

COMPETITIVE PRICING TRACKER

FOR THE MONTH OF

DECEMBER 2011



Booking Date: November 18th 2011 ~ Travel Date: February 09th 2012

By Faye M. Cash, Senior Analyst – MOT

Airfares from JFK and MIA

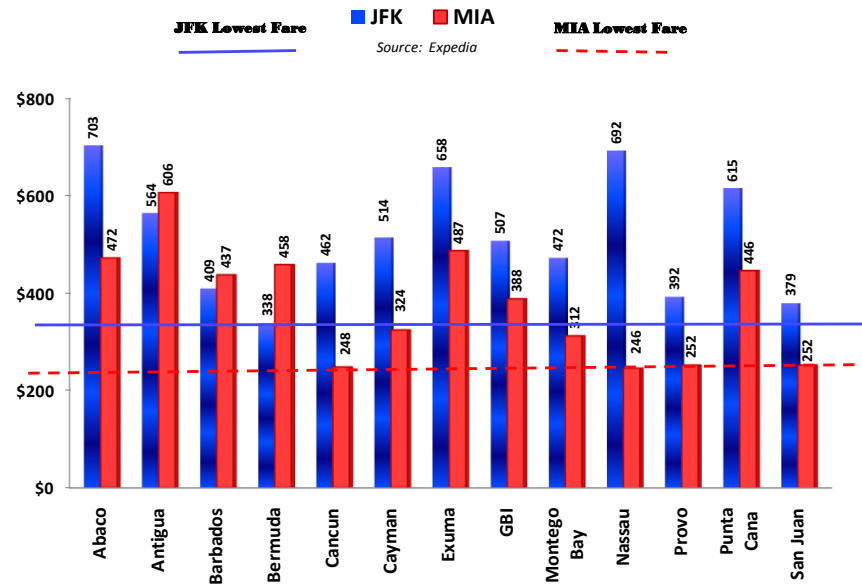
As of February 09, 2012

Introduction

Analysis for this price tracker will focus on the month of February 2012. However, snapshot airfares will be reported for three months i.e. December, January and February.

The Schedule for December 2011, in *Appendix 2* shows that Sky Bahamas now has non-stop flights from Fort Lauderdale four days per week to Nassau, Freeport and Marsh Harbour. These flights all appear in the GDS.

This makes Fort Lauderdale the most competitive route to TIOTB with a total of six schedule service airlines (in the GDS).



TIOTB Fare Trends for January 2012

- The best NAS/MIA airfare is \$246, nonstop on Bahamasair, an increase of 3% m-o-m, down 39% y-o-y. The best NAS/JFK airfare is \$692 non-stop on JetBlue, an increase of 44% m-o-m, up 202% y-o-y.
- The best GBI/MIA airfare is \$388, nonstop on American, up 2% m-o-m, a 1% increase y-o-y. The best GBI/JFK airfare is \$507, one-stop on US Airways, up 1% m-o-m, an increase of 62% y-o-y.
- The best MHH/MIA airfare is \$472 nonstop on American, up 1% m-o-m, a decrease of 25% y-o-y. The best MHH/JFK airfare is \$703, one-stop on American, a 4% decrease m-o-m, up 61% y-o-y.
- The best GGT/MIA airfare is \$487 nonstop on American, down 1% m-o-m, a decrease of 18% y-o-y. The best GGT/JFK airfare is \$658, one-stop on AA, down 6% m-o-m, an increase of 58% y-o-y.

MIA	Feb-12	Jan-12	Feb-11	m-o-m diff	Y-O-Y diff
Abaco	472	467	633	1%	-25%
Antigua	606	711	590	-15%	3%
Barbados	437	587	366	-26%	19%
Bermuda	458	453	367	1%	25%
Cancun	248	250	362	-1%	-31%
Cayman	324	282	355	15%	-9%
Exuma	487	492	597	-1%	-18%
GBI	388	381	383	2%	1%
Montego Bay	312	316	415	-1%	-25%
Nassau	246	240	403	3%	-39%
Provo	252	537	458	-53%	-45%
Punta Cana	446	440	537	1%	-17%
San Juan	252	239	331	5%	-24%
AVERAGE	\$379	\$415	\$446	-9%	-15%

JFK	Feb-12	Jan-12	Feb-11	m-o-m diff	Y-O-Y diff
Abaco	703	732	437	-4%	61%
Antigua	564	422	510	34%	11%
Barbados	409	363	421	13%	-3%
Bermuda	338	333	435	2%	-22%
Cancun	462	461	246	0%	88%
Cayman	514	422	301	22%	71%
Exuma	658	701	417	-6%	58%
GBI	507	502	313	1%	62%
Montego Bay	472	436	308	8%	53%
Nassau	692	480	229	44%	202%
Provo	392	387	606	1%	-35%
Punta Cana	615	523	404	18%	52%
San Juan	379	369	270	3%	40%
AVERAGE	\$516	\$472	\$377	-27%	-20%

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 February 09th, 2012 from MIA and JFK booked on November 18th, 2011.

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.

Snapshot Air Fares Miami			
Destination	15-Dec-11	19-Jan-12	9-Feb-12
Antigua	756	711	606
Barbados	504	587	437
Bermuda	623	453	458
Cancun	230	250	248
GBI	373	381	388
GGT, Exuma	452	492	487
Grand Cayman	341	282	324
Marsh Harbour	355	467	472
Montego Bay	411	316	312
Nassau	245	240	246
Provo	526	537	552
Punta Cana	473	440	446
San Juan	365	239	252
Average	\$485	\$435	\$402

Snapshot Air fares from JFK			
Destination	15-Dec-11	19-Jan-12	9-Feb-12
Antigua	526	422	564
Barbados	545	363	409
Bermuda	434	333	338
Cancun	477	461	462
GBI	482	502	507
GGT, Exuma	640	701	658
Grand Cayman	453	422	514
Marsh Harbour	590	732	703
Montego Bay	546	436	472
Nassau	349	480	692
Provo	376	387	392
Punta Cana	514	523	615
San Juan	373	369	379
Average	\$520	\$485	\$516

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

RANK	Hotel	JFK	MIA	Destination	Hotel* Rating	Travelers' Opinion
1st	Pelican Bay Resort	663	605	GBI	4	4.3
2nd	Grand Lucayan, a Radisson Resort	691	633	GBI	4	3.9
3rd	Sheraton Nassau Beach	1,015	1,191	Nassau	4	4.0
4th	RIU Palace	1,105	1,001	Punta Cana	4	4.0
5th	El Conquistador Resort	1,201	1,098	San Juan	4	4.0
6th	Hilton Rose Hall Resort	1,327	1,211	Montego Bay	4	4.5
7th	Atlantis Royal Towers	1,593	2,063	Nassau	4	4.4
8th	Hilton Barbados	1,737	1,748	Barbados	4	4.4
9th	Blue Waters Cove	2,036	2,094	Antigua	4	4.8
10th	The Fairmont Hamilton [~]	N/A	N/A	Bermuda	4	4.5
11th	Marriott CasaMagna Resort [‡]	S/O	S/O	Cancun	4	4.7
12th	RUI Bambo	953	849	Punta Cana	3.5	3.7
13th	Barcelo Tucancun Beach All Inclusive	1,010	869	Cancun	3.5	4.0
14th	Abaco Beach Resort & Boat Harbour	1,421	1,211	Abaco	3.5	4.4
15th	Sandy Port Beaches	653	597	Nassau	3	3.2
16th	Toby's resort	675	559	Montego Bay	3	4.2
17th	Surf Side Beach Club	802	925	Bermuda	3	3.4
18th	Shaw Park Beach	827	721	Montego Bay	3	3.5
19th	Comfort Suites Pl	1,012	1,188	Nassau	3	4.1
20th	Comfort Suites 7 Mile Beach	1,043	884	Cayman	3	4.1
21st	Pelican Beach Villas	1,185	975	Abaco	3	3.7
22nd	Amaryllis Beach Resort	1,410	1,421	Barbados	3	3.9
23rd	Coconut Beach	1,768	1,825	Antigua	3	3.7
24th	Peace & Plenty [~]	N/A	N/A	Exuma	3	4.7
25th	Comfort Suites Ports of Call	978	1,090	Providenciales	2.5	4.0
26th	Island Palm Resort [~]	N/A	N/A	GBI	2.5	3.5
27th	Nassau Palm Hotel	593	559	Nassau	2	2.8
28th	Allamanda Beach Hotel [~]	N/A	N/A	Barbados	2	2.8
	Average Package Price	\$1,117	\$1,101		<i>Out of 5</i>	<i>Out of 5</i>

[~] No Availability for travel dates 09 Feb - 12 Feb, 2012

[‡] Sold out for travel dates 09 Feb - 12 Feb, 2012

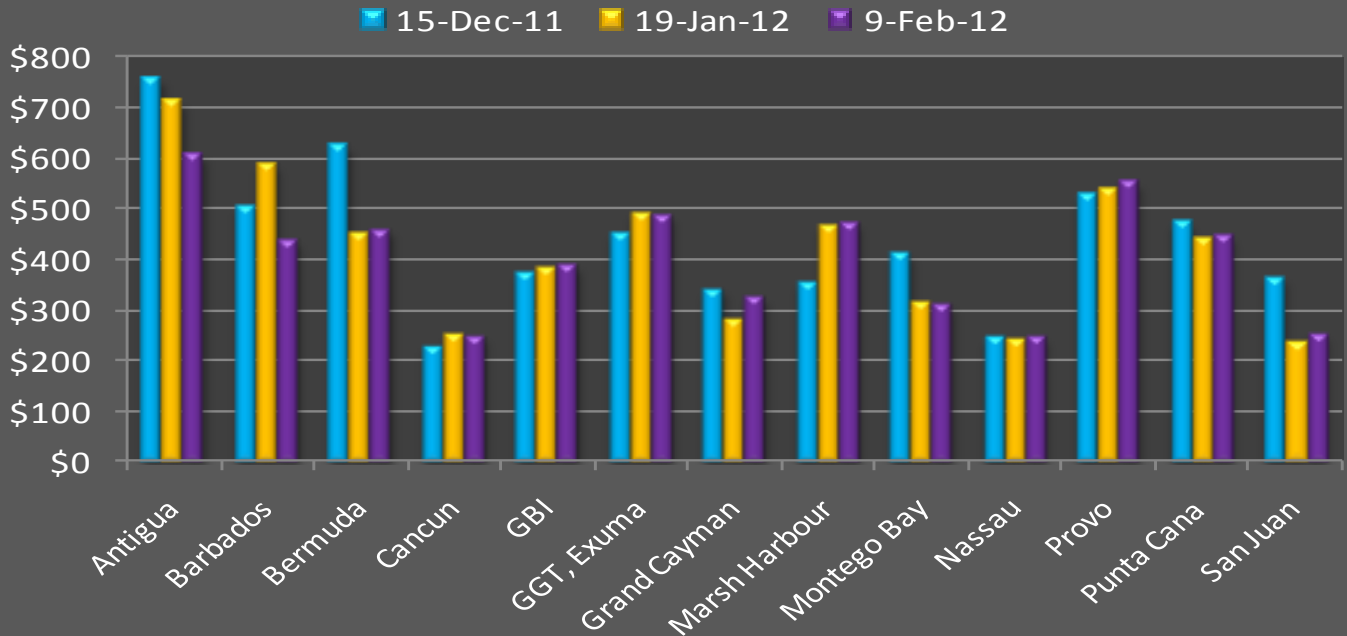
**SCHEDULE of Direct Int'l Flights to TIOTB
For the Month of December 2011**

CITY AIRPORT	Bimini	North Eleuthera	Freeport	George Town	Governor's Harbour	Marsh Harbour	Nassau	San Salvador	Treasure Cay
Atlanta									
Delta Air Lines			Sa	W, Su			3 x day		
Air Tran							Daily		
Baltimore									
Air Tran							Ex Tu, W		
Vision Airlines			Th, Su						
Boston									
JetBlue							Daily*		
Calgary									
West Jet							Sa		
Charlotte									
US Airways			Daily				Daily		
Dallas/Fort Worth									
American							Sa, Su		
Detroit									
Delta Air Lines							Sa*		
Fort Lauderdale									
Bahamasair			2 x day				4 x day		
Continental Connections	2 x day	2 x day	5 x day	Daily	Daily	2 x day			2 x day
JetBlue							3 x day		
Sky Bahamas			ex Tu,W,Sa			ex Tu,W,Sa	ex Tu,W,Sa		
Spirit							Daily	Sa	
Vision Airlines			ex Tu, Sa						
Grand Cayman									
British Airways							Tu,W,F,Sa		
Havana, Cabaña									
Cabaña							ex Tu,Th,Sa		
Bahamasair							Th,Su		
JFK									
JetBlue							2 x day		
Kingston									
Caribbean Airlines							M,Th,Su,F		
London									
British Airways							ex M,Th		
Louisville, KY									
Vision Airlines			Th, Su						
Miami									
American		Daily	4 x day	Daily		Daily	8 x day		
Bahamasair							3 x day		
Montreal									
Air Canada							Sa		
Newark									
Continental							Daily		
Orlando									
Continental Connections					Daily				
JetBlue							Daily		
Bahamasair							2 x day		
Panama									
Copa Airlines							ex Tu*		
Philadelphia									
US Airways			Sa				Daily		
Providenciales, Turks & Caicos									
British Airways							Su		
Air Turks & Caicos							M,W,F		
Western Air			Th,Su						
Bahamasair							Tu,Th,Su		
Richmond, VA									
Vision Airlines			M, F						
Raleigh/Durham, NC									
Vision Airlines			M, F						
Toronto									
Air Canada				Su			Daily		
West Jet			M, F				Daily		
West Palm Beach									
Continental Connections			Daily			Daily			
Bahamasair						ex Tu,W			
Washington, DC									
US Airways							Daily		
Westchester, NY									
JetBlue							Daily		

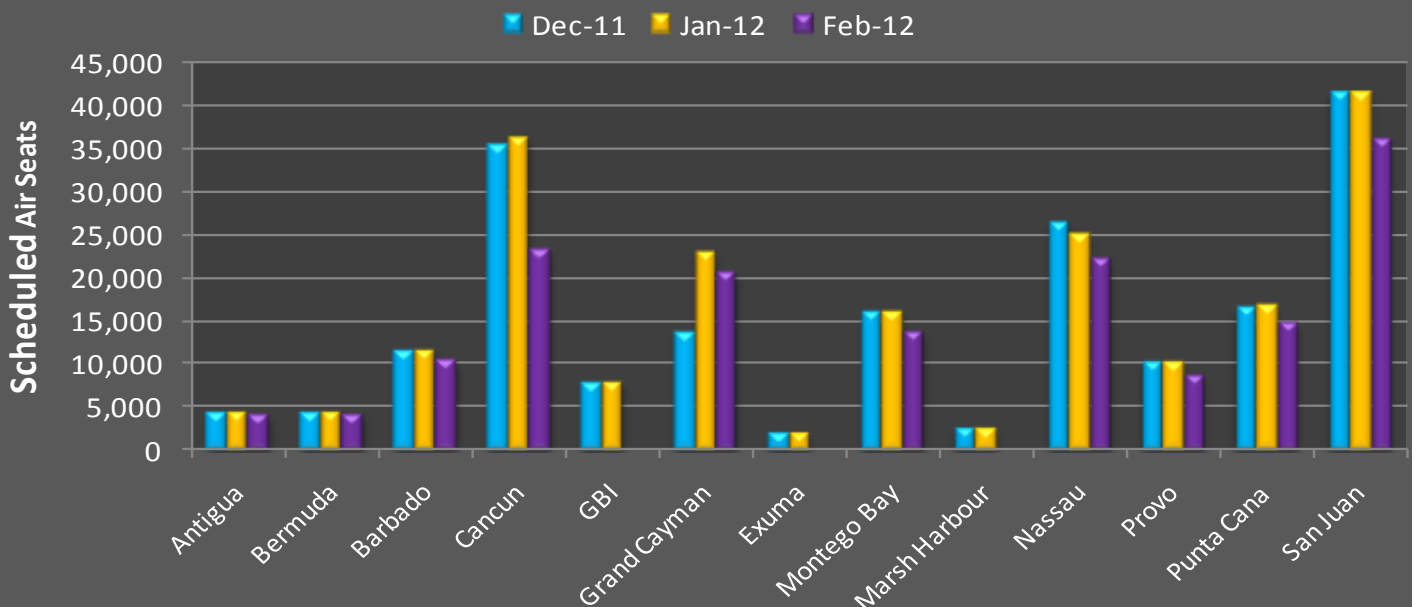
* As of 19 Dec 2011

Source: SABRE Solutions

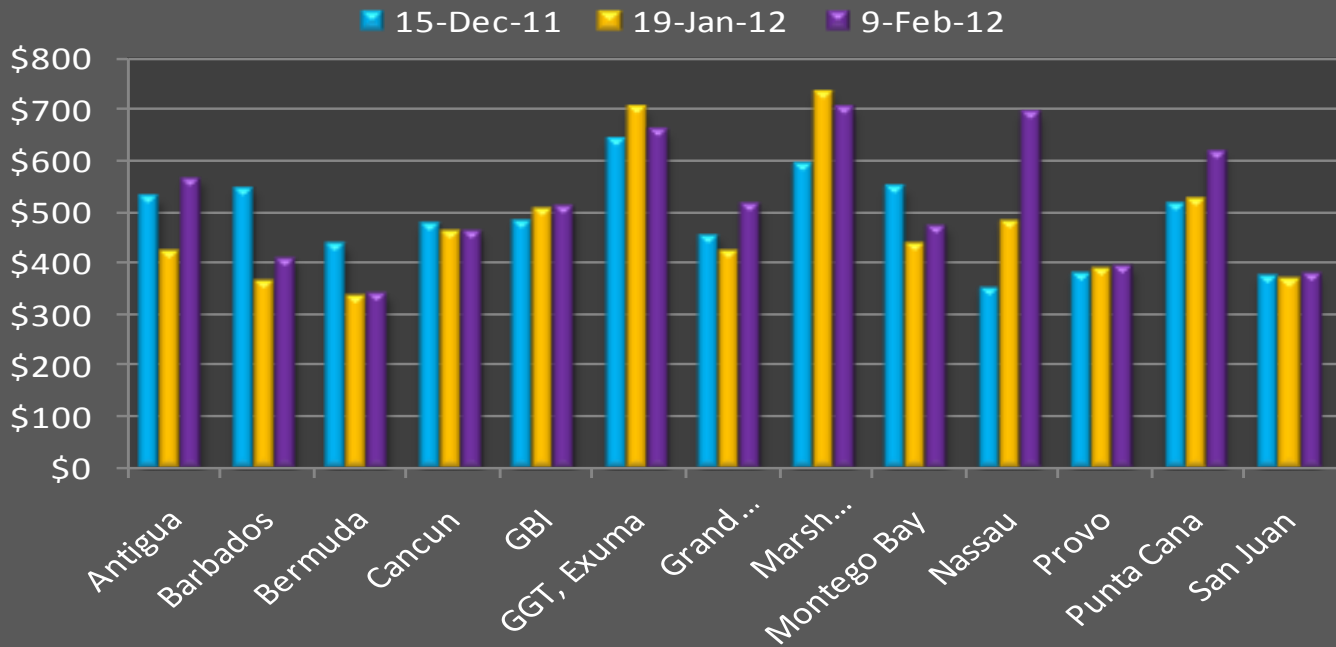
Snap Shot Competitive Air Fares From MIA



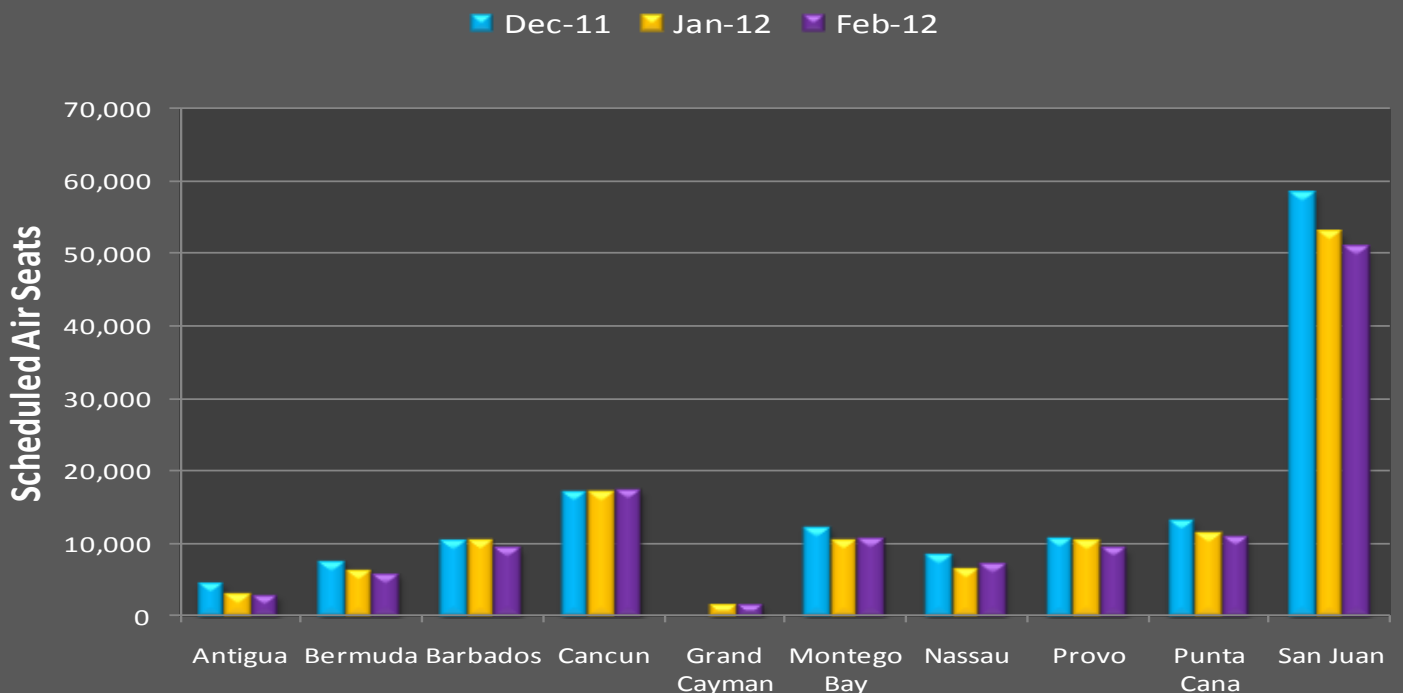
Scheduled Air Seat Capacity From MIA



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	FLL Air Fare	MIA Air Fare
18-Nov	9-Feb	2012	FLL	Nassau	Bahamasair	Non-stop	-	\$235	\$246
18-Nov	9-Feb	2012	FLL	San Juan	JetBlue	Non-stop	-	\$252	\$252
18-Nov	9-Feb	2012	FLL	GBI	Bahamasair	Non-stop	-	\$280	\$388
18-Nov	9-Feb	2012	FLL	Montego Bay	Caribbean Airlines	Non-stop	-	\$322	\$312
18-Nov	9-Feb	2012	FLL	MHH	Gulfstream	Non-stop	-	\$392	\$472
18-Nov	9-Feb	2012	FLL	Cancun	JetBlue	Non-stop	-	\$463	\$248
18-Nov	9-Feb	2012	FLL	Exuma	Gulfstream	Non-stop	-	\$470	\$487
18-Nov	9-Feb	2012	FLL	Bermuda	Delta Airlines	1 Stop	ATL	\$524	\$458
18-Nov	9-Feb	2012	FLL	Antigua	Caribbean Airlines	1 Stop	KIN	\$554	\$606
18-Nov	9-Feb	2012	FLL	Punta Cana	Delta Airlines	1 Stop	ATL	\$626	\$446
18-Nov	9-Feb	2012	FLL	Barbados	Caribbean Airlines	1 Stop	POS	\$655	\$437
18-Nov	9-Feb	2012	FLL	Providenciales	US Airways	1 Stop	CLT	\$783	\$552
18-Nov	9-Feb	2012	FLL	Cayman	US Airways	1 Stop	CLT	\$797	\$324

POS: Port of Spain, Trinidad

CLT: Charlotte, North Carolina

ATL: Atlanta

KIN: Kingston

Air Seat Capacity for TIOTB

Airport	Feb-11	Feb-12	Y-O-Y % chg
ASD	76	38	-50%
BIM	532	1,064	100%
ELH	2,760	2,912	6%
FPO	15,300	20,600	35%
GGT	3,264	4,116	26%
GHB	532	532	0%
GHC	72		-100%
MHH	4,820	5,504	14%
NAS	116,486	125,424	8%
TCB	1,588	1,064	-33%
ZSA	1,980	1,980	0%
Grand Total	147,410	163,234	11%