



# Impact of Marinas

# ***TOURISM AT A GLANCE***

First Quarter 2011

- Stopovers stand at 341,894, **12,142 fewer** than in 2010, a decrease of 3.4%
- Cruise Visitors stand at 750,361 for January and February, 111,708 more than in 2010 for an increase of 17.5%

## ***Marina Stopovers***

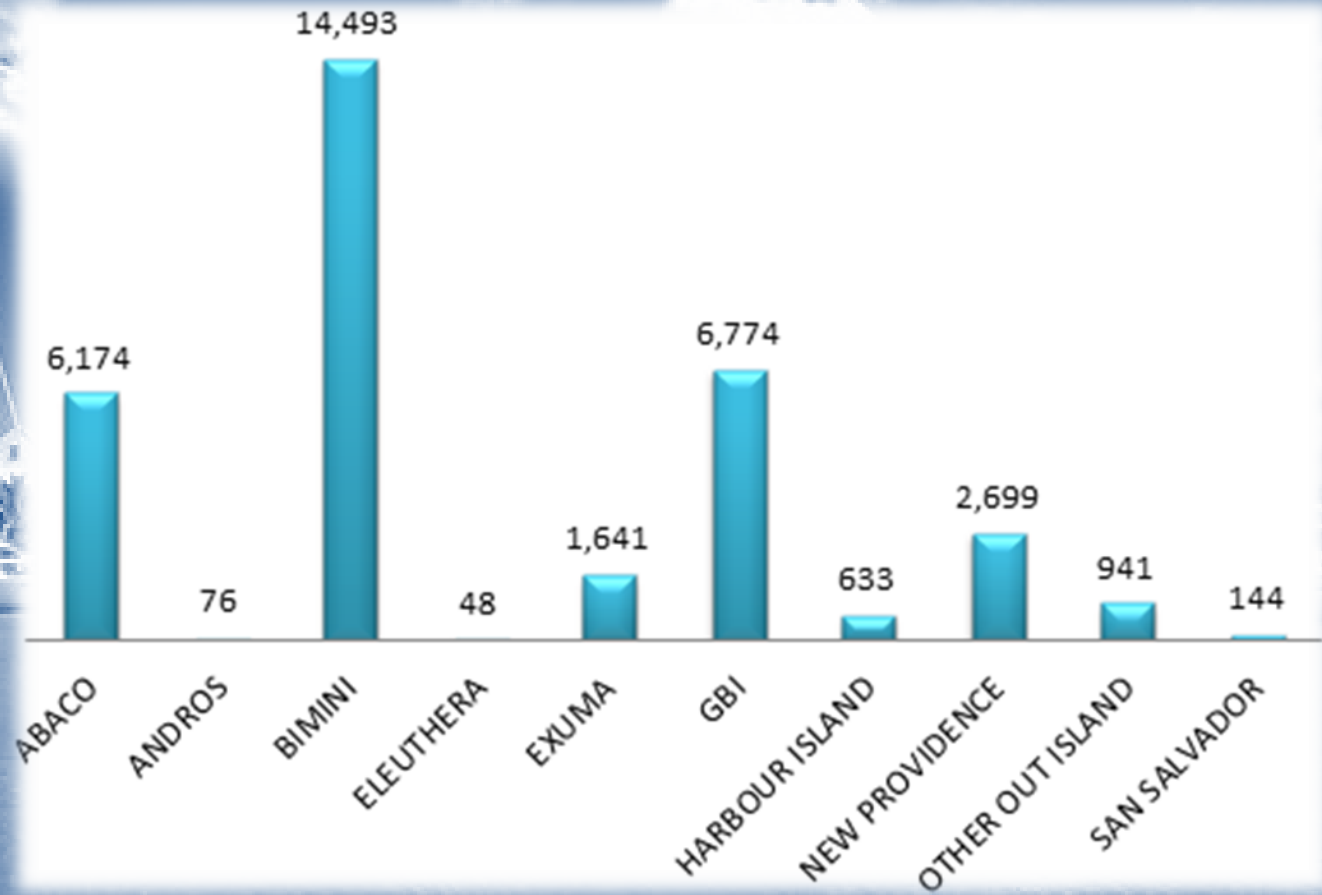
- 34,001 marina stopovers stayed in TIOTB in 2010 representing 2.5% of overall stopovers.
- In 2010, the marina market suffered a 15% reduction from 2009 when 40,085 marina stopovers came to TIOTB



## *Marina Stopovers*

- They travel in parties of three and made nine previous visits on average.
- However, a breakdown of their travel parties show that very few actually travel in parties of three (only 8% of visitors do so)
  - 42% say they travel in parties of five to ten.
  - 27% in parties of two, and
  - 18% in parties of four.

## *Marina Boaters by Island of Stay*

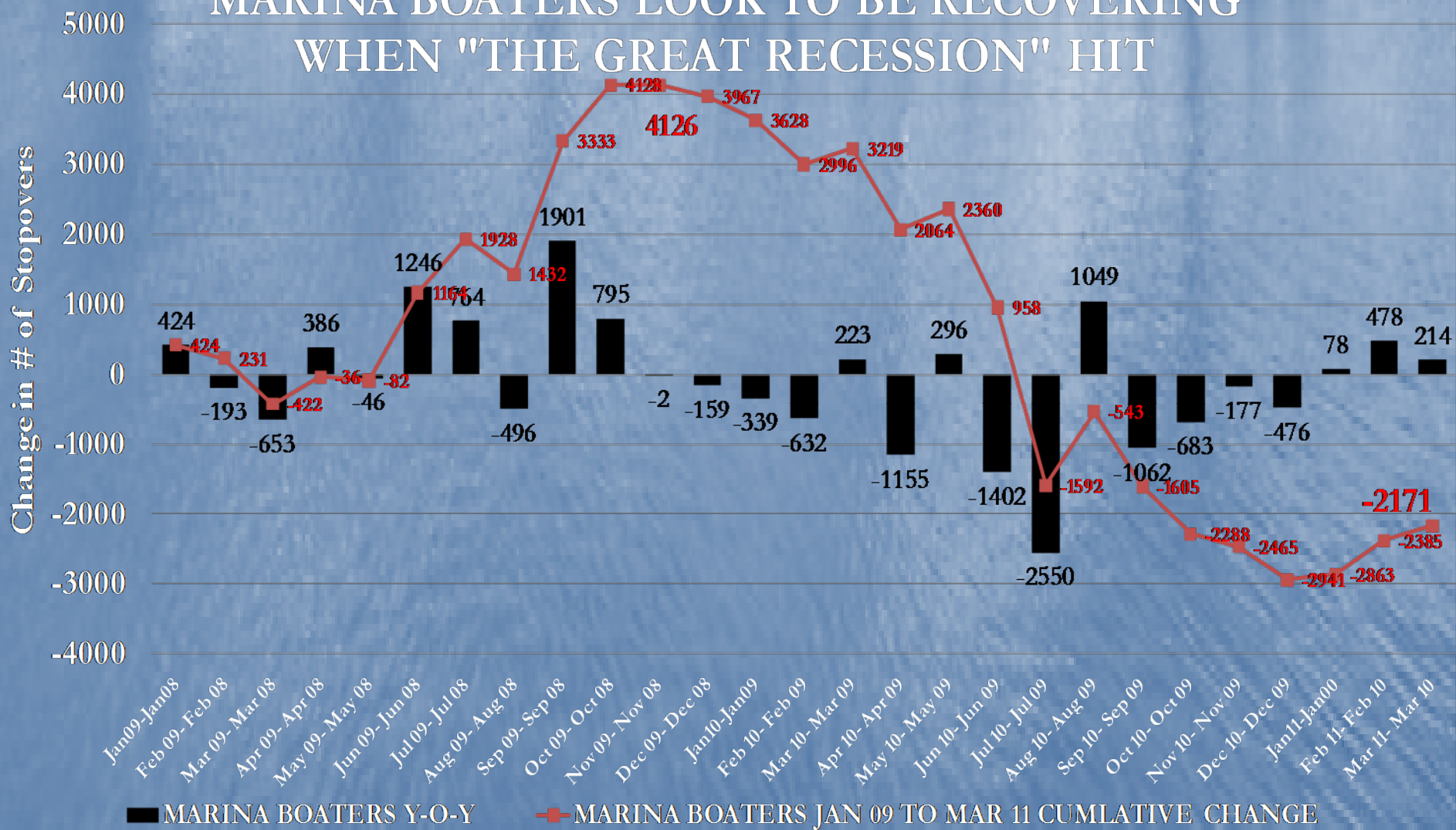


## *Profile*

- 43.6% of marina boaters stayed in Bimini which is the biggest number of marina stopovers in The Bahamas.
- Marina Boaters decreases are driven by Bimini from Miami-Ft Lauderdale, because Bimini has 40% of all marina stopovers to The Bahamas.



# MARINA BOATERS LOOK TO BE RECOVERING WHEN "THE GREAT RECESSION" HIT



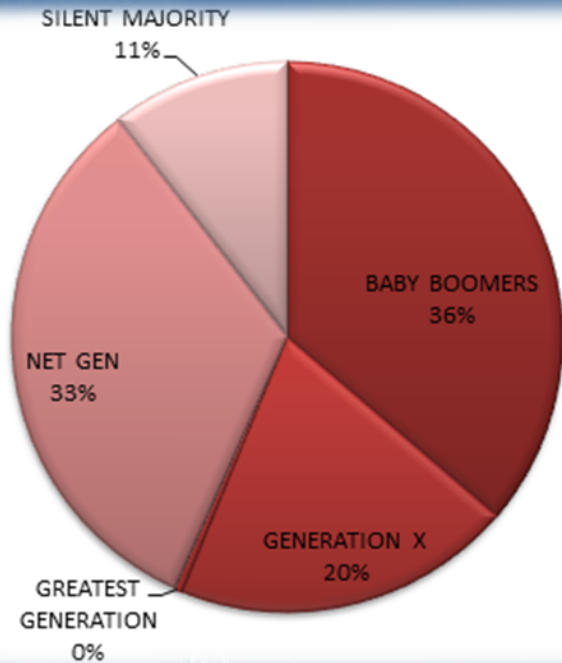


## *Trend*

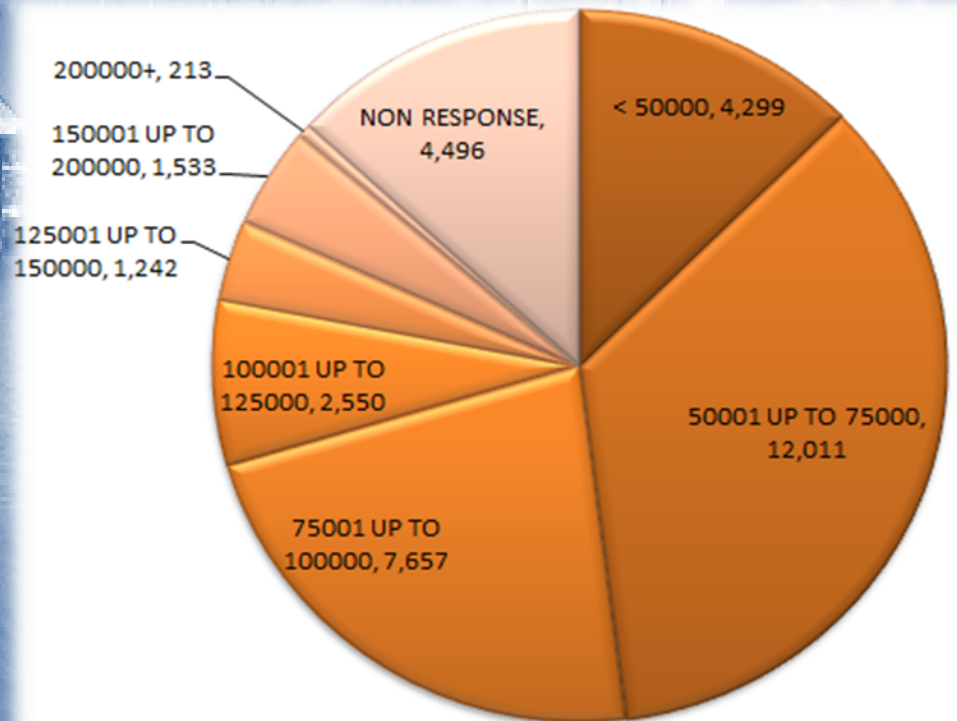
- First time in 4 years, the following markets showed growth trends in 2010:
  - Female stopovers from 25 to 34 years old
  - Female stopovers from 45 to greater than 65 years old
  - Male stopovers greater than 65 years old



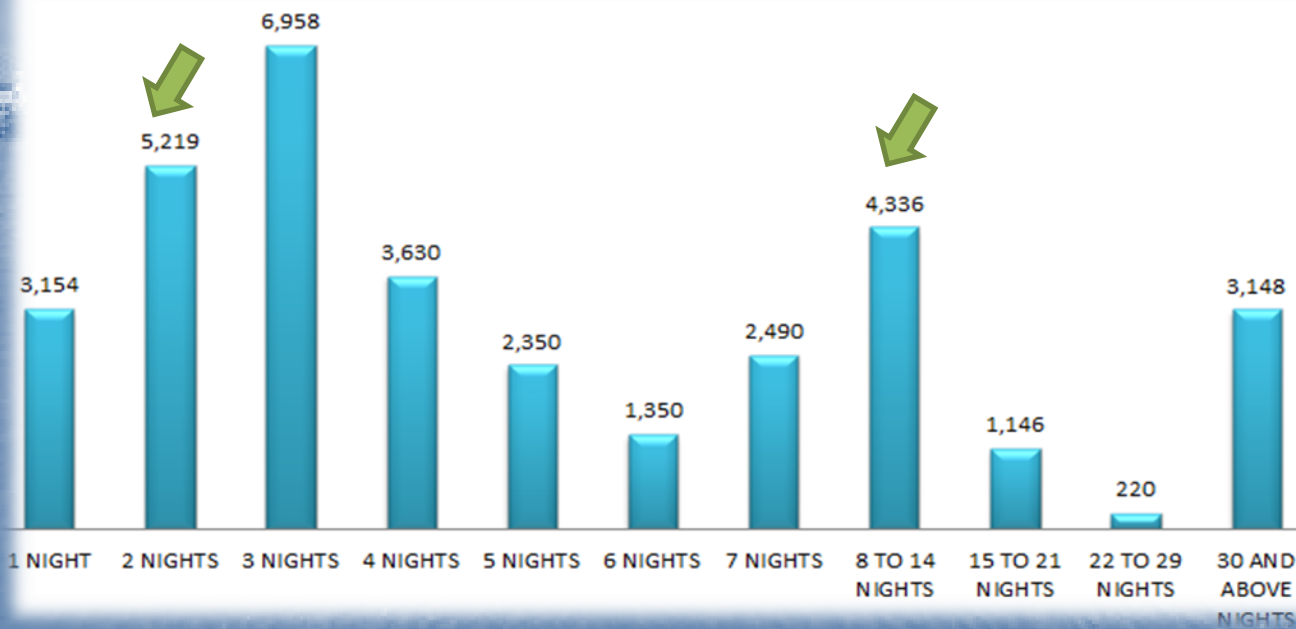
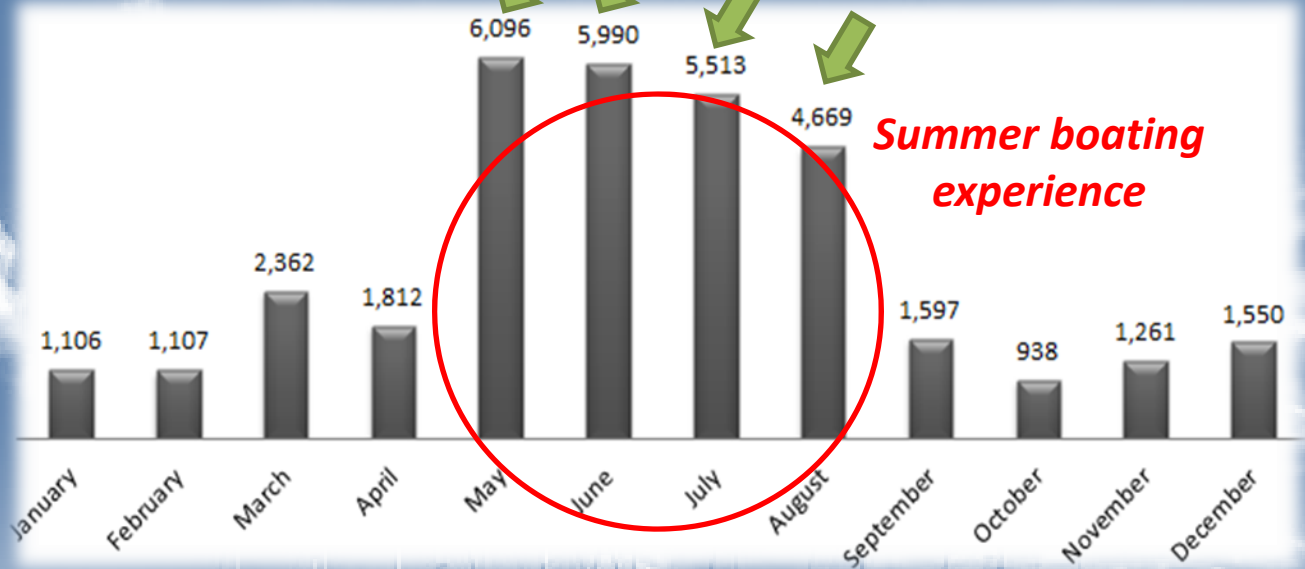
# The Generations of Marina Stopovers



# Household Income of Marina Stopovers



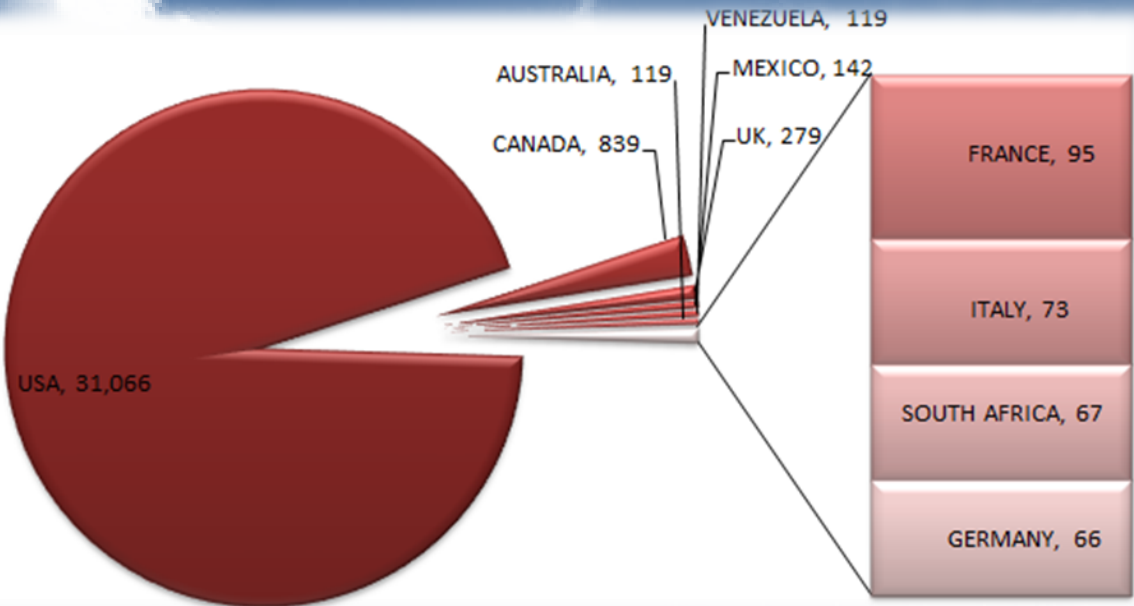
# Marina Boaters by Month



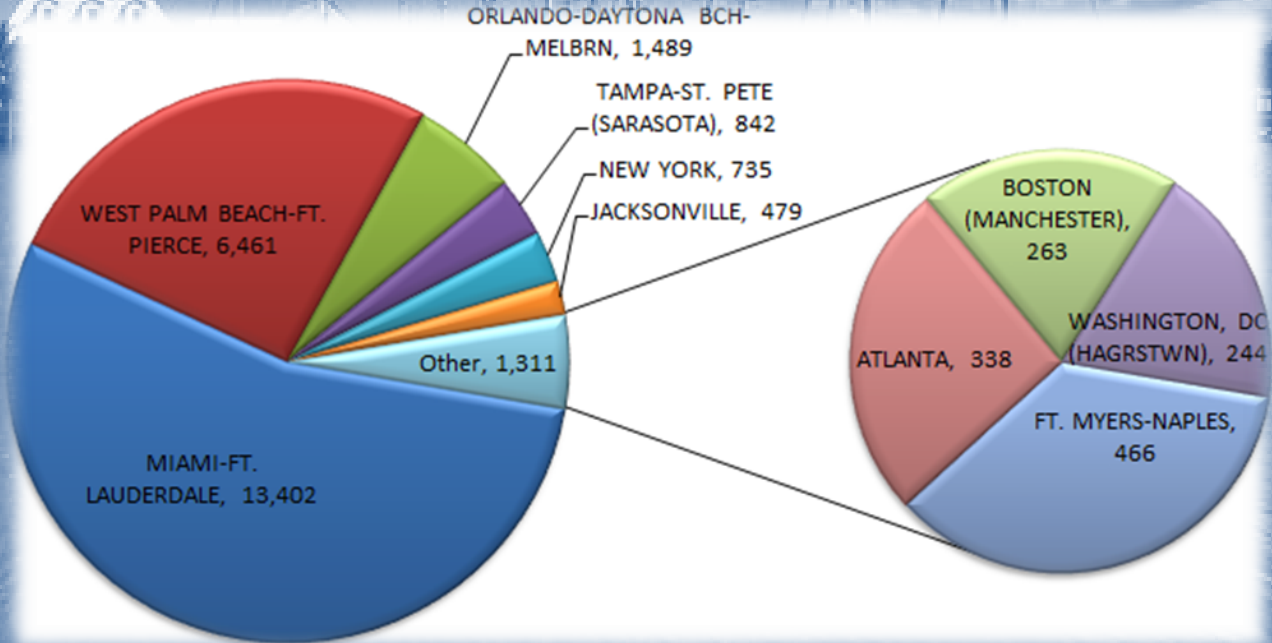
# Marina Boaters by Length of Stay



# Boaters Origin by Country



# Boaters Origin by DMAs



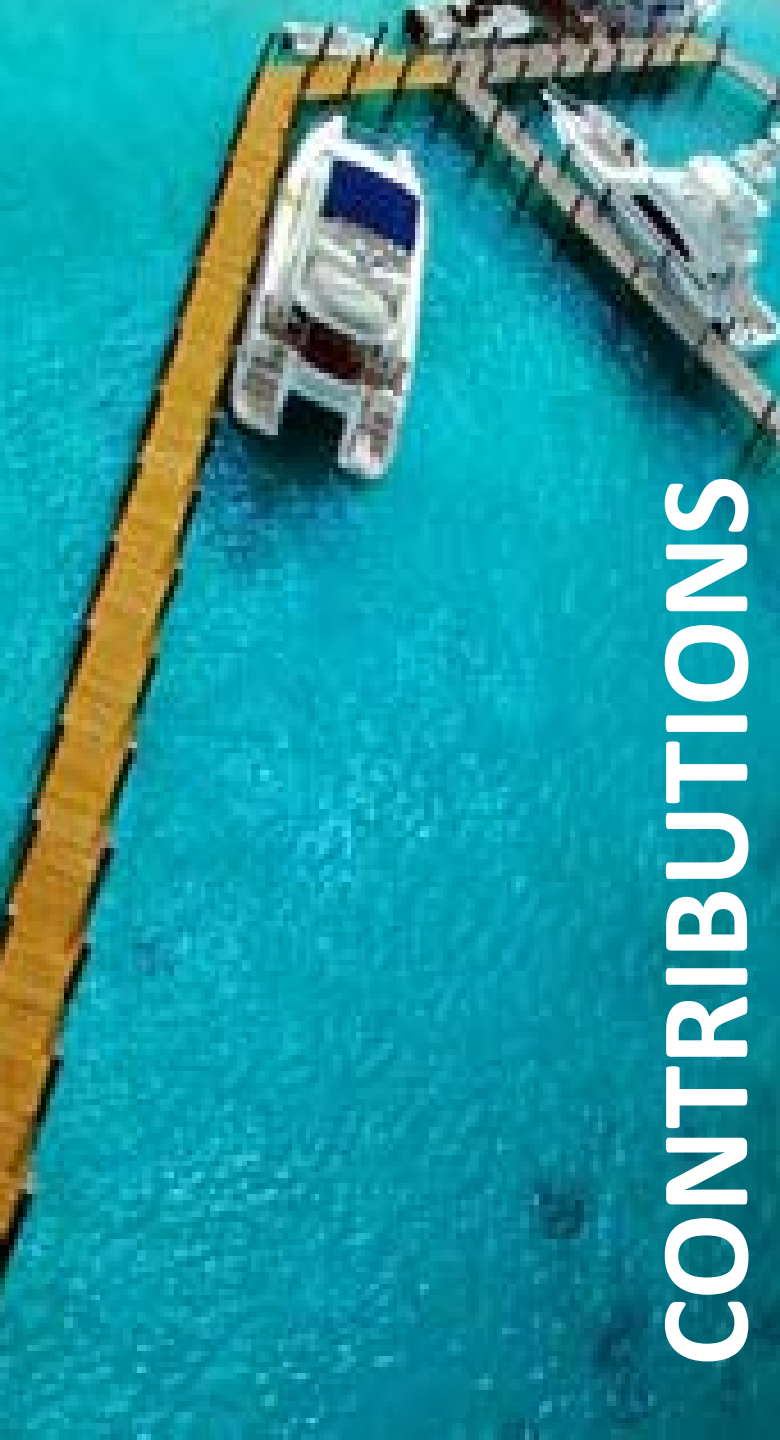


# Marinas Contribute:



# CONTRIBUTIONS

- 2.5% of all stopovers to TIOTB
  - Almost twice the number of people who come here to gamble.
  - 10% larger than the number of people getting married or attending a wedding.
- Only Off Shore Boaters have a longer length of stay
  - Stay almost twice as long as any staying in a hotel or on a honeymoon.
  - Stay even longer than people who came to visit a friend or relative(VFR)
- Among the most loyal
  - 74% repeat visitors.
  - Almost twice as many as Hotel (SSS-EP: 39%)
  - More than VFR - 67%
  - 2.6 times more than Cruise Stopovers - 28%



# CONTRIBUTIONS

- Provide the Best Recommendations for TIOTB

VISITOR COUNT	
Row Labels	<input type="checkbox"/> VERY LIKELY
ATTENDING WEDDING	65.34%
BRIDES & GROOMS	79.29%
BUSINESS & VACATION	68.23%
BUSINESS TRAVELERS	64.84%
CASINO EXCURSION	70.51%
CHARTER PLANE FLYER	80.51%
CRUISE STOPOVER	64.42%
HONEYMOON	73.64%
MARINA BOATERS	84.65%
MIXED-USE ACCOMMODATION BOATERS	88.48%
OFFSHORE BOATERS	81.70%
PRIVATE FLYERS	87.94%
SUN, SAND & SEA (ALL-INCLUSIVE)	70.86%
SUN, SAND & SEA (EP)	73.83%
VACATION HOME	75.66%
VISITING FRIENDS & RELATIVES	81.76%
WEDDING & HONEYMOON	79.65%
Grand Total	73.02%



# CONTRIBUTIONS

- Marina Boaters spent \$46.3 million in 2009 in TIOTB
  - This was second only to hotel visitors (\$820.9 million).
- Their average spending per visitor night was \$150.
  - Amount spent by marina boaters was higher than those staying in rented homes or apt. (\$120) and in timeshares (\$80).
  - Marina Boaters spent \$25 on activities , \$10 on other purchase and \$60 on popular purchases which was also more than any other visitor type.
  - Hotel visitors spent about \$225 per visitor night
- They travel in parties of three and made 9 previous visits on average.





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# CONTRIBUTIONS

- A quick review of the items of possible purchase excluding eating out and accommodation spending shows the top 10 items for expenditures per visitor\* were:
  1. Motor Fuels and Oil (\$710)
  2. Groceries (\$355)
  3. Other Marina Services (\$337)
  4. Boat Repair (\$293)
  5. Fishing (\$266)
  6. Boat Supplies (\$225)
  7. Jewelry (\$221)
  8. Scuba ,Snorkeling (\$157)
  9. Golfing \$137)
  10. Bottled Alcoholic Beverage (\$134)

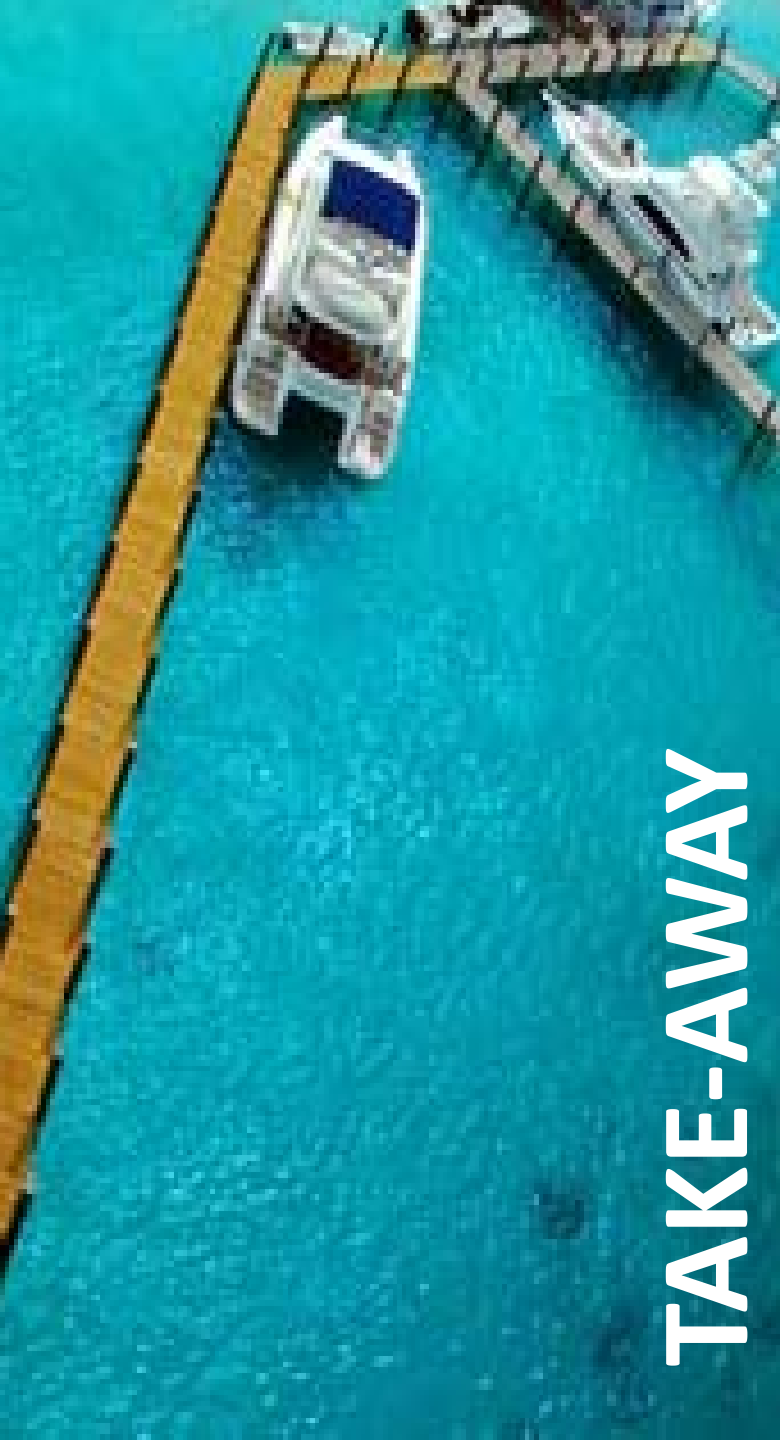
\* Not adjusted to mute possible survey bias



# CONTRIBUTIONS

- A quick review of the items of possible purchase excluding eating out and accommodation spending shows the top 10 items of their total expenditure\* were:
  1. Motor Fuels and Oil (71% )
  2. Groceries (15%)
  3. Other Marina Services (6%)
  4. Fishing (6%)
  5. Scuba ,Snorkeling (5%)
  6. Bottled Alcoholic Beverage (4%)
  7. Boat Repair (3%)
  8. Boat Supplies (3%)
  9. Jewelry (3%)
  10. Local Passenger Road Transportation (2%)

\* Not adjusted to mute possible survey bias



TAKE-AWAY

## MARINA BOATERS CONTRIBUTE:

- The Best Value in Promoting TIOTB.
- Significant Value to the Economy in terms of Accommodations, Second only to Hotels.
- The Best Visitor for Spreading that Economic Value Around
- The Best Brand Loyalty Value



# SOURCES

- 1.370 million Immigration Arrival Cards in 2010
- 1.327 million Immigration Arrival Cards in 2009
- 354,000 million Immigration Arrival Cards in QTR One 2011 and 347,000 in QTR One 2010
- Immigration Departure Cards representing about 30% to 40% of the Arrival Cards
- 8,300 Visitor Stopover Expenditure Survey done in 2009 with 242 of them from Stopovers staying in Marinas.
- Cruise Manifests from Department of Immigration and Port Authorities Documents