

COMPETITIVE PRICING TRACKER

FOR THE MONTH OF

AUGUST 2011

Business News

Vol 2 Issue No. 1

THE ISLANDS OF THE BAHAMAS

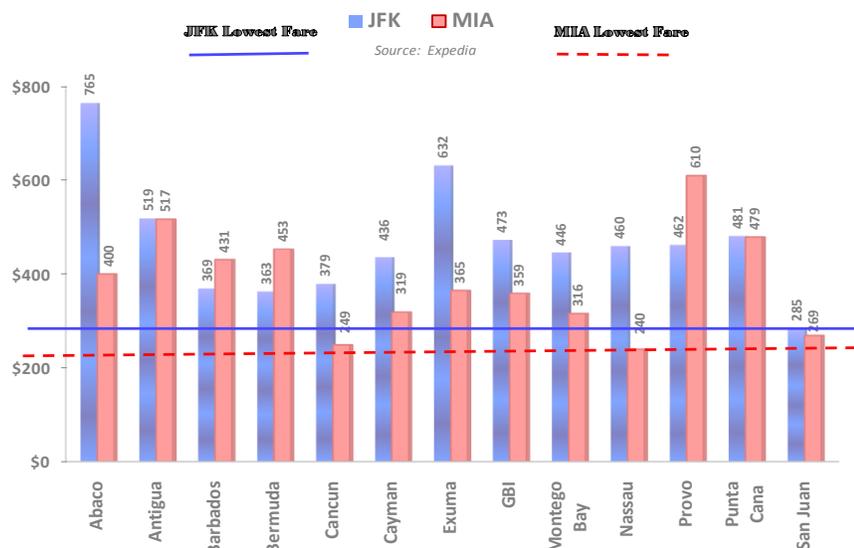


Booking Date: July 18th 2011 ~ Travel Date: October 13th 2011

By Faye M. Cash, Senior Analyst – MOT

Airfares from JFK and MIA

As of October 13, 2011



Preface

After a five month hiatus, the price tracker is back with several changes. The focus has shifted from reporting competitive pricing one month out to three months out.

Analysis will focus on the month of October 2011. However the snapshot airfares will be report for the three months i.e. Aug, Sep and Oct. A competitive analysis of the air seat capacity will be reviewed for those three months to garner any correlation with respect to airfares. Trend reports will reappear when enough historical data has been collected.

TIOTB Fare Trends for October 13, 2011

- The best NAS/**MIA** airfare is \$240, nonstop on Bahamasair, an increase of 9% y-o-y. The best NAS/**JFK** airfare is \$460 one-stop on JetBlue, up 31% y-o-y.
- The best GBI/**MIA** airfare is \$359, nonstop on American, an 11% increase y-o-y. The best GBI/**JFK** airfare is \$473, one-stop on AA, down 2% y-o-y.
- The best MHH/**MIA** airfare is \$400 one-stop on Bahamasair, up 11% y-o-y. The best MHH/**JFK** airfare is \$765, two-stops on American, a 39% increase y-o-y.
- The best GGT/**MIA** airfare is \$365 one-stop on Bahamasair, down 1% y-o-y. The best GGT/**JFK** airfare is \$473, one-stop on AA, up 15% y-o-y.

MIA	Oct-10	Oct-11	Y-O-Y diff
Abaco	359	400	11%
Antigua	382	517	35%
Barbados	382	431	13%
Bermuda	398	453	14%
Cancun	382	249	-35%
Cayman	316	319	1%
Exuma	370	365	-1%
GBI	323	359	11%
Montego Bay	267	316	18%
Nassau	221	240	9%
Provo	435	610	40%
Punta Cana	610	479	-21%
San Juan	244	269	10%
AVERAGE	345	385	12%

JFK	Oct-10	Oct-11	Y-O-Y diff
Abaco	552	765	39%
Antigua	444	519	17%
Barbados	337	369	9%
Bermuda	288	363	26%
Cancun	477	379	-21%
Cayman	343	436	27%
Exuma	551	632	15%
GBI	483	473	-2%
Montego Bay	376	446	19%
Nassau	351	460	31%
Provo	558	462	-17%
Punta Cana	528	481	-9%
San Juan	277	285	3%
AVERAGE	416	467	12%

NB. Due to the ongoing dispute in the US over the debt ceiling, federal airline taxes expired on 22/7/11, so pax from/to the US will see a decrease in ticket taxes (~ \$40 to NAS). See appendix 5. Also BAH gov ticket taxes will show a net decrease of \$2 in October 2011.

Snapshot Air Fares from Miami			
Destination	18-Aug-11	15-Sep-11	13-Oct-11
Antigua	\$769	\$507	\$517
Barbados	\$516	\$431	\$431
Bermuda	\$453	\$453	\$453
Cancun	\$367	\$240	\$249
GBI	\$354	\$354	\$359
GGT, Exuma	\$438	\$360	\$365
Grand Cayman	\$319	\$319	\$319
Marsh Harbour	\$478	\$405	\$400
Montego Bay	\$456	\$346	\$316
Nassau	\$226	\$234	\$240
Provo	\$610	\$610	\$610
Punta Cana	\$471	\$598	\$479
San Juan	\$304	\$245	\$269
Average	\$443	\$392	\$385

Snapshot Airfares from JFK			
Destination	18-Aug-11	15-Sep-11	13-Oct-11
Antigua		\$409	\$519
Barbados	\$386	\$369	\$369
Bermuda	\$423	\$295	\$363
Cancun	\$542	\$377	\$379
GBI	\$455	\$468	\$473
GGT, Exuma	\$665	\$627	\$632
Grand Cayman	\$436	\$436	\$436
Marsh Harbour	\$773	\$717	\$765
Montego Bay	\$621	\$446	\$446
Nassau	\$444	\$405	\$460
Provo	\$379	\$460	\$462
Punta Cana	\$586	\$406	\$481
San Juan	\$329	\$285	\$285
Average	\$503	\$438	\$467

This report reviews the air fare and package pricing (airfare and hotel) from New York (**JFK**) and Miami (**MIA**) to selected competitive markets against TIOTB. The package is assessed for a 3 day/4 night stay, per person with a travel departure on Thursday and return on Sunday – based on two people travelling.

This assessment is carried out in the middle of each month for a travel date during the following month using **expedia.com**. Please note the booking date as this snap shot pricing reported may differ when reviewed at a later time. In the airline industry the cost of an airfare and subsequent air packages fluctuate depending on the time of day, day of week and amount of time travel is booked away from day of departure. This report covers the travel departure date of October 13th, 2011 from MIA and JFK booked on July 18th, 2010.

The air fare quoted is for the lowest fare for travel on the specified departure date. Where available, the non-stop fare is used except in cases where it is *considerably* greater than a one-stop fare, hence the term “best fare”. The rationale is that persons travelling will weigh the value of a flight based on the factors of duration, number of stops and cost before selecting a flight.

Properties ranked on Hotel star rating, then lowest package price (JFK)

RANK	Hotel	JFK	MIA	Destination	Hotel* Rating	Travelers' Opinion
1st	El Conquistador Resort	502	486	San Juan	4	4.1
2nd	Sheraton Nassau Beach	712	489	Nassau	4	4.1
3rd	Radisson Our Lucaya	714	582	GBI	4	3.8
4th	Pelican Bay Resort	724	578	GBI	4	4.3
5th	Hilton Barbados	755	732	Barbados	4	4.4
6th	Atlantis Royal Towers	795	571	Nassau	4	4.4
7th	Hilton Rose Hall Resort	824	799	Montego Bay	4	4.5
8th	RIU Palace	857	765	Punta Cana	4	4.0
9th	The Fairmont Hamilton	969	946	Bermuda	4	4.5
10th	Blue Waters Cove	1,109	1,203	Antigua	4	4.7
11th	Hilton Cancun Golf & Spa~	N/A	N/A	Cancun	4	4.5
12th	RIU Bambu	791	710	Punta Cana	3.5	3.7
13th	Abaco Beach Resort & Boat Harbour	987	759	Abaco	3.5	4.4
14th	Toby's resort	547	510	Montego Bay	3	4.4
15th	Amaryllis Beach Resort	561	580	Barbados	3	3.9
16th	Barcelo Tucancun Beach All Inclusive	562	438	Cancun	3	4.0
17th	Shaw Park Beach	611	589	Montego Bay	3	3.6
18th	Sandy Port Beaches	674	451	Nassau	3	3.3
19th	Comfort Suites PI	770	647	Nassau	3	4.1
20th	Comfort Suites 7 Mile Beach	798	540	Cayman	3	4.1
21st	Coconut Beach	832	895	Antigua	3	3.9
22nd	Surf Side Beach Club	999	856	Bermuda	3	3.4
23rd	Peace & Plenty~	N/A	641	Exuma	3	-
24th	Island Palm Resort	587	434	GBI	2.5	3.6
25th	Comfort Suites T&C	644	751	Providenciales	2.5	3.9
26th	Pelican Beach Villas	948	674	Abaco	2.5	4.0
27th	Nassau Palm Hotel	690	443	Nassau	2	2.6
28th	Allamanda Beach Hotel~	N/A	N/A	Barbados	2	2.9
	Average Package Price	\$758	\$657		<i>Out of 5</i>	<i>Out of 5</i>

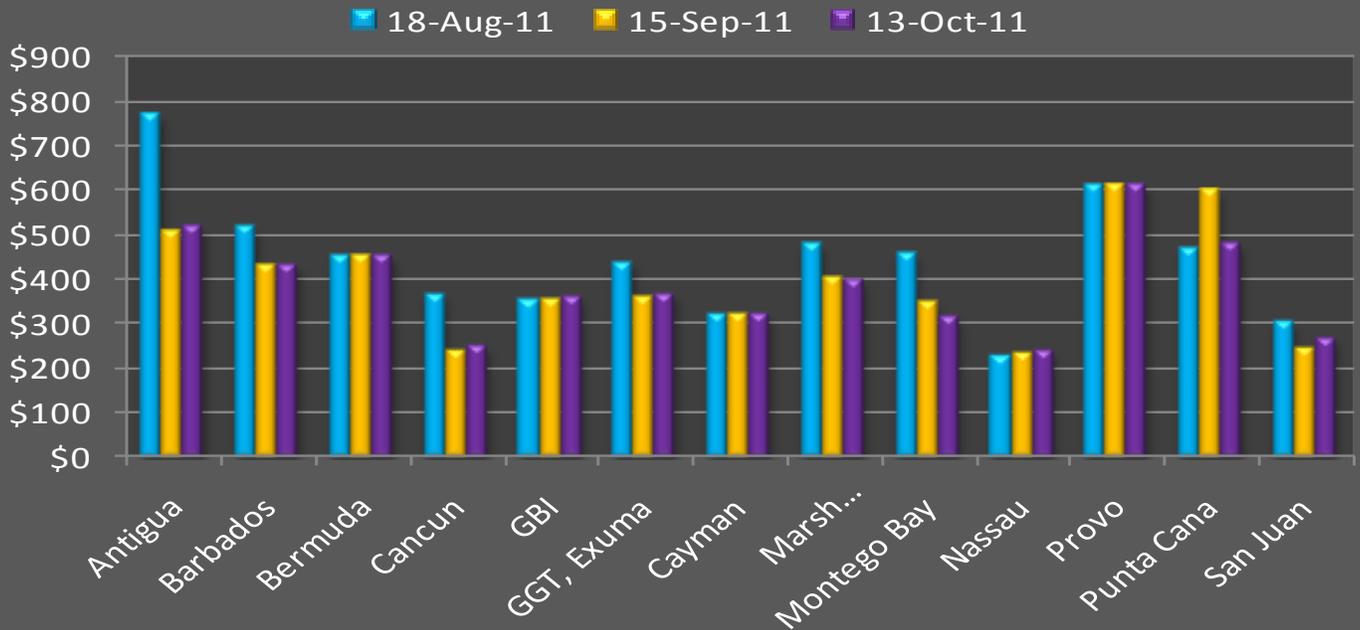
~ No Availability for travel dates 13 Oct - 16 Oct, 2011

**SCHEDULE of Direct Int'l Flights to TIOTB
For the Month of August 2011**

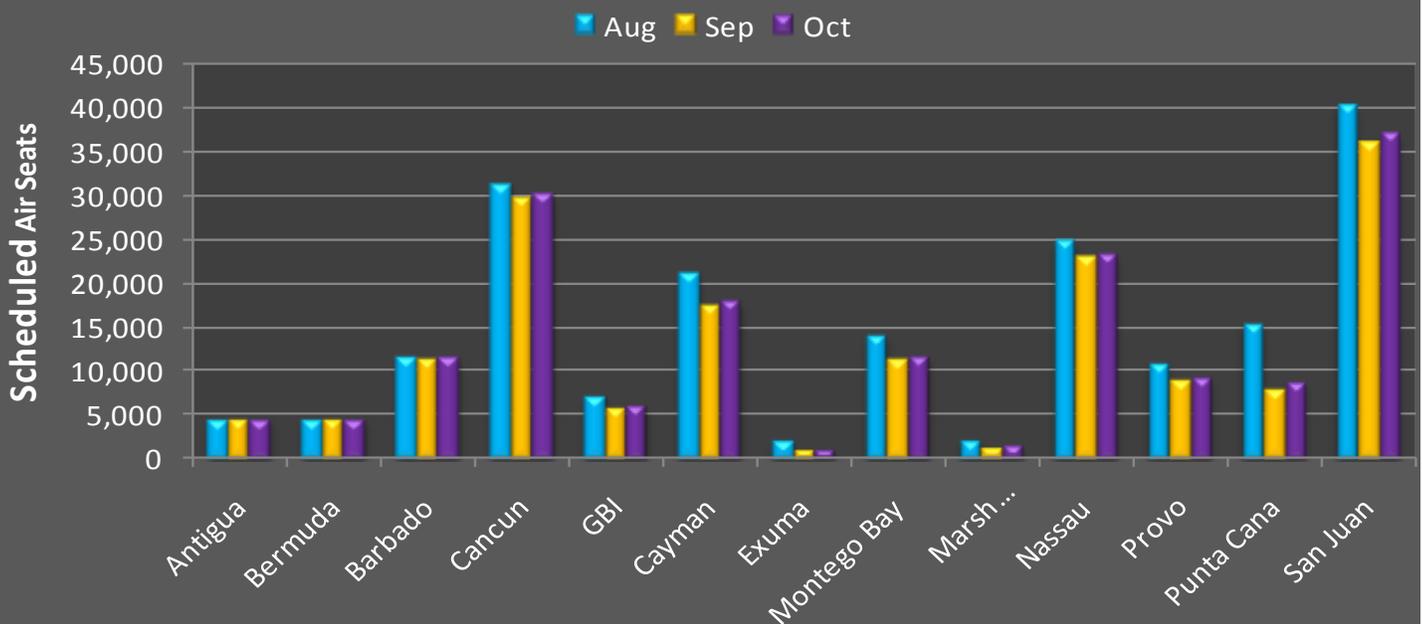
CITY AIRPORT	Andros Town	Bimini	North Eleuthera	Freeport	George Town	Governor's Harbour	Marsh Harbour	Nassau	Treasure Cay	San Salvador
Atlanta										
<i>Delta Air Lines</i>				Sa	W, Su			3 x day		
<i>Air Tran</i>								Daily		
Baltimore										
<i>Air Tran</i>								ex M,W,F		
Charlotte										
<i>US Airways</i>				Daily				2 x day		
Dallas/Fort Worth										
<i>American</i>								Daily		
Fort Lauderdale										
<i>JetBlue</i>								4 x day		
<i>Continental Connec</i>	Sa	Daily	2 x day	3 x day	Daily	Daily	2 x day		Daily	
<i>Spirit</i>								Daily		Sa
<i>Bahamasair</i>				2 x day				4 x day		
Grand Cayman										
<i>British Airways</i>								Tu,W,F,Sa		
Havana, Cabaña										
<i>Cabaña</i>								ex Sa		
<i>Bahamasair</i>								Tu,Th,Su		
Houston										
<i>Continental</i>								Daily		
JFK										
<i>JetBlue</i>								3 x day		
Kingston										
<i>Caribbean Airlines</i>								M,Th,F,Su		
London										
<i>British Airways</i>								ex M,Th		
Miami										
<i>American</i>			Daily	4 x day	Daily		Daily	7 x day	ex Tu,Th,Su	
<i>Bahamasair</i>								3 x day		
Newark										
<i>Continental</i>								Daily		
Orlando										
<i>JetBlue</i>								Daily		
<i>Bahamasair</i>								2 x day		
Panama										
<i>Copa Airlines</i>								ex Tu,F,Su		
Paris										
<i>XL Airways</i>										W
Philadelphia										
<i>US Airways</i>								Daily		
Providenciales, Turks & Caicos										
<i>British Airways</i>								Su		
<i>Air Turks & Caicos</i>								M,W,F		
<i>Western Air</i>				Th,Su						
<i>Bahamasair</i>								Tu,Th,Su		
Toronto										
<i>Air Canada</i>					Su			Daily		
<i>West Jet</i>								M,W,F,Su		
West Palm Beach										
<i>Continental Connections</i>								2 x day		
<i>Bahamasair</i>								ex Tu,W		
Washington, DC										
<i>US Airways</i>								Daily		

Source: SABRE Solutions

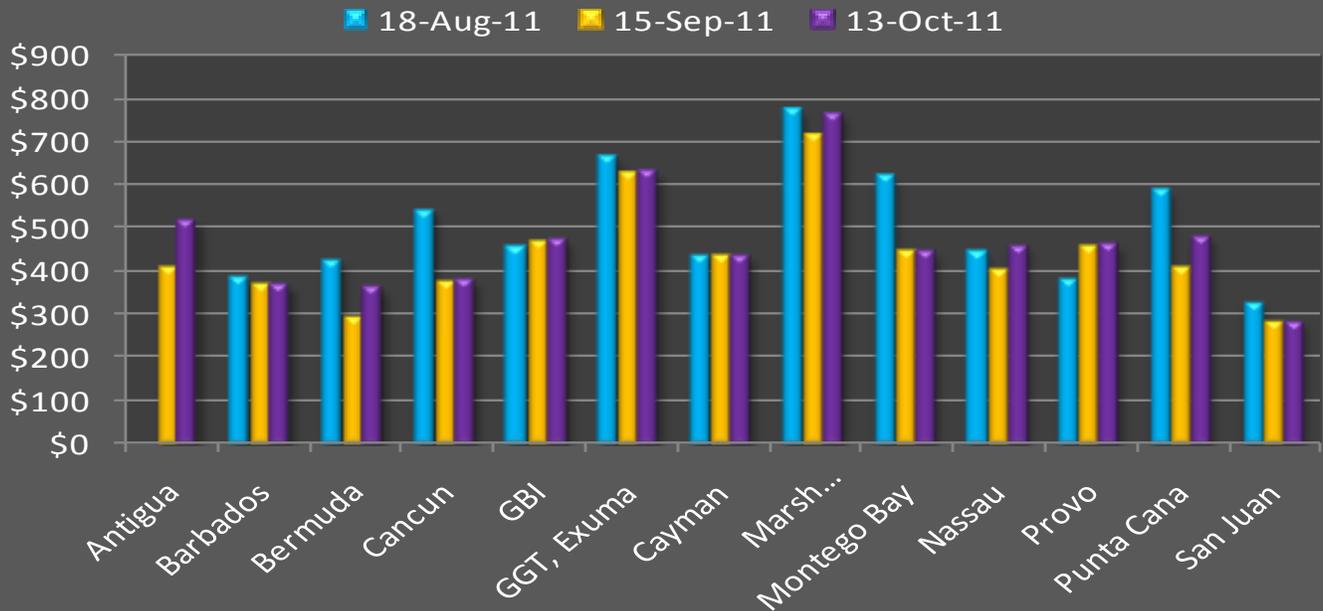
Snap Shot Competitive Air Fares From MIA



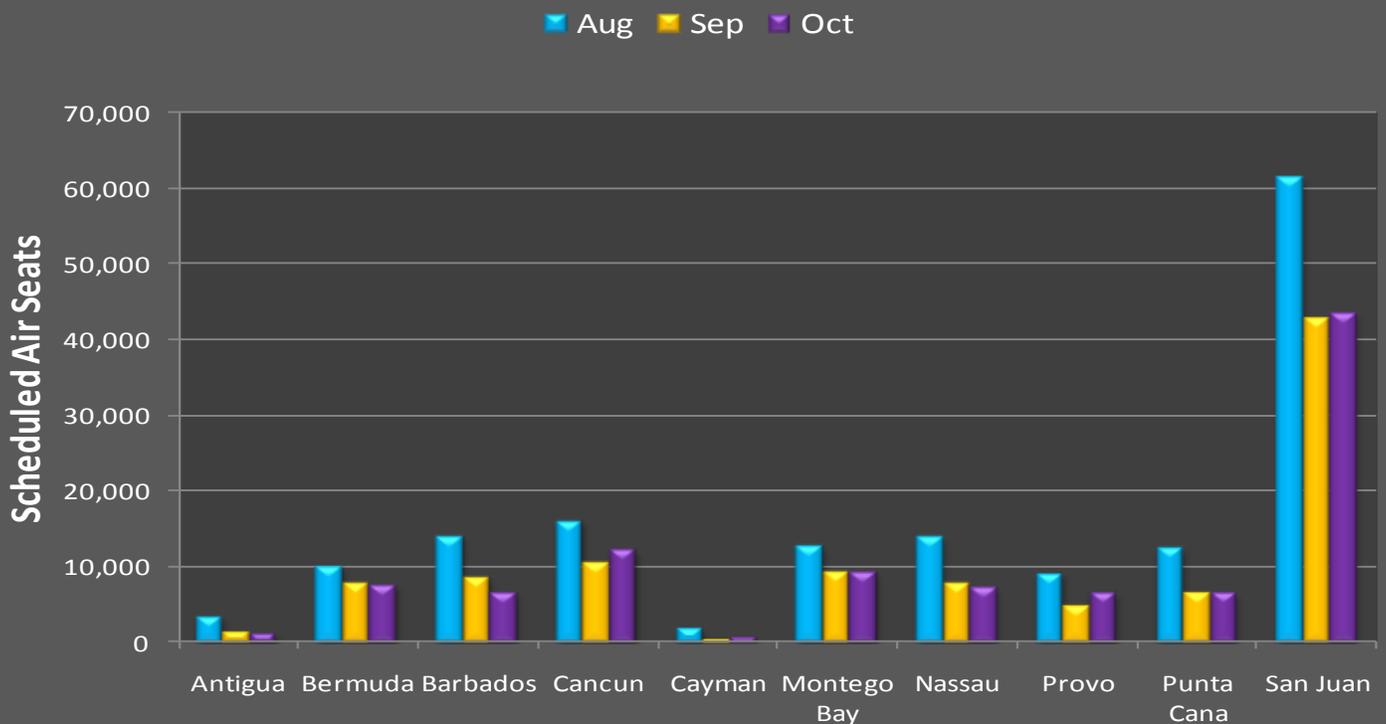
Scheduled Air Seat Capacity From MIA



Snap Shot Competitive Air Fares From JFK



Scheduled Air Seat Capacity From JFK



¹ NB. There are no direct seats from JFK to GBI, Marsh Harbour or Exuma

Fort Lauderdale Airfares vs Miami

Booking Date	Travel Date	Year	Origin	Destination	Airline	Stops	Connecting City	Hotel	FLL Air Fare	MIA Air Fare
18-Jul	13-Oct	2011	FLL	Nassau	Bahamasair	Non-stop	-		\$219	\$240
18-Jul	13-Oct	2011	FLL	San Juan	JetBlue	Non-stop	-		\$269	\$269
18-Jul	13-Oct	2011	FLL	GBI	Bahamasair	Non-stop	-		\$265	\$359
18-Jul	13-Oct	2011	FLL	Montego Bay	Caribbean Airlines	Non-stop	-		\$316	\$316
18-Jul	13-Oct	2011	FLL	Cancun	JetBlue	Non-stop	-		\$244	\$249
18-Jul	13-Oct	2011	FLL	Exuma	Gulfsream	Non-stop	-		\$433	\$365
18-Jul	13-Oct	2011	FLL	Bermuda	Continental	1 Stop	EWR		\$522	\$453
18-Jul	13-Oct	2011	FLL	MHH	Gulfsream	Non-stop	-		\$473	\$400
18-Jul	13-Oct	2011	FLL	Antigua	Caribbean Airlines	1 Stop	KIN		\$549	\$517
18-Jul	13-Oct	2011	FLL	Barbados	Caribbean Airlines	1 Stop	POS	+ 1 day	\$650	\$431
18-Jul	13-Oct	2011	FLL	Cayman	US Airways	1 Stop	CLT		\$714	\$319
18-Jul	13-Oct	2011	FLL	Providenciales	US Airways	1 Stop	CLT		\$696	\$610
18-Jul	13-Oct	2011	FLL	Punta Cana	US Airways	1 Stop	CLT		\$663	

POS: Port of Spain, Trinidad

CLT: Charlotte, North Carolina

EWR: Newark

KIN: Kingston

Ticket Taxes	From MIA	From JFK
Abaco	46	60
Antigua	44	58
Barbados	62	51
Bermuda	50	62
Cancun	69	69
Cayman	71	85
Exuma	46	60
GBI	78	87
Montego Bay	76	76
Nassau	74	74
Provo	84	84
Punta Cana	102	102
San Juan	14	14
AVERAGE	63	68