



Booking Date: February 17<sup>th</sup> 2010 ~ Travel Date: January 20<sup>th</sup> 2011

By Faye M. Cash, Senior Analyst – MOT

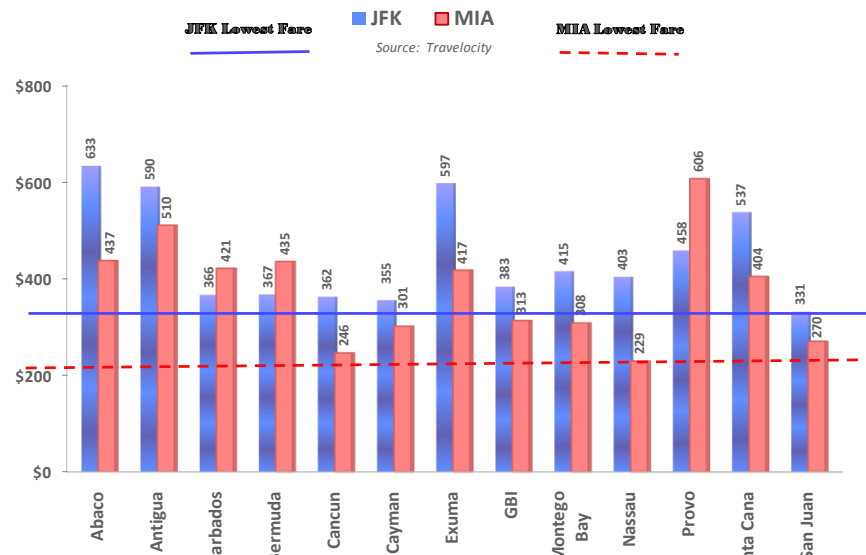
## Airfares from JFK and MIA

As of February 10, 2011

### Preface

Due to the ongoing dispute between American Airlines and the travel agency community, Expedia and Orbitz are no longer showing fares from AA for competitive shopping. As a result the source for the competitive tracking as of this month will now be **Travelocity.com**.

This decision was made because AA's fares have been the lowest for the majority of the destinations being tracked. In fact, for this month, except for JFK/NAS, JFK/SJU & MIA/NAS, the best fares all come from AA.



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 **travelocity.com**. Please note the booking date as the 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 February 10<sup>th</sup>, 2011 from MIA and JFK booked on January 17<sup>th</sup>, 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.

### Average Fare/Package

- ✎ The average best fare from **MIA**<sup>1</sup> is **\$377**, unchanged over January (m-o-m) and down 33% over last February (y-o-y).
- ✎ The average best fare from **JFK**<sup>1</sup> is **\$446**, an increase of 1% over January (m-o-m) and down 30% over last February (y-o-y).
- ✎ The average package (inclusive of air fare and hotel) from **MIA** is **\$691**, an increase of 2% over January (m-o-m) and down 42% y-o-y.
- ✎ The average package (inclusive of air fare and hotel) from **JFK** is **\$760**, down 1% (m-o-m) and down 41% y-o-y.

<sup>1</sup> MIA or JFK fares quoted are the average fares of all the destinations – see last row of the Air Fare Trends Table, page 2

### Variations

- ✎ The lowest best airfare for the month of February from **MIA** is **\$229** to **NAS**, nonstop on Bahamasair. The lowest best airfare from **JFK** is **\$331** to **San Juan**, nonstop on JetBlue.
- ✎ The highest best airfare for the month of February from **MIA** is **\$606** to **Provo**, one-stop on American. The highest best airfare from **JFK** is **\$633** again to **Abaco** on AA, one-stop.
- ✎ The **best air package** of the 23 properties reviewed, based on highest hotel star rating and then lowest price from both **MIA** and **JFK** is the Hilton Cancun. – see page 2.

# TIOTB

## Fare Trends

The lowest NAS/**MIA** airfare is **\$229**, nonstop on Bahamasair, an increase of 3% m-o-m and up 17% y-o-y. The lowest NAS/**JFK** airfare is **\$403** one-stop on JetBlue, up 7% m-o-m, down 19% y-o-y.

The lowest GBI/**MIA** airfare is **\$313** on American, unchanged m-o-m and a 12% decrease y-o-y. The lowest GBI/**JFK** airfare is **\$383**, one-stop on AA, a 15% decrease m-o-m and down 53% y-o-y.

The lowest MHH/**MIA** airfare is **\$437** on American, up 2% m-o-m and up 27% y-o-y. The lowest MHH/**JFK** airfare is **\$633**, one-stop on American, a 0.3% increase m-o-m and down 7% y-o-y.

The lowest GGT/**MIA** airfare is **\$417** on American, up 16% m-o-m. The lowest GGT/**JFK** airfare is **\$597**, one-stop on AA, down 2% m-o-m. GGT, Exuma was not being tracked last year so there is

Air Fare Trends										
Period	Feb-11		Jan-11		Feb-10		M-O-M		Y-O-Y	
Destination	JFK	MIA	JFK	MIA	JFK	MIA	JFK	MIA	JFK	MIA
Abaco	633	437	631	430	679	345	0.3%	2%	-7%	27%
Antigua	590	510	588	477	814	1,988	0.3%	7%	-28%	-74%
Barbados	366	421	390	420	745	694	-6%	0.2%	-51%	-39%
Bermuda	367	435	349	502	342	452	5%	-13%	7%	-4%
Cancun	362	246	368	296	500	259	-2%	-17%	-28%	-5%
Cayman	355	301	375	348	578	338	-5%	-14%	-39%	-11%
Exuma	597	417	611	359			-2%	16%		
GBI	383	313	450	313	813	354	-15%	0%	-53%	-12%
Montego Bay	415	308	354	307	609	432	17%	0.3%	-32%	-29%
Nassau	403	229	375	223	499	196	7%	3%	-19%	17%
Provo	458	606	405	589	885	683	13%	3%	-48%	-11%
Punta Cana	537	404	506	438	849	761	6%	-8%	-37%	-47%
San Juan	331	270	344	205	367	214	-4%	32%	-10%	26%
Average	\$446	\$377	\$442	\$377	\$640	\$560	1%	0%	-30%	-33%

no y-o-y comparison for that destination.

For TIOTB both MHH and GGT have **MIA** and **JFK** airfares above the competitive average.

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

RANK	Hotel	JFK	MIA	Destination	Hotel* Rating	Travelers' Opinion
<b>1st</b>	Hilton Cancun Golf & Spa	536	420	Cancun	4	4.5
<b>2nd</b>	Pelican Bay Resort	663	593	GBI	4	4.3
<b>3rd</b>	Radisson Our Lucaya	680	610	GBI	4	3.8
<b>4th</b>	Hilton Rose Hall Resort	716	662	Montego Bay	4	4.5
<b>5th</b>	The Fairmont Hamilton	757	825	Bermuda	4	4.5
<b>6th</b>	Sheraton Nassau Beach	874	664	Nassau	4	4.1
<b>7th</b>	RIU Palace	917	804	Punta Cana	4	4.0
<b>8th</b>	Hilton Barbados	1,098	1,153	Barbados	4	4.4
<b>9th</b>	Atlantis Royal Towers	1,150	940	Nassau	4	4.4
<b>10th</b>	Blue Waters Cove	1,185	1,163	Antigua	4	4.7
<b>11th</b>	El Conquistador Resort~	N/A	N/A	San Juan	4	4.1
<b>12th</b>	RIU Bambu	844	731	Punta Cana	3.5	3.7
<b>13th</b>	Abaco Beach Resort & Boat Harbour	981	714	Abaco	3.5	4.4
<b>14th</b>	Surf Side Beach Club	548	616	Bermuda	3	3.4
<b>15th</b>	Comfort Suites 7 Mile Beach	637	583	Cayman	3	4.1
<b>16th</b>	Barceló Tucancun Beach All Inclusive	653	537	Cancun	3	4.0
<b>17th</b>	Shaw Park Beach	701	647	Montego Bay	3	3.6
<b>18th</b>	Amaryllis Beach Resort	745	800	Barbados	3	3.9
<b>19th</b>	Comfort Suites PI	850	640	Nassau	3	4.1
<b>20th</b>	Coconut Beach~	N/A	N/A	Antigua	3	3.9
<b>21st</b>	Sandy Port Beaches~	N/A	N/A	Nassau	3	3.3
<b>22nd</b>	Peace & Plenty~	N/A	N/A	Exuma	3	-
<b>23rd</b>	Island Palm Resort	488	418	GBI	2.5	3.6
<b>24th</b>	Comfort Suites T&C	641	772	Providenciales	2.5	3.9
<b>25th</b>	Pelican Beach Villas~	N/A	N/A	Abaco	2.5	4.0
<b>26th</b>	Toby's resort	529	475	Montego Bay	2	4.4
<b>27th</b>	Allamanda Beach Hotel	634	689	Barbados	2	2.9
<b>28th</b>	Nassau Palm Hotel	650	439	Nassau	2	2.6
	<b>Average Package Price</b>	<b>\$760</b>	<b>\$691</b>		<i>Out of 5</i>	<i>Out of 5</i>

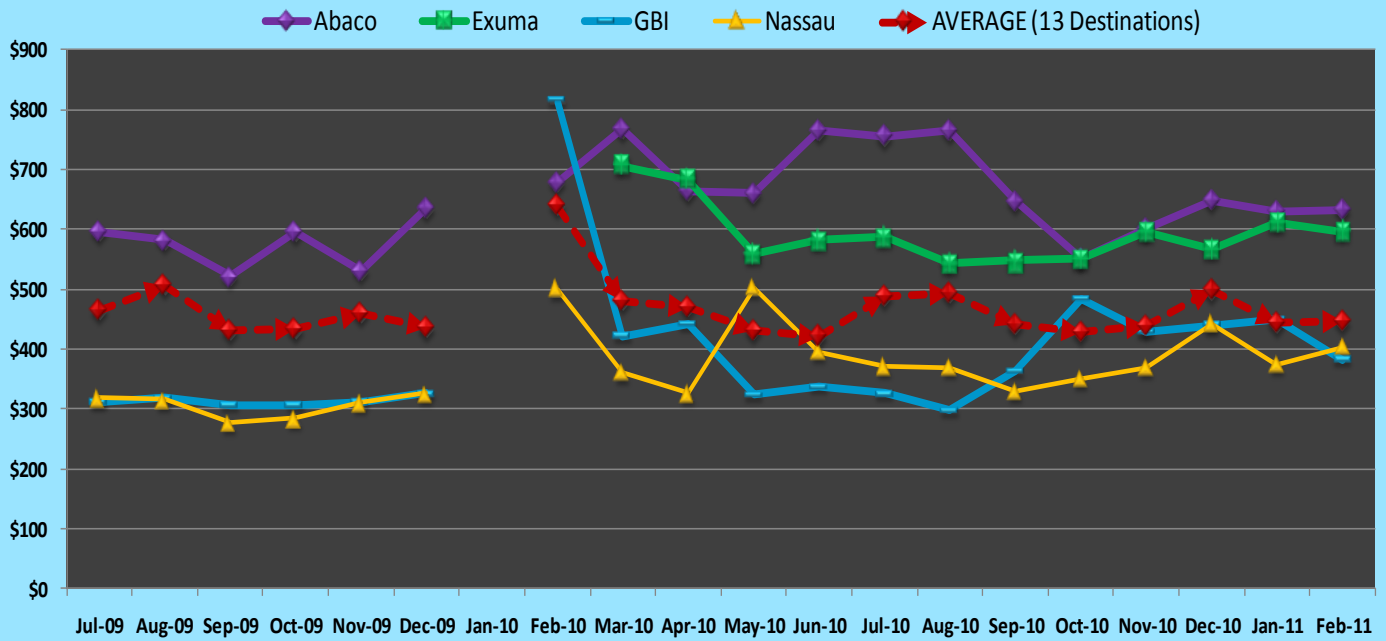
~ No Availability for travel dates 10 Feb - 13 Feb 2011

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

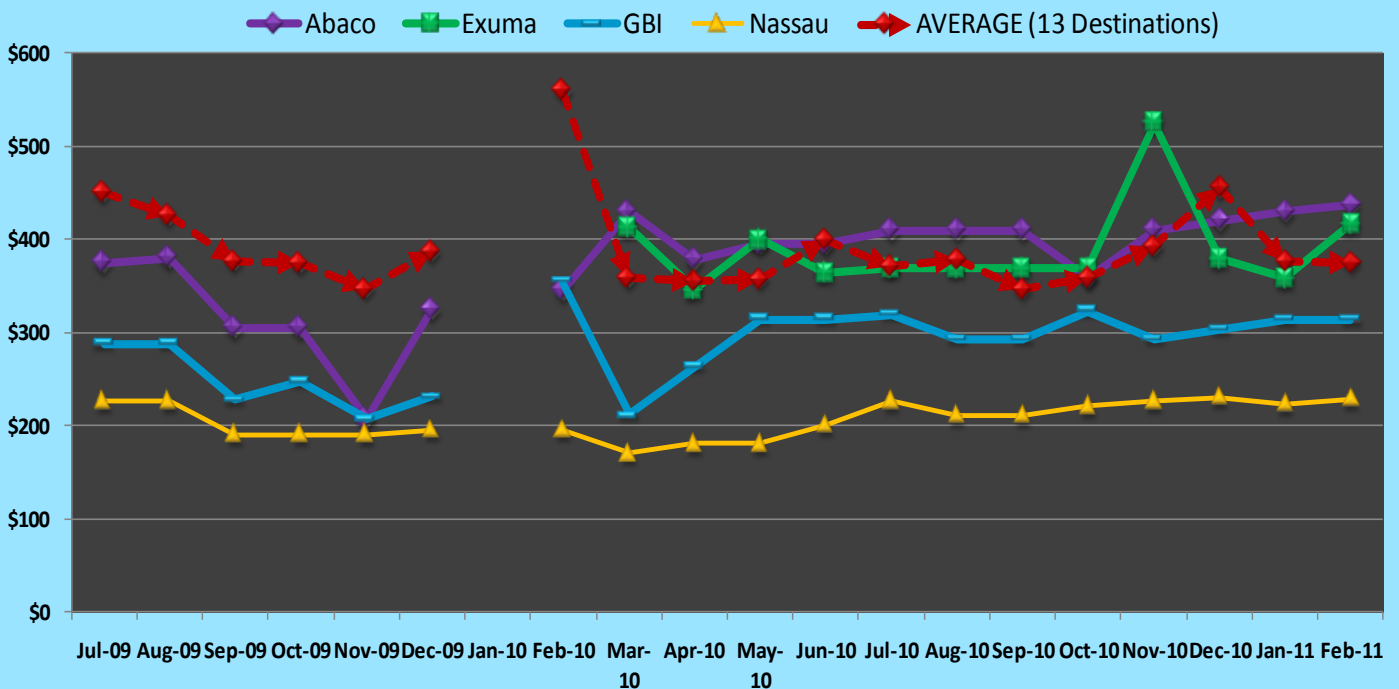
CITY AIRPORT	Andros Town	Bimini	North Eleuthera	Freeport	George Town	Governor's Harbour	Marsh Harbour	Nassau	Treasure Cay	San Salvador
<b>Atlanta</b>										
<i>Delta Air Lines</i>				Sa	W, Su			4 x day		
<i>Air Tran</i>								Daily		
<b>Baltimore</b>										
<i>Air Tran</i>								Ex M, W, F		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

Source: SABRE Solutions

### TIOTB Airfare Trends from JFK As of February 2011

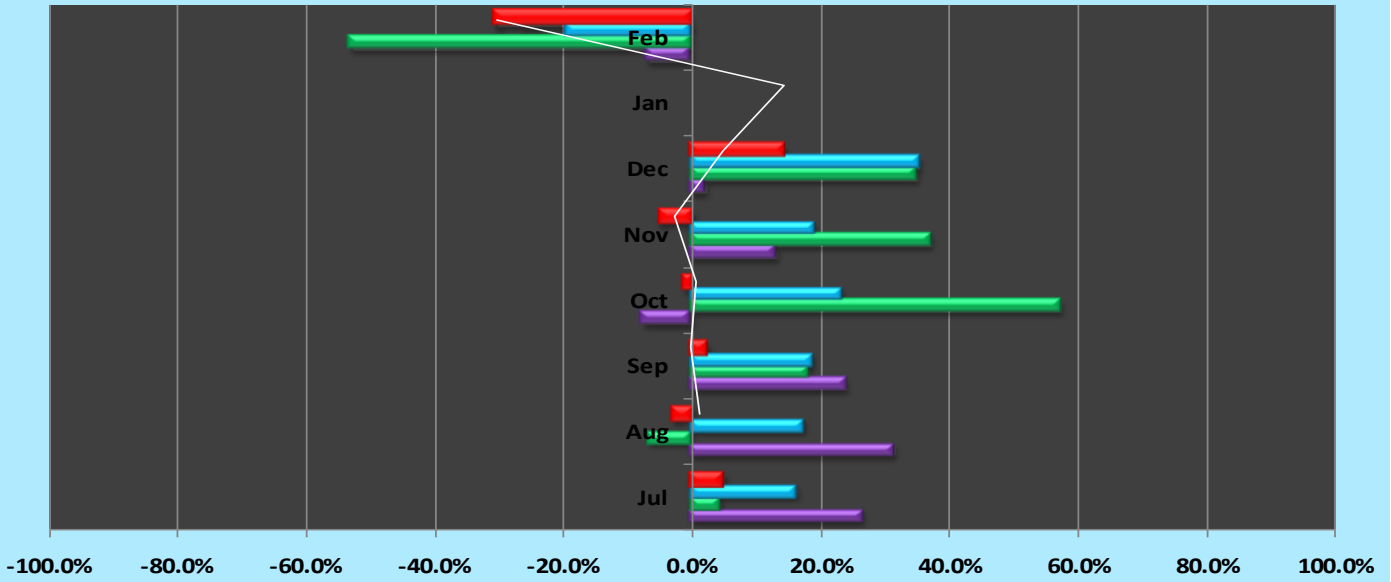


### TIOTB Airfare Trends from MIA As of February 2011



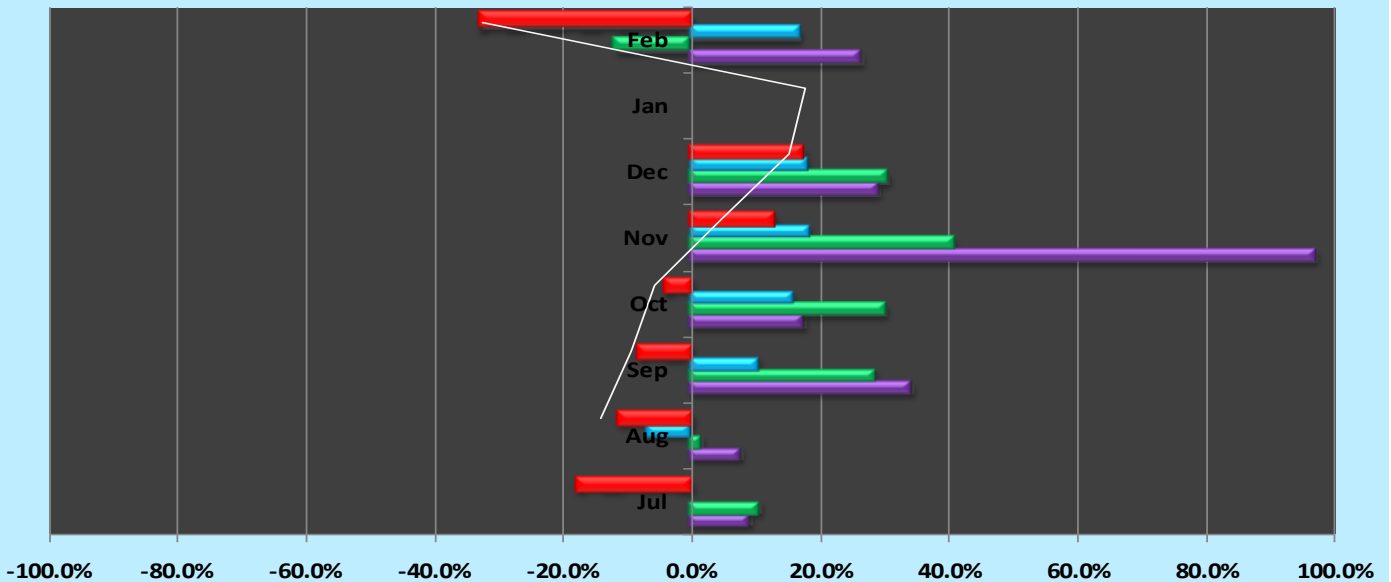
### TIOTB Airfares Y-O-Y Diff from JFK As of February 2011

■ AVERAGE (13 Destinations) 
 ■ Nassau 
 ■ GBI 
 ■ Abaco 
 — Avg Trendline



### TIOTB Airfares Y-O-Y Diff from MIA As of February 2011

■ AVERAGE (13 Destinations) 
 ■ Nassau 
 ■ GBI 
 ■ Abaco 
 — Avg Trendline



Fort Lauderdale Airfares vs Miami

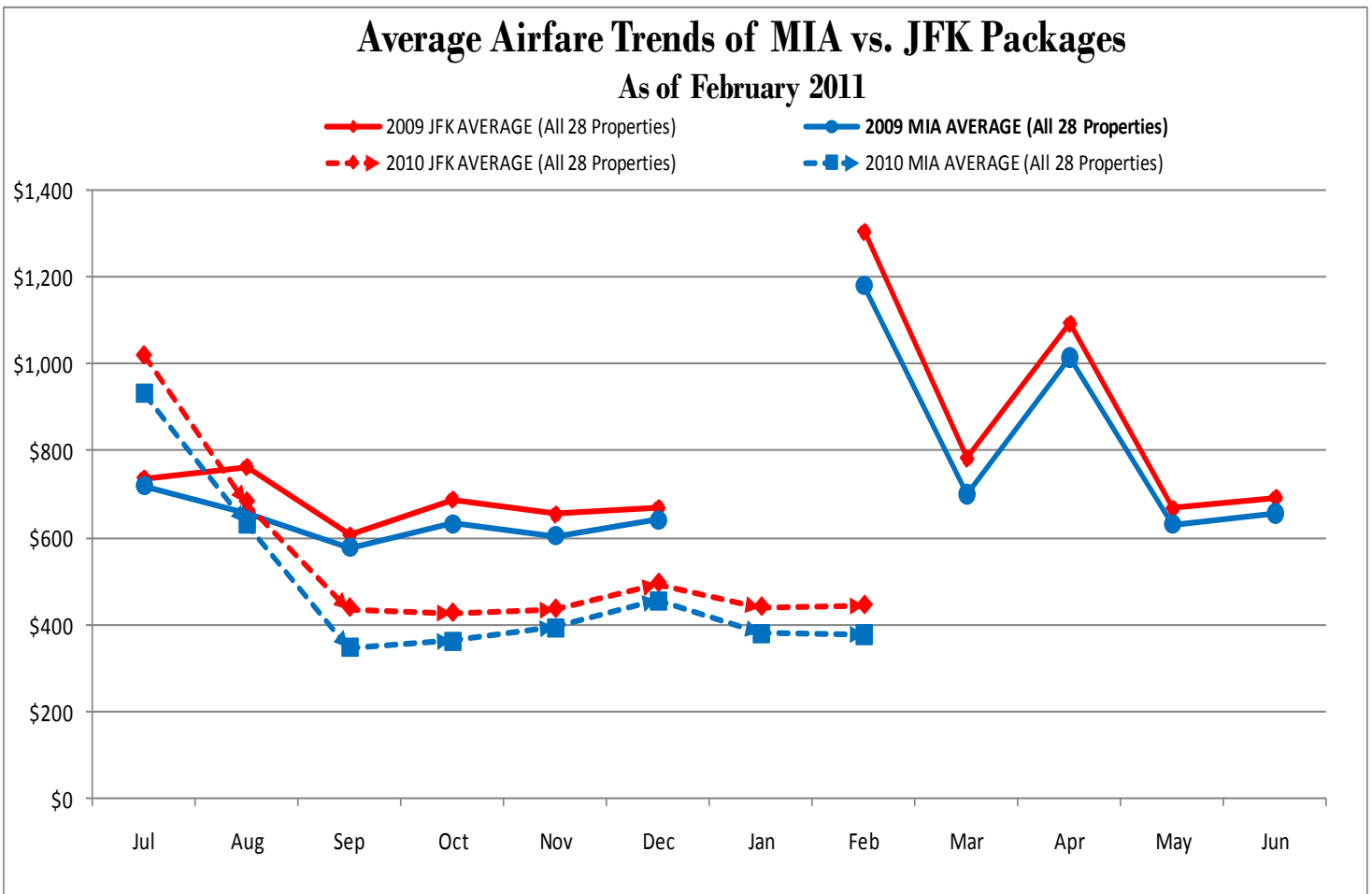
Booking Date	Travel Date	Year	Origin	Destination	Airline	Stops	Connecting City	Hotel	FLL Air Fare	MIA Air Fare
17-Jan	10-Feb	2011	FLL	Nassau	JetBlue	Non-stop	-		\$202	\$229
17-Jan	10-Feb	2011	FLL	San Juan	JetBlue	Non-stop	-		\$250	\$270
17-Jan	10-Feb	2011	FLL	GBI	Bahamasair	Non-stop	-		\$253	\$313
17-Jan	10-Feb	2011	FLL	Montego Bay	Air Jamaica	Non-stop	-		\$278	\$308
17-Jan	10-Feb	2011	FLL	Cancun	JetBlue	Non-stop	-		\$294	\$246
17-Jan	10-Feb	2011	FLL	Exuma	Gulfstream	Non-stop	-		\$407	\$417
17-Jan	10-Feb	2011	FLL	Bermuda	US Airways	1 Stop	PHL		\$446	\$435
17-Jan	10-Feb	2011	FLL	MHH	Gulfstream	Non-stop	-		\$447	\$437
17-Jan	10-Feb	2011	FLL	Antigua	Caribbean Airlines/JM	1 Stop	KIN		\$496	\$510
17-Jan	10-Feb	2011	FLL	Barbados	Caribbean Airlines	1 Stop	POS	+ 1 day	\$524	\$421
17-Jan	10-Feb	2011	FLL	Cayman	US Airways	1 Stop	CLT		\$734	\$301
17-Jan	10-Feb	2011	FLL	Providenciales	US Airways	1 Stop	CLT		\$845	\$606
17-Jan	10-Feb	2011	FLL	Punta Cana	US Airways	1 Stop	CLT		\$859	\$404

POS: Port of Spain, Trinidad

CLT: Charlotte, North Carolina

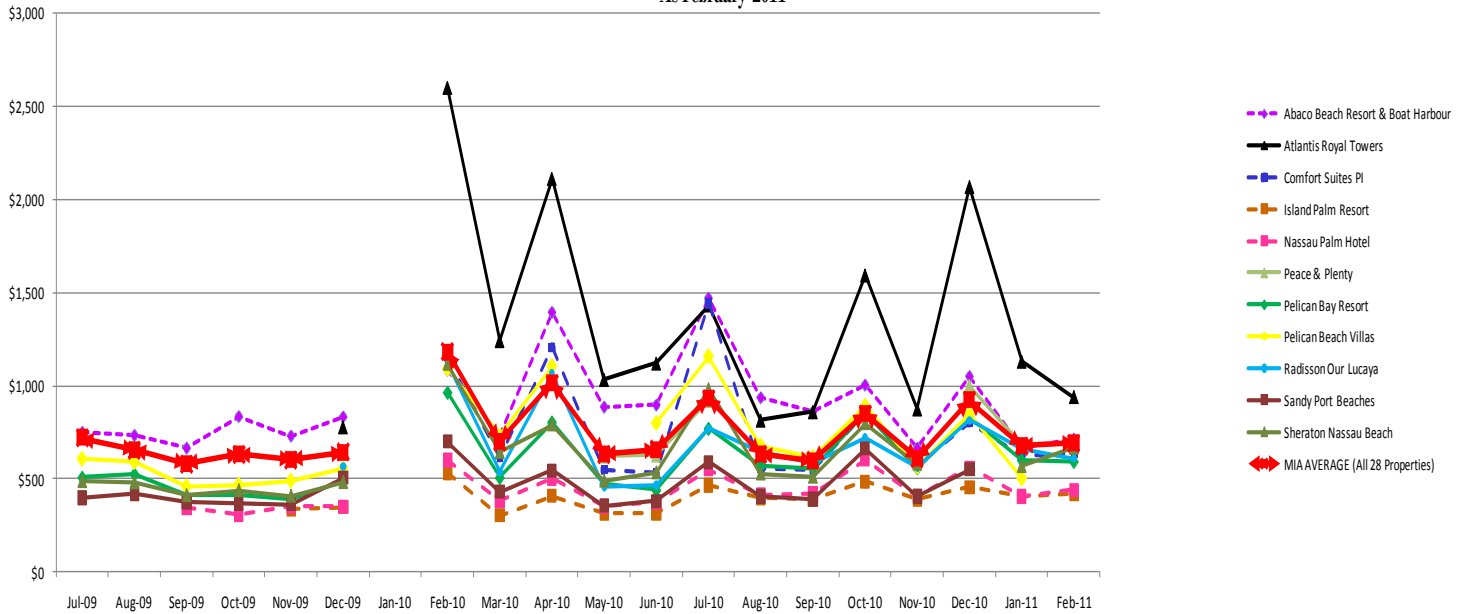
PHL: Philadelphia

KIN: Kingston



**TIOTB Pricing Trends for MIA Packages**

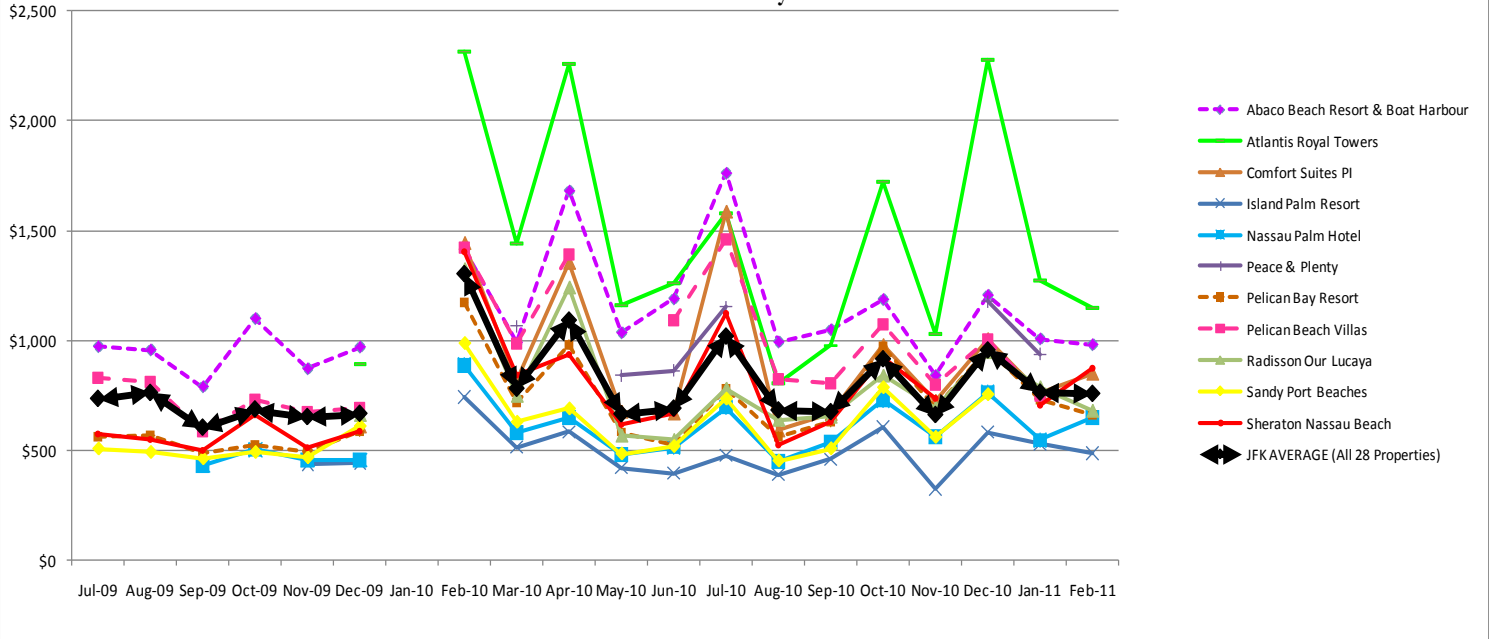
As February 2011



**Air Package Pricing Trends for MIA Packages**

Hotel	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Grand Total
Abaco Beach Resort & Boat Harbour	750	733	665	834	730	832		1,083	733	1,393	885	896	1,469	935	860	1,003	665	1,049	666	714	889
Allamanda Beach Hotel	661	611	526	526	526	598		1,383	729	735	644	646	690	566	836	632	547	790	585	689	680
Amaryllis Beach Resort	695	634	630	630	576	660		1,647	982	807	690	704	780	612	582	722	593	880	842	800	761
Atlantis Royal Towers						777		2,604	1,241	2,114	1,032	1,120	1,433	813	858	1,594	873	2,070	1,130	940	1,329
Barcelo Tucancun Beach All Inclusive	388	414	422	388	409	396		574		746	664	570	688	504	491	653	579	614	549	537	533
Blue Waters Cove	1,478	1,464						3,087	1,579	1,802	946	959	1,442	1,092	912	1,442	995	1,802	1,296	1,163	1,431
Coconut Beach	715	738	738	702	776	650		1,356	714	920	622	632	786	875			778	1,368	973		834
Comfort Suites 7 Mile Beach						537		1,057	643	1,020	600	475	731	541	476	610	578	828	648	583	666
Comfort Suites PI						504		1,155	617	1,207	548	530	1,442	556	548	854	570	802	621	640	757
Comfort Suites T&C						703		1,107	652	782	603	625	805	615	615	795	734	955	783	772	753
El Conquistador Resort						643		1,109	505	796	501	739	1,071	551	429	688	474	834	642		691
Hilton Barbados	908	965	755	755	755	935			1,347	1,519	943	934	1,166	854	824	1,108	782	1,237		1,153	996
Hilton Cancun Golf & Spa	392	393	394	331	339	390			492		602	650	610	409	399	583		551	422	420	461
Hilton Rose Hall Resort	1,125	593	401	562	525	579		1,342	626	832			722	516	463	594	553	641	595	662	667
Island Palm Resort					334	348		533	304	407	312	312	466	394	391	485	391	454	402	418	397
Nassau Palm Hotel			345	308	352	350		599	381	503	353	376	551	414	419	603	407	559	405	439	433
Peace & Plenty									722		623	629	918					996	681		762
Pelican Bay Resort	508	526	409	414	391	491		963	507	804	474	440	770	568	558	853	558	833	602	593	593
Pelican Beach Villas	606	589	459	467	489	554		1,090	731	1,104		798	1,157	677	617	890	563	846	501		714
Radisson Our Lucaya						567		1,124	538	1,065	458	464	770	643	583	720	560	814	661	610	684
RIU Bambu	760	552	657	946	718	610		1,199	657		788	929	639	604	903	568	926	676	731		757
RIU Palace	898	683	767	1,112	820	703		1,326	720	1,196	661	884	1,057	696	643	940	609	1,049	772	804	860
Sandy Port Beaches	397	419	375	368	363	504		700	430	544	355	379	590	406	389	661	404	550			461
Shaw Park Beach			407	583	508	548		753	428	695	473	409	734	480	387	616	521	663	526	647	552
Sheraton Nassau Beach	485	478	410	436	407	480		1,116	642	790	488	532	979	526	509	797	579		566	664	605
Surf Side Beach Club	988	875	970	848	656	777		940	690	1,484	951	895	1,326	833	833	1,494	602	853	715	616	913
The Fairmont Hamilton				943	986	1,116		954	875	1,534	901	949	1,368	932	906	1,338	901	1,310	943	825	1,049
Toby's resort	639	485	364	540	441	482		704	400	552	443	388	624	421	433	523	460	613	422	475	495
<b>MIA AVERAGE (All 28 Properties)</b>	<b>720</b>	<b>655</b>	<b>578</b>	<b>633</b>	<b>603</b>	<b>641</b>		<b>1,180</b>	<b>699</b>	<b>1,014</b>	<b>631</b>	<b>656</b>	<b>931</b>	<b>632</b>	<b>599</b>	<b>850</b>	<b>609</b>	<b>922</b>	<b>678</b>	<b>691</b>	<b>748</b>

**TIOTB Pricing Trends for JFK Packages**  
As of February 2011



**Air Package Pricing Trends for JFK Packages**

Hotel	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Grand Total
Abaco Beach Resort & Boat Harbour	972	957	789	1,100	871	970		1,417	990	1,682	1,035	1,190	1,763	993	1,049	1,187	840	1,206	1,007	981	1,105
Allamanda Beach Hotel	528	811	601	531	513	571		1,072	574	687	499	487	660	553	503	583	446	688	542	634	604
Amaryllis Beach Resort	562	845	670	635	563	633		1,337	701	759	545	545	750	584	549	673	492	748	803	745	692
Atlantis Royal Towers						893		2,315	1,441	2,260	1,161	1,259	1,578	807	977	1,720	1,030	2,276	1,272	1,150	1,439
Barcelo Tucancun Beach All Inclusive	498	546	427	426	442	429		610		790	654	645	792	624	640	634	596	656	621	653	594
Blue Waters Cove	1,508	1,717						3,468	1,527	1,693	898	935	1,590	1,158	1,031	1,504	1,014	1,573	1,500	1,185	1,487
Coconut Beach	798	986	808	730	795	598		1,737	661	811	574	608	934	941			797	1,138	1,070		874
Comfort Suites 7 Mile Beach						608		1,297	844	1,221	692	448	795	555	573	695	649	844	694	637	754
Comfort Suites PI						610		1,444	816	1,354	677	669	1,587	592	667	980	726	1,007	763	850	910
Comfort Suites T&C						597		1,347	781	1,101	732	788	975	785	773	949	764	951	599	641	842
El Conquistador Resort						577		1,179	592	860	555	677	1,048	649	555	716	512	662	677		712
Hilton Barbados	775	1,040	774	760	742	908			918	1,471	798	775	1,136	746	792	1,059	680	986		1,098	909
Hilton Cancun Golf & Spa	498	525	400	369	377	423			563		592	725	714	529	548	563		593	494	536	528
Hilton Rose Hall Resort	1,110	724	448	646	588	604		1,407	724	941			792	674	571	703	653	803	736	716	755
Island Palm Resort					438	442		743	514	584	421	395	477	390	461	605	326	582	528	488	493
Nassau Palm Hotel			432	503	456	456		888	580	649	482	515	696	450	538	729	563	764	547	650	582
Peace & Plenty									1,065		841	864	1,153					1,178	939		1,007
Pelican Bay Resort	562	569	488	523	495	585		1,173	717	981	583	523	782	564	628	973	693	961	728	663	694
Pelican Beach Villas	828	813	590	733	676	692		1,424	988	1,393		1,092	1,459	821	806	1,074	802	1,003	752		938
Radisson Our Lucaya					661			1,324	748	1,241	567	547	781	639	653	840	695	947	787	680	794
RIU Bambu	841	730	686	1,016	828	747		1,357	786		747	1,052	773	717	979	600	867	764	844		843
RIU Palace	911	861	757	902	930	845		1,463	849	1,141	768	804	1,180	830	776	1,016	641	990	860	917	918
Sandy Port Beaches	507	491	462	491	467	610		989	629	690	484	518	735	452	508	787	560	755			596
Shaw Park Beach			452	667	570	572		818	526	804	523	445	794	637	541	725	621	825	605	701	637
Sheraton Nassau Beach	573	549	497	659	511	586		1,405	841	936	617	671	1,124	524	628	924	736		708	874	742
Surf Side Beach Club	718	645	671	668	526	534		830	544	1,299	766	680	1,260	765	767	1,384	476	813	559	548	761
The Fairmont Hamilton				763	857	873		844	729	1,349	716	734	1,302	864	840	1,228	775	1,269	787	757	918
Toby's resort	624	616	423	624	503	506		769	498	660	493	416	684	579	495	632	560	775	563	529	576
<b>JFK AVERAGE (All 28 Properties)</b>	<b>737</b>	<b>764</b>	<b>606</b>	<b>689</b>	<b>654</b>	<b>669</b>		<b>1,306</b>	<b>783</b>	<b>1,094</b>	<b>667</b>	<b>693</b>	<b>1,021</b>	<b>684</b>	<b>676</b>	<b>918</b>	<b>663</b>	<b>958</b>	<b>766</b>	<b>760</b>	<b>808</b>