time.
			More time on the beach.
			More time
			Longer stay
			More time.
			More time.
			More time.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative		
		<i>Length of Stay (neg)</i>	
			More time.
			Longer stay.
			More time.
			More time
			More time.
			More time.
			More time.
			More time for shopping
		<i>Litter/Cleanliness (neg)</i>	
			The beach was not clean
		<i>Local Transportation</i>	
			Taxi driver charge them to go to Port Lucaya and back, but was not there to bring them back. So they had to pay additional.
			If it was easier to catch a taxi.
			If the air-condition worked on the bus.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Local Transportation</i>	<p>If the bus driver was back in time.</p> <p>Air-conditioning bus, bus disorganized.</p> <p>Better cab driver, didn't want to carry them to the perfume factory.</p> <p>Feeling more secure about the taxi.</p> <p>A/c on the bus is not working.</p> <p>Had a bad taxi driver.</p>
		<i>People (neg)</i>	<p>People</p> <p>One of the vendors at Taino Beach threw something at them because they did not purchase from her.</p> <p>Rude on the beach, Radisson staff told them they couldn't sit on the chairs although they paid to use the facilities. They were just waiting on their bands.</p>
		<i>Prices (neg)</i>	<p>If the prices were lower.</p> <p>Prices for the Viva Wyndham was very expensive.</p> <p>Less expensive prices in the stores</p>

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative		
		<i>Prices (neg)</i>	
			The stores need to be much cheaper.
			Cheaper beer
			Cheaper beer.
			Lower prices
			Better prices for sea rides
			Less costly goods.
			Cheaper food.
			Lower prices.
		<i>Scenery/Sightseeing (neg)</i>	
			I saw more of the island.
			To see more
			More sight seeing.
			More sightseeing
			If we had got to see more of the island.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Scenery/Sightseeing (neg)</i>	To see more of the island
		<i>Sea/Water (neg)</i>	Warmer water.
		<i>Shops and Stores (neg)</i>	More shopping. The shop at the beach there were no vendors. More shopping, beaches to see If they took the credit cards. More stores at the Harbour. Closer stores, all the same. Less harassment in the stores. More shops. If they could find Bahamian stuff, the skirts are not Bahamian made. Saw too many souvenirs stores, wanted to see more things.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative		
		<i>Shops and Stores (neg)</i>	
			Bigger size t-shirts (4xl) couldn't find any shirts that size.
			More shopping
		<i>Sports (neg)</i>	
			If they had got to do the water sports.
		<i>Tours/Excursions (neg)</i>	
			If I had done the jeep tour.
			The tour was just continuous riding without stops.
			Tour starting on time
			If we could of done our fishing tour
			If we could of done our excursion.
			If they did not change the time of their tour.
			If they had got to go on a tour.
			More organization of the tour
			More time on tour.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative		
		<i>Tours/Excursions (neg)</i>	
			If the Excursion did not get cancelled.
		<i>Want to go some place</i>	
			Different port
		<i>Weather/Climate (neg)</i>	
			The weather.
			Sunshine
			Sunshine
			Weather.
			Weather.
			Warmer weather.
			More sun
			Sunshine
			The weather.
			The weather.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Weather/Climate (neg)</i>	
		The weather	
		the weather	
		The weather.	
		less wind	
		More sun.	
		Less heat	
		Sun, sun	
		Cooler weather.	
		The weather.	
		Weather	
		Not so hot	
		Little sun, would been more fun.	
		Sunshine	
		Weather	

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Weather/Climate (neg)</i>	
			warmer weather
			Little better weather.
			The weather
			Warmer weather.
			Warmer weather
			Weather.
			Warmer weather & less wind
			Nothing, cooler weather.
			Warmer weather.
			More sun.
			Better weather.
			More sun
			Cooler weather
			Weather

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Weather/Climate (neg)</i>	
		More sun	
		Warmer weather	
		Weather	
		Weather	
		More sun.	
		The weather.	
		The sun.	
		the weather.	
		Some more sunlight	
		The weather.	
		Less heat.	
		More sunshine.	
		Little sunshine.	
		Better weather.	

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Weather/Climate (neg)</i>	
		More sun	
		If it was warmer.	
		More sun.	
		Cooler weather.	
		Sunshine	
		Weather	
		The weather.	
		Cooler weather	
		Better weather.	
		The weather	
		If it was not so hot	
		Better weather.	
		Sunshine	
		Better weather	

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Negative	<i>Weather/Climate (neg)</i>	Weather The weather Better weather The sun being out, nicer weather Less hot
	Neutral	<i>Beaches (neutral)</i>	The beach is a little far If they went to the beach.
		<i>Casinos (neutral)</i>	If we got to go to the casino on the island.
		<i>General (neutral)</i>	If we had come to Freeport first If they knew the native spots if we had gotten some sleep last night.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Neutral	<i>General (neutral)</i>	<p>If there were something they could do to make the lives better for natives.</p> <p>If they had gone to the tour area.</p> <p>If we had gone fishing.</p> <p>If towel were provided on the beach and drink along with the towels.</p> <p>Going to the beach</p> <p>If they caught some fish.</p> <p>Better walking shoes.</p> <p>A calmer cruise</p>
		<i>Information (neutral)</i>	<p>If they had more information on the tour.</p>
		<i>Length of Stay (neutral)</i>	<p>Don't know, not enough time to tell.</p> <p>If they had time to go to the beach.</p>
		<i>Sports (neutral)</i>	<p>If we had got to go fishing</p>

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Neutral	<i>Sports (neutral)</i>	<p>If they had gone fishing</p> <p>To go scuba diving</p> <p>If they went on the fishing tour.</p> <p>Scuba Diving</p>
		<i>Tours/Excursions (neutral)</i>	<p>If they had took a tour of the Island.</p> <p>If we had got to go on another tour</p> <p>Should have done the tour, wanted to go on the beach and they only had 55 minutes.</p>
	Positive	<i>Beaches</i>	<p>Love the beach.</p>
		<i>General</i>	<p>Nothing.</p> <p>Nothing.</p> <p>Nothing.</p>

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			Perfect.
			Everything was fine.
			Enjoyed the island
			Nothing.
			Nothing.
			Very good day.
			Nothing.
			The visit was good.
			Nothing.
			Nothing.
			Can't think of anything.
			Nothing
			Nothing.
			Everything was beautiful.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			Everything was great.
			Everything was good.
			Nothing.
			Nothing.
			Nothing.
			Nothing.
			The visit was great
			Nothing.
			Nothing.
			nothing
			Everything was enjoyable, lacking sun and beach during winter.
			It was good
			Nothing
			Enjoyed the day

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			nothing.
			Had a great time
			Had a good time.
			Everything was great
			nothing.
			Nothing.
			I liked it very much.
			Everything was wonderful.
			Nothing we had a great time.
			Nothing
			Had a great time will be back.
			Nothing, best day.
			We had a great day.
			To hang out where the natives hang out.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			Everything was ok.
			Nothing
			Nothing
			No, everything was fine.
			Nothing
			Everything was wonderful.
			If I was vacationing instead of working.
			Nothing.
			Nothing.
			had a good time
			Everything was good for the time spent
			The visit was great
			Nothing.
			Nothing

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			It was great
			I enjoyed my day.
			It was enjoyable
			Everything was fine.
			Nothing.
			It was great.
			Nothing
			We had a good day
			Nothing.everything was great
			Nothing
			Not at all, everyone was great
			Everything was good
			Nothing
			Great

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			I enjoyed it.
			Nothing
			The visit was great
			Nothing.
			Nothing at all enjoyed the day.
			Had a good time
			We did everything we wanted to do.
			We had a great time.
			Felt very comfortable.
			Had a great time.
			Nothing.
			Everything was great
			Very nice.
			Great place

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			Nothing.
			Everything was good.
			Had a great time.
			Not really.
			Nothing.
			Nothing
			Nothing, they enjoy their day
			We already enjoy are day.
			Nothing.
			Nothing.
			Nothing.
			Enjoyed the day.
			Everything was great.
			We had a great time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			Nothing
			Nothing.
			nothing
			Staying on the Island.
			Everything was great.
			Was great.
			Nothing
			Nothing.
			Nothing
			Nothing.
			Had a good time.
			Everything was fine.
			Nothing.
			Nothing.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			Nothing
			nothing
			We enjoyed our visit to Freeport
			Enjoyed the day
			Nothing More
			The day was enjoyable.
			nothing
			Nothing.
			Nothing.
			Nothing
			Nothing
			Everything was fine
			Nothing
			Nothing

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			Had a good time already
			Nothing
			Nothing
			Nothing.
			Enjoyable day
			nothing.
			No complaints
			Nothing
			Nothing else.
			Everything was great
			Nothing else.
			Would be back in a heart beat.
			Nothing
			Had a good day

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			Had a lot of fun, saw a little of the Island.
			Nothing
			nothing
			Nothing More
			Everything was great.
			Fine.
			We had a great time in Freeport
			Nothing
			nothing
			It was great.
			nothing
			Everything was good.
			It was great.
			Loved everything about the island.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	Nothing
			It was great.
			Nothing.
			Nothing more
			nothing else.
			nothing
			Everything was great.
			Nothing
			Nothing
			very enjoyable
			Nothing
			Great
			Nothing more
			Nothing.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			nothing else
			Nothing
			Nothing
			Wonderful day
			Nothing else.
			Nothing
			Nothing else would have made the visit better.
			Nothing
			No
			Nothing.
			Nothing
			It was fabulous
			nothing.
			Everything was easy to get to

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			It was great.
			Nothing
			We had an enjoyable day
			Nothing
			It was nice
			Nothing more.
			Everything was great.
			Nothing.
			Nothing
			Beach and caves.
			Nothing else, we had a great time.
			The visit was good.
			Nothing.
			Can't think of anything

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>General</i>	
			Was good
			Nothing.
			Nothing.
			Nothing
			Don't think so
			Nothing
			Nothing
			nothing
			No, everything was good
			Nothing
			Everything was great
			Everything was fine
			Can't think of anything
			Nothing

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive		
		<i>General</i>	<p>It was a good trip</p> <p>We had a great time.</p> <p>No. Its been a pleasant day</p> <p>The visit was okay</p>
		<i>Information</i>	<p>Being more knowledgeable about the island.</p>
		<i>Length of Stay</i>	<p>Stop time.</p> <p>If they would be able to overnight.</p>
		<i>Litter/Cleanliness</i>	<p>Everything was nice and clean</p>
		<i>People</i>	<p>People were very nice, not pushy.</p> <p>The people.</p> <p>People were great</p>

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive		
		<i>People</i>	<p>Everyone was great</p> <p>Everyone was friendly.</p> <p>Bus driver was good</p> <p>People are very kind.</p> <p>Everyone was awesome.</p> <p>People were nice, hope it stays that way</p> <p>Friendly and helpful people.</p> <p>Driver was wonderful.</p> <p>People are so friendly and helpful.</p>
		<i>Relaxation</i>	<p>It was fine and relaxing</p>
		<i>Shops and Stores</i>	<p>A variety of hand made crafts.</p>
		<i>Weather/Climate</i>	<p>Very nice weather</p>

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Positive	<i>Weather/Climate</i>	<p>The weather.</p> <p>Perfect weather</p> <p>The weather.</p>
	Suggestion	<i>Activities (sugg.)</i>	<p>More Activities.</p>
		<i>Beaches (sugg.)</i>	<p>Beaches closer to the port.</p> <p>Closer beaches</p> <p>If they were closer to the beaches.</p> <p>If there where a beach closer to the Harbour.</p> <p>Please clean the beach</p> <p>Access to a nice beach.</p> <p>If they were close to the beaches.</p>
		<i>Entertainment (sugg.)</i>	

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Suggestion		
		<i>Entertainment (sugg.)</i>	More music at the harbour
		<i>Food (sugg.)</i>	If the lunch was included in the tour. Free food. Free beer
		<i>General (sugg.)</i>	Seeing more of the island not just the Freeport area. Expand the area of the port More accessibility for people in the wheel chairs. If they had made the shopping shorter and see more of the island.
		<i>Information (sugg.)</i>	If they had been given a map when they came of the ship.
		<i>Restaurants (sugg.)</i>	More places to eat More availability of restaurants

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Grand Bahama	Suggestion	<i>Shops and Stores (sugg.)</i>	
			Fans in the shops to circulate the air
			They need to take credit cards.
		<i>Tours/Excursions (sugg.)</i>	
			Different types of excursions.
			More tours to choose from.

CONCLUSION

Cruise Tourism is a very lucrative business. In 2011, ships in the global cruise market transported over an estimated 19 million passengers and made an estimated US\$29.4 billion in revenue.³

The Cruise Industry grew tremendously over the years and the cruise lines built bigger and more lavish ships to accommodate the growth. In order to capitalize on this booming cruise business The Bahamas dredged the harbour in New Providence to accommodate the larger ships. In addition to the dredging of the harbour, the plethora of beautiful islands in The Bahamas made the destination ideal for Bahamas only cruises. This meant that cruise ships could stop in Grand Bahama, then travel on to Nassau and then on to another island in The Bahamas. By 2011, The Bahamas was strategically positioned geographically and structurally to take advantage of the new market conditions. In 2011, The Bahamas as a whole received 4.2 million (1st port of entry) cruise visitors. Grand Bahama as an individual island received 845,653 cruise visitors (1st, 2nd and 3rd port of entry). As more and more cruise visitors cruised to the destination, more and more revenue was generated and pumped into the economy.

Cruise Visitors for years have pumped millions of dollars every year into local tourist destinations through spending. When cruise visitors cruised to Grand Bahama or any other island in The Bahamas in 2011, they all pumped money directly into the Government Treasury in the form of port head taxes. Cruise visitors also pumped money into the economy when they spent money on: *activities/tours/excursions* (\$26.33 million), *shopping* (\$12.78 million), *transportation not included in tours* (\$2.85 million), *meals and drinks bought off the ship* (\$2.62 million) and *playing in the on-island casino* (\$0.63 million). In 2011, cruise visitors to Grand Bahama spent an average of \$71.3 per person and pumped \$45.21 million into the economy of the destination. Thirteen years ago in 1998, cruise visitors spent an average of \$55.0 per person and pumped \$19.1 million dollars into the economy of Grand Bahama through visitor spending.

In Grand Bahama Island the average expenditure by cruise ship visitors increased over the years but there is still more room for growth as the quest to increase the average spend per cruise visitor continues. Approximately four in ten (41%) cruise visitors to the island spent under \$50.00 in the destination and six in

³ Source: Wikipedia the Free Encyclopedia, en.wikipedia.org/wiki/cruise_ship
<http://www.cruisemarketwatch.com/articles/cruise-market-watch-announces-2011-cruise-line-market-share-and-revenue-projections/>, "Cruise line Market share and Revenue Projections"

ten (60%) spent \$50.00 or more while on the island. Cruise ship visitors spent money on a variety of things including activities, shopping, transportation not included in tours/excursions, meals & drinks off the ship and on-island casinos.

The activities/tours/excursions made up 58% of the cruise expenditure by cruise visitors to Grand Bahama. Six in ten (60%) cruise visitors who got off the ship in Grand Bahama did an activity/tour/excursion. The most popular activities/tours/excursions were the City Tour/Island Tour and the Dolphin Encounters. Approximately seven in ten (73%) cruise visitors who did some sort of activity/tour/excursion booked it on board the cruise ship, two in ten (21%) booked it independently of the cruise ship and six percent (6%) booked it when they got off the ship in Grand Bahama.

In addition to activities/tours/excursions, some cruise visitors spent money on shopping to purchase their souvenirs. Shopping made up 28% of the expenditure by cruise visitors to Grand Bahama. Seven in ten (74%) cruise visitors who got off the ship in Grand Bahama spent money on some form of shopping. Nearly half (49%) of these cruise visitors bought t-shirts, two in ten (22%) cruise visitors bought some form of other clothing and nearly four in ten (39%) bought jewelry. Cruise visitors to Grand Bahama also spent money on straw work (17% of them), perfumes and cosmetics (5%). Some of them got their hair braided (3%). Some of them bought china/crystal (2%), liquor (2%), leather goods (1%), linen (1%) and tobacco products (1%). Cruise visitors to the island also bought other goods. Of the other goods purchased, the most popular items were hand bags/purses/totes, hats/caps, pictures/paintings, walking canes, sea shells, beach bags, photo albums, postcards, wooden carvings, shot glasses, toys, conch shells, key chains, shoes/slippers/tennis shoes and sun glasses.

In addition to spending money on activities/tours/excursions and shopping, some cruise visitors spent money on transportation costs to get around the island. The transportation costs not included in tours/excursions made up 6.3% of the expenditure by cruise visitors to Grand Bahama. Approximately three in ten (28%) cruise visitors used a taxi to get around Grand Bahama and a very small percentage of them used motor scooters (0.4%) and rental cars (0.3%).

In addition to spending money on activities/tours/excursions, shopping, and transportation costs, some cruise visitors spent money on food and drinks off the ship. Food and drinks made up 6.0% of the expenditure by cruise visitors to Grand Bahama. More than half (57%) of the cruise visitors to Grand Bahama 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 bought water, soda/juice/drink and ice cream. Some of the popular restaurants used by cruise visitors to Grand Bahama were: After Deck, Agave Restaurant, Banana Bay Restaurant, Big Daddy's Beach Shack, Billy Joe's on the Beach, Café Breeze and Carib Café.

In addition to all the other items where cruise visitors spent their money, some of them spent their dollars playing in the casinos. Playing in the casinos made up 1.4% of the total expenditure by cruise visitors who visited a casino on Grand Bahama. Five percent (5%) of the cruise visitors went to an on-island casino despite the fact that most of the cruise ships had a casino on board the ship.

Before visitors got off the ship or left the cruise dock, many of them were already armed with information about what to see and do on the island. Nearly three in ten (29%) cruise visitors to Grand Bahama who had gotten off the ship indicated that they had attended a talk/lecture about what there was to see and do on the island before they got off the ship. Seven in ten (71%) cruise visitors to Grand Bahama indicated that they did get other information besides a talk/lecture about what to do and see on the island. The most popular means to find out information on the island included the Internet, brochures/pamphlets/flyers, cruise directors, tour directors, television on board the ship, maps and travel agents.

Cruise Visitors to Grand Bahama were primarily between the ages of 25 to 64 years of age and female. Four in ten (41%) of them had household incomes of \$75,001 or more. Cruise Visitors to Grand Bahama were primarily from the United States namely Florida, North Carolina, Virginia and Texas. Some of the cruise visitors traveled with children and the children were primarily between the ages of 6 to 17 years of age. The average traveling party size was four although more than half (57%) of the cruise passengers traveled as a party of two persons. Four in ten (44%) cruise visitors to Grand Bahama had been to The Bahamas before. Of the cruise visitors who had been to The Bahamas before, roughly six in ten (63%) had visited before on a cruise ship, roughly one in ten (13%) had stayed on shore and one in ten (10%) had done both.

The likelihood of return for cruise visitors who visited Grand Bahama was high as the majority (95%) of them indicated that they would return. One in ten (12%) of them indicated that they would return and stay in a hotel, six in ten (58%) indicated that they would come back on a cruise ship again and two in ten (21%) indicated that they would do both, come back and stay in a hotel and come back on a cruise. The majority (98%) of cruise visitors to Grand Bahama indicated that they would recommend the Bahamas to friends/relatives.

RECOMMENDATIONS

All recommendations are based on information received directly from the Cruise Visitors.

1. The biggest complaint that cruise visitors had about their trip to Grand Bahama was the fact that they needed more time in port. Forty-four percent (44%) of the complaints received were about the length of stay not being long enough. Some of the cruise visitors needed more time to see the place. Some of them needed more time to go to the beach and some of them needed more time to do their excursion or go shopping.
 - a. It would be nice if there was some way to persuade the cruise lines to stay a little longer in Grand Bahama.
2. Some cruise visitors complained about the shopping available on the island. They wanted: more stores at the harbour, more stores in general, more stores closer to port, less harassment in the stores, wanted the stores to take credit cards, wished that there were more Bahamian items sold in the stores, wanted stores to sell things other than just souvenirs and wanted shops to sell bigger size t-shirts (4XL).
 - a. In order to increase cruise visitor spending in the destination it is important to encourage the stores in the island to pay attention to the things listed above that bothered the cruise visitor about their shopping experience.
 - b. Some cruise visitors wanted fans to be in the shops to circulate the air.
3. Some cruise visitors complained about their credit cards either not working or not being accepted on the island. In this day in age it is interesting to note that there are so many business establishments in Grand Bahama, Nassau and the Family Islands that do not take credit or debit cards. The United States is the biggest supplier of cruise visitors to Grand Bahama. In the US debit and credit cards are almost always used instead of cash. Businesses who wish to cater to tourists in Grand Bahama and the other islands of The Bahamas have to be able to move into the age of this simple technology (debit/credit card machine) or risk losing valuable sales.
4. Some cruise visitors complained about the tours/excursions on the island. They complained that their tour was cancelled, the time of the tour was changed, the tour did not start on time, the tour was not organized, the tour was not long enough, did not get to do their excursion/tour, the tour was continuous riding without stops. Some cruise visitors wanted different types of tours and others wanted more tours to choose from.

- a. Tour operators on the island need to pay attention to the above complaints made by the cruise visitors and fix them.
5. Some cruise visitors complained that they did not have enough to do. Some complained that they wished that they could have gone to a port where they did not have to pay to see the place. Grand Bahama Island has a lot to do once you know where to go. There appears to be a divide between the cruise visitors and the information on the activities available on island including the free activities that are fun.
 - a. This divide needs to be closed by connecting the cruise visitors with the information on the activities available on the island.
 - b. In addition, Grand Bahama should begin to look at ways to create additional fun free activities for families with children between the ages of 6 to 17 years of age, i.e. the primary age of the children that are traveling.
6. Six in ten (60%) cruise visitors to Grand Bahama did activities/tours/excursions while on the island but some visitors complained that they did not have enough information on what there was to do on the island. Only three in ten (29%) cruise visitors attended a talk/lecture about what to do on the island before they got off the ship. Seven in ten (71%) cruise visitors used other methods like the Internet, brochures, Cruise Directors, Tour Directors, television on board the ship, maps etc. to find out about the island.
 - a. Nearly half (46%) of the cruise visitors to Grand Bahama obtained information on what to see and do on the island from the Internet. This makes the Internet a very important source of information for cruise visitors. All of the activities/tours and excursions and things to do and see on the island should be listed directly on the websites of all the major cruise lines that cruise into Grand Bahama or via a link to Bahamas.com where the information on the site would specifically cater to cruise passengers who have a limited time in port.
 - b. One in three (33%) cruise visitors obtained information from brochures/pamphlets/flyers/booklets about what to do and see on the island. After the Internet, brochures/pamphlets/flyers/booklets were the next most important sources of information on what to do and see on the island. The “What to Do” magazine for Grand Bahama or other Bahamian publications on what to do and see on the island should be readily available on the cruise dock in outdoor magazine displays/racks that are along the walkways where the cruise visitors have to walk when they get off the ship as some persons who got off the ship would not yet have made up their minds about what they

wanted to do on the island. Roughly three in ten (27%) cruise visitors who did activities/tours/excursions booked them independently of the cruise ship either before they came or when they got off the ship.

- c. The tourism information booth does not appear to be visible enough to the cruise visitors who got off the ship in Grand Bahama. If possible it should be re-located to a more prominent position in the path of the cruise visitors so that they can easily see it soon after they get off the ship. Only 0.2% of the cruise visitors to the island indicated that they had received information on what to do and see from the tourism information booth.
7. Some of the cruise visitors complained that the beaches were not clean. Every effort needs to be made to ensure that the beaches on the island that are frequented by visitors are kept clean.
 8. There was a complaint about not being able to access certain beaches via certain hotels. Clear beach access points need to be made on entrances to all beaches so that cruise visitors know where to go so that they can easily get on the beaches.
 9. Some visitors complained that the a/c did not work in the taxi cabs. One way to solve this problem is to insist that all taxi vehicles are required to have the air conditioning in good working condition before vehicles can pass inspection and licenses can be renewed.
 10. Some cruise visitors complained about the taxi drivers not being good. Customer service training should be required on a regular basis before taxi drivers are given their licenses.
 11. There was a complaint that the Port Lucaya bathrooms were not working. In addition there were complaints about toilet paper not being available in some bathrooms namely the public ones on the beach. Someone in the government sector, possibly the Ministry of Tourism or the new Ministry of Grand Bahama needs to be assigned to check all public bathrooms a minimum of two times a week or preferably once a day to ensure that everything is in order. An even better idea would be to hire a Grand Bahamian part-time or full time to not only clean the bathrooms but maintain them in good working condition. One or more Grand Bahamians would benefit from the latter idea and the government would have created additional jobs.
 12. One of the complaints concerned the walkway in the garden. If there is any way to make the walk way better it should be done.
 13. Some cruise visitors complained about the people in Grand Bahama, i.e., rude people on the beach, rude vendors.
 - a. Customer service training for all persons in retail stores, vendors on the beach, taxi drivers, bus drivers, etc. should become mandatory.

14. Some cruise visitors wanted more music at the harbour.
 - a. This is a very easy thing to do. The Ministry of Tourism can add more pipe music or ensure that a live band is at the port on heavy cruise ship days. The live band option will aid in more job creation for Bahamian musicians but the means to pay the band would have to be worked out.
15. Some cruise visitors wanted their lunch included in the tour.
 - a. Whenever this is possible, it is not a bad idea to include it in the tour price for a small additional price. Some tour companies offer the same tour, one with lunch included and one without it and charge different prices accordingly. The cruise visitor can then decide which tour they want to do. In Alaska they have tours like that. A tour company can work along with a local restaurant to offer the lunch.
16. Some cruise visitors wanted more places to eat, i.e., more restaurants

APPENDIX

**CRUISE VISITOR ARRIVALS
BY FIRST PORT OF ENTRY
2011**

THE BAHAMAS				NASSAU/ PARADISE ISLAND		
MONTH	2011	2010	% CHG	2011	2010	% CHG
JAN	398,235	328,023	21.4%	194,409	181,729	7.0%
FEB	375,464	310,630	20.9%	184,380	159,887	15.3%
MAR	398,307	377,641	5.5%	186,697	203,842	-8.4%
1QTR	1,172,006	1,016,294	15.3%	565,486	545,458	3.7%
APR	395,718	331,503	19.4%	177,857	165,470	7.5%
MAY	286,800	293,594	-2.3%	130,530	133,288	-2.1%
JUN	274,095	277,683	-1.3%	105,055	114,191	-8.0%
2QTR	956,613	902,780	6.0%	413,442	412,949	0.1%
JUL	323,062	295,775	9.2%	151,940	143,269	6.1%
AUG	278,037	304,237	-8.6%	129,471	140,847	-8.1%
SEP	256,246	242,116	5.8%	130,635	134,279	-2.7%
3QTR	857,345	842,128	1.8%	412,046	418,395	-1.5%
OCT	334,469	327,834	2.0%	194,505	172,012	13.1%
NOV	386,242	368,854	4.7%	197,215	188,339	4.7%
DEC	454,594	351,917	29.2%	243,281	190,798	27.5%
4QTR	1,175,305	1,048,605	12.1%	635,001	551,149	15.2%
YTD	4,161,269	3,809,807	9.2%	2,025,975	1,927,951	5.1%

GRAND BAHAMA ISLAND				THE OUT ISLANDS		
	2011	2010	% CHG	2011	2010	% CHG
JAN	51,729	32,753	57.9%	152,097	113,541	34.0%
FEB	52,775	39,138	34.8%	138,309	111,605	23.9%
MAR	59,700	44,082	35.4%	151,910	129,717	17.1%
1QTR	164,204	115,973	41.6%	442,316	354,863	24.6%
APR	57,458	45,948	25.1%	160,403	120,085	33.6%
MAY	53,966	59,217	-8.9%	102,304	101,089	1.2%
JUN	58,289	59,463	-2.0%	110,751	104,029	6.5%
2QTR	169,713	164,628	3.1%	373,458	325,203	14.8%
JUL	57,286	56,579	1.2%	113,836	95,927	18.7%
AUG	58,083	62,488	-7.0%	90,483	100,902	-10.3%
SEP	35,197	40,673	-13.5%	90,414	67,164	34.6%
3QTR	150,566	159,740	-5.7%	294,733	263,993	11.6%
OCT	42,146	44,650	-5.6%	97,818	111,172	-12.0%
NOV	52,767	48,179	9.5%	136,260	132,336	3.0%
DEC	49,490	41,330	19.7%	161,823	119,789	35.1%
4 QTR	144,403	134,159	7.6%	395,901	363,297	9.0%
YTD	628,886	574,500	9.5%	1,506,408	1,307,356	15.2%

In August 2011, Hurricane Irene passed through The Islands of The Bahamas.

Note: These are preliminary figures, and are subject to change.

**CRUISE VISITOR ARRIVALS
BY SECOND PORT OF ENTRY
2011**

THE BAHAMAS				NASSAU/ PARADISE ISLAND		
MONTH	2011	2010	% CHG	2011	2010	% CHG
JAN	140,858	121,555	15.9%	59,635	46,723	27.6%
FEB	157,293	121,770	29.2%	63,707	50,163	27.0%
MAR	199,533	130,851	52.5%	97,006	56,190	72.6%
1QTR	497,684	374,176	33.0%	220,348	153,076	43.9%
APR	172,400	131,990	30.6%	90,919	58,950	54.2%
MAY	162,673	158,355	2.7%	87,188	73,052	19.4%
JUN	160,855	171,152	-6.0%	108,866	107,670	1.1%
2QTR	495,928	461,497	7.5%	286,973	239,672	19.7%
JUL	172,663	167,172	3.3%	108,100	96,782	11.7%
AUG	135,354	172,350	-21.5%	80,742	92,234	-12.5%
SEP	145,035	144,043	0.7%	77,705	68,938	12.7%
3QTR	453,052	483,565	-6.3%	266,547	257,954	3.3%
OCT	153,422	159,778	-4.0%	64,928	70,391	-7.8%
NOV	171,617	153,476	11.8%	76,635	66,835	14.7%
DEC	194,493	167,923	15.8%	82,270	56,755	45.0%
4QTR	519,532	481,177	8.0%	223,833	193,981	15.4%
YTD	1,966,196	1,800,415	9.2%	997,701	844,683	18.1%

GRAND BAHAMA ISLAND				THE OUT ISLANDS		
MONTH	2011	2010	% CHG	2011	2010	% CHG
JAN	23,657	12,150	94.7%	57,566	62,682	-8.2%
FEB	17,423	15,285	14.0%	76,163	56,322	35.2%
MAR	29,259	10,703	173.4%	73,268	63,958	14.6%
1QTR	70,339	38,138	84.4%	206,997	182,962	13.1%
APR	5,939	15,946	-62.8%	75,542	57,094	32.3%
MAY	16,161	12,604	28.2%	59,324	72,699	-18.4%
JUN	8,776	21,769	-59.7%	43,213	41,713	3.6%
2QTR	30,876	50,319	-38.6%	178,079	171,506	3.8%
JUL	14,203	20,173	-29.6%	50,360	50,217	0.3%
AUG	9,275	17,193	-46.1%	45,337	62,923	-27.9%
SEP	17,361	23,075	-24.8%	49,969	52,030	-4.0%
3QTR	40,839	60,441	-32.4%	145,666	165,170	-11.8%
OCT	17,356	22,711	-23.6%	71,138	66,676	6.7%
NOV	20,641	14,825	39.2%	74,341	71,816	3.5%
DEC	32,137	23,841	34.8%	80,086	87,327	-8.3%
4 QTR	70,134	61,377	14.3%	225,565	225,819	-0.1%
YTD	212,188	210,275	0.9%	756,307	745,457	1.5%

2nd and 3rd ports of entry for cruise arrivals are only to be used if an analysis is being done by individual island and you do not want to include the Bahamas as a whole. If you want a count for the Bahamas as a whole you must look at 1st port of entry only to avoid double counting. The figures are preliminary and subject to revision.

**CRUISE VISITOR ARRIVALS
BY THIRD PORT OF ENTRY
2011**

THE BAHAMAS				NASSAU/ PARADISE ISLAND		
MONTH	2011	2010	% CHG	2011	2010	% CHG
JAN	13,224	11,161	18.5%	4,302	4,966	-13.4%
FEB	10,764	13,628	-21.0%	2,205	4,316	-48.9%
MAR	11,250	8,960	25.6%	0	0	0.0%
1QTR	35,238	33,749	4.4%	6,507	9,282	-29.9%
APR	9,024	9,072	-0.5%	0	0	0.0%
MAY	8,624	8,581	0.5%	8,624	4,336	98.9%
JUN	23,359	14,527	60.8%	11,622	0	100.0%
2QTR	41,007	32,180	27.4%	20,246	4,336	366.9%
JUL	25,097	14,525	72.8%	7,165	0	100.0%
AUG	20,951	12,036	74.1%	10,993	0	100.0%
SEP	10,094	10,510	-4.0%	3,873	0	100.0%
3QTR	56,142	37,071	51.4%	22,031	0	100.0%
OCT	4,250	8,389	-49.3%	4,250	0	100.0%
NOV	12,776	8,245	55.0%	0	0	0.0%
DEC	10,733	10,674	0.6%	0	3,941	-100.0%
4QTR	27,759	27,308	1.7%	4,250	3,941	7.8%
YTD	160,146	130,308	22.9%	53,034	17,559	202.0%

GRAND BAHAMA ISLAND				THE OUT ISLANDS		
MONTH	2011	2010	% CHG	2011	2010	% CHG
JAN	0	0	0.0%	8,922	6,195	44.0%
FEB	0	0	0.0%	8,559	9,312	-8.1%
MAR	0	0	0.0%	11,250	8,960	25.6%
1QTR	0	0	0.0%	28,731	24,467	17.4%
APR	0	0	0.0%	9,024	9,072	-0.5%
MAY	0	0	0.0%	0	4,245	-100.0%
JUN	0	0	0.0%	11,737	14,527	-19.2%
2QTR	0	0	0.0%	20,761	27,844	-25.4%
JUL	2,425	2,581	-6.0%	15,507	11,944	29.8%
AUG	2,154	0	100.0%	7,804	12,036	-35.2%
SEP	0	0	0.0%	6,221	10,510	-40.8%
3QTR	4,579	2,581	77.4%	29,532	34,490	-14.4%
OCT	0	0	0.0%	0	8,389	-100.0%
NOV	0	0	0.0%	12,776	8,245	55.0%
DEC	0	0	0.0%	10,733	6,733	59.4%
4 QTR	0	0	0.0%	23,509	23,367	0.6%
YTD	4,579	2,581	77.4%	102,533	110,168	-6.9%

2nd and 3rd ports of entry for cruise arrivals are only to be used if an analysis is being done by individual island and you do not want the count for the Bahamas as a whole. If you want a count for the Bahamas as a whole you must look at 1st port of entry only to avoid double counting. The figures are preliminary and subject to revision.

**CRUISE VISITOR ARRIVALS
BY FIRST & SECOND & THIRD PORT OF ENTRY
2011**

MONTH	THE BAHAMAS			NASSAU/ PARADISE ISLAND		
	2011	2010	% CHG	2011	2010	% CHG
JAN	552,317	460,739	19.9%	258,346	233,418	10.7%
FEB	543,521	446,028	21.9%	250,292	214,366	16.8%
MAR	609,090	517,452	17.7%	283,703	260,032	9.1%
1QTR	1,704,928	1,424,219	19.7%	792,341	707,816	11.9%
APR	577,142	472,565	22.1%	268,776	224,420	19.8%
MAY	458,097	460,530	-0.5%	226,342	210,676	7.4%
JUN	458,309	463,362	-1.1%	225,543	221,861	1.7%
2QTR	1,493,548	1,396,457	7.0%	720,661	656,957	9.7%
JUL	520,822	477,472	9.1%	267,205	240,051	11.3%
AUG	434,342	488,623	-11.1%	221,206	233,081	-5.1%
SEP	411,375	396,669	3.7%	212,213	203,217	4.4%
3QTR	1,366,539	1,362,764	0.3%	700,624	676,349	3.6%
OCT	492,141	496,001	-0.8%	263,683	242,403	8.8%
NOV	570,635	530,575	7.6%	273,850	255,174	7.3%
DEC	659,820	530,514	24.4%	325,551	251,494	29.4%
4QTR	1,722,596	1,557,090	10.6%	863,084	749,071	15.2%
YTD	6,287,611	5,740,530	9.5%	3,076,710	2,790,193	10.3%

MONTH	GRAND BAHAMA ISLAND			THE OUT ISLANDS		
	2011	2010	% CHG	2011	2010	% CHG
JAN	75,386	44,903	67.9%	218,585	182,418	19.8%
FEB	70,198	54,423	29.0%	223,031	177,239	25.8%
MAR	88,959	54,785	62.4%	236,428	202,635	16.7%
1QTR	234,543	154,111	52.2%	678,044	562,292	20.6%
APR	63,397	61,894	2.4%	244,969	186,251	31.5%
MAY	70,127	71,821	-2.4%	161,628	178,033	-9.2%
JUN	67,065	81,232	-17.4%	165,701	160,269	3.4%
2QTR	200,589	214,947	-6.7%	572,298	524,553	9.1%
JUL	73,914	79,333	-6.8%	179,703	158,088	13.7%
AUG	69,512	79,681	-12.8%	143,624	175,861	-18.3%
SEP	52,558	63,748	-17.6%	146,604	129,704	13.0%
3QTR	195,984	222,762	-12.0%	469,931	463,653	1.4%
OCT	59,502	67,361	-11.7%	168,956	186,237	-9.3%
NOV	73,408	63,004	16.5%	223,377	212,397	5.2%
DEC	81,627	65,171	25.3%	252,642	213,849	18.1%
4QTR	214,537	195,536	9.7%	644,975	612,483	5.3%
YTD	845,653	787,356	7.4%	2,365,248	2,162,981	9.4%

2nd and 3rd ports of entry for cruise arrivals are only to be used if an analysis is being done by individual island and you do not want the count for the Bahamas as a whole. If you want a count for the Bahamas as a whole you must look at 1st port of entry only to avoid double counting.

The figures are preliminary and subject to revision.

CRUISE EXPENDITURE SURVEY

1. What cruise ship are you on?

Cruiseship _____
 Cruiseline _____

2. Are you a passenger or crew?

1. Passenger
 2. Crew → Close Interview

3. How many times have you gotten off your ship?

4. Do you intend to get off your ship again?

1. Yes → Close Interview
 2. Maybe
 3. No Continue Interview

5. Did you do any shopping today?

1. Yes 2. No → Go to question 7

If Yes At Q5:

6. Did you personally buy any of the following items on shore and how much did you spend?

	Amount Spent	Did you Buy Any of these
1 T Shirts	_____	Yes No
2 Other clothing	_____	Yes No
3 Jewellery / watches	_____	Yes No
4 Straw-work	_____	Yes No
5 Other souvenirs	_____	Yes No
6 Perfumes/cosmetics	_____	Yes No
7 China / crystal	_____	Yes No
8 Liquor to take home	_____	Yes No
9 Leather goods	_____	Yes No
10 Linen	_____	Yes No
11 Tobacco	_____	Yes No
12 Hair braiding	_____	Yes No
13 Other (Write in)		
_____	_____	Yes No
_____	_____	Yes No
_____	_____	Yes No

7. Did you do any activities, tours or excursions on-shore while you were off the ship?

1. Yes 2. No → Go to question 9

8. IF YES: Which one did you go on?

ACTIVITIES DONE

	Activity Name	No. of People	Total Cost
Activity 1:			
	Did you book that?		
	1 On Board	2 On-Shore	3 Independently
Activity 2:			
	Did you book that?		
	1 On Board	2 On-Shore	3 Independently
Activity 3:			
	Did you book that?		
	1 On Board	2 On-Shore	3 Independently

9. Did you use any of the following transportation? (i.e. transportation not included in tour/excursion)

	No. of Journeys	Total Cost	No. of People
Did you use:			
Taxi	Yes No _____	_____	_____
Water taxi	Yes No _____	_____	_____
Bus/Jitney	Yes No _____	_____	_____
Horse/Carriage	Yes No _____	_____	_____
Walked/Strolled	Yes No _____		
Comments (if any)	_____		

10. Did you rent a motor scooter, car or a bicycle while you were here today? And how much did that cost? And how many people did that cost cover?

Rented a:		Total Cost
a) Scooter	Yes No	_____
b) Car	Yes No	_____
c) Bicycle	Yes No	_____

11. And did you buy any food or drink while you were out today?

1 Yes	2 No	Total Cost

Restaurant Name _____		

Did you purchase any other food/drink like:

	Total Cost	Yes	No
1. Water	_____	Yes	No
2. Soda/Juice/drink	_____	Yes	No
3. Ice Cream	_____	Yes	No
4. Other _____	_____	Yes	No

12. Did you visit a:

	Yes	No	Total Cost	Name
Casino	Yes	No	_____	_____
Nightclub	Yes	No	_____	_____
Oth. Nightlife	Yes	No	_____	_____
Write in _____				

13. How many people including yourself, do the expenses and purchases made during your trip relate to? Don't include persons not on this trip, please.

14. Have you ever visited The Bahamas before?

- 1 Yes → Go to Q15
- 2 No → Go to Q17

15. How many times have you visited The Bahamas before?

16. And when you came before, was that also on a cruise visit, or did you stay on-shore?

- 1 Cruise
- 2 Stayed on shore
- 3 Both

17. 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?

- 1 Yes
- 2 No
- 3 Don't know

a) Did you get any other information about what to see and do here?

- 1 Yes
- 2 No
- 3 Don't know

From where:

Internet/Online	[]	Maps	[]
Brochures/Pamphlets	[]	TV on ship	[]
Tour Director	[]	Cruise Director	[]

Other _____

18. How likely are you to choose to return to The Bahamas as a vacation destination, either as part of a cruise or for a longer holiday?

- 1 Definitely would — Go to Q19
- 2 Probably would — Go to Q19
- 3 Probably wouldn't — Go to Q20
- 4 Definitely wouldn't — Go to Q20
- 5 Don't know — Go to Q20

IF Definitely or probably would, ASK:

19. Do you think you would stay in a hotel or come here on a cruise ship?

- 1 Would stay in a hotel
- 2 Would come by cruise ship
- 3 Both
- 4 Don't know

20. How do you feel about recommending the Bahamas as a place for your friends/family to visit?

- 1 Definitely will recommend it
- 2 Probably will recommend it
- 3 Probably won't recommend it
- 4 Definitely won't recommend it

21. What would have made your visit here more enjoyable?

22. Where do you live?

1. United States: Which State?

WRITE IN _____

2. Canada: Which Province?

WRITE IN _____

3. Other: Which Country?

WRITE IN _____

23. (Don't ask just circle) Is respondent...

- 1. Male
- 2. Female

24. Into which of these age brackets does your age fall? SHOW CARD. CIRCLE ONE ONLY

- 1 A 18-24
- 2 B 25-34
- 3 C 35-44
- 4 D 45-54
- 5 E 55-64
- 6 F 65-74
- 7 G 75+

25. Are you traveling....

- 1 Alone
- 2 As a couple
- 3 As a family
- 4 As a group

26. How many people are there in your personal travelling party/group including yourself and any children?

27. If you're traveling with children, how old are the children? CIRCLE ALL THAT APPLY
Interviewer: Write in how many of each age

- 1 Under 12 months _____
- 2 Age 1-5 _____
- 3 Age 6-11 _____
- 4 Age 12-17 _____
- 5 Over 17 _____
- 6 No children in party [] Tick box

28. Into which of these brackets does your household income fall? SHOW CARD. CIRCLE ONLY ONE

- 1=Under \$25,000
- 2=\$25,001-\$50,000
- 3=\$50,001-\$75,000
- 4=\$75,001-\$100,000
- 5=\$100,001-\$125,000
- 6=\$125,001-\$150,000
- 7=\$150,001-\$200,000
- 8=\$200,001-\$250,000
- 9=\$250,001-\$325,000
- 10=\$325,001-\$400,000
- 11=\$400,001-\$500,000
- 12=Over \$500,000

END

Thank you very much indeed for your help with our survey.

Have a good return home and we hope to see you again soon in The Islands of The Bahamas

FOR OFFICE USE ONLY:

PLACE OF SURVEY _____

DATE dd / mm / yy _____

SURVEY STAFF ID _____

CODER ID _____

Coding completed dd / mm / yy _____

ACTION TAKEN

RESEARCH AND STATISTICS TEAM NASSAU/P.I & GRAND BAHAMA

Mr. Gary Young-Sr. Director

Ms. Georgina Delancy-General Manager and Writer of this Report

Mrs. Kimberley Greenslade- Manager-Research & Statistics Dept.

Mrs. Ruth Williams-Assistant Manager-Data processing

Mrs. Margo Rose- Assistant Manager –Exit Clerks

Mr. Freeman Davis-Assistant Manager and Data Processing

Ms. Francina Oliver-Data processing

Ms. Leanda Colebrooke-Data processing

Ms. Francina Davis-Data processing

Mrs. Cleo Ellis-Data processing & Exit Survey Clerk Nassau

Mrs. Samantha Adderley-Data processing & Exit Survey Clerk Nassau

Mrs. Amanda St. Charles-Data processing

Ms. Tara Evans- Immigration Card Scanning Unit

Ms. Roshan Lewis- Immigration Card Scanning Unit

Ms. Angelica Bethel- Immigration Card Scanning Unit

Ms. Claudette Pierre- Exit Survey Clerk Nassau

Ms. Shantell Outten- Exit Survey Clerk Nassau

Mr. Ethan Fairweather- Exit Survey Clerk Nassau

Ms. Lianne Cox- Exit Survey Clerk Nassau

Mrs. Antoinette Nesbitt- Exit Survey Clerk Nassau

Grand Bahama Team

Mrs. Alicia Mallory- Exit Survey Clerk Grand Bahama

Mrs. Francita Pratt- Exit Survey Clerk Grand Bahama

Mrs. Sheila Francis- Exit Survey Clerk Grand Bahama

Mrs. Doria Forbes- Exit Survey Clerk Grand Bahama

Mrs. Kenylena Green-Exit Survey Clerk Grand Bahama

Mrs. Mavis Bowe-Exit Survey Clerk Grand Bahama

Mrs. Tonique Wright Exit Survey Clerk Grand Bahama

Mrs. Portia Saunders- Exit Survey Clerk Grand Bahama