

BUSINESS NEWS

COPA Business and Visitor Experience

The Islands of The Bahamas



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Table of Content

Table of Content.....	2
Executive Summary	3
Analysis	4
COPA Survey Results	9
Immigration Card Data.....	11
APPENDIX ONE: COPA SURVEY TABULATIONS	12
APPENDIX TWO: IMMIGRATION CARD TABULATIONS	24

Executive Summary

In August of 2011, forty-one surveys were collected from stopover visitors departing on COPA flights. These visitors were asked to fill in a questionnaire about their stay in The Islands of The Bahamas (TIOTB), specifically about their experiences here. The data and comments from this survey are provided in Appendix One: COPA Survey Tabulations.

As well, data from the Immigration card, covering 2,342 COPA stopovers between May and July, was pulled. Besides providing comparisons that testify to the accuracy of the sample of 41 visitors, it provides an expanded profile of the visitor and their experiences. The data is provided in Appendix Two: Immigration Card Tabulations. Percentages are rounded to the nearest percent in this report.

The purpose, here, is to highlight key elements of the COPA business, along with the state of their experience in The Islands of The Bahamas. In this regard there are several things to note:

- In June and July the COPA service performed about average and certainly well above expectations with 95% and 86.6% load factors.
- According to Immigration Card data for May to July, Latin America stopovers grew 40%, with 98% of this increase attributed to COPA.
- The main agents for COPA stopovers were COPAir.com and Atlantis.com.
- COPA stopovers are more likely than all other stopovers to TIOTB for May to July to be: 25-44 years old, staying in hotels (particularly all-inclusive), first time visitors, here for the beaches and staying 8-14 nights.
- Comparing COPA stopovers for May to July stopovers with the COPA August sample of 41 passengers, shows that the survey may under sampled COPA stopovers staying 4-7 nights, staying in hotels and on Paradise Island.
- Comparing the COPA Survey results to the 2006 Visitor Satisfaction Survey results for Nassau/PI stopovers shows that COPA respondents were more into landscapes, beaches, casinos and Dolphin Encounters. They were more likely to use taxis, ferries, jitney/buses and to interact with hair braiders, straw vendors and beach vendors.
- Turning to their perceptions of these experiences, the 41 COPA passengers were more likely to recommend TIOTB than COPA visitors from May to July and all other stopovers visiting TIOTB in this time period.
- COPA passengers surveyed were much more enthusiastic about most experiences than 2006 Nassau/PI stopovers. COPA passengers, by almost two to one, said what they liked the most about TIOTB were its friendly people.
- Expensive/high prices, limited variety in shopping, shops closing early and a boring place with not much to do topped their list of things to change. They particularly pointed to taxis as being too expensive and somewhat not transparent in fare charges. Shopping was expensive in their opinion and restaurants closed too early which may impact the boring sentiment.
- However, the most salient problem that showed up everywhere in the comments section was these COPA respondents' problems with language. To make the destination even

friendlier, a serious effort was needed in their view. According to the ranking established by the percentage of those who made negative comments about language after their experience, there are five priorities to improve service through use of Spanish: Airline Check-in, Hotel, Customs/Immigration, Shops and Ferries.

- Many comments indicated that providing Spanish facilities were not just nice to do but could open pocket books. These comments illustrated this clearly:

“The Bahamas is a fascinating place, but the language barrier doesn’t allow you to get to the experience the attractions in depth”

“The information on the Atlantis Adventure activities was not clear. I need a map in Spanish.”

“On the boat excursion no one explained to us what they were saying.”

“We weren’t able to communicate” (said about Straw Vendor)

“We didn’t understand her” (said about Hair Braider)

“Tourist guide should know Spanish” (said about a Water Taxi)

“Not a lot of bargains. In fact it was difficult for us to ask questions because of the language barrier” (said about Shopping)

- The 41 COPA passengers surveyed made 112 comments. Of those 38% were about language problems. There were a total of 18 comments on what would make their stay here more enjoyable. Of those 44% called for improved language abilities. Perhaps one comments said it best:

“Nobody spoke Spanish and if you do not speak English you are doomed”

Analysis

The key observations and recommendations from this analysis are:

1. The COPA service in June and July performed above average and certainly well above expectations with 95% and 86.8% load factors respectively according to our airline performance reports. In June and July, the average load factors for Nassau flights were 72.3% and 77.6%. In June and July, COPA bested all flights.
2. The one flight in May with 91.7% of its passengers saying that the reason for the visit was a conference was the inaugural flight.
3. Latin American stopovers grew by 2,270 visitors in June and July, some 40% above 2010.
4. COPA stopovers numbered 2,218 or some 98% of the recorded increase.

5. COPA stopovers accounted for 51% of the increase of Argentine stopovers, 43% of Brazil's, 106% of Columbia's and 111% of Panama's. Note a percentage above 100% indicates a possible loss of business from these areas was avoided.
6. A small segment of stopover visitors, about one to two percent, indicated residency in the USA. While there were only 33 stopovers in June and July, 36% stayed four nights and 87% four nights or longer.
7. The same day in transit visitors not reported here but available from Immigration Card indicates that COPA might be able to build on business from those looking for quicker or more convenient routes to the USA or Cuba.
8. COPA stopovers used COPAir.com (38%) followed by Atlantis.com (18%).
9. COPA stopovers compared to the all other stopovers to The Islands of The Bahamas for the period May to July were more likely to be:
 - a. 25-44 years old (41% vs. 37%)
 - b. Staying in hotels (91% vs. 73%)
 - c. Sun, Sand and Sea All Inclusive Vacationers (37% vs. 9%)
 - d. First time visitors (67% vs. 48%)
 - e. Here for the beach (83% vs. 69%)
 - f. Staying 8-14 nights (18% vs. 12%)
10. COPA surveyed passengers (August) compared to COPA stopovers (May to July) were less likely to be:
 - a. Staying 4-7 nights (54% vs. 66%)
 - b. Staying in hotels (68% vs. 91%)
 - c. Staying on Paradise Island (44% vs. 77%)
11. Given the nature of the difference in 10 c, a red flag should be raised for the accuracy of the experience described by those surveyed.
12. Using the 2006 Visitor Satisfaction Survey results as a comparison, COPA passengers surveyed are less likely than Nassau/PI stopover visitors to :
 - a. Say they liked best about was relaxing (49% vs. 63%)
 - b. Say they liked best about was the ocean (49% vs. 74%)
 - c. Go walking (44% vs. 78%)
 - d. Eat out, reflecting use of the all inclusive accommodation (76% vs. 85%)
13. Using the 2006 Visitor Satisfaction Survey results as a comparison, COPA passengers surveyed are more likely than Nassau/PI stopover visitors to :
 - a. Say they liked best the landscape (54% vs. 35%)
 - b. Say they liked best the beaches (80% vs. 77%)
 - c. Go to the beaches (100% vs. 45%)
 - d. Go to casinos (88% vs. 35% Atlantis Casino/17% Crystal Palace Casino)
 - e. Go to Dolphin Encounter (34% vs. 10%). Note that in 2011 there are more venues than in 2006.
 - f. Use taxis (85% vs. 68%)
 - g. Use water taxis (39% vs. 20%)
 - h. Use a jitney/bus (61% vs. 41%)
 - i. Experience hair braiders (39% vs. 16%)
 - j. Experience straw vendors (54% vs. 33%)
 - k. Experience beach vendors (54% vs. 34%)

The key observations covering the views of COPA stopovers towards TIOTB and possible threats to that experience are:

1. It should be noted that 41 responses is a very small sample and as such risks misinterpretation.
2. 68% of the 41 COPA passengers surveyed in August said that they were definitely more likely to recommend TIOTB. Adjusting this to eliminate those who did not answer the recommendation and this now becomes to 79.6%.
3. The 41 COPA passengers surveyed were much more likely to recommend TIOTB (80% definitely likely to recommend) than all COPA stopovers coming between May and July (73%) and indeed all visitors excluding COPA visitors between May and July (74%).
4. As the following table demonstrates, when it came to rating key elements of the experience in Nassau/PI, the 41 COPA respondents were much more enthusiastic than the 1,870 stopovers surveyed in 2006 as they left after a stay in Nassau/PI.

Area	Excellent%	Awful/Not so good%	Net Excellent %
Shopping			
COPA	39%	0%	39%
Nassau/PI 2006	12%	8%	4%
Eating Out/Bars			
COPA	36%	0%	36%
Nassau/PI 2006	30%	5%	25%
Beaches			
COPA	73%	0%	73%
Nassau/PI 2006	69%	2%	68%
Atlantis			
COPA	81%	0%	81%
Nassau/PI 2006	57%	5%	52%
Casinos			
COPA	65%	0%	65%
2006 Atlantis	34%	7%	27%
2006 Crystal Palace	22%	7%	15%
Dolphin Encounter			
COPA	86%	0%	86%
Nassau/PI 2006	78%	2%	77%
City Tour			
COPA	58%	0%	58%
Nassau/PI 2006	32%	7%	25%
Jet Ski			
COPA	50%	0%	50%
Nassau/PI 2006	54.2%	8%	47%
Accommodation			
COPA	59%	0%	59%
Nassau/PI 2006	51%	8%	44%

5. The measure used is Net Excellent % or the percentage of respondents who said their experience was Excellent minus those who said it was Awful or Not so good. Clearly the small sample (e.g. no Awful and Not so goods) and changes wrought in time (Dolphin Encounters, Atlantis today vs. 2006) distorted the comparisons but the gaps that were so large were worth reporting as they probably represented a superior experience just not a reliably quantifiable one. Also where those large gaps did not exist they made sense, e.g. beaches.
6. COPA survey respondents indicated that what they disliked most about TIOTB were being too expensive, limited in its variety of shops, shops closing too early and boring, with nothing to do. Compared to the 2006 Nassau/PI results, except for Expensive/High Prices, COPA stopovers pointed to these areas in much higher percentages:
 - a. Expensive/High Prices: 2006 Nassau/PI -45% disliked about TIOTB, COPA - 24%
 - b. Limited Variety in Shopping: 2006 Nassau/PI - 8% disliked about TIOTB, COPA - 20%.
 - c. Shops closed early: 2006 Nassau/PI - 13% disliked about TIOTB, COPA - 42%.
 - d. Boring: 2006 Nassau/PI - 3% disliked about TIOTB, COPA - 12%.
7. 72% of COPA's surveyed passengers said that what they liked best about TIOTB was its Friendly People while only 34% of 2006 Nassau/PI visitors surveyed said this.
8. Setting the goal at 100% of COPA visitors leaving TIOTB with no or a positive comment in one of the key areas they said they liked about TIOTB and examining the effort to achieve that goal was one way of setting priorities for level of effort in the various areas. For example, 33 COPA surveyed passengers said that they went shopping. Of those 29 either made no comment or a positive comment about prices at the shops. Twenty-nine of the 33 shoppers making no comment or a positive comment about expensive prices represent 87% of the goal.
9. The following table indicates the level of effort required in the key areas outlined in 6.

F r i	No Too Expensive/ High Prices Comments	No Limited Variety in Shops Comments	No Shops Close Too Early Comments	No Boring Comments
	% of Goal (All Participants in AREA)	% of Goal (All Participants in AREA)	% of Goal (All Participants in AREA)	% of Goal (All Participants in AREA)
Shops	88%	97%	91%	100%
Restaurants/Bars	97%	n/a	90%	94%
Taxi	69%	n/a	n/a	n/a
Ferries	100%	n/a	n/a	n/a
Jitney/Buses	100%	n/a	n/a	n/a
Hair Braiders	100%	n/a	n/a	n/a
Straw Vendors	100%	96%	n/a	n/a
Beach Vendors	100%	100%	n/a	n/a

10. The friendliness of people, however, should be measured using different criteria – 100% of participants in any area when leaving TIOTB commenting on friendliness. The results for these key areas show:

AREA	% of Goal (All participants in AREA)
Shops	11%
Restaurants/Bars	0%
Taxi	14%
Ferries	6%
Jitney/Buses	12%
Hair Braiders	6%
Straw Vendors	9%
Beach Vendors	0%
Customs/Immigration	2%
Airline Check-in	2%
Security	0%
Hotel	2%

11. Finally any effort to make TIOTB a friendlier destination may come down to the views of COPA as to the ability of the service to speak Spanish. 63% of surveyed COPA passengers said there were not enough people to assist them in Spanish. Looking at the comments where COPA passengers mentioned a language problem and expressing them as a percent of participants in the various areas perhaps points to areas requiring action:

Area	% of Participants with Negative Comment
Shops	8%
Restaurants Bars	4%
Activities	4%
Taxis	4%
Ferries	8%
Jitney/Bus	0%
Hair Braider	4%
Straw Vendors	4%
Beach Vendors	4%
Customs/Immigration	12%
Security Staff	8%
Airline Check-in	15%
Hotel	12%

12. Many of the comments point to the negative consequences of this failure to communicate, particular when it came to spending money.

COPA Survey Results

The profile of the 41 COPA visitors shows:

- 68% said they definitely will recommend The Bahamas with another 10% saying they probably will recommend The Bahamas.
- 68% said they stayed in hotels.
- 44% stayed on Paradise Island while 15% stayed on Cable Beach.
- 71% said Vacation was their main reason for this visit to The Bahamas, followed by Honeymoon, 12%.
- The most frequent length of stay was 4 to 7 nights (44%) followed by:
 - 8 to 14 nights, 22%
 - 1 to 3 nights, 10%
- Adjusted for non response on the assumption that those not answering the question would reflect those that did and these three categories would be:
 - 4 to 7 nights, 54%
 - 8 to 14 nights, 27%
 - 1 to 3 nights, 12%
- The Beaches were what they liked the most about The Bahamas, 81% followed by the next four in the top five:
 - The Landscape, 54%
 - Relaxing, 49%
 - The Ocean, 49%
 - Felt safe, 39%
- Shops Closing Too Early they disliked the most, 42% followed by:
 - Expensive/Pricey, 24%
 - Limited Variety of Shops, 20%
 - Boring, Not Enough To Do, 12%
 - Unfriendly People, Sales People Pushy, both 10%.
- The most popular things (above 50%) they did were:
 - Going To Beaches, 100%
 - Going To Atlantis, 88%
 - Shopping, 81%
 - Going to Restaurants, Cafes, 76%
- That the percentage them as Excellent vs. Awful/Not So Good were as follows:
 - Going To Beaches, 73% vs. 0%
 - Going to Atlantis, 80% vs. 0%
 - Shopping, 39% vs. 0%
 - Going to Restaurants, 36% vs. 0%
- The Excellent scores for those with at least 10 participants were:
 - Dolphin Encounter, 86%

- Atlantis, 80%
- Walking Tour, 78%
- Beaches, 73%
- Casinos, 65%
- City Tour, 58%
- Jet Ski, 50%
- Shopping, 39%
- Restaurant, Cafes, 36%
- 46% found their accommodation to be Excellent but 2% found them Awful.
- 85% used Taxis, 61% used Bus/Jitney, and 39% used Water Taxi. While Surrey/Horse Carriage use reached 10%, other transportation use was almost non existence.
- The most frequent vendors (above 50%) they met were Straw Vendors, 54% and Beach Vendors, 54%
- 42% of COPA stopovers surveyed rated the Airport Staff as Excellent with only 2% saying it was Not So Good.
- 68% said there was not enough signage in the airport, hotels, and shops and in the destination, in general. While it is not clear, it is assumed Spanish signs are critical.
- They definitely felt there were not enough people to assist them in Spanish in hotels, shops, restaurants and bars, 63%.
- While their positive comments correlated well with the results already noted, these specific experiences should be noted:
 - Shopping: nice sales people, good prices, particularly for lotions and liquors.
 - Restaurants: variety in food, good service and attentive staff.
 - Activities: Learn a lot from them, professional diving and boating services, Dolphins and lots to do.
 - Taxis: kind, very friendly and cordial people, talked about the island, and reasonable fares.
 - Ferries: good boat captain and guide.
 - Jitney/Buses: very funny and humorous, friendly and educated, music, air conditioned and polite drivers.
 - Motorcycle: Works well.
 - Hair Braiders: eager to braid, and very friendly and respectful.
 - Straw Vendors: friendly and offer good prices.
 - Beach Vendors: didn't bother us and variety of products.
 - Airport: very gentle Customs officers, attentive and warm Customs and Immigration officers; very attentive, helpful, cooperative, Spanish speaking, pleasant and friendly airline check in staff.
 - Hotels: friendly, good rooms, staff and facilities, very comfortable, excellent food, clean, beautiful amenities, lots to do, attentive staff.
- Similarly these negative comments should be marked for action:
 - Shopping: difficulty with Spanish language, bad service limited buying to necessary items, close early (one shop even closed door on a visitor), no bargains, bought only small gifts because of high prices, no sales people.

Immigration Card Data

The profile of the 2,342 stopovers shows:

- 79% of the COPA stopovers came from Latin American with the following ranking in the top five:
 - Columbia, 33% of all COPA stopovers.
 - Argentina, 13%.
 - Panama, 8%
 - Brazil, 7%
 - Chile, 4%.
- That 2% were stopovers living in America and choosing to stay overnight in The Islands of The Bahamas, while another 1% were living in Europe.
- Including those who did not fill in the previous visit question on the Card, two thirds of COPA stopovers were visiting The Islands of The Bahamas for the first time. Assuming that these non respondents would be no different than those that indicated previous experience and first time visitors are estimated to be 90% of the COPA visitors.
- 73% of COPA stopovers said they were very likely to recommend The Islands of The Bahamas and another 27% said they somewhat likely to recommend. Not one of the 2,342 COPA stopovers said they were not at all likely to recommend The Islands of The Bahamas.
- 91% said they stayed in a hotel.
- 77% stayed on Paradise Island while 15% stayed on Cable Beach.
- 55% of them fall into the 25 to 54 age group with the 35 to 44 age group being the most frequent group. 12% were under 12 years old.
- The most frequent experience segment was Sun, Sand and Sea – European plan covering 49% of all COPA stopovers. 37% were in the Sun, Sand and Sea – All Inclusive. Next highest was Vacation Home visitors (4%).
- The most frequent length of stay was 7 nights (23.5% of COPA stopovers) followed by:
 - 5 nights, 18%
 - 8 to 14 nights, 18%
 - 4 nights, 16%.
- Beach formed the biggest attraction with 70% of COPA stopovers saying that it was a prime motivator for their trip and accounting for 79% of COPA stopovers if those including Beach along with some other reason.
- Beach would have been even higher but for the 92% of all May COPA stopovers who said a Conference was their motivator.

APPENDIX ONE: COPA SURVEY TABULATIONS

Q1	What is the main reason for this to the Bahamas	Responses	Sample	% of Sample
	Honeymoon	5	41	12.2%
	Vacation	29	41	70.7%
	Vacation won awarded through business	1	41	2.4%
	Other business trip	1	41	2.4%
	Other reason	3	41	7.3%
	No response to question	2	41	4.9%

Q2.	What did you like about the Bahamas ?	Responses	Sample	% of Sample
	The architecture	9	41	22.0%
	The Landscape	22	41	53.7%
	The Beaches	33	41	80.5%
	The ocean	20	41	48.8%
	The weather	13	41	31.7%
	Variety of shops	6	41	14.6%
	Cheap to shop/good deals available	2	41	4.9%
	Clean	14	41	34.1%
	Felt safe	16	41	39.0%
	Friendly people	14	41	34.1%
	Helpful People	12	41	29.3%
	It was just as I hoped	2	41	4.9%
	Value for money	2	41	4.9%
	Plenty to do	5	41	12.2%
	Relaxing	20	41	48.8%
	Unusual	8	41	19.5%
	No response	2	41	4.9%

Q3	What did you dislike about the Bahamas?	Responses	Sample	% of Sample
	The architecture	1	41	2.4%
	The weather	1	41	2.4%
	Limited variety of shops	8	41	19.5%
	Felt hassled	3	41	7.3%
	Felt ripped off	1	41	2.4%
	Not clean	3	41	7.3%
	Didn't fell safe	3	41	7.3%
	Unfriendly people	4	41	9.8%
	Unhelpful/rude people	3	41	7.3%
	Sales people were pushy	4	41	9.8%
	Shops closed early	17	41	41.5%
	Slow service	3	41	7.3%
	Not what I expected	2	41	4.9%
	Expensive/pracey	10	41	24.4%
	Boring, not enough to do	5	41	12.2%
	Wasn't anything special/different	1	41	2.4%
	Other reason	7	41	17.1%
	No response to the question	8	41	19.5%

		Responses	Sample	% of Sample
Q4 a	Did you do any shopping?			
	Yes	33	41	80.5%
	No	7	41	17.1%
	No response to question	1	41	2.4%
Q4 b	How would you rate the shopping experience?			
	Excellent	13	33	39.4%
	Good	15	33	45.5%
	Ok	3	33	9.1%
	Not so good	0	33	0.0%
	Awful	0	33	0.0%
	No response to question	2	33	6.1%
Q5 a	Did you do to any restaurants/cafes of bars?			
	Yes	31	41	75.6%
	No	8	41	19.5%
	No response to question	2	41	4.9%
Q5 b	How would you rate that experience?			
	Excellent	11	31	35.5%
	Good	14	31	45.2%
	Ok	6	31	19.4%
	Not so good	0	31	0.0%
	Awful	0	31	0.0%
	No response to question	0	31	0.0%

Q6	What activities/ tours excursions did you do here?	Excellent	Good	OK	Not so good	Total	Sample	% of Sample
	Beaches	30	8	3		41	41	100.0%
	Atlantis	29	6			36	41	87.8%
	Casinos	15	6	2		23	41	56.1%
	Walking tour	14	4			18	41	43.9%
	Dolphin Encounter	12	1	1		14	41	34.1%
	City tour	7	4	1		12	41	29.3%
	Jet Ski	6	3	2		12	41	29.3%
	Diving	7				7	41	17.1%
	Snorkeling	3	3			6	41	14.6%
	Kayaking	1	4			5	41	12.2%
	Bird watching	3	1			4	41	9.8%
	Sailing/Boating	4				4	41	9.8%
	Blue hole	3				3	41	7.3%
	Night clubs	2	1			3	41	7.3%
	Parasailing	3				3	41	7.3%
	Banana Boat	2				2	41	4.9%
	Bicycle		1	1		2	41	4.9%
	Nature tour	1	1			2	41	4.9%
	Bone fishing	1				1	41	2.4%
	Cave exploration	1				1	41	2.4%
	Golfing		1			1	41	2.4%
	Tennis/Racquetball	1				1	41	2.4%

Q7	Did you use?	Responses	Sample	% of Sample
Q7a	Taxi			
	Yes	35	41	85.4%
	No	4	41	9.8%
	No response to question	2	41	4.9%
Q7b	Water Taxi			
	Yes	16	41	39.0%
	No	10	41	24.4%
	No response to question	15	41	36.6%

Q7	Did you use?	Responses	Sample	% of Sample
Q7c	Bus/Jitney			
	Yes	25	41	61.0%
	No	6	41	14.6%
	No response to question	10	41	24.4%
Q7 d	Surrey/Horse Carriage			
	Yes	4	41	9.8%
	No	11	41	26.8%
	No response to question	26	41	63.4%
Q8	Did you rent a	Responses	Sample	% of Sample
Q8a	Motor scooter			
	Yes	0	41	0.0%
	No	27	41	65.9%
	No response to question	14	41	34.1%
Q8b	Car			
	Yes	1	41	2.4%
	No	27	41	65.9%
	No response to question	13	41	31.7%
Q8c	Bicycle			
	Yes	0	41	0.0%
	No	27	41	65.9%
	No response to question	14	41	34.1%
Q8d	Golf Cart			
	Yes	1	41	2.4%
	No	27	41	65.9%
	No response to question	13	41	31.7%
Q9	Did you meet any :	Responses	Sample	% of Sample
Q9a	Hair Braiders			
	Yes	16	41	39.0%
	No	16	41	39.0%
	No response to question	9	41	22.0%
Q9b	Straw vendors			
	Yes	22	41	53.7%
	No	11	41	26.8%
	No response to question	8	41	19.5%
Q9c	Wood Carvers			
	Yes	19	41	46.3%
	No	13	41	31.7%
	No response to question	9	41	22.0%
Q9d	Beach vendors			
	Yes	22	41	53.7%
	No	14	41	34.1%
	No response to question	5	41	12.2%
Q9e	People Offering Trips			
	Yes	11	41	26.8%
	No	18	41	43.9%
	No response to question	12	41	29.3%
Q10	How would you rate the airport staff	Responses	Sample	% of Sample
	Excellent	17	41	41.5%
	Good	16	41	39.0%
	Ok	4	41	9.8%
	Not so good	1	41	2.4%
	Awful	0	41	0.0%
	No response to question	3	41	7.3%

Q11a	Where did you Stay?	Responses	Sample	% of Sample
	RIU	11	41	26.8%
	Atlantis	6	41	14.6%
	Wyndham	4	41	9.8%
	British Colonial Hilton	2	41	4.9%
	Breezes	1	41	2.4%
	Sheraton	1	41	2.4%
	The Cove	1	41	2.4%
	Towne Hotel	1	41	2.4%
	Old Fort Bay	1	41	2.4%
	Did not stay in hotel	4	41	9.8%
	No response to question	9	41	22.0%

Q11b	How would you rate accommodation ?	Responses	Sample	% of Sample
	Excellent	19	41	46.3%
	Good	12	41	29.3%
	Ok	2	41	4.9%
	Not so good	0	41	0.0%
	Awful	1	41	2.4%
	No response to question	9	41	22.0%

Q12	Were there enough person to assist you in Spanish, in the hotel, shops restaurants, bars and in general?	Responses	Sample	% of Sample
	Yes	5	41	12.2%
	No	26	41	63.4%
	No response o question	10	41	24.4%

Q13	Is there enough signage in the airport, hotel, shops and in the destination, in general	Responses	Sample	% of Sample
	Yes	4	41	9.8%
	No	28	41	68.3%
	No response	9	41	22.0%

Q14	How many nights did you stay in the Bahamas on this visit?	Responses	Sample	% of Sample
	1 to 3 nights	4	41	9.8%
	4 to 7 nights	18	41	43.9%
	8 to 14 nights	9	41	22.0%
	15 to 30nights	1	41	2.4%
	31 nights or more	1	41	2.4%
	No response to question	7	41	17.1%

Q15	As a result of this visit, how do you feel about recommending The Bahamas as a place for your friends/ family to visit?	Responses	Sample	% of Sample
	Definitely will recommend it	28	41	68.3%
	Probably will recommend it	4	41	9.8%
	Probably won't recommend it	1	41	2.4%
	Definitely won't recommend it	1	41	2.4%
	No response to question	6	41	14.6%

Comments

Positive Comments

Shopping	Nice shopping points, nice salesman and good prices
	There was variety
	Everything was wonderful
	Good service
	I bought an excursion package for the Island of Exuma the staff of the power boat company were excellent
	Good
	Very good
	Good
	We received good service, friendly staff. Thanks
	Satisfactory
	Friendly people
	There's lots of variety
	Good prices on lotions and liquor
	Good
Good	

Restaurant	We experience a nice variety of food
	I like Arawak Cay
	In all o the restaurants they gave us very good service
	I went to Athens's café. I had a good experience
	We had supper at the Atlantis hotel and it was excellent, additionally in the restaurant in the downtown area the were ok
	I received good service
	Good food , attentive
	Everything was fine
	Yes , I like all of them
	Good service
	Very good

Activities	The activities were ok and we learned a lot
	Very good
	We went to see the dolphin at Atlantis; to the beaches, the mall, everything was fine
	Very good
	The first day we walked through the Atlantis hotel and the other day we went on an excursion to the island of Exuma it was excellent
	They were good
	I did diving with Stuart's cove , very professional and good service
	Excursion- very good
	Atlantis is beautiful and there is lots to do
Very good	

Did you use:	Very good (motor scooter)
	Good(taxi)
	Very good (taxi)
	Good service (taxi)
	Excellent (taxi)
	It was good , the people were kind and cordial (taxi)
	Very friendly (taxi)
	Very good (taxi)
They were a little friendly (taxi)	

Good (taxi)
The drivers were friendly. They tell you a little bit about the island. I took 2 taxis, one to get to Atlantis and the other to return to the airport(taxi)
The taxi driver was very friendly (taxi)
Good service, good in general (taxi)
We had good taxis with reasonable fares (taxi)
very good (taxi)
It' s okay (taxi)
Very good (taxi)
Very good (taxi)
A pleasant experience (taxi)
Fine (ferries)
Good service (ferries)
Very good (ferries)
Very good (ferries)
The people were very nice (ferries)
Excellent (ferry)
Very good boat captain and guide (ferries)
Very good (bus)
Very good (bus)
Very funny, as in humorous (bus)
It was excellent and economical (bus)
Very friendly and educated, some of them (bus)
Good (bus)
Good, pleasant air condition (bus)
Ok (bus)
That's fine, with music air condition and all drivers are polite (bus/jitney)
Generally , a good experience (bus)
Good (bus)
Good (bus)
Good (horse and carriage)
Good service (horse and carriage)
Good (horse and carriage)
Good, the motorcycle worked well.(motorcycle)

Did you meet?	We saw them, and they were very friendly and respectful (hair braiders)
	They were very eager to braid (hair braiders)
	Very good (Hair braiders)
	Detailed god handicraft (straw vendors)
	It was good (beach vendors)
	They were educated (straw vendors)
	Good prices (straw vendors)
	Good we did some shopping (straw vendors)
	Good (straw vendors)
	Good (straw vendors)
	They are very friendly and offer good prices (straw vendors)
	They were working (straw vendors)
	Very good experience (straw vendors)

Good prices (wood carvers)
Ok (wood carvers)
Very good work and friendly people (wood carvers)
Excellent products (wood carvers)
Very nice (Wood carvers)
They didn't bother us (beach vendors)
OK (beach vendors)
Good attentive but aggressive (Beach vendors)
A variety of products- good (beach vendors)
OK (people offering trips)
OK (people offering trips)
Good attentive spoke little Spanish (people offering trips)
It was good (people offering trips)

Airport Staff	Everything went well (customs/immigration)
	Excellent (customs)
	Very gentle (customs)
	Good (customs/immigration)
	Attentive (customs/immigration)
	Good (customs/immigration)
	Good (custom/ immigration)
	Good (customs/immigration)
	Good (customs)
	Good customs/immigration)
	Ok (customs/immigration)
	Very good and attentive (customs)
	Warm (customs/immigration)
	OK (customs/immigration)
	Very good experience customs/immigration)
	Fine (customs/immigration)
	Good service (customs/ Immigration)
	Very good attentive (customs/immigration)
	Quite fine, thanks (customs/immigration)
	Good (customs/immigration)
	Good (custom/immigration)
	Very good (customs/immigration)
	Good (customs)
	Good (air line check in)
	Good (airline check in)
	Excellent, very friendly (air line check in)
	Good (airline check in)
	good (airline check in)
	Excellent (airline check in)
	Very good (air line check in counter)
	Good (airline check in)
	ok (airline check in)

	Very attentive and cooperative (airline check in
	Everything went well (airline check in)
	Good (airline check in)
	Good (airline check in)
	Quite fine, thanks (airline check in)
	Everything went well, no problem (airline check in)
	Very good and lots of attention (airline check in)
	Very good and best of all they spoke Spanish (airline check in)
	Very good (airline check in)
	Good service, plus bi-lingual staff (airline check in)
	Very good made a great effort to help us (airline check in)
	They were pleasant and friendly (airline check in)
	OK (airline check in)
	Good (airline check in)
	Very good (airline check in)
	Good (airline check in)
	Good (air line check in)
	Good (airline check in)
	They were good(security)
	Everything was ok (security)
	Everything was ok thanks (security)
	Good (security process)
	Good (security process)
	Excellent (security process)
	Very good (security process)
	Very good (security process)
	Good (security)
	OK (security)
Hotel	OK
	Everything was excellent thanks
	Rather friendly (RIU)
	The room, staff and facilities were excellent,
	Everything was good
	All the employees are nice (Sheraton)
	Staff was ok. Very comfortable (RIU)
	Everything was perfect (RIU)
	Very good staff, good rooms (RIU)
	Excellent food
	The place is spectacular, the amenities are beautiful, a lot to do (Atlantis)
	It was as I expected. The staff was very attentive (RIU)
	Very good (hotel staff)
	Very good (accommodations)
	Everything was impeccable and the service very good (RIU)
	The rooms were okay (COVE)
	Very good
	Clean, attentive (Hilton)
	Good hotel and staff

Spanish Signage	There is already sufficient signage English and it is a universal and understandable language
More Enjoyable	Longer hours and frequency of the inter island transportation (taxi, jitneys etc)
	Nothing, every thing was fine
	Good service in general, the men made more effort than the woman
	Everything was excellent we have no complaints (what would have made your visit better)
	We wanted to stay a little longer and continue enjoying this Paradise, I congratulate all of you
Other Comments	Everything was fine excellent
	That the country is beautiful. We plan to return
	Beautiful scenery
	The beaches are beautiful
	The majority of the people were attentive, progressive businesses beautiful beaches, we will definitely return
	Everything was fine- excellent
	The Bahamas is very beautiful it is very clean and has marvelous water, I will surely return.

Negative Comments

Shopping	But the price of food, restaurant, and the supermarket, very expensive
	Difficulty with the Spanish language
	I think that the store should close a little later
	Few Variety, few local products
	Not a lot of bargains, In fact it was difficult for us to ask questions because of the language barrier
	We did not buy anything, because of the bad service, we only bought what was necessary
	I only bought small gifts, I could not buy more because of the high prices
	Lack of service by salespeople.
	We were not able to do much shopping, the stores close very early
	They close early, also at a store they closed the door on us
	There is no customer service, here it is self service
	Prices a little too high for the economy of my country (Ecuador) Atlantis was pretty but expensive
	Restaurant
	I think that bars and restaurants could close latter; after midnight
	For tourist destination, they close to early
	The high class restaurant are very good
	We believe that they need a larger variety, especially during the evening hours
	They are more focused on the 'gringo tourist and give little attention to the Latin and the most important is the service, you can look for attention in
	I didn't go to any restaurant because of the high prices, only to the bars in the hotel (restaurant)
Activities	The information on the Atlantis Adventure activities were not clear. I need a map in Spanish
	On the beach the jet ski operators were annoying, all of the time,, noisy and showing off
Did you use:	The fare was quite high (taxi)
	Bad language (taxi)
	Did not know much (taxi)
	Expensive (taxi)
	We didn't understand much because the lack of Spanish translators (taxi)
	We also had a taxi that charged us a lot and took us to the wrong place (taxi)
	The cabs are old and dirty, should be in better condition (taxi)
	I think that they should inform the tourist more clearly: one day you pay one price and the next day it changes (taxi)
	Not a good experience on leaving the hotel he did not take us to our destination and he over charged us (taxi)
	Different prices and careless driving
	Extremely expensive for the required distance (taxi)
	The ride from the airport to Atlantis was very expensive \$60.00
	Taxi fares vary for the same distance (taxi)
	Taxis are costly
	tourist guide should know Spanish (water taxi)
	On the boat excursion no one explained to us what they were saying
	The majestic tour bus arrived late , the bus driver picked up his mother-in-law, who spent the time chatting on the phone, it was very unpleasant. (bus)
	We waited more than 10 minutes for the buses (bus)
Very little air condition (bus)	
Public service discourteous and slow (bus)	
Some of the bus drivers were aggressive (bus)	

	We had to wait to long time to collect the motorcycle (motorcycle)
Did you meet?	Yes, but we didn't understand her (hair braiders)
	We weren't able to communicate (straw vendors)
	It is impossible to move around in the actual market without some space, all of the stalls have the same items (straw vendors)
	We made no contact but the product were expensive (wood carvers)
	They did not show great concern while serving (wood carvers)
	Not very good (beach vendors)
	We didn't understand (beach vendors)
	They were very annoying (beach vendors)
	They were annoying (beach vendors)
	Unbearable (beach vendors)
Airport staff	Should be more investments on Portuguese training because that will be lots of us here, now that there is a direct flight from Sao Paulo- Panama City - Nassau (custom/Immigration)
	They should have staff that speak Spanish (security staff)
	Our experience would have been better if they spoke Spanish (airline check in)
	They should know several languages as this is a place visited by people from different cultures (customs/immigration)
	Spanish is needed for better communication (airline check in)
	They did not speak Spanish (custom/immigration)
	They spoke little Spanish (airline check in line)
	Language confusion- bad treatment of passengers (airline check in)
	slow, slow, slow, slow, (airline check in)
	The confiscated my sunscreen lotion and tooth paste at departure (customs/immigration)
Hotel	We had higher expectation of Breezes
	The rooms was dirty especially the washroom and balcony (Sheraton)
	They must have staff who speaks Spanish or at least be able to speak
	Something are in need of renovation (mattresses- pillows) (Atlantis)
	The absence of Staff who speak Spanish (RIU)
	No one spoke Spanish we were treated badly by the security staff (Wyndham)
	Rooms, foods service was not personal at restaurant I will not return to this hotel (Wyndham)
	The food is expensive, you need lots of money to enjoy everything (Atlantis)
	The rooms are small
Spanish Speaking Help	There were no Spanish speaking staff
	In the hotel, there were only 2 persons who spoke Spanish, and one of then didn't understand so well
	There needs to be more people to assist in Spanish
	You need more staff speaking Spanish
	There is a need for bilingual staff
	They should open up more culturally, and train staff in foreign languages, and global concept for better communication
	There were staff who spoke Spanish but they were very few
	Nobody spoke Spanish and if you do not speak English you are doomed
	Need more staff who speak Spanish

Spanish Signage	More signage in Spanish
	There were not many signs translated
	You need more personnel speaking Spanish
	The Bahamas is a fascinating place, but the language barrier doesn't allow you to get experience the attractions in depth.
	Language is a barrier some persons showed no interest in trying to understand us
Would Not Recommend Because	Probably would not recommend because there is no communication with Hispanic persons
	I will recommend that only persons who speak English fluently should come to the Bahamas
	There is nothing special to see and do. I am going to be a tourist in another country were it is much cheaper and more to offer
More Enjoyable	A better hotel and more person speaking Spanish
	I would have liked to understand more or to be better understood
	more persons who speak Spanish
	More persons speaking Spanish
	Improve the transportation
	If person were more helpful in assisting me to understand English
	For me, having been able to communication and make friends
	That the persons are speaking Spanish
	Free Wi-Fi
	Better food , speaking English
	Lack a large variety of tours, in general they are the same, and there is much more to see
	The service and the attention
	More Spanish speaking staff
	I expected prices like in Miami
	That the people were less aggressive
	The hospitality of the people
Parasailing much cheaper	
Not much security on the beach and taxi service	
Other Comments	We hope we come back to find more persons speaking Spanish
	There need to be more Spanish introduce to the island
	The Latin tourist is the same as the American
	That it is a good destination, but they have to treat the Spanish speaking people better
	The lack of variety in shopping and better signage

APPENDIX TWO: IMMIGRATION CARD TABULATIONS

COPA STOPOVERS - AREAS OF RESIDENCY				
Regions	May	June	July	May-July 2011
AFRICA	0.0%	0.2%	0.0%	0.1%
ASIA	0.0%	0.2%	0.2%	0.2%
CANADA	0.0%	0.3%	0.2%	0.3%
CARIBBEAN	2.4%	0.2%	0.3%	0.4%
EUROPE	0.0%	1.0%	1.5%	1.3%
LATIN AMERICA	74.2%	78.6%	79.0%	78.6%
COLOMBIA	9.7%	38.1%	32.5%	33.3%
ARGENTINA	8.1%	14.7%	12.3%	12.9%
PANAMA	8.9%	7.8%	8.3%	8.2%
BRAZIL	8.9%	3.5%	8.3%	6.6%
CHILE	5.6%	4.8%	3.4%	4.0%
PERU	4.8%	1.7%	5.2%	3.9%
COSTA RICA	4.8%	0.9%	3.3%	2.5%
VENEZUELA	1.6%	2.6%	1.8%	2.0%
ECUADOR	3.2%	0.9%	1.8%	1.5%
MEXICO	6.5%	1.4%	0.7%	1.3%
URUGUAY	4.8%	1.6%	0.1%	0.9%
BOLIVIA	3.2%	0.5%	0.5%	0.6%
EL SALVADOR	0.8%	0.0%	0.6%	0.4%
GUATEMALA	0.8%	0.1%	0.1%	0.2%
HONDURAS	1.6%	0.0%	0.1%	0.1%
NICARAGUA	0.8%	0.0%	0.0%	0.0%
MIDDLE EAST	0.0%	0.0%	0.4%	0.3%
NON RESPONSE	17.7%	18.7%	16.2%	17.2%
USA	5.6%	0.6%	2.1%	1.7%
NON RESPONSE	5.6%	0.2%	0.2%	0.5%
FLORIDA	0.0%	0.3%	0.5%	0.4%
COLORADO	0.0%	0.0%	0.3%	0.2%
TEXAS	0.0%	0.0%	0.2%	0.1%
CALIFORNIA	0.0%	0.0%	0.1%	0.1%
NEW YORK	0.0%	0.0%	0.1%	0.1%
NORTH CAROLINA	0.0%	0.0%	0.1%	0.1%
ALABAMA	0.0%	0.0%	0.1%	0.0%
GEORGIA	0.0%	0.0%	0.1%	0.0%
ILLINOIS	0.0%	0.0%	0.1%	0.0%
NEW JERSEY	0.0%	0.0%	0.1%	0.0%
PENNSYLVANIA	0.0%	0.0%	0.1%	0.0%
Grand Total	100.0%	100.0%	100.0%	100.0%

COPA STOPOVERS - PREVIOUS VISITS				
Regions	May	June	July	May-July 2011
FIRST VISIT	60.5%	70.6%	66.0%	67.4%
BETWEEN 2 AND 4	14.5%	5.2%	6.0%	6.1%
MORE THAN 5	0.8%	1.0%	1.4%	1.2%
NON RESPONSE	24.2%	23.1%	26.7%	25.2%
Grand Total	100.0%	100.0%	100.0%	100.0%
COPA STOPOVERS - LIKELIHOOD TO RECOMMEND				
Regions	May	June	July	May-July 2011
VERY LIKELY	73.1%	72.6%	72.5%	72.6%
SOMEWHAT LIKELY	26.9%	26.7%	27.5%	26.9%
SOMEWHAT UNLIKELY	0.0%	0.7%	0.0%	0.5%
Grand Total	100.0%	100.0%	100.0%	100.0%
COPA STOPOVERS - ACCOMMODATION USED				
Regions	May	June	July	May-July 2011
HOTEL	100.0%	92.7%	89.8%	91.4%
FRIENDS/RELATIVES	0.0%	2.4%	2.7%	2.4%
TIME SHARE	0.0%	1.7%	2.9%	2.3%
APT/VILLA	0.0%	2.3%	1.6%	1.8%
NON RESPONSE	0.0%	0.8%	1.6%	1.2%
PRIVATE BOAT	0.0%	0.0%	0.6%	0.3%
OTHER	0.0%	0.0%	0.5%	0.3%
OWN PROPERTY	0.0%	0.0%	0.3%	0.2%
Grand Total	100.0%	100.0%	100.0%	100.0%
COPA STOPOVERS - ISLAND AREA OF STAY				
Regions	May	June	July	May-July 2011
PARADISE ISLAND	100.0%	72.3%	77.8%	77.1%
CABLE BEACH	0.0%	17.7%	14.0%	14.6%
NASSAU	0.0%	7.9%	4.3%	5.4%
OTHER NASSAU	0.0%	0.5%	0.9%	0.7%
LUCAYA	0.0%	0.4%	0.8%	0.6%
MARSH HARBOUR	0.0%	0.0%	1.0%	0.6%
FREEPORT	0.0%	0.5%	0.3%	0.4%
EXUMA	0.0%	0.0%	0.3%	0.2%
TREASURE CAY	0.0%	0.4%	0.1%	0.2%
ABACO CAYS	0.0%	0.3%	0.1%	0.1%
BIMINI	0.0%	0.0%	0.2%	0.1%
ANDROS	0.0%	0.0%	0.1%	0.0%
ELEUTHERA	0.0%	0.0%	0.1%	0.0%
Grand Total	100.0%	100.0%	100.0%	100.0%
COPA STOPOVERS - AGE GROUPS				
Regions	May	June	July	May-July 2011
OVER 55	9.7%	19.2%	11.4%	14.2%
55 TO 64	8.9%	12.9%	7.1%	9.3%
GREATER THAN 65	0.8%	6.3%	4.3%	4.9%
25 TO 54	87.9%	57.9%	54.9%	57.7%
25 TO 34	25.8%	18.8%	18.1%	18.8%
35 TO 44	33.9%	22.6%	20.9%	22.2%
45 TO 54	28.2%	16.5%	15.8%	16.7%
UNDER 24	2.4%	22.9%	33.7%	28.1%
LESS THAN 12	0.0%	9.3%	15.0%	12.1%
12 TO 17	0.0%	5.5%	9.6%	7.6%
18 TO 24	1.6%	6.6%	7.5%	6.9%
NON RESPONSE	0.8%	1.5%	1.5%	1.5%
Grand Total	100.0%	100.0%	100.0%	100.0%

COPA STOPOVERS - EXPERIENCE SEGMENTS				
Regions	May	June	July	May-July 2011
SUN, SAND & SEA (EP)	62.9%	36.7%	54.9%	48.7%
SUN, SAND & SEA (ALL-INCLUSIVE)	0.0%	50.3%	31.6%	36.8%
VACATION HOME	0.0%	4.0%	4.4%	4.0%
HONEYMOON	0.0%	3.7%	4.4%	3.9%
BUSINESS TRAVELERS	30.6%	2.2%	0.5%	2.7%
VISITING FRIENDS & RELATIVES	0.0%	2.4%	2.7%	2.4%
CASINO EXCURSION	4.8%	0.2%	0.7%	0.7%
OFFSHORE BOATERS	0.0%	0.0%	0.4%	0.2%
ATTENDING WEDDING	0.0%	0.1%	0.1%	0.1%
BUSINESS & VACATION	1.6%	0.0%	0.1%	0.1%
MARINA BOATERS	0.0%	0.0%	0.2%	0.1%
WEDDING & HONEYMOON	0.0%	0.2%	0.0%	0.1%
Grand Total	100.0%	100.0%	100.0%	100.0%

COPA STOPOVERS - LENGTH OF STAY				
Regions	May	June	July	May-July 2011
1 NIGHT	0.0%	1.4%	1.6%	1.5%
2 NIGHTS	0.8%	2.0%	1.3%	1.5%
3 NIGHTS	8.1%	10.3%	8.5%	9.1%
4 NIGHTS	72.6%	16.6%	9.6%	15.5%
5 NIGHTS	17.7%	15.0%	20.3%	18.2%
6 NIGHTS	0.0%	8.0%	9.4%	8.4%
7 NIGHTS	0.0%	23.5%	25.6%	23.5%
8 TO 14 NIGHTS	0.8%	17.4%	19.3%	17.6%
15 TO 21 NIGHTS	0.0%	4.0%	3.2%	3.3%
22 TO 29 NIGHTS	0.0%	0.3%	0.1%	0.2%
30 AND ABOVE NIGHTS	0.0%	1.4%	1.0%	1.1%
Grand Total	100.0%	100.0%	100.0%	100.0%

COPA STOPOVERS - REASON FOR VACATION				
Regions	May	June	July	May-July 2011
BEACH	5.6%	81.6%	77.1%	70.2%
CONFERENCE	91.7%	4.6%	0.0%	15.9%
HONEYMOON	0.0%	1.7%	4.2%	1.9%
BEACH / DIVING	0.0%	1.7%	4.2%	1.9%
OTHER BUSINESS	0.0%	2.3%	0.0%	1.6%
SAILING	0.0%	0.6%	4.2%	1.2%
BEACH / FRIENDS/RELATIVES	0.0%	1.7%	0.0%	1.2%
BEACH / HONEYMOON	0.0%	1.7%	0.0%	1.2%
BEACH / CASINO	0.0%	0.0%	4.2%	0.8%
BEACH / DEEP SEA FISHING / DIVING	0.0%	1.1%	0.0%	0.8%
BEACH / GOLFING / CASINO	0.0%	0.0%	4.2%	0.8%
PRIVATE FLYING	2.8%	0.0%	0.0%	0.4%
FRIENDS/RELATIVES	0.0%	0.6%	0.0%	0.4%
BEACH / CONFERENCE	0.0%	0.6%	0.0%	0.4%
BEACH / DIVING / CASINO	0.0%	0.0%	2.1%	0.4%
BEACH / DIVING / FRIENDS/RELATIVES	0.0%	0.6%	0.0%	0.4%
BEACH / HONEYMOON / CASINO	0.0%	0.6%	0.0%	0.4%
BEACH / HONEYMOON / WEDDING	0.0%	0.6%	0.0%	0.4%
Grand Total	100.0%	100.0%	100.0%	100.0%

COPA STOPOVERS - TRAVEL AGENT USED

Regions	May	June	July	May-July 2011
COPAAIR.COM	86.8%	42.5%	28.4%	38.2%
ATLANTIS.COM	0.0%	10.0%	25.3%	17.9%
AVIATUR.COM	0.0%	8.1%	3.3%	4.7%
EXPEDIA.COM	0.0%	2.3%	4.5%	3.3%
BCDTRAVEL.COM	0.0%	6.8%	1.7%	3.3%
AMERICAN EXPRESS TRAVEL	0.0%	0.0%	5.8%	3.3%
JULIA TOURS	0.0%	0.9%	4.7%	3.0%
ITRAVEL2000.COM	0.0%	0.0%	3.6%	2.1%
RIU.COM	0.0%	4.5%	0.3%	1.7%
MAJESTIC TOURS	0.0%	0.5%	2.8%	1.7%
INTERTURNET.COM.BR	0.0%	1.4%	1.9%	1.6%
HOTELS.COM	0.0%	1.8%	1.1%	1.3%
AA.COM	0.0%	0.0%	2.2%	1.3%
TRAVELOCITY.COM	0.0%	1.4%	1.1%	1.1%
NETTRAVELEASE.COM	1.9%	2.7%	0.0%	1.1%
OCTOPUSTRAVEL.COM	0.0%	2.3%	0.0%	0.8%
NASCIMENTOTURISMO.COM.BR	0.0%	1.4%	0.6%	0.8%
REDTAG.CA	1.9%	0.0%	1.1%	0.8%
LEISURE TRAVEL	0.0%	0.0%	1.4%	0.8%
MUNDOTRAVEL.COM	0.0%	1.4%	0.6%	0.8%
ORBITZ.COM	0.0%	0.9%	0.6%	0.6%
BREEZES.COM	0.0%	0.9%	0.6%	0.6%
RCI TRAVEL	0.0%	0.0%	1.1%	0.6%
HILTON.COM	0.0%	1.8%	0.0%	0.6%
UNIVERSAL TRAVEL	0.0%	1.8%	0.0%	0.6%
TRAVEL CENTER	0.0%	0.0%	0.8%	0.5%
ISTOURS.COM	0.0%	0.0%	0.8%	0.5%
BAHAMAS.COM	1.9%	0.9%	0.0%	0.5%
NCL.COM	0.0%	1.4%	0.0%	0.5%
CONTINENTAL.COM	0.0%	0.9%	0.3%	0.5%
SANDALS.COM	0.0%	0.0%	0.6%	0.3%
TRAFALGARTOURS.COM	0.0%	0.0%	0.6%	0.3%
SKYWAY TOURS & TRAVELS	0.0%	0.9%	0.0%	0.3%
FIRSTCLASSTRAVEL.COM	0.0%	0.0%	0.6%	0.3%
SWISSAIR.COM	0.0%	0.0%	0.6%	0.3%
HRGNORDIC.COM	0.0%	0.0%	0.6%	0.3%
AAA TRAVEL	1.9%	0.0%	0.3%	0.3%
ACTION TRAVEL	0.0%	0.9%	0.0%	0.3%
CHEAPTICKETS.COM	0.0%	0.5%	0.0%	0.2%
NWA.COM	0.0%	0.5%	0.0%	0.2%
ALADDINTRAVEL.COM	0.0%	0.0%	0.3%	0.2%
TRAVELMART.COM	1.9%	0.0%	0.0%	0.2%
USTRAVEL.US	1.9%	0.0%	0.0%	0.2%
INEEDATRIP.COM	0.0%	0.0%	0.3%	0.2%
BAHAMASAIR.COM	0.0%	0.0%	0.3%	0.2%
ADVENTURE TOURS	0.0%	0.0%	0.3%	0.2%
JETMAR.COM	0.0%	0.5%	0.0%	0.2%
RBCTRAVELMANAGEMENT.COM	0.0%	0.0%	0.3%	0.2%
WYNDHAM.COM	0.0%	0.0%	0.3%	0.2%
VIP TRAVEL	0.0%	0.5%	0.0%	0.2%
MARCO POLO	0.0%	0.0%	0.3%	0.2%
MARCOTRAVEL.COM	1.9%	0.0%	0.0%	0.2%
KERZNER.COM	0.0%	0.0%	0.3%	0.2%
Grand Total	100.0%	100.0%	100.0%	100.0%