

COMPETITIVE PRICING TRACKER

FOR THE MONTH OF

AUGUST 2010

Business News

Issue No. 17



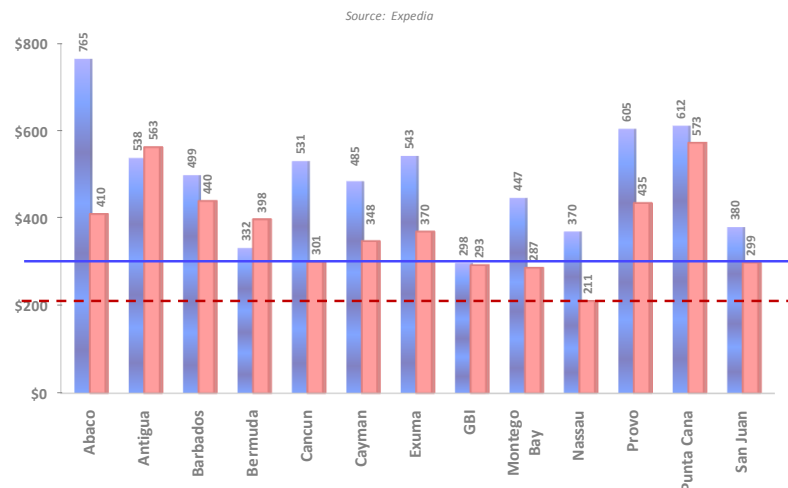
Booking Date: 16 July 16th 2010 ~ Travel Date: August 26th 2010

By Faye M. Cash, Senior Analyst – MOT

Airfares from JFK and MIA

As of August 26th 2010

JFK Lowest Fare JFK MIA MIA Lowest Fare



Purpose

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 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 August 26th, 2010 from MIA and JFK booked on July 16th, 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. 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.

Key Highlights

Average Fare/Package

- ✎ The average best fare from **MIA**¹ is **\$359**, an increase of 1% over July (m-o-m) and -20% over last August (y-o-y).
- ✎ The average best fare from **JFK**¹ is **\$470**, an increase of 2% over July (m-o-m) and 1% over last August (y-o-y).
- ✎ The average package (inclusive of air fare and hotel) from **MIA** is **\$632**, a decrease of 32% over July (m-o-m) and -3% over last August.
- ✎ The average package (inclusive of air fare and hotel) from **JFK** is **\$684**, down 33% over July (m-o-m) and -10% over last August.

Variations

- ✎ The lowest best airfare for the month of August from **MIA** is **\$211** from **NAS**, on UP. The lowest best airfare from **JFK** is **\$298** from **GBI**, nonstop on Delta.
- ✎ The highest best airfare for the month of August from **MIA** is **\$573** from **Punta Cana** on AA, nonstop. The highest best airfare from **JFK** is **\$765** from **MHH** on AA, one-stop.
- ✎ The **best air package** of the 23 properties reviewed, based on highest hotel star rating and then lowest price from **MIA** is Sheraton NAS and Hilton Cancun from **JFK**. – see page 2

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

TIOTB

Fare Trends

The lowest NAS/**MIA** airfare is **\$211** on UP, a 7% decrease m-o-m and y-o-y. The lowest NAS/**JFK** airfare is **\$370** on AA (one stop), almost no change m-o-m and up 16% y-o-y.

The lowest GBI/**MIA** airfare is **\$293** on American, an 8% decrease m-o-m and a 2% increase y-o-y. The lowest GBI/**JFK** airfare is **\$298**, nonstop on Delta, a 9% decrease m-o-m and down 4% y-o-y.

The lowest MHH/**MIA** airfare is **\$410** on American, unchanged m-o-m and up 9% y-o-y. The lowest MHH/**JFK** airfare is **\$765**, one stop on American, a 1% decrease m-o-m and up 28% y-o-y.

The lowest GGT/**MIA** airfare is **\$370** on American, unchanged m-o-m. The lowest GGT/**JFK** airfare is **\$543** one stop on AA, down 7% m-o-m. GGT, Exuma was not being tracked last year so there is

Period	Aug-10		Jul-10		Aug-09		M-O-M		Y-O-Y	
Destination	JFK	MIA	JFK	MIA	JFK	MIA	JFK	MIA	JFK	MIA
Abaco	765	410	755	410	597	375	1%	0%	28%	9%
Antigua	538	563	564	382	579	542	-5%	47%	-7%	4%
Barbados	499	440	410	410	397	520	22%	7%	26%	-15%
Bermuda	332	398	332	398	312	582	0%	0%	6%	-32%
Cancun	531	301	428	391	355	280	24%	-23%	50%	8%
Cayman	485	348	367	291			32%	20%		
Exuma	543	370	587	370			-7%	0%		
GBI	298	293	326	319	312	288	-9%	-8%	-4%	2%
Montego Bay	447	287	442	327	491	527	1%	-12%	-9%	-46%
Nassau	370	211	371	226	319	226	0%	-7%	16%	-7%
Provo	605	435	714	445			-15%	-2%		
Punta Cana	612	573	624	513	820	724	-2%	12%	-25%	-21%
San Juan	380	299	414	354			-8%	-16%		
Average	\$470	\$359	\$460	\$355	\$465	\$452	2%	1%	1%	-20%

no y-o-y comparison 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
1st	Sheraton Nassau Beach	524	526	Nassau	4	4.0
2nd	Hilton Cancun Golf & Spa	529	409	Cancun	4	4.5
3rd	Pelican Bay Resort	564	568	GBI	4	4.4
4th	Radisson Our Lucaya	639	643	GBI	4	4.0
5th	El Conquistador Resort	649	551	San Juan	4	4.2
6th	Hilton Rose Hall Resort	674	516	Montego Bay	4	4.6
7th	Hilton Barbados	746	854	Barbados	4	4.4
8th	Atlantis Royal Towers	807	813	Nassau	4	4.4
9th	RIU Palace	830	696	Punta Cana	4	4.3
10th	The Fairmont Hamilton	864	932	Bermuda	4	4.6
11th	Blue Waters Cove	1158	1092	Antigua	4	4.6
12th	RIU Bambu	773	639	Punta Cana	3.5	3.6
13th	Abaco Beach Resort & Boat Harbc	993	935	Abaco	3.5	4.3
14th	Sandy Port Beaches	452	406	Nassau	3	3.4
15th	Comfort Suites 7 Mile Beach	555	541	Cayman	3	4.2
16th	Amaryllis Beach Resort	584	612	Barbados	3	3.9
17th	Comfort Suites PI	592	556	Nassau	3	3.9
18th	Barcelo Tucancun Beach All Includ	624	504	Cancun	3	4.1
19th	Shaw Park Beach	637	480	Montego Bay	3	3.6
20th	Surf Side Beach Club	765	833	Bermuda	3	3.4
21st	Coconut Beach	941	875	Antigua	3	4.0
22nd	Peace & Plenty*	N/A	N/A	Exuma	3	-
23rd	Island Palm Resort	390	394	GBI	2.5	3.4
24th	Comfort Suites T&C	785	615	Providenciales	2.5	3.8
25th	Pelican Beach Villas	821	677	Abaco	2.5	4.0
26th	Nassau Palm Hotel	450	414	Nassau	2	2.5
27th	Allamanda Beach Hotel	553	566	Barbados	2	3.0
28th	Toby's resort	579	421	Montego Bay	2	4.1
	Average Pkg	\$684	\$632		<i>Out of 5</i>	<i>Out of 5</i>

* No Availability for August 2010

**SCHEDULE of Direct Int'L Flights to TIOTB
For the Month of August 2010**

CITY AIRPORT	Arthur's Town	Bimini	North Eleuthera	Freeport	George Town	Governor's Harbour	Marsh Harbour	Nassau	Treasure Cay	San Salvador
Atlanta										
Delta Air Lines				Th,F,S,S	W,Su			4 x day		
Air Tran								Daily		
Cleveland									S	
Continental										
Baltimore									Sa,Su	
Air Tran										
Paris										W
XL Airways										
Charlotte										
US Airways				Daily				3 x day		
Washington DC									Daily	
US Airways										
Dallas/FortWorth										
American								M,F,Sa,Su		
Newark										
Continental								2 x day		
Fort Lauderdale										
JetBlue								2 x day		
Continental Connections	Tu,Sa	Daily	2 x day	4 x day	2 x day	Daily	3 x day	3 x day	Daily	
Spirit								2 x day		Sa
Bahamasair				2 x day				4 x day		
Grand Cayman										
British Airways								Tu,W,F,Sa		
Havana, Cabaña										
Cabaña								ex Sa		
Bahamasair								Tu,Th,Su		
Holguin, Cuba										
Condor								F		
Houston										
Continental								Daily		
JFK										
JetBlue								3 x day		
Delta Air Lines				M,F,Th,Su						
Kingston										
Air Jamaica								ex Tu, W		
Bahamasair								W,Sa		
La Guardia										
Delta Air Lines								Daily		
London										
British Airways								ex M,Th		
Orlando										
JetBlue								Daily		
Air Tran								Disc		
Bahamasair								2 x day		
Miami										
American			Daily	3 x day	Daily		Daily	8 x day	T,T,S,S	
Continental Connections			Daily							
Bahamasair								3 x day		
West Palm Beach										
Continental Connections				Daily			2 x day	Daily		
Bahamasair								ex W		
Philadelphia										
US Airways								2 x day		
Providenciales, Turks & Caicos										
British Airways								Su		
Air Turks & Caicos								M,W,F		
Western Air				Th,Su						
Bahamasair								Tu,Th,Su		
Toronto										
Air Canada					Su			Daily		
West Jet								Daily		

Source:

SABRE Solutions

Disc	(Bright red)
Sa,Su	(Lt red)
Th,F,S,S	(Amber)
2 x day	(Amber/w red box)
4 x day	(Amber/w red text)

Indicates that non-stop service has been discontinued

Indicates that the weekly frequency for August has been decreased over July

Indicates that the weekly frequency decreases after August 16th, 2010

Indicates that the weekly frequency ends after August 16th, 2010

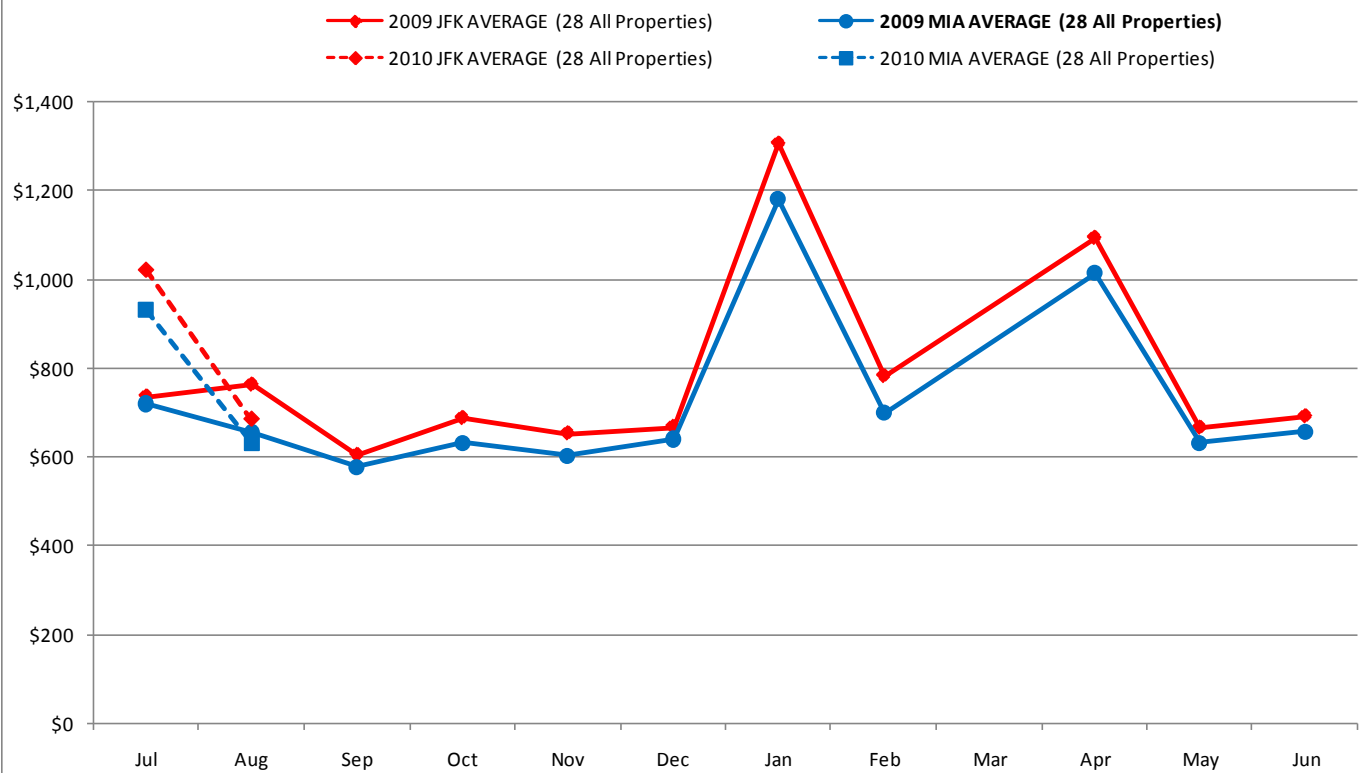
Indicates the weekly frequency for Aug decreased over July and further decreases after Aug 16

August 2010 Fort Lauderdale Airfares (vs. Miami)

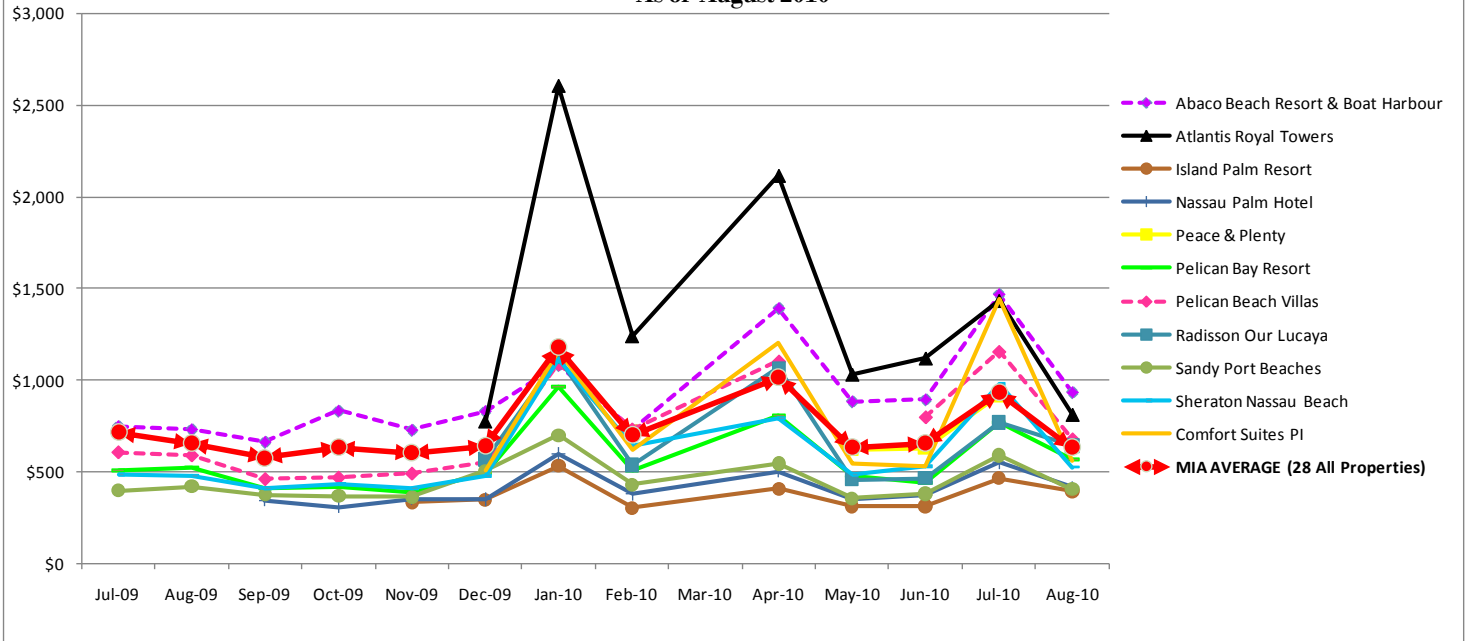
Destination	Airline	Stops	Connecting City	Travel	FLL Air Fare	MIA Air Fare
Cancun	JetBlue	Non-stop	-		\$219	\$301
Nassau	JetBlue	Non-stop	-		\$239	\$211
Exuma	Gulfstream	Non-stop	-		\$271	\$370
MHH	Bahamasair	1 Stop	NAS	+ 1 day	\$360	\$410
GBI	Bahamasair	Non-stop	-		\$366	\$293
Punta Cana	US Airways	1 Stop	CLT		\$446	\$573
Providenciales	US Airways	1 Stop	CLT		\$624	\$435
Cayman	United Airlines	1 Stop	CLT		\$658	\$348
San Juan	JetBlue	Non-stop	-		\$685	\$299
Montego Bay	Air Jamaica	Non-stop	-		\$756	\$287
Antigua	US Airways	3 Stops	CLT-SXM-NEV	+ 1 day	\$1,423	\$563
Barbados	Caribbean Airlines	1 Stop	POS	+ 1 day	\$1,618	\$440

POS: Port of Spain, Trinidad CLT: Charlotte, North Carolina SXM: St Maarten NEV: Nevis

Average Pricing Trends of MIA vs JFK Packages As of August 2010



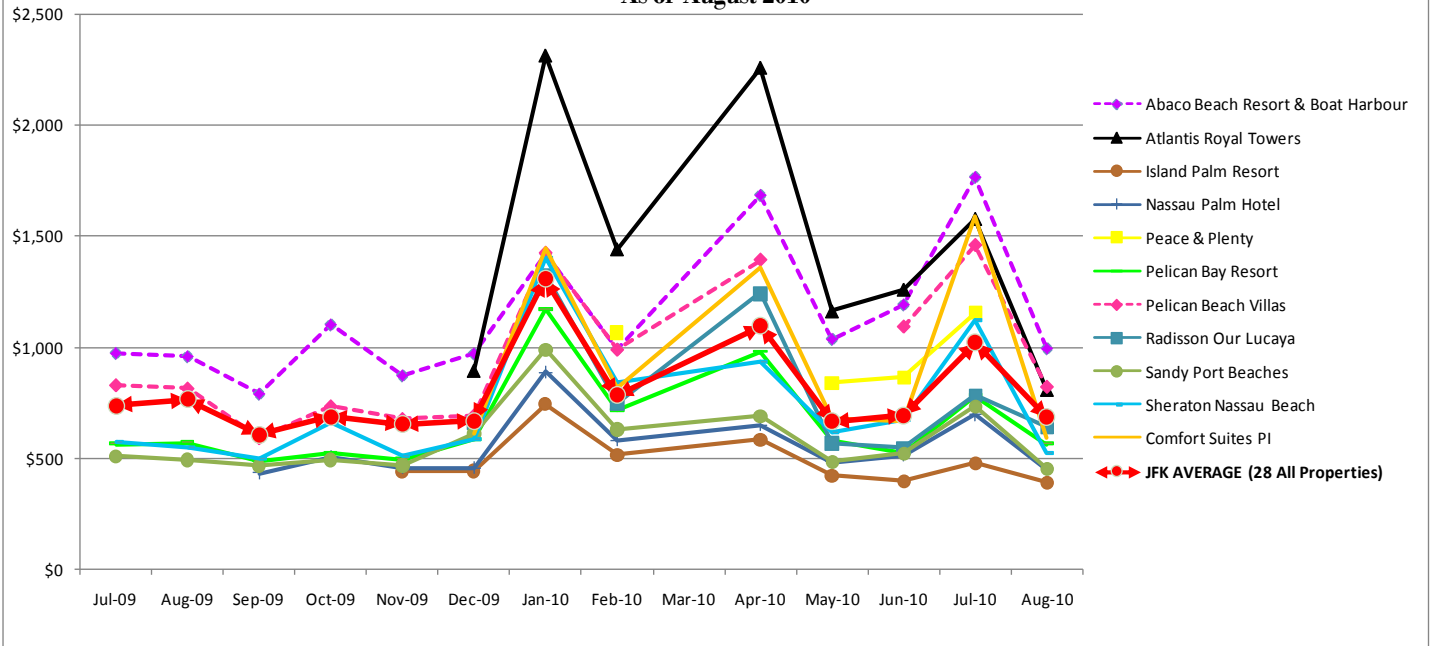
TIOTB Pricing Trends for MIA Packages
As of August 2010



Air Package Pricing Trends for MIA Packages

Hotel	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	AVERAGE
Abaco Beach Resort & Boat Harbour	750	733	665	834	730	832	1,083	733	1,393	885	896	1,469	935	918
Allamanda Beach Hotel	661	611	526	526	526	598	1,383	729	735	644	646	690	566	680
Amaryllis Beach Resort	695	634	630	630	576	660	1,647	982	807	690	704	780	612	773
Atlantis Royal Towers						777	2,604	1,241	2,114	1,032	1,120	1,433	813	1,392
Barcelo Tucancun Beach All Inclusive	388	414	422	388	409	396	574		746	664	570	688	504	514
Bell Channel Inn	381	400	351	365										374
Blue Waters Cove	1,478	1,464					3,087	1,579	1,802	946	959	1,442	1,092	1,539
Breezes	784	642												713
Coconut Beach	715	738	738	702	776	650	1,356	714	920	622	632	786	875	786
El Conquistador Resort						643	1,109	505	796	501	739	1,071	551	739
Galley Bay Resort			1,261	1,225	1,570	1,580								1,409
Hilton Barbados	908	965	755	755	755	935		1,347	1,519	943	934	1,166	854	986
Hilton Cancun Golf & Spa	392	393	394	331	339	390		492		602	650	610	409	455
Hilton Rose Hall Resort	1,125	593	401	562	525	579	1,342	626	832			722	516	711
Island Palm Resort					334	348	533	304	407	312	312	466	394	379
Nassau Palm Hotel			345	308	352	350	599	381	503	353	376	551	414	412
Peace & Plenty								722		623	629	918		723
Pelican Bay Resort	508	526	409	414	391	491	963	507	804	474	440	770	568	559
Pelican Beach Villas	606	589	459	467	489	554	1,090	731	1,104		798	1,157	677	727
Radisson Our Lucaya						567	1,124	538	1,065	458	464	770	643	704
Red Carpet Inn	397	434												416
RIU Bambu	760	552	657	946	718	610	1,199	657			788	929	639	769
RIU Palace	898	683	767	1,112	820	703	1,326	720	1,196	661	884	1,057	696	886
Sandy Port Beaches	397	419	375	368	363	504	700	430	544	355	379	590	406	448
Shaw Park Beach			407	583	508	548	753	428	695	473	409	734	480	547
Sheraton Nassau Beach	485	478	410	436	407	480	1,116	642	790	488	532	979	526	598
Surf Side Beach Club	988	875	970	848	656	777	940	690	1,484	951	895	1,326	833	941
The Fairmont Hamilton				943	986	1,116	954	875	1,534	901	949	1,368	932	1,056
The Fairmont Southampton	1,160	1,126	833											1,040
Toby's resort	639	485	364	540	441	482	704	400	552	443	388	624	421	499
Comfort Suites PI						504	1,155	617	1,207	548	530	1,442	556	820
Comfort Suites T&C						703	1,107	652	782	603	625	805	615	737
Comfort Suites 7 Mile Beach						537	1,057	643	1,020	600	475	731	541	701
MIA AVERAGE (All 28 Properties)	720	655	578	633	603	641	1,180	699	1,014	631	656	931	632	756

TIOTB Pricing Trends for JFK Packages
As of August 2010



Air Package Pricing Trends for JFK Packages

Hotel	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10
Abaco Beach Resort & Boat Harbour	972	957	789	1,100	871	970	1,417	990	1,682	1,035	1,190	1,763	993
Allamanda Beach Hotel	528	811	601	531	513	571	1,072	574	687	499	487	660	553
Amaryllis Beach Resort	562	845	670	635	563	633	1,337	701	759	545	545	750	584
Atlantis Royal Towers						893	2,315	1,441	2,260	1,161	1,259	1,578	807
Barcelo Tucancun Beach All Inclusive	498	546	427	426	442	429	610		790	654	645	792	624
Bell Channel Inn	435	442	430	464									
Blue Waters Cove	1,508	1,717					3,468	1,527	1,693	898	935	1,590	1,158
Breezes	769	773											
Coconut Beach	798	986	808	730	795	598	1,737	661	811	574	608	934	941
El Conquistador Resort						577	1,179	592	860	555	677	1,048	649
Galley Bay Resort			1,331	1,253	1,589	1,528							
Hilton Barbados	775	1,040	774	760	742	908		918	1,471	798	775	1,136	746
Hilton Cancun Golf & Spa	498	525	400	369	377	423		563		592	725	714	529
Hilton Rose Hall Resort	1,110	724	448	646	588	604	1,407	724	941			792	674
Island Palm Resort					438	442	743	514	584	421	395	477	390
Nassau Palm Hotel			432	503	456	456	888	580	649	482	515	696	450
Peace & Plenty								1,065		841	864	1,153	
Pelican Bay Resort	562	569	488	523	495	585	1,173	717	981	583	523	782	564
Pelican Beach Villas	828	813	590	733	676	692	1,424	988	1,393		1,092	1,459	821
Radisson Our Lucaya						661	1,324	748	1,241	567	547	781	639
Red Carpet Inn	573	506											
RIU Bambu	841	730	686	1,016	828	747	1,357	786			747	1,052	773
RIU Palace	911	861	757	902	930	845	1,463	849	1,141	768	804	1,180	830
Sandy Port Beaches	507	491	462	491	467	610	989	629	690	484	518	735	452
Shaw Park Beach			452	667	570	572	818	526	804	523	445	794	637
Sheraton Nassau Beach	573	549	497	659	511	586	1,405	841	936	617	671	1,124	524
Surf Side Beach Club	718	645	671	668	526	534	830	544	1,299	766	680	1,260	765
The Fairmont Hamilton				763	857	873	844	729	1,349	716	734	1,302	864
The Fairmont Southampton	890	896	583						660	493	416	684	579
Toby's resort	624	616	423	624	503	506	769	498	660	493	416	684	579
Comfort Suites PI						610	1,444	816	1,354	677	669	1,587	592
Comfort Suites T&C						597	1,347	781	1,101	732	788	975	785
Comfort Suites 7 Mile Beach						608	1,297	844	1,221	692	448	795	555
JFK AVERAGE (All 28 Properties)	737	764	606	689	654	669	1,306	783	1,094	667	693	1,021	684