

EXUMA



**RESEARCH AND STATISTICS DEPARTMENT
BAHAMAS MINISTRY OF TOURISM
2015**

The island of Exuma is not just one island. It is really a chain of over 360 islands and cays with sandbars, flats, pristine beaches, aquamarine water, and land and sea parks. The islands of Exuma are a 120 mile long chain of breath taking beauty. Exuma is also called the Exumas because of its many islands and cays. The Exumas boasts some of the most beautiful beaches in the world.

The beaches in Exuma are so renowned for their beauty that the filmmakers of the movie Pirates of the Caribbean chose the destination to film parts of the very popular movie sequels there. Some of the best beaches in the world are on Stocking Island. The Exumas are known for the shifting sandbars that have been featured in Ministry of Tourism Advertising as well as in movies.

Exuma is also home to the Thunderball Grotto which is a spectacular underwater cave system located on Staniel Cay that was featured in the James Bond Movies “Thunderball” and “Never Say Never” and Ron Howard’s movie “Splash.”¹

Exuma is home to the Exuma Cays Land and Sea Park. It is also home to the native iguanas which look like very big dragon lizards. On the main island, there are beautiful cliffs and vistas all along the pristine coastline. The Exumas are known to be great for snorkeling, boating/sailing and kayaking. Visitors to the island also have the opportunity to go golfing, bone-fishing, diving and deep sea fishing.

1. Why Did Stopover Visitors Come to Exuma?

- Stopover visitors primarily came to the Exuma Islands to vacation or to enjoy their honeymoon.
- Approximately seven in ten (70%) stopover visitors came to Exuma for a vacation and approximately one in seven (14%) stopovers came to Exuma to enjoy their honeymoon;
- Four percent (4%) of stopovers came to attend a wedding, 3% of them came to visit friends or relatives, 2% of them came to get married, and 2% of them came on a business trip.

¹ Source:www.thewaterfrontlife.com/Staniel_Cay

2. What Influenced Stopover Visitors to Visit Exuma?

TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2015

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	<i>Exuma</i>
Beaches	69%	69%	69%	69%	78%
Climate	53%	56%	53%	46%	58%
Rest and Relaxation	45%	45%	46%	44%	53%
Hotel Facilities	24%	30%	16%	14%	34%
Friendly People	28%	28%	28%	30%	31%
Safety of Islands	19%	17%	21%	21%	28%
Never Been Here Before	24%	24%	31%	17%	27%
Easy to Get to	22%	23%	22%	17%	26%
Exotic Islands	14%	13%	12%	19%	23%
Good Package Deals	18%	17%	39%	7%	14%
Travel Agent/TO	5%	5%	6%	5%	13%
Friend recommended Bah.	11%	11%	9%	12%	12%
Sports	9%	6%	10%	18%	12%
Heard a lot about Bahamas	10%	11%	10%	8%	9%
Best Value for Money	11%	9%	24%	5%	7%
Wanted to Experience Culture	6%	6%	6%	5%	6%
Had Friends in Bah.	8%	8%	8%	10%	5%
Saw Ad on TV	3%	4%	1%	1%	2%
Bahamas Website	2%	2%	3%	5%	2%
Shopping	4%	4%	5%	3%	1%
Nightlife	4%	5%	3%	2%	1%
Saw Ad in Magazine	0%	1%	0%	0%	1%
Junkanoo/Other Bah. Festival	1%	1%	1%	1%	1%
Casinos	9%	13%	5%	1%	0%
Other	10%	9%	7%	12%	6%
Non Response	5%	4%	7%	4%	3%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept., Bahamas Ministry of Tourism

- The four top influences that helped stopover visitors to choose the Exumas were the beaches, the climate, the perceived rest and relaxation to be had on the island and the hotel facilities there.
- Approximately eight in every ten (78%) stopovers to Exuma were influenced to visit The Bahamas because of the beaches and approximately six in ten (58%) were influenced to visit because of the climate.
- Approximately half (53%) of them were influenced to visit by the rest and relaxation they expected to enjoy on the island and approximately one in every three (34%) were influenced to visit by the hotel facilities in Exuma.
- Approximately three in ten stopover visitors to Exuma were influenced to visit by the friendly people (31%) and the perceived safety (28%) of the Exumas.
- Approximately one in every four stopovers to Exuma was influenced to visit by the fact that they had never been there before (27%), it was easy to get to (26%), and the perception that the Exuma islands were exotic (24%).
- Approximately one in every six (14%) stopovers to Exuma was influenced to visit because of the good package deals offered.

- Roughly, one in ten stopover visitors were influenced to visit the island because: of a travel agent/tour operator (13%), a friend had recommended it (12%) or the sporting activities (12%) available on the island had attracted them.

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

**ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS
ISLANDS OF THE BAHAMAS
2015**

	Bahamas	Nassau/P.I.	Grand Bahama	Out Islands	<i>Exuma</i>
Enjoy Beaches	84%	83%	89%	84%	93%
Rest and Relax	71%	73%	76%	63%	79%
Go Snorkeling	36%	32%	34%	49%	50%
Go on Island Tour	16%	13%	23%	22%	40%
Go Golfing	6%	5%	6%	10%	28%
Shop	28%	29%	39%	16%	15%
Go Sailing	7%	6%	7%	12%	13%
Go Diving	9%	7%	8%	16%	12%
Go Bonefishing	4%	2%	3%	12%	7%
Go Deep Sea Fishing	5%	4%	5%	11%	6%
Go to Junkanoo/Oth.	4%	4%	4%	3%	5%
Go Birdwatching	3%	3%	3%	4%	3%
Go to Casinos	16%	20%	19%	2%	1%
Other Activities	7%	7%	7%	5%	7%
Non Response	5%	4%	7%	4%	4%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept., Bahamas Ministry of Tourism

- Most of the stopover visitors to Exuma intended to enjoy the beaches (93%) and rest and relax (79%) while they were on the island.
- Some stopover visitors to the island also wanted to enjoy some sporting activities.
 - Half (50%) of them wanted to go snorkeling and approximately three in ten (28%) intended to go golfing while on the island;
 - Approximately one in every ten stopovers to Exuma intended to go diving (12%) or sailing (13%);
 - Approximately one in every twenty stopovers to Exuma intended to go bone-fishing (7%) or go deep sea fishing (6%) while on the island.
- Approximately four in ten (40%) stopovers to Exuma intended to go on an island tour once they arrived on the island and approximately one in every seven (15%) stopovers intended to go shopping.

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

WHEN DID YOU MAKE YOUR RESERVATIONS STOPOVER VISITORS 2015

	All Bah.	Nassau/P.I.	Grand Bah.	Out Isl.	<i>Exuma</i>
Same Week of Travel	5%	5%	4%	6%	3%
Same Month of Travel	15%	16%	14%	13%	7%
1 to 3 Months Before Travel	44%	47%	47%	36%	39%
4 to 7 Months Before Travel	26%	24%	28%	29%	36%
8 to 12 Months Before Travel	6%	6%	5%	10%	13%
More than 12 months Before Travel	1%	1%	1%	3%	1%
Non-Response	2%	2%	1%	5%	1%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept., Bahamas Ministry of Tourism

- Stopover visitors to Exuma primarily booked their reservations anywhere from the same month of travel to seven months in advance of travel. Approximately one in ten (7%) stopovers booked their reservations the same month of travel and approximately four in ten (39%) booked their reservations one to three months before travel.
- Approximately one in every three (36%) stopovers booked their reservations four to seven months in advance of travel.

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

- Approximately six in ten (58%) stopover visitors to Exuma used an online service to book some or all of their reservations.

a) Which Online Services Were Used Most by Stopover Visitors to Exuma?

MOST POPULAR ONLINE BOOKING SERVICES USED EXUMA 2015

Sandals.com	Redtag.ca	Rbctravelmanagement.com
Watermakersair.com	Selloffvacations.com	Travelonly.com
Expedia.com	United.com	Tpi.ca
Aircanada.com	Navtours.com	Onetravel.com
Aa.com	Hotels.com	Atlantis.com
Delta.com/deltavacations.com	Cruiseplanners.com	Aeroplan.com
Vrbo.com	Bahamasair.com	Ba.com
Orbitz.com	Tui.com	Vacationstogo.com
Homeaway.com	Flighthub.com	Cheaptickets.com
Booking.com	Marcotravel.com	Flightnetwork.com
Travelocity.com	Usairwaysvacations.com	Interturmet.com.br
Grandisleresort.com	Bookit.com	Edreams.com
Carlsonwagonlit.com	Vision2000.ca	Platinumtv.com
Priceline.com	Classicvacations.com	Meritvacations.com
Maritimetravel.ca	Beachbumvacation.com	Worldtv.com
Itravel2000.com	Dertour.de	Bahamas.com
Cheapoair.com	Pleasantoholidays.com	Islandoutpost.com
Aircanadavacations.com	Silverairways.com	Tripadvisors.com
Kayak.com	Oktravagency.com	
Tripcentral.ca	Totaltravelmarine.com	
Jetblue.com	Westjet.com	

This list is not all-inclusive of every online service used.

Source: Immigration Cards and Tour Media Exit Survey 2015

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

ISLANDS OF THE BAHAMAS USE OF TRAVEL AGENT 2015

	All Bahamas		Nassau/P.I.		Grand Bahama		Out Islands		Exuma	
	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014
Used Travel Agent	30%	31%	27%	32%	37%	34%	32%	26%	46%	49%
Did Not Use Travel Agent	69%	68%	72%	67%	62%	65%	65%	73%	52%	50%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept., Bahamas Ministry of Tourism

- Roughly, half (46%) the stopover visitors to Exuma used a travel agent or tour operator to book some or all of their reservations to the destination. Some stopovers to Exuma were obviously using a combination of online and travel agent booking services to make their reservations. They were using online services for some items and TA/TO for other items.
- Some stopovers to Exuma who used tour operators/travel agents used the following: Sandals/Sandals Unique Vacations, Unique Vacations, AAA Travel/Triple AAA Travel, Air Canada Vacations, Flight Centre, Carlson Wagonlit Travel, Liberty Travel, American Express Travel, Marlin Travel, Travel Leaders, Travel Impressions, Uniglobe Travel, GoGo Tours, CAA Travel, Viaggi Del Ventaglio, Funjet Vacations, Provident Travel and VIP Travel, etc.

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

- Approximately nine in ten (88%) stopover visitors used the Internet as the electronic media most frequently used when planning their vacation.
- Approximately one in ten (9%) stopovers used Network television when planning their vacations.
- Approximately one in every twenty of them used Specialty Cable Channels (7%) or Specialty News Channels (5%) the most when planning their vacations.

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

**TOP 20 FAVORITE TELEVISION NETWORKS/STATIONS
ISLANDS OF THE BAHAMAS
2015**

Bahamas		% Informants	Exuma		% Informants
1	ESPN	21%	ESPN		25%
2	ABC	20%	NBC		18%
3	NBC	19%	ABC		17%
4	CNN	16%	HGTV (Home & Garden Network)		17%
5	HBO	14%	CNN		16%
6	CBS	14%	CBS		13%
7	HGTV (Home & Garden Network)	13%	CBC (Canada)		9%
8	FOX	10%	FOX		9%
9	TNT	7%	HBO		9%
10	FOOD (Food Network)	7%	DISC (Discovery Channel)		8%
11	DISC (Discovery Channel)	7%	FOOD (Food Network)		7%
12	FOXN	6%	FOXN		6%
13	BRAVO	5%	TNT		6%
14	USA	5%	Other Sports Networks		6%
15	TLC (The Learning Channel)	5%	BRAVO		5%
16	E! (E! Entertainment)	4%	TLC (The Learning Channel)		5%
17	HIST(History Channel)	4%	AMC (American Movie Classics)		4%
18	SHW (Showtime)	4%	TSN		4%
19	LIFE (Lifetime)	3%	TBS		3%
20	TBS	3%	Travel Channel		3%
Nassau/P.I.		% Informants	Grand Bahama		% Informants
1	ESPN	22%	HBO		19%
2	ABC	21%	NBC		18%
3	NBC	20%	ABC		17%
4	CNN	17%	HGTV (Home & Garden Network)		16%
5	HBO	14%	ESPN		15%
6	CBS	14%	CBS		15%
7	HGTV (Home & Garden Network)	12%	CNN		13%
8	FOX	10%	FOOD (Food Network)		8%
9	TNT	7%	FOX		7%
10	FOOD (Food Network)	7%	DISC (Discovery Channel)		6%
11	DISC (Discovery Channel)	6%	TNT		6%
12	FOXN	6%	USA		5%
13	BRAVO	6%	CBC (Canada)		4%
14	TLC (The Learning Channel)	5%	BRAVO		4%
15	USA	5%	FOXN		4%
16	E! (E! Entertainment)	4%	TLC (The Learning Channel)		4%
17	SHW (Showtime)	4%	Other Sports Networks		4%
18	LIFE (Lifetime)	4%	SHW (Showtime)		4%
19	HIST(History Channel)	4%	A & E (Arts & Entertainment Network)		4%
20	DSNY (Disney Channel)	3%	LFMN (Lifetime Movie Network)		3%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept. Ministry of Tourism

- One in every four (25%) stopovers to Exuma watched ESPN.
- Approximately two in ten stopovers watched NBC (18%) or ABC (17%).

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

- Stopover visitors to Exuma were most likely to watch television between the hours of 7:00 am to 8:59 am and 6 pm to 10:59 pm at night. The hour of 8:00 pm to 8:59 pm was the most popular; four in ten (42%) stopovers to Exuma watched television during that time.

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

- Approximately two in ten (19%) stopover visitors to Exuma used print media when they were planning their vacations. Of the stopover visitors to Exuma who used print media to plan their vacations approximately four in ten (38%) stopovers used newspapers and approximately seven in ten (73%) used magazines. Some stopover visitors obviously used both.

11. Use of Newspapers

**TOP 20 FAVORITE NEWSPAPERS READ BY VISITORS
ISLANDS OF THE BAHAMAS
2015**

Bahamas		% Informants	Exuma		% Informants
1	New York Times	25%	Globe & Mail		21%
2	USA Today	25%	New York Times		21%
3	Wall Street Journal	16%	USA Today		20%
4	Other	9%	Toronto Star		19%
5	Washington Post	8%	Wall Street Journal		17%
6	New York Post	7%	Washington Post		5%
7	Daily News	6%	Daily News		3%
8	Toronto Star	6%	Atlanta Journal Constitution		3%
9	Globe & Mail	5%	Sun/The Sun News		2%
10	Boston Globe	4%	National Post		2%
11	Times	4%	New York Post		2%
12	Post	3%	Boston Globe		2%
13	Miami Herald	2%	Chronicle Herald		2%
14	Atlanta Journal Constitution	2%	Times		2%
15	Newsday	2%	Chicago Tribune		1%
16	Chicago Tribune	2%	Dallas Morning News		1%
17	New York Daily News	2%	Sun Sentinel		1%
18	Dallas Morning News	2%	Houston Chronicle		1%
19	Sun/The Sun News	1%	Miami Herald		1%
20	Orlando Sentinel	1%	Newsday		1%
Nassau/P.I.		% Informants	Grand Bahama		% Informants
1	New York Times	26%	USA Today		22%
2	USA Today	25%	New York Times		18%
3	Wall Street Journal	16%	Wall Street Journal		13%
4	Other	9%	Other		12%
5	Washington Post	9%	Daily News		8%
6	New York Post	8%	Washington Post		7%
7	Daily News	7%	Toronto Star		6%
8	Toronto Star	6%	Times		5%
9	Globe & Mail	5%	New York Post		5%
10	Boston Globe	5%	Globe & Mail		4%
11	Post	5%	Sun/The Sun News		3%
12	Times	3%	Miami Herald		3%
13	Newsday	3%	Winnepeg Free Press		2%
14	New York Daily News	3%	Boston Globe		2%
15	Chicago Tribune	2%	La Press (Montreal, Quebec)		2%
16	Atlanta Journal Constitution	2%	Calgary Herald		1%
17	Dallas Morning News	2%	Atlanta Journal Constitution		1%
18	Miami Herald	2%	Dallas Morning News		1%
19	Sun/The Sun News	1%	National Post		1%
20	Orlando Sentinel	1%	Ottawa Citizen		1%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept. Ministry of Tourism

- Although only 19% of stopover visitors to Exuma used print media when planning their vacations, roughly half (45%) of the stopovers read newspapers for their personal enjoyment and edification. Some of these newspapers would have been online and not just in print form. Approximately two in ten stopovers to Exuma read the Globe and Mail (21%), New York Times (21%), USA Today (20%), Toronto Star (19%) and the Wall Street Journal (17%).

12. Use of Magazines

TOP 20 FAVORITE MAGAZINES READ BY VISITORS ISLANDS OF THE BAHAMAS 2015

Bahamas		% Informants	Exuma		% Informants
1	People	24%	People	24%	
2	Better Homes & Gardens (BHG)	16%	Better Homes & Gardens (BHG)	21%	
3	In Style	11%	Men's Health	15%	
4	Good Housekeeping	11%	In Style	13%	
5	National Geographic (Explorer)	10%	Cosmopolitan (Cosmo)	12%	
6	Men's Health	10%	Food & Wine	11%	
7	Cosmopolitan (Cosmo)	9%	Golf Digest	11%	
8	Food & Wine	9%	Good Housekeeping	10%	
9	Sports Illustrated	9%	Glamour	10%	
10	Glamour	8%	Sport Illustrated	9%	
11	Time Magazine	8%	Southern Living	9%	
12	Bon Appetit	8%	Golf	8%	
13	Southern Living	8%	National Geographic (Explorer)	8%	
14	Reader's Digest	7%	Conde Nast Travel	7%	
15	Architectural Digest	7%	Architectural Digest	7%	
16	O (Oprah)	6%	Bon Appetit	7%	
17	Conde Nast Travel	6%	Economist	7%	
18	Travel & Leisure	6%	Travel & Leisure	7%	
19	Other Magazines	6%	Reader's Digest	6%	
20	Woman's Day	5%	Time Magazine	6%	
Nassau/P.I.		% Informants	Grand Bahama		% Informants
1	People	25%	People	26%	
2	Better Homes & Gardens (BHG)	16%	Better Homes & Gardens (BHG)	22%	
3	In Style	12%	Good Housekeeping	14%	
4	Good Housekeeping	11%	Cosmopolitan (Cosmo)	12%	
5	Men's Health	11%	National Geographic (Explorer)	11%	
6	Sports Illustrated	10%	Food & Wine	9%	
7	National Geographic (Explorer)	10%	Reader's Digest	9%	
8	Cosmopolitan (Cosmo)	9%	Glamour	9%	
9	Food & Wine	9%	In Style	9%	
10	Time Magazine	8%	Men's Health	8%	
11	Glamour	8%	Woman's Day	8%	
12	Bon Appetit	8%	Southern Living	8%	
13	O (Oprah)	7%	O (Oprah)	7%	
14	Southern Living	7%	Other Magazines	7%	
15	Architectural Digest	7%	Time Magazine	7%	
16	Reader's Digest	7%	Shape	6%	
17	Travel & Leisure	6%	Bon Appetit	6%	
18	Other Magazines	6%	Travel & Leisure	6%	
19	Conde Nast Travel	6%	Economist	5%	
20	US/US Weekly	6%	Conde Nast Travel	5%	

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept. Ministry of Tourism

Percentages based on informants who read magazines.

- Although only 19% of stopover visitors to Exuma used print media when planning their vacations more than half (54%) of the stopovers read magazines for their enjoyment or personal edification.
- Roughly two in ten stopover visitors to Exuma read People Magazine (24%) and Better Homes and Gardens (21%) whether they were planning their vacations or not.
- Approximately one in seven stopover visitors to Exuma read Men's Health (15%) and approximately one in ten read In Style (13%), Cosmopolitan (12%),

Food and Wine (11%), Golf Digest (11%), Good Housekeeping (10%), Glamour (10%), Sports Illustrated (9%), Southern Living (9%), Golf (8%) and National Geographic Explorer (8%) for their reading enjoyment.

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

TOURIST COMMENTS POSITIVE VS. NEGATIVE COMMENTS EXUMA

TOP 6 COMPLIMENTS			TOP 6 COMPLAINTS		
	2015	2014		2015	2014
General	30%	31%	Litter (neg)	15%	7%
People	25%	25%	Hotel (neg)	10%	10%
Scenery/Sightseeing	11%	9%	Prices (neg)	9%	11%
Beaches	9%	10%	People (neg)	8%	7%
Sea/Water	5%	5%	Service (neg)	7%	7%
Tour/Excursions	3%	1%	General Comm. (neg.)	6%	6%
No. of Comments	406	350	No. of Comments	108	72

Source: Tour Operator and Media Exit Survey 2015.

- In 2015, the top six complaints that visitors made about Exuma were about litter on the island, the hotel, high prices, poor attitudes of some of the people and poor service on the island. Hotel complaints and service complaints were often intertwined with each other.
- Approximately one in every seven complaints received from stopovers was about the litter (15%) on the island. Stopovers who complained about litter mentioned: litter all over the island, garbage on the side of the roads, etc.
- One in ten complaints received about Exuma were about the hotel (10% e.g. hotel service not good, food quality not good, etc.), the high prices (9%, e.g. food expensive, everything expensive, etc.), the poor attitudes of the people (8%, e.g. unfriendly people) and the service (7%, e.g. slow service, service not good) in the island.

14. How Did Stopover Visitors Rate Their Product Experiences?

PRODUCT SATISFACTION RATINGS

EXUMA

2015

Exuma	Excellent	Good	OK	Not So Good	Awful	DK	Categories Combined	
							Excellent or Good	Not So Good or Awful
Beaches	71%	19%	6%	1%	0%	1%	90%	1%
Climate	56%	27%	13%	2%	0%	1%	82%	2%
Attitude of People	57%	24%	11%	3%	1%	0%	81%	5%
Easy to Get to	38%	29%	22%	3%	0%	2%	67%	4%
Hotel Rooms	35%	29%	18%	2%	0%	10%	65%	2%
Hotel Service	35%	25%	16%	6%	2%	11%	60%	8%
Food in Restaurants	26%	31%	22%	5%	1%	10%	57%	6%
Restaurant Service	29%	28%	20%	6%	2%	10%	57%	9%
Food in Hotels	25%	29%	21%	8%	1%	11%	53%	8%
Overall Value for Money	22%	30%	32%	6%	2%	1%	52%	9%
Value for Money in Hotels	19%	28%	28%	7%	2%	10%	46%	9%
Exuma	49%	32%	14%	1%	0%	1%	81%	2%

Source: Tour Operator and Media Exit Survey 2015, Research and Statistics Dept., Bahamas Ministry of Tourism

- The beaches and the climate were the two most highly rated product experiences in Exuma.
- Nine in ten (90%) stopovers thought that the beaches were excellent or good and eight in ten (82%) thought that the climate was excellent or good.
- Approximately eight in ten (81%) stopovers thought that the attitude of the people was excellent or good.
- Visitors to Exuma also rated the destination higher than visitors to the Bahamas Overall. Approximately eight in ten (81%) stopover visitors to Exuma thought that the destination was excellent or good compared to three in four (76%) stopovers to the Bahamas Overall who thought this way. Only 2% of the stopovers to Exuma thought that it was not so good or awful.
- Stopovers to Exuma rated the hotel rooms more highly than stopovers to the Bahamas Overall. Approximately two in three (65%) stopovers to Exuma thought that the hotel rooms were excellent or good compared to approximately half (52%) of those to the Bahamas Overall. Only 2% of the stopovers to Exuma thought that the rooms were not so good or awful.
- Six in ten (60%) stopovers to Exuma thought that the hotel service was excellent or good. However, 8% thought that the hotel service was not so good or awful.
- Approximately one in ten stopover visitors to Exuma thought that the restaurant service (9%), overall value for money (9%), the hotel value for money (9%) and the food in the hotels (8%) were not so good or awful. Approximately one in twenty (6%) stopovers thought that the food in the restaurants was not so good or awful.

15. How Did Stopover Visitors to Exuma Get There?

- The majority (88%) of stopover visitors to Exuma travelled to Exuma via a commercial airline.
- Approximately one in ten (8%) stopovers travelled to the island destination via a private plane and 2% by a yacht/private boat.

16. Where Did Visitors to Exuma Stay While There?

- Approximately half (52%) of the stopovers to Exuma stayed in a hotel and one in four (25%) stayed in an apt/villa. Thirteen percent (13%) of stopovers stayed on a private boat/yacht, 3% with friends or relatives, and 3% in their own property.
- It is obvious that some stopover visitors who are staying on a boat/yacht are not coming in on their boats but are flying into Exuma.

17. Which Stopover Visitors to Exuma Tended to Stay the Longest (2015)?

- Stopovers from the Caribbean stayed an average of 10.8 nights.
- Stopover visitors from Europe stayed on average 10.5 nights and those from Canada stayed an average of 9.8 nights.
- Stopovers from the United States stayed an average of 7.4 nights and those from Latin America an average of 8.2 nights.
- The average length of stay in Exuma overall was 8.0 nights.

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

- Although stopover visitors visit Exuma all year round, February to July are normally the busiest months. March is normally the busiest month for stopovers to visit the island in any given year.

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

- The slowest months for stopover visitors to visit Exuma are normally during the months of September and October and it is not unusual for some hotel properties to close during these months.

20. How Many Stopover Visitors Did Exuma Receive and Where Did They Come From (2015)?

- In total, Exuma received 53,066 stopover visitors in 2015.

United States: Approximately three in every four (76% or 40,365 stopovers) stopover visitors to Exuma came from the United States. Stopovers to Exuma from the United States primarily came from the states of Florida (17%), Texas (8%), New York (6%), California (5%), Georgia (5%), Virginia (4%), North Carolina (4%), and Tennessee (3%).

Canada: One in every seven (14% or 7,283 stopovers) stopover visitors to Exuma came from Canada. Stopovers to Exuma from Canada primarily came from the Canadian Provinces of Ontario (57% of them), Quebec (16%), Alberta (5%), British Columbia (4%), and Nova Scotia (4%).

Europe: 7% (3,485) of the stopovers came from Europe. Stopovers to Exuma from Europe primarily came from the UK (25% of them), Italy (21%), Germany (17%), France (17%), Switzerland (6%), Austria (2%), and Spain (2%).

Latin America: 1% (519) of the stopover visitors came from Latin America. Stopover Visitors to Exuma from Latin America primarily came from Brazil (21%), Argentina (18%), Venezuela (16%), Peru (14%), Mexico (10%), Uruguay (7%), Columbia (5%), Panama (3%), and Chile (3%).

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
2015**

	Exuma	All Bah.
MAIN PURPOSE OF VISIT		
Vacation	70%	74%
Honeymoon	14%	6%
To attend Wedding	4%	2%
Visiting friends and relatives	3%	5%
To Get Married	2%	1%
Business	2%	4%
DECISION TO VISIT INFLUENCED BY:		
Beaches	78%	69%
Climate	58%	53%
Rest and Relaxation	53%	45%
Hotel Facilities	34%	24%
Friendly People	31%	28%
Never Been Here Before	27%	24%
Safety of the Island	28%	19%
Ease of Getting to Island	26%	22%
Exotic Islands	23%	14%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	93%	84%
Rest and Relax	79%	71%
Go Snorkeling	50%	36%
Go on an Island Tour	40%	16%
Go Golfing	28%	6%
Go Shopping	15%	28%
Go Sailing	13%	7%
Go Diving	12%	9%
Go Bonefishing	7%	4%
LIKELY RETURN IN 1-5 YEARS	91%	88%
LIKELY RECOMMEND TO FRIENDS/REL	97%	95%
USED ONLINE SERVICE	58%	67%
USED TRAVEL AGENT	46%	30%
AGE*		
25 - 54 years old	57%	52%
55 years old or older	28%	24%
SEX*		
Male	50%	48%
Female	48%	48%
RACE		
White	85%	80%
Black	3%	7%
Hispanic	2%	4%
Mixed Race/Mixed Heritage	4%	3%
Asian/Pacific Islander	2%	3%
American Indian/Alaska Native	0%	0%
Other	1%	1%

	Exuma	All Bah.
EDUCATION		
College Graduate or Above	74%	67%
ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	4%	8%
\$50,001 to \$75,000	7%	10%
\$75,001 or more	67%	57%
PREVIOUS VISITS		
First Time Visitor	41%	43%
Repeat Visitor	58%	56%
TRAVELLING PARTY SIZE		
One	12%	17%
Two	56%	45%
Three or more	29%	36%
HOUSEHOLD SIZE		
One	7%	11%
Two	50%	42%
Three-Four	30%	35%
COUNTRY OF ORIGIN		
USA	76%	77%
Canada	14%	10%
Europe	7%	6%
Other Countries	4%	7%
AVERAGE LENGTH OF STAY	8.0 nts.	6.7 nts.

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

*Source: Tour Operator & Media Exit Study 2015. Some rounding may have occurred



Information in this brochure is based on the Tour Operator & Media Exit Survey 2015, The Bahamas Immigration Card, The Bahamas Tourist Office Exuma, and myoutislands.com.

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