

CRUISE VISITOR EXPENDITURE REPORT



2011

NASSAU/PARADISE ISLAND
THE BAHAMAS MINISTRY OF TOURISM

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EXECUTIVE SUMMARY

Expenditure:

- ✚ In 2011, Cruise Visitors spent an estimated \$311.47 million in Nassau/Paradise Island. The average expenditure of a cruise visitor to Nassau/Paradise Island was \$111.0 per person.
- ✚ In 2011, Cruise Visitors who visited Nassau/Paradise Island on the Disney ships on average spent more than their counterparts on the other cruise lines.
- ✚ The bulk of expenditure in Nassau/Paradise Island by cruise visitors was on Shopping. Activities/Tours/Excursions were the 2nd biggest expenditure item. In Grand Bahama shopping was the 2nd biggest expenditure item and activities/tours/excursions were 1st.
- ✚ Almost half (48%) of the expenditure by cruise visitors was on shopping and nearly one third (32%) was on Activities, Tours and Excursions.
- ✚ Nine percent (9%) of the cruise expenditure was spent in the casino on island, 6% was on Meals and Drinks purchased off the ship and 5% was on transportation not included in the Activity/Tour/Excursion.
- ✚ Nearly four in ten (38%) cruise visitors spent under \$50.00 while they were in Nassau/Paradise Island and six in ten (62%) spent \$50.00 or more while they were on the island.
- ✚ A higher percentage of cruise visitors in Nassau/Paradise Island spent \$100 or more than cruise visitors to Grand Bahama. Nearly four in ten (39%) cruise visitors spent \$100 or more in Nassau/Paradise Island compared to two in ten (22%) for Grand Bahama Island.

Shopping:

- ✚ More than half (53%) the cruise visitors who had got off the ship did some form of shopping while they were in Nassau/Paradise Island compared to roughly seven in ten (74%) to Grand Bahama. Grand Bahama has some tours/excursions that include shopping as a part of the experience.
- ✚ Of the cruise visitors who had done some shopping in Nassau/Paradise Island, nearly eight in ten (79%) bought t-shirts, roughly one in ten (14%) bought some other type of clothing and four in ten (40%) bought jewelry.
- ✚ Nearly four in ten (39%) cruise visitors bought straw work in Nassau/Paradise Island compared to 17% of those to Grand Bahama. Nassau/Paradise Island has the world famous “Straw Market” which attracts cruise visitors and stopover visitors alike. There are also a few other straw markets between Nassau and Paradise Island.

- ✚ Nearly one in three (32%) cruise visitors bought perfumes or cosmetics while they visited Nassau/Paradise Island compared to 5% of those who visited Grand Bahama Island.
- ✚ Three in ten (31%) cruise visitors to Nassau/Paradise Island bought liquor compared to (2%) of those to Grand Bahama.
- ✚ Two in ten (21%) cruise visitors got their hair braided while they were in Nassau/Paradise Island compared to 3% of those who visited Grand Bahama. Nassau/Paradise Island has a hair braiding centre directly in the front of Festival Place.
- ✚ Some cruise visitors to Nassau/Paradise Island also bought linen (7%), china/crystal (2%), leather goods (3%), and tobacco products (3%).
- ✚ Roughly four in ten (43%) cruise visitors who shopped in Nassau/Paradise Island bought other items than the ones already mentioned.
- ✚ Of the cruise visitors who had purchased other goods the most popular items were rum cake/cake purchased by nearly half (47%) of the cruise visitors who had bought other items.
- ✚ Other popular items purchased in Nassau/Paradise Island included hand bags/purses/wallet/tote bags, (40% of the cruise visitors purchased this item), hats/caps (9%), beach towel/towel (9%), shot glasses (6%), key chains (5%) and conch shells (4%).

Activities/Tours/Excursions:

- ✚ Nearly four in ten (39%) cruise visitors who got off the cruise ship in Nassau/Paradise Island did an activity/tour or excursion compared to six in ten (60%) of those to Grand Bahama.
- ✚ The most popular activity/tour or excursion was the City Tour/Island tour. Roughly one half (49%) of cruise visitors who got off the ship in Nassau/Paradise Island participated in this activity compared to nearly one quarter (24%) of those to Grand Bahama.
- ✚ Other popular tours included snorkeling, sailing adventures, Atlantis/Discover Atlantis, Glass Bottom Boat Tour, etc.

How Did Cruise Visitors Book Their Activity/Tour/Excursion?

- ✚ Roughly half (47%) the cruise visitors to Nassau/Paradise Island booked their activity/tour/excursion on board the ship compared to roughly seven in ten (73%) cruise visitors to Grand Bahama who did the same.
- ✚ Roughly four in ten (37%) cruise visitors to Nassau/Paradise Island booked their activity/tour/excursion independently of the cruise ship compared to approximately two in ten (21%) cruise visitors to Grand Bahama who did the same.

- ✚ Sixteen percent (16%) of cruise visitors who did some sort of activity/tour/excursion booked it when they got off the boat on shore in Nassau/Paradise Island compared to 6% of those who went to Grand Bahama.

Transportation:

- ✚ **Taxi:** Roughly two in ten (17%) cruise visitors to Nassau/Paradise Island used a taxi to get around compared to roughly three in ten (28%) cruise visitors to Grand Bahama Island. (Does not include persons who used a taxi as a part of a tour).
- ✚ **Motor Scooter:** Four percent (4.0%) of the cruise visitors who got off the ship used a motor scooter as transportation to get around.

Casino:

- ✚ Most of the cruise ships that travel to Nassau/Paradise Island and the other islands of The Bahamas have on-board casinos. Despite this fact, approximately one in ten (11%) cruise visitors who got off the ships in Nassau/Paradise Island visited a casino there.

Food and Drink:

- ✚ Four in ten (40%) cruise visitors who got off the ship in Nassau/Paradise Island bought food or drink on the island compared to more than half (57%) of the cruise visitors who visited Grand Bahama Island. Some of them bought full meals or snacks while others just bought water, soda/juice/drink, and ice cream.

Repeat Visitors:

- ✚ Nearly half (48%) the cruise visitors who visited Nassau/Paradise Island had visited The Bahamas before.
- ✚ Of the repeat visitors who had come to The Bahamas before, roughly six in ten (62%) had visited before on a cruise ship.
- ✚ Roughly one in ten (13%) cruise visitors who had visited before had stayed on shore during their last visit.
- ✚ Two in ten (21%) visitors to Nassau/Paradise Island who had visited The Bahamas before had done both, i.e., cruised to The Bahamas or stayed on shore at one time or another.

Likelihood of Return to The Bahamas and Likelihood of Recommending The Bahamas to Friends/Relatives:

- ✚ Roughly nine in ten (88%) cruise visitors who had gone ashore in Nassau/Paradise Island indicated that they would return to The Bahamas as a vacation destination either as part of a cruise or for a longer holiday.
- ✚ Of the cruise visitors who said that they would definitely or probably return, three in ten (30%) said that they would stay in a hotel when they came back but four in ten (41%) said that they would come back on a cruise ship again.
- ✚ The majority (98%) of cruise visitors who had gone ashore in Nassau/Paradise Island indicated that they would recommend The Bahamas as a place for their friends/relatives to visit.

Did Cruise Visitors Attend Talk/Lecture About Island Before They Got off Ship:

- ✚ More than half (56%) the cruise visitors to Nassau/Paradise Island who had gotten off the ship indicated that they had attended a talk/lecture about what there was to see and do on the island before they got off the ship.

Did Cruise Visitors Receive Other Information About What to Do & See On Island and Where Did They Get That Information:

- ✚ Nearly two in three (65%) cruise visitors to Nassau/Paradise Island indicated that they did get other information beside a talk/lecture about what there was to see and do while they were on the island before they got off the ship.
- ✚ The most popular means for cruise visitors to find out information on what to see or do while in Nassau/Paradise Island included: Brochures/pamphlets/flyers (81% of them), television on board the ship (45%), the Internet (36%), maps (36%) and cruise directors (6%).

Cruise Visitor Demographics Nassau/Paradise Island:

- ✚ Cruise Visitors to Nassau/Paradise Island were primarily between the ages of 25 to 64 years of age and female. One in three (33%) cruise visitors had household incomes of \$75,001 or more. Some of the cruise visitors traveled with children and the children were primarily between the ages of 6 to 17 years of age. The average travelling party size was four although half (50%) the cruise passengers traveled as a party of two persons. Roughly half (48%) the cruise visitors to Nassau/Paradise Island had been to The Bahamas before i.e. were repeat visitors.
- ✚ Cruise visitors were primarily from the United States. Florida was the state that produced the most cruise visitor business for Nassau/Paradise Island followed by New York, South Carolina, Ohio, New Jersey and Pennsylvania.

INTRODUCTION

Once upon a time many decades ago the Karnak (owned by Mr. Samuel Cunard, founder of the Cunard Cruise Line) a paddle wheel steamer, made its first inaugural trip between New York and Nassau in 1859.¹ The Cruise Industry did not flourish immediately after this initial cruise to The Bahamas.

In 1971, air arrivals which made up 66.3% of the total arrivals to The Bahamas held the lion's share of the tourism business to the destination while sea arrivals (sea arrivals include cruise arrivals and boaters/yachters) held only 33.7% of the market share. This would all change as the pages of time were destined to re-write history. By the early 1980's, the cruise industry to The Bahamas began to see significant growth as cruise travel began to explode in The Bahamas and all over the world. In 1986, for the first time in Bahamian history, sea arrivals (1,628,700) surpassed air arrivals (1,378,600) and this trend continued into the present. Between 1989 and 1999, cruise arrivals to The Bahamas grew by 21% and between 1999 and 2009 they grew by 64%. By 2011, cruise arrivals had reached an all time high of 4,161,269 and the mix of business between air and sea arrivals was completely reversed. Air arrivals now made up 22.7% of the total arrivals and sea arrivals made up 77.3% of the market share.

The Cruise Industry with its explosion of growth was now a force to be reckoned with. In 2011, the worldwide cruise market transported over an estimated 19 million passengers and made an estimated US\$29.4 billion.² The Cruise Industry grew tremendously over the years and the cruise lines built bigger and more lavish ships to accommodate the growth. In order to capitalize on this booming cruise business The Bahamas dredged the harbour in New Providence to accommodate the larger ships. In addition, the plethora of beautiful islands in The Bahamas made the destination ideal for Bahamas only cruises. This meant that cruise ships could stop in Nassau/Paradise Island, then travel on to Grand Bahama, and then on to another island in The Bahamas without traveling to any other island outside of The Bahamas on the cruise.

As more and more visitors cruised to The Bahamas it became evident that it would be in the best interest of the island nation to capitalize on getting the cruise visitor to leave as much money as possible in the destination, but this would be no easy task. Out of the need to increase the visitor spend in the destination the Cruise Visitor Expenditure Survey was born.

¹ Source: History of Tourism in The Bahamas , by Angela Cleare

² Source: Wikipedia the Free Encyclopedia, en.wikipedia.org/wiki/cruise_ship

The Research and Statistics Department of the Ministry of Tourism has conducted a survey of cruise visitors to [The Islands of The Bahamas](#) for a number of years. In the past the survey was conducted in conjunction with the Cruise Lines on board their ships. In recent years, the Research and Statistics Department developed two new surveys, the Cruise Satisfaction Survey and the Cruise Expenditure Survey to not only give insight into the tourism product and help The Bahamas to fix any concerns that cruise visitors had about the destination but to gain insight into the spending habits of these visitors to the island. In 2011, *The Prince George Dock in Nassau/Paradise Island* received a total of 2,025,975 cruise visitors by first port of entry and 3,076,710 in total (1st 2nd and 3rd ports).

RESEARCH OBJECTIVES

1. To measure the level of expenditure made by cruise ship visitors to Nassau/Paradise Island
2. To discover the amount of spending made by cruise visitors on shopping
3. To discover the amount of spending made by cruise visitors on activities
4. To discover the amount of spending made by cruise visitors on transportation not included in the activity/tour/excursion
5. To discover the amount of spending made by cruise visitors on food and drinks purchased off the ship
6. To examine the repeat visitor pattern of cruise visitors to Nassau/Paradise Island
7. To discover whether the repeat visitors to The Bahamas had stayed on a cruise, on shore or both the last time they visited
8. To discover if cruise visitors had attended a talk or lecture about what there was to see or do in Nassau/Paradise Island
9. To discover what other information cruise visitors to Nassau/Paradise Island received about what to do and see there and where did they get the information
10. To discover if cruise visitors to Nassau/Paradise Island thought that they would likely return to The Bahamas
11. To discover if the cruise visitors who were likely to return to The Bahamas thought that they would stay in a hotel or come back on a cruise ship
12. To better understand the cruise passenger demographics

A copy of the cruise questionnaire is provided in the Appendix.

METHODOLOGY

In the past the survey was conducted in conjunction with the Cruise Lines and the methodology used was very different from the one that is used now. In the past the cruise surveys were placed on board the cruise ships in the rooms by the Chief Purser and the cruise visitors were asked to fill them out. Over the years the sample size began to dwindle and as a result a new survey methodology was started to collect the information given by cruise visitors.

The cruise surveys are now conducted on island by way of interviews. Interviews are conducted on a year round basis on various days of the month. The method used in the selection of the sample for The Cruise Study can be described as a two-staged Systematic Probability Sampling. With this method every kth element (mainly every 5th person) in the sampling frame is selected.

During 2011, 32 ships which called at the Prince George Dock in Nassau/Paradise Island formed a part of the sample. These 32 ships were from seven major cruise lines. A total of 1,083 face to face interviews were completed during this period from these ships. The interviews were conducted on a monthly basis. Interviews were conducted at various times of the day between 10:30 am and 6:00 pm according to the times that the cruise ships were scheduled to be in port.

As with any survey dependent upon random sampling, the percentages and averages in this report are subject to sampling error. The sample is used to estimate the population and differences exist between the result of the sample and the true underlying population value that is unknown. This difference is called sampling error and it is measurable. Sampling tolerances (error) for the percentages in this report are shown below.

**SAMPLING TOLERANCES
FOR PERCENTAGES AT OR NEAR THESE LEVELS*
2011**

Place of Survey	Base	5% or 95%	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Nassau/Paradise Isl.	1,083	± 1.3%	± 1.8%	± 2.4%	± 2.7%	± 2.9%	± 3.0%

* 95% Confidence level

For example, if 50% of the stopover visitors to Nassau/Paradise Island gave a particular response, 95 times out of 100 times, the answer would be no higher than 53.0% and no lower than 47% (a margin of plus or minus 3.0%).

CRUISELINES IN SURVEY

			Nassau
Cruise line Name	Carnival Cruise Lines	Count	450
		Col %	41.6%
	Royal Caribbean International	Count	322
		Col %	29.7%
	Norwegian Cruises	Count	236
		Col %	21.8%
	Disney Cruises	Count	68
		Col %	6.3%
	Other	Count	4
		Col %	.4%
	MSC Cruises	Count	2
		Col %	.2%
	Aida Cruises	Count	1
		Col %	.1%
Total	Count		1083
		Col %	100.0%

- ✚ Carnival Cruise lines is one of the biggest suppliers of cruise passengers to Nassau/Paradise Island and made up 42% of the sample.
- ✚ Royal Caribbean International is another big supplier of cruise passengers to Nassau/Paradise Island and made up 30% of the sample.
- ✚ Norwegian Cruises another large supplier of cruise visitors to Nassau/Paradise Island made up 22% of the sample.

NAMES OF SHIP IN SURVEY

			Nassau
Ship Name	Monarch of the Seas	Count	157
		Col %	14.5%
	Carnival Fascination	Count	115
		Col %	10.6%
	Norwegian Sky	Count	107
		Col %	9.9%
	Carnival Sensation	Count	85
		Col %	7.8%
	Majesty of the Seas	Count	81
		Col %	7.5%
	Disney Dream	Count	68
		Col %	6.3%
	Norwegian Jewel	Count	66
		Col %	6.1%
	Oasis of the Seas	Count	56
		Col %	5.2%
	Carnival Dream	Count	53
		Col %	4.9%
	Carnival Fantasy	Count	43
		Col %	4.0%
	Carnival Imagination	Count	37
		Col %	3.4%
	Carnival Destiny	Count	27
		Col %	2.5%
	Norwegian Epic	Count	24
		Col %	2.2%
	Norwegian Gem	Count	20
		Col %	1.8%
	Norwegian Sun	Count	17
		Col %	1.6%
	Carnival Glory	Count	16
		Col %	1.5%
	Carnival Conquest	Count	15
		Col %	1.4%
	Carnival Pride	Count	15
		Col %	1.4%
	Carnival Miracle	Count	13
		Col %	1.2%
	Carnival Ecstasy	Count	13
		Col %	1.2%
	Allure of the Seas	Count	11
		Col %	1.0%

NAMES OF SHIP IN SURVEY

		Nassau
Carnival Triumph	Count	9
	Col %	0.8%
Carnival Dream	Count	6
	Col %	0.6%
Enchantment of the Seas	Count	5
	Col %	0.5%
Jewel of the Seas	Count	5
	Col %	0.5%
Liberty of the Seas	Count	4
	Col %	0.4%
Marina	Count	4
	Col %	0.4%
Explorer of the Seas	Count	3
	Col %	0.3%
Carnival Magic	Count	3
	Col %	0.3%
MSC Poesia	Count	2
	Col %	0.2%
Norwegian Majesty	Count	2
	Col %	0.2%
Aidaaura	Count	1
	Col %	0.1%
Total	Count	1083
	Col %	100.0%

- ✚ Fifteen percent (15%) of the cruise visitors interviewed came to Nassau/Paradise Island on the Monarch of The Seas.
- ✚ Eleven percent (11%) of the cruise visitors interviewed came to Nassau/Paradise Island on the Carnival Fascination.

MAIN FINDINGS
CRUISE VISITOR EXPENDITURE

- ✚ In 2011, the average expenditure of a cruise visitor to Nassau/Paradise Island was \$111.0 per person. Thirteen years ago (13) in 1998, cruise visitors to the island of Nassau/Paradise Island spent an average of \$74.3 per person during their visit.
- ✚ The average expenditure by cruise visitors in Nassau/Paradise Island differed by cruise line. In 2011, the average expenditure of a cruise visitor to Nassau/Paradise Island on the Carnival fleet of ships was \$109.98 and on Royal Caribbean it was \$106.26. The average expenditure for a cruise visitor who came on the Norwegian fleet of ships to the island was \$110.78 and on Disney ships it was \$132.03.

AVERAGE AMOUNT SPENT BY VISITORS

			Nassau
Average Amount Spent by Visitors	Under \$20.00	Count	224
		Col %	20.7%
	\$20.00 to \$49.99	Count	188
		Col %	17.4%
	\$50.00 to \$69.99	Count	139
		Col %	12.8%
	\$70.00 to \$99.99	Count	111
		Col %	10.2%
	\$100.00 to \$199.99	Count	218
		Col %	20.1%
	\$200.00 and over	Count	203
		Col %	18.7%
Total		Count	1083
		Col %	100.0%

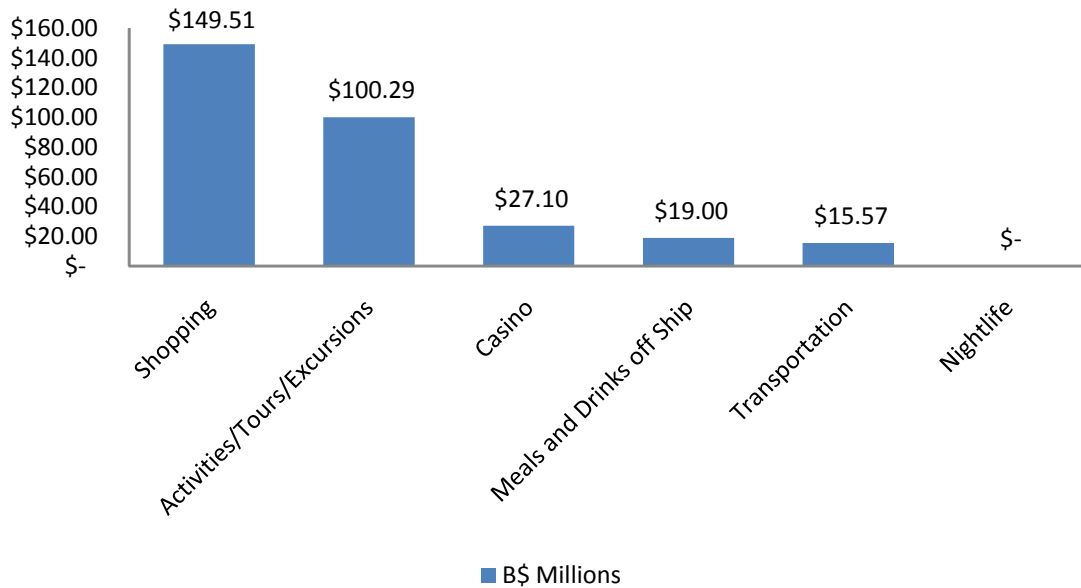
- ✚ Two in ten (21%) cruise visitors spent under \$20.00 while they were in Nassau/Paradise Island.
- ✚ Roughly two in ten (17%) of them spent \$20.00 to \$49.99 on the island.
- ✚ Roughly six in ten (62%) cruise visitors to Nassau/Paradise Island spent \$50.00 or more while they were on the island.

**DISTRIBUTION OF EXPENDITURE BY DOLLARS
CRUISE VISITORS
NASSAU PARADISE ISLAND
2011**

	B\$ Millions	% Share
Shopping	\$ 149.51	48.0%
Activities/Tours/Excursions	\$ 100.29	32.2%
Casino	\$ 27.10	8.7%
Meals and Drinks off Ship	\$ 19.00	6.1%
Transportation	\$ 15.57	5.0%
Nightlife	\$ -	0.0%
Total	\$ 311.47	100.0%

Some rounding may have occurred.

**DISTRIBUTION OF EXPENDITURE BY DOLLARS
NASSAU PARADISE ISLAND**



- ✚ Cruise Visitors spent an estimated \$311.47 million in Nassau/Paradise Island in 2011. Thirteen years ago in 1998, cruise visitors pumped an estimated \$81.8 million dollars into the economy.
- ✚ The bulk of expenditure in Nassau/Paradise Island by cruise visitors was on Shopping. Activities/Tours/Excursions were the 2nd biggest expenditure item. In Grand Bahama the bulk of expenditure was spent on activities/tours/excursions and shopping was the 2nd biggest item.

- ✚ Nearly half (48%) the expenditure by cruise visitors was on shopping and 32% on Activities, Tours and Excursions.
- ✚ Six percent (6%) of the cruise expenditure was on Meals and Drinks purchased off the ship and 9% was spent in the casino on island.
- ✚ Five percent (5%) of the cruise expenditure was on Transportation not included in the Activity/Tour/Excursion.

SHOPPING

DID YOU DO ANY SHOPPING?			Nassau
Did you do any shopping today?	Yes	Count	574
		Col %	53.0%
	No	Count	509
		Col %	47.0%
Total		Count	1083
		Col %	100.0%

- ✚ Roughly half (53%) of the cruise visitors who got off the ship did some form of shopping while they were in Nassau/Paradise Island compared to seven in ten (74%) in Grand Bahama.

**CRUISE VISITORS
THE BAHAMAS
SHOPPING SUMMARY**

	% of Cruise Visitors Who Said Yes	
	Nassau/Paradise Isl.	Grand Bahama
Did Shopping?	53.0%	73.6%
Bought T-shirts	79.4%	48.6%
Bought Other Clothing	13.6%	21.5%
Bought Other Souvenirs	47.0%	37.6%
Bought Other Items	42.9%	27.2%
Bought Jewelry	40.4%	38.7%
Bought Straw Work	39.4%	16.5%
Bought Perfumes or Cosmetics	32.2%	4.5%
Bought Liquor	31.0%	2.0%
Did Hair Braiding	21.1%	2.7%
Bought Linen	6.8%	1.1%
Bought Tobacco	3.3%	0.7%
Bought Leather Goods	3.1%	0.7%
Bought China/Crystal	1.6%	1.8%

Source: Cruise Expenditure Survey 2011

- ✚ Of the cruise visitors who had done some shopping in Nassau/Paradise Island, nearly eight in ten (79%) cruise visitors had bought t-shirts.
- ✚ Roughly one in ten (14%) cruise visitors who had done some shopping in Nassau/Paradise Island had bought some other type of clothing.
- ✚ Four in ten (40%) cruise visitors who had done some shopping in the destination had bought jewelry.
- ✚ Nearly four in ten (39%) cruise visitors to Nassau/Paradise Island bought straw work, compared to roughly two in ten (17%) to Grand Bahama who spent on this item. Nassau/Paradise Island is known for its Straw Market.
- ✚ Approximately three in ten (32%) cruise visitors bought perfumes or cosmetics during their visit to Nassau/Paradise Island compared to only 5% of cruise visitors to Grand Bahama who spent on these items. There are many perfume and cosmetic stores in downtown Nassau which makes shopping for these items very easy, while in Grand Bahama these stores are not as plentiful.
- ✚ Three in ten (31%) cruise visitors bought liquor.

- ✚ Two in ten (21%) cruise visitors got their hair braided in Nassau/Paradise Island compared to 3% of cruise visitors to Grand Bahama. There is a hair braiding centre right in front of the Cruise Docking area at Festival Place, this is not the case in Grand Bahama.
- ✚ Seven percent (7%) of them bought linen.
- ✚ Three percent (3%) of them bought leather goods.
- ✚ Three percent (3%) of them bought tobacco products.
- ✚ Two percent (2%) of them bought china/crystal.
- ✚ Roughly four in ten (43%) cruise visitors who shopped in Nassau/Paradise Island bought other items than the ones already mentioned.
- ✚ Of the cruise visitors who purchased other goods the most popular items were rum cake/cake purchased by nearly half (47%) of the cruise visitors who had bought other items.
- ✚ Other popular items purchased in Nassau/Paradise Island included hand bags/purses/wallet/tote bags, (40% of the cruise visitors purchased this item), hats/caps (9%), beach towel/towel (9%), shot glasses (6%), key chains (5%) and conch shells (4%).
- ✚ Less popular items purchased by cruise visitors to Nassau/Paradise Island included beach wrap, magazine/books, beach bags, wooden carvings, magnets, mugs/cups, sunglasses, nail polish, postcards, drums/drum sticks, walking/canes, flags, shoes/slippers/tennis shoes, wind breakers, flutes, luggage, picture/painting and shakes.
- ✚ It is also important to note that cruise visitors can only purchase items that are offered for sale in places where they happen to go.

ACTIVITIES/TOURS/EXCURSIONS

DID YOU DO ANY ACTIVITIES, TOURS OR EXCURSIONS ON-SHORE WHILE YOU WERE OFF THE SHIP?

		Nassau	
		Count	Col %
Did you do any activities,	Yes	425	39.2%
tours or excursions on-shore	No	657	60.7%
while you were off the ship?	Non Response	1	.1%
Total		1083	100.0%

- ✚ Nearly four in ten (39%) cruise visitors who got off the cruise ship in Nassau/Paradise Island did an activity/tour or excursion compared to six in ten (60%) cruise visitors that went to Grand Bahama.
- ✚ The most popular activity/tour or excursion was the City Tour/Island tour. Roughly one half (49%) of cruise visitors who got off the ship in Nassau/Paradise Island participated in this activity compared to nearly one quarter (24%) of those to Grand Bahama.
- ✚ Other popular tours included snorkeling, sailing adventures, Atlantis/Discover Atlantis, Glass Bottom Boat Tour, etc.
- ✚ Cruise visitors to Nassau/Paradise Island also enjoyed: museums, dolphin encounters, parasailing, booze cruises, boat cruises, Ardastra Gardens. Jet skis and walking tours, etc.

How Did Cruise Visitors Book Their Activity/Tour/Excursion?

HOW DID YOU BOOK YOUR ACTIVITY/TOUR/EXCURSION THE BAHAMAS 2011

	Nassau/P.I.	Grand Bahama
Booked on Board Ship	47.3%	72.5%
Booked Independently	36.9%	20.9%
Booked On shore	15.5%	5.9%
Non-Response	1.6%	1.1%

Source: Cruise Visitor Expenditure Survey

- ✚ Roughly half (47%) the cruise visitors to Nassau/Paradise Island booked their activity/tour/excursion on board the ship compared to roughly seven in ten (73%) cruise visitors to Grand Bahama who did the same.
- ✚ Roughly four in ten (37%) cruise visitors to Nassau/Paradise Island booked their activity/tour/excursion independently of the cruise ship compared to approximately two in ten (21%) cruise visitors to Grand Bahama who did the same.
- ✚ Sixteen percent of cruise visitors who did some sort of activity/tour/excursion booked it when they got off the boat on shore in Nassau/Paradise Island compared to 6% of those who went to Grand Bahama.

TRANSPORTATION

- ✚ Cruise Visitors used various methods of transportation to get around the island of Nassau/Paradise Island. Many of them had their transportation included in their activity/tour/excursion while others used a taxi or motor scooter.
- ✚ **Taxi:** Roughly two in ten (17%) cruise visitors to Nassau/Paradise Island used a taxi to get around compared to roughly three in ten (28%) cruise visitors to Grand Bahama Island. (Does not include persons who used a taxi as a part of a tour).
- ✚ **Motor Scooter:** Four percent (4.0%) of the cruise visitors who got off the ship used a motor scooter as transportation to get around.

CASINOS

- ✚ Most of the cruise ships that travel to Nassau/Paradise Island and the other islands of The Bahamas have on-board casinos. Despite this fact, approximately one in ten (11%) cruise visitors who got off the ships in Nassau/Paradise Island visited a casino there.

FOOD AND DRINKS OFF THE SHIP

DID YOU BUY ANY FOOD OR DRINKS?			Nassau
Did you buy any food or drinks?	Yes	Count	431
		Col %	56.9%
	No	Count	326
		Col %	43.0%
	Non Response	Count	1
		Col %	.1%
Total	Count	758	
	Col %	100.0%	

- ✚ Roughly six in ten (57%) cruise visitors who got off the ship in Nassau/Paradise Island bought food or drink on the island when they got off the ship. Some of them bought full meals or snacks while others just bought water, soda/juice/drink, and ice cream.
- ✚ The popular restaurants where cruise visitors ate or drank were: Anthony's Grill, Atlas Bar and Grill, Bamboo Shack, Big 10, Burger King, Café at the Great Hall of Waters (P.I.), Café Skans, Conch Fritters, Double Dragon, Dunkin Donuts, Fish Fry, Go Green Café, Hard Rock Café, Jimmy's, Johnny Rocket, Café Martinique, Sbarros, Poop Deck, Sea Food Haven, Señor Frogs, Green Parrot Bar and Grill, Starbucks, Subway, etc.

BOUGHT WATER			Nassau
Yes	Count	235	
	Col %	21.7%	
No	Count	846	
	Col %	78.1%	
Non Response	Count	2	
	Col %	.2%	
Total	Count	1083	
	Col %	100.0%	

- ✚ Approximately two in ten (22%) cruise visitors who got off the ship and bought food or drinks bought water during their time ashore on the island.

		Nassau
Yes	Count	111
	Col %	10.2%
No	Count	968
	Col %	89.4%
Non Response	Count	4
	Col %	.4%
Total	Count	1083
	Col %	100.0%

- ✚ One in ten (10%) cruise visitors who bought food or drinks in Nassau/Paradise Island bought soda/juice or some kind of drink.

		Nassau
Yes	Count	55
	Col %	5.1%
No	Count	1024
	Col %	94.6%
Non Response	Count	4
	Col %	.4%
Total	Count	1083
	Col %	100.0%

- ✚ Five percent (5%) of them bought ice cream while ashore in Nassau/Paradise Island.

REPEAT VISITORS

DID YOU EVER VISIT THE BAHAMAS BEFORE?

			Nassau
Have you ever visited the Bahamas before?	Yes	Count	521
		Col %	48.1%
	No	Count	556
		Col %	51.3%
	Non Response	Count	6
		Col %	.6%
Total	Count	1083	
	Col %	100.0%	

- ✚ Nearly half (48%) the cruise visitors who visited Nassau/Paradise Island had visited The Bahamas before.

NUMBER OF TIMES YOU VISITED THE BAHAMAS BEFORE?

			Nassau
Number of Times Visited Before	One	Count	202
		Col %	38.3%
	Two	Count	150
		Col %	28.5%
	Three	Count	42
		Col %	8.0%
	Four or more	Count	120
		Col %	22.8%
	Non Response	Count	13
		Col %	2.5%
	Total	Count	527
		Col %	100.0%

- ✚ Of the cruise visitors who had visited The Bahamas before, roughly four in ten (38%) had come one time before.
- ✚ Nearly three in ten (29%) cruise visitors had visited The Bahamas two times before.
- ✚ Three in ten (31%) had visited three or more times before.

**WHEN YOU CAME BEFORE WAS THAT ALSO ON A CRUISE SHIP
OR DID YOU STAY ON SHORE?**

			Nassau
When you came before, was that also on a cruise visit or did you stay on-shore?	Cruise	Count	324
		Col %	61.5%
	Stayed on Shore	Count	69
		Col %	13.1%
	Both	Count	112
		Col %	21.3%
	Non Response	Count	22
		Col %	4.2%
Total	Count		527
	Col %		100.0%

- ✚ Of the repeat visitors who came to The Bahamas before, roughly six in ten (62%) had visited before on a cruise ship.
- ✚ Roughly one in ten (13%) cruise visitors who had visited before stayed on shore during their last visit.
- ✚ Two in ten (21%) visitors to Nassau/Paradise Island who had visited The Bahamas before had done both, i.e., cruised to The Bahamas or stayed on shore at one time or another.

DID YOU ATTEND A TALK OR LECTURE ABOUT THE ISLAND

**BEFORE YOU GOT OFF THE SHIP, DID YOU ATTEND A TALK OR
LECTURE ABOUT WHAT THERE WAS TO SEE AND DO WHILE
HERE?**

			Nassau
Before you got off the ship, did you attend a talk or lecture about what there was to see and do while you were here?	Yes	Count	604
		Col %	55.8%
	No	Count	464
		Col %	42.8%
	Don't Know	Count	3
		Col %	.3%
	Non Response	Count	12
		Col %	1.1%
Total	Count		1083
	Col %		100.0%

- More than half (56%) of the cruise visitors to Nassau/Paradise Island who had gotten off the ship indicated that yes they had attended a talk or lecture about what there was to see and do while they were on the island before they got off the ship, compared to nearly three in ten (29%) cruise visitors to Grand Bahama who indicated this.

**DID YOU GET ANY OTHER INFORMATION ABOUT WHAT TO SEE
AND DO HERE?**

			Nassau
Did you get any other information about what to see and do here?	Yes	Count	704
		Col %	65.0%
	No	Count	367
		Col %	33.9%
	Don't Know	Count	2
		Col %	.2%
Non Response	Count	10	
	Col %	.9%	
Total	Count	1083	
	Col %	100.0%	

- Approximately two in three (65%) cruise visitors to Nassau/Paradise Island indicated that they did get information other than a talk/lecture about what there was to see and do while they were on the island before they got off the ship.

**WHERE DID THE OTHER INFORMATION ABOUT WHAT TO SEE AND
DO HERE COME FROM?**

		Nassau	
		Count	Col %
Other Information	Brochures/Pamphlets/Flyers /Booklets	563	81.0%
	Television on board ship	311	44.7%
	Internet/Online	250	36.0%
	Maps	248	35.7%
	Cruise Director	42	6.0%
	Tour Director	32	4.6%
	Other	4	.6%
	Other people/neighbors	1	.1%
	Travel Agents	1	.1%

- ✚ The most popular means for cruise visitors to find out information on what to see or do while in Nassau/Paradise Island included: Brochures/pamphlets/flyers, television on board the ship, the Internet, maps cruise directors and tour directors.
- ✚ Eight in ten (81%) cruise visitors obtained information on what to see and do while in Nassau/Paradise Island from the brochures/pamphlets/flyers/booklets.
- ✚ Forty-five percent (45%) of cruise visitors obtained information from the television on board the ship.
- ✚ More than one in third (36%) of cruise visitors obtained information from the Internet or maps (36%).
- ✚ Six percent (6%) of cruise visitors to Nassau/Paradise Island obtained information from the cruise director and 5% from the tour director.

LIKELIHOOD OF RETURN TO THE BAHAMAS AS A VACATION DESTINATION

**HOW LIKELY ARE TO CHOOSE TO RETURN TO THE BAHAMAS AS
A VACATION DESTINATION, EITHER AS PART OF A CRUISE OR
FOR A LONGER HOLIDAY?**

			Nassau
How likely are you to return to the Bah. for vacation, either as part of a cruise or for longer?	Definitely would	Count	619
		Col %	57.2%
	Probably would	Count	335
		Col %	30.9%
	Probably wouldn't	Count	8
		Col %	.7%
	Definitely wouldn't	Count	1
		Col %	.1%
	Don't Know	Count	112
		Col %	10.3%
	Non Response	Count	8
		Col %	.7%
Total	Count	1083	
	Col %	100.0%	

- ✚ Roughly nine in ten (88% i.e., 57.2% definitely would & 30.9% probably would) cruise visitors who came ashore in Nassau/Paradise Island indicated that they would return to The Bahamas as a vacation destination either as part of a cruise or for a longer holiday.
- ✚ Of the cruise visitors to Nassau/Paradise Island who indicated that they would definitely or probably return, three in ten (30%) indicated that they would stay in a hotel when they returned compared to approximately one in ten (12%) cruise visitors to Grand Bahama who indicated the same thing.
- ✚ Four in ten (41%) cruise visitors to Nassau/Paradise Island indicated that they would come back on a cruise ship again compared to roughly six in ten (58%) cruise visitors to Grand Bahama.
- ✚ Approximately one in ten (12%) indicated that they would do both come back and stay in a hotel and come back on a cruise.

LIKELIHOOD OF RECOMMENDING THE BAHAMAS AS A PLACE TO VISIT TO FRIENDS/RELATIVES

HOW DO YOU FEEL ABOUT RECOMMENDING THE BAHAMAS AS A PLACE FOR YOUR FRIENDS/FAMILY TO VISIT?

			Nassau
How likely are you to recommend the Bah. to friends and relatives?	Definitely will recommend it	Count	704
		Col %	65.0%
	Probably will recommend it	Count	362
		Col %	33.4%
	Probably won't recommend it	Count	7
		Col %	.6%
	Definitely won't recommend it	Count	3
		Col %	.3%
	Don't Know	Count	4
		Col %	.4%
Non Response	Count	3	
	Col %	.3%	
Total	Count		1083
	Col %		100.0%

- ✚ The majority (98% i.e., 65% definitely would & 33.4% probably would) of cruise visitors who had come ashore in Nassau/Paradise Island indicated that they would recommend The Bahamas as a place for their friends/relatives to visit.

NUMBER OF TIMES CRUISE PASSENGERS GOT OFF SHIP

NUMBER OF TIMES CRUISE PASSENGERS GOT OFF SHIP

			Nassau
Times Off Ship	One	Count	880
		Col %	81.3%
	Two	Count	191
		Col %	17.6%
	Three	Count	11
		Col %	1.0%
	Four or More	Count	1
		Col %	.1%
Total		Count	1083
		Col %	100.0%

- ✚ Eight in ten (81%) cruise passengers who got off the ship did so one time and nearly two in ten (18%) got off two times.

CRUISE VISITOR DEMOGRAPHICS

- ✚ Cruise ship demographics usually differ somewhat between cruise lines. There are cruise lines that attract the older mature crowd and those that attract the younger group.
- ✚ In 2011, approximately nine in ten (91%) cruise visitors to Nassau/Paradise Island were between the ages of 25 to 64.
- ✚ Approximately eight in ten (80%) cruise visitors to the island were under 55 years of age and nearly two in ten (19%) were 55 years of age or over.
- ✚ Adults were not the only persons travelling on cruise ships. On cruises to The Bahamas and Nassau/Paradise Island, children often accompanied their parents or grandparents.
- ✚ Three in ten (30%) children who travelled to Nassau/Paradise Island were between the ages of 12 to 17 years of age but two in three (66%) of them were under 12.
- ✚ Four percent of cruise visitors who were parents were travelling with their adult children over 17 years of age.

- ✚ Not many singles cruised to Nassau/Paradise Island. Some singles were travelling in a group of other persons. Only 2% of the cruise visitors to Nassau/Paradise Island indicated that they were travelling alone or as a party of one.
- ✚ Half (50%) of the cruise visitors were travelling as a party of two persons. Not all of these persons who were travelling in a party of two identified themselves as a couple as there were many instances of friends or other relatives travelling along with them rather than a significant other. Nearly half (49%) of the cruise visitors to Nassau/Paradise Island identified themselves as a couple.
- ✚ One in three (33%) cruise visitors to Nassau/Paradise Island had household incomes of \$75,001 or more. Two in ten (21%) cruise visitors had household incomes of \$100,001 or more.
- ✚ Cruise visitors to Nassau/Paradise Island came from all over the world but the majority (93%) of them, were from the United States.
- ✚ The states that produced the most cruise visitors to Nassau/Paradise Island were Florida, New York, South Carolina, Ohio, New Jersey, Pennsylvania Georgia, North Carolina, Massachusetts, Illinois and California.
- ✚ Approximately nine in ten (88%) cruise visitors to Nassau/Paradise Island indicated that they were likely to return to The Bahamas.
- ✚ Of the cruise visitors who were likely to return to The Bahamas three in ten (30%) indicated that they would stay in a hotel when they returned. Four in ten (41%) indicated that they would return by cruise ship and approximately one in ten (12%) indicated that they would do both, i.e., stay in a hotel or come back on a cruise.

**DEMOGRAPHICS
NASSAU/PARADISE ISLAND
CRUISE VISITORS
2011**

CRUISE VISITORS LIKELY TO RETURN	88.0%
Those Who Would Return and Stay in a Hotel	30.2%
Those Who Would Return by Cruise ship	41.4%
Those Who Would Return & Do a Cruise or a Land Stay	11.8%
CRUISE VISITORS LIKELY TO RECOMMEND	98.4%
REPEAT VISITORS	48.1%
AGE	
18-24	3.1%
25-34	18.7%
35-44	38.9%
45-54	19.1%
55-64	14.0%
65 yrs. & over	4.9%
AGE OF CHILD TRAVELLING	
Under 12 months	5.6%
Age 1 to 5	18.9%
Age 6 to 11	41.4%
Age 12 to 17	29.8%
Over 17 yrs.	4.3%
SEX	
Male	28.5%
Female	69.7%
TRAVELLING PARTY SIZE	
One	2.1%
Two	49.9%
Three	8.4%
Four or More	38.7%
AVERAGE TRAVELLING PARTY SIZE	4.0

Cruise visitors who said that they were travelling as a couple differed from the travel party size of 2 because there were people who were travelling as a party of 2 who considered themselves a family/group not a couple e.g . 2 friends
Some singles were travelling in a group of other persons. This is why there is a difference between travel party size and travel party type.

**DEMOGRAPHICS
NASSAU/PARADISE ISLAND
CRUISE VISITORS
2011**

HOW VISITORS WERE TRAVELLING (Travel Type)	
Alone	2.1%
As a couple	49.3%
As a family	40.9%
As a group	7.0%
HOUSEHOLD INCOME	
Under \$25,000	20.7%
\$25,001-\$50,000	12.7%
\$50,001-\$75,000	17.0%
\$75,001-\$100,000	11.4%
\$100,001 and over	21.1%
TOP STATES: WHERE YOU LIVE	
Florida	16.3%
New York	11.1%
South Carolina	8.4%
Ohio	6.5%
New Jersey	6.0%
Pennsylvania	5.9%
Georgia	5.5%
North Carolina	4.6%
Massachusetts	4.2%
Illinois	4.1%
California	3.3%
COUNTRY OF RESIDENCE	
USA	93.1%
Canada	3.5%
Europe	0.7%
Other	2.7%

*Non Response for household income not included in the above table.

Grand Bahama Island does not receive the quantity of ships that Nassau/Paradise Island does. For this reason there are differences between these islands on some of the key demographics like household income and top states, etc.

Non-response to the household income question is 17%.

**WHERE DO THE CRUISE VISITORS TO NASSAU/PARADISE ISLAND
FROM THE UNITED STATES AND CANADA LIVE?**

STATE/PROVINCE OF RESIDENCE

		Nassau	
		Count	Col %
State or Province	Alabama	5	0.5%
	Arizona	2	0.2%
	California	35	3.3%
	Colorado	7	0.7%
	Connecticut	8	0.7%
	Delaware	5	0.5%
	District of Columbia	1	0.1%
	Florida	174	16.3%
	Georgia	59	5.5%
	Idaho	1	0.1%
	Illinois	44	4.1%
	Indiana	1	0.1%
	Iowa	5	0.5%
	Kansas	3	0.3%
	Kentucky	8	0.7%
	Louisiana	3	0.3%
	Maine	2	0.2%
	Maryland	3	0.3%
	Massachusetts	45	4.2%
	Michigan	23	2.2%
	Minnesota	23	2.2%
	Mississippi	1	0.1%
	Missouri	25	2.3%
	Nevada	2	0.2%
	New Jersey	64	6.0%
	New Mexico	3	0.3%
	New York	119	11.1%
	North Carolina	49	4.6%
	Ohio	69	6.5%
	Oklahoma	1	0.1%
	Oregon	1	0.1%
	Pennsylvania	63	5.9%
	Rhode Island	1	0.1%
	South Carolina	90	8.4%
	Tennessee	7	0.7%
	Texas	25	2.3%

STATE/PROVINCE OF RESIDENCE

		Nassau	
		Count	Col %
State or Province	Utah	1	0.1%
	Vermont	1	0.1%
	Virginia	25	2.3%
	Washington State	2	0.2%
	U.S. Resident	1	0.1%
	Alberta	9	0.8%
	British Columbia	1	0.1%
	Manitoba	2	0.2%
	Newfoundland	2	0.2%
	Ontario	18	1.7%
	Quebec	1	0.1%
	Other Canadian Prov.	1	0.1%
	Canadian Resident	4	0.4%
	Non Response	23	2.2%

WHAT WOULD HAVE MADE TRIP BETTER
WHAT WOULD HAVE MADE YOUR TRIP BETTER?

		Nassau	
		Count	% Shr.
1	Length of Stay (neg.)	209	51.9%
2	Weather/Climate (neg.)	54	13.4%
3	General Comm. (neg.)	25	6.2%
4	Prices (neg)	23	5.7%
5	People (neg)	17	4.2%
6	Tours/Excursions (neg.)	14	3.5%
7	Shops & Stores (neg.)	9	2.2%
8	Local Transport. (neg)	8	2.0%
9	Food (neg.)	6	1.5%
10	Activities (neg.)	5	1.2%
11	Litter (neg)	5	1.2%
12	Ferries (neg)	4	1.0%
13	Information (neg)	4	1.0%
14	Service (neg)	3	0.7%
15	Surrey Rides	3	0.7%
16	Casinos (neg)	2	0.5%
17	Development (neg)	2	0.5%
18	Hotel (neg)	2	0.5%
19	Roads/Traffic (neg.)	2	0.5%
20	Straw Market (neg.)	2	0.5%
21	Nightlife/Nightclubs (neg)	1	0.2%
22	Relaxation (neg)	1	0.2%
23	Sea/Water (neg.)	1	0.2%
24	Want to Go Somewhere Else	1	0.2%
Total Negative		403	100.0%

In the Negative Comments section, cruise visitors expressed their complaints about what would have made their trip more enjoyable.

- ✚ **Length of Stay:** More than half (52%) of the negative comments received from cruise visitors to Nassau/Paradise Island about what would have made their trip more enjoyable were about length of stay. These cruise visitors thought that their length of stay in Nassau/Paradise Island was not long enough i.e. they needed more time, more time to shop, more time to relax, more time in casino, more time to tour.
- ✚ **Weather/Climate:** Thirteen percent (13%) of the comments received were about the weather i.e. poor weather conditions, i.e. too hot, windy, not enough sunshine/sunlight.

- ✚ **General Negative**: Six percent (6%) of the comments received were general negative comments like: too much walking/less walking, less rushing, more money and less rushing.
- ✚ **High Prices**: Six percent (6%) of the comments received from the cruise visitors were about the high prices i.e., prices are very high/expensive, high prices in stores.
- ✚ **Poor Attitude of the People**: Four percent (4%) of the comments received from the cruise visitors were about the people like: people not friendly, pushy people, felt hassled, felt threatened by taxi driver, more smiles needed, better attitudes needed.
- ✚ **Tours/Excursions**: Four percent (4%) of the comments received from the cruise visitors were about the tours/excursions in Nassau/Paradise Island like: tour too crowded, excursions expensive, tour too short, more excursions needed.
- ✚ **Shops & Stores**: Two percent (2%) of the comments received from the cruise visitors were about the shops and stores. Cruise visitors complained about: pushy salespeople, shops too expensive, more variety in shops needed, more shops needed, that most shops have the same things/stuff.
- ✚ **Local Transportation**: Two percent (2%) of the comments received from the cruise visitors were about the local transportation on the island like: A/c did not work, taxi driver rushed tour, more than one shuttle needed, taxi driver not informative, fell off scooter and got hurt.

WHAT WOULD HAVE MADE YOUR TRIP BETTER?

		Nassau	
		Count	% Shr.
1	General	232	58.0%
2	People	62	15.5%
3	Scenery/Sightseeing	34	8.5%
4	Weather/Climate	25	6.3%
5	Hotel	7	1.8%
6	Eco-Tourism	5	1.3%
7	Local Transportation	4	1.0%
8	Sea/Water	4	1.0%
9	Food	3	0.8%
10	Straw Market	3	0.8%
11	Value for Money	3	0.8%
12	Crime	2	0.5%
13	Hair Braiding	2	0.5%
14	Prices	2	0.5%
15	Safety	2	0.5%
16	Activities	1	0.3%
17	Information	1	0.3%
18	Length of Stay	1	0.3%
19	Relaxation	1	0.3%
20	Restaurants	1	0.3%
21	Roads/Traffic	1	0.3%
22	Shops and Stores	1	0.3%
23	Surrey Rides	1	0.3%
24	Tour/Excursions	1	0.3%
25	Entertainment	1	0.3%
Total Positive		400	100.0%

✚ In the Positive Comments section, cruise visitors simply expressed what they did like about Nassau/Paradise Island.

WHAT WOULD HAVE MADE YOUR TRIP BETTER?

		Nassau	
		Count	% Shr.
1	General (neutral)	12	41.4%
2	Activities (neutral)	3	10.3%
3	General (sugg)	2	6.9%
4	Litter/Cleanliness (sugg)	2	6.9%
5	Local Transportation (sugg)	2	6.9%
6	Local Transportation (neutral)	2	6.9%
7	Activities (sugg)	1	3.4%
8	Food (sugg)	1	3.4%
9	Information (sugg)	1	3.4%
10	People (sugg)	1	3.4%
11	Prices (sugg)	1	3.4%
12	Want to go somewhere else (sugg)	1	3.4%
Total Suggestion		29	100.0%

Single Thing That Would Make Trip Better

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative		
		<i>Activities (neg)</i>	
			More activities.
			Not much to do.
			More activities
			Different things to see and do.
			More things to do.
		<i>Casinos (neg)</i>	
			Better casinos.
			Closer casino
		<i>Development (neg)</i>	
			Downtown is very run down.
			Downtown is run down.
		<i>Ferries (neg)</i>	
			The ferry boats took too long to leave

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative		
		<i>Ferries (neg)</i>	
			Ferry boat took too long to move and he didn't tell us we had a little ways to walk to Atlantis.
			Better water taxi.
			better water taxi.
		<i>Food (neg)</i>	
			Better food on ship.
			Better food on ship
			Better food.
			Better food on ship.
			Better food on ship
			More food options.
		<i>General (neg)</i>	
			If we didn't have to walk from ship.
			If I had won more money.
			Not having my children could of done more.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>General (neg)</i>	
			Less rushing.
			Anything. Horrible experience
			Less walking.
			Less walking, more shuttles.
			Less walking.
			More money.
			Not being tired to do more.
			Shorter walk from ship.
			If I had more money.
			If I had more money.
			More money.
			Had too much to drink.
			If we won more money.
			Less walking.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative		
		<i>General (neg)</i>	
			If I didn't get bite from a jellyfish.
			If I had more money.
			More money.
			This trip was not good at all, my son isn't feeling good.
			More money and time.
		<i>Information (neg)</i>	
			If we were told about the shuttle.
			If we had known about the shuttle.
		<i>Length of Stay (neg)</i>	
			More time.
			More time to relax and enjoy the Island.
			More time to see and do more.
			More time.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time.
			More time to do more.
			More time.
			More time.
			More time.
			More time if we had stayed on shore.
			More time.
			More time to have fun in the Bahamas we love it here.
			More time.
			More time.
			More time to try some more things.
			More time.
			More time.
			More time to relax.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time.
			longer stay
			Longer stay
			More time
			Over night stay
			More time
			More time.
			More time
			More time
			More time
			More time to relax.
			More time.
			More time.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time.
			More time
			More time.
			More time so we could shop.
			Longer stay.
			More time
			More time.
			More time.
			Longer stay.
			More time.
			More time.
			Longer stay.
			More time.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time to look around.
			More time
			More time.
			More time.
			Longer stay.
			More time.
			More time.
			More time.
			Longer stay.
			A longer tour.
			Longer stay.
			More time.
			More time to visit the beach
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time at Atlantis.
			More time.
			If we had stayed on shore more time.
			More time.
			More time.
			More time to relax.
			More time to do more.
			Longer stay
			More time with locals.
			Longer stay.
			More time.
			More time.
			More time.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time.
			Longer time on tour.
			More time.
			More time to shop.
			More time.
			If we had over night.
			More time to explore the Island and to see more of Atlantis beautiful.
			more time.
			More time.
			More time
			More time to do more.
			longer stay
			More time.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time.
			More time.
			More time.
			More time in the casino.
			More time
			More time.
			Longer stay.
			More time.
			More time.
			More time.
			More time
			More time.
			More time
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time.
			More time.
			More time.
			Longer stay.
			More time to see more.
			More time.
			More time, but was great.
			More time.
			More time
			more time
			More time.
			More time
			More time.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time.
			More time.
			More time.
			Longer stay.
			Longer stay.
			If we stayed over night.
			More time.
			More time.
			More time.
			Stay longer to see more things.
			More time.
			Longer stay.
			More time.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			Longer stay.
			If we stayed over night.
			More time in casino.
			More time.
			Longer time on tour.
			More time.
			More time.
			More time.
			Not enough time.
			Longer stay.
			More time.
			More time
			More time.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time.
			More time.
			More time to see and do more.
			More time.
			More time.
			More time
			More time
			More time
			More time.
			More time to do more.
			More time.
			More time to enjoy Island.
			More hours
			More time to see more.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time.
			More time in casino.
			More time
			More time.
			More time.
			Longer stay.
			More time
			More time to shop.
			More time.
			More time
			Longer stay.
			More time.
			More time to shop.
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			Longer stay.
			More time.
			Longer stay
			More time.
			More time
			More time on tour
			More time.
			More time.
			If had more time to see the Island and enjoy.
			More time
			More time to tour
			More time to do more.
			More time.
			Longer time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Length of Stay (neg)</i>	
			More time.
			More time.
			More time.
			More time.
			More time.
			Stay a little longer.
			More time.
			More time
			More time
			More time.
			More time to see Island.
			More time.
			More time
			More time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative		
		<i>Length of Stay (neg)</i>	
			More time.
			More time will be back.
			More time.
		<i>Litter/Cleanliness (neg)</i>	
			If the straw market wasn't dirty.
			Less dirt around the Island.
			Cleaner city.
			Cleaner beach.
			More cleaner streets
		<i>Local Transportation</i>	
			The AC in the taxi wasn't working
			Fell off my scooter bike and got hurt.
			If the taxi driver didn't rush our tour.
			More then one shuttle.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative		
		<i>Local Transportation</i>	
			Taxi driver need to be more informative.
			Taxi was hot, needs air-condition.
		<i>Nightlife (neg)</i>	
			Nightlife
		<i>People (neg)</i>	
			If the waitress was more friendly.
			Too many pushy people
			Pushy people
			If we wasn't hassled.
			Pushy salespeople.
			Better attitudes.
			Friendlier people. Not willing to bargain
			Not meeting the taxi driver that threatened me.
			Too many people downtown

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative		
		<i>People (neg)</i>	<p>More smiles.</p> <p>Better attitude, that's why did not shop in straw market.</p>
		<i>Prices (neg)</i>	<p>If it weren't too expensive.</p> <p>Shopping here is very expensive, so I didn't buy anything.</p> <p>Very expensive.</p> <p>Less expensive.</p> <p>Everything was bad, but especially prices</p> <p>Prices are very high.</p> <p>Lower costs</p> <p>Atlantis shops are very expensive.</p> <p>Very expensive</p> <p>Wish costs were lower</p> <p>Very expensive</p>

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative		
		<i>Prices (neg)</i>	
			Shopping here is very expensive
			Very expensive.
			Stores are very expensive
			Shopping is very expensive.
			Too expensive
			Shopping is very expensive.
			Very expensive.
		<i>Roads/Traffic (neg)</i>	
			Less traffic
			Fewer vehicles on the streets.
		<i>Service (neg)</i>	
			Better customer service.
			If we got better service from the tour director.
			Better service.
		<i>Shops and Stores (neg)</i>	

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative		
		<i>Shops and Stores (neg)</i>	
			More variety in shops
			More shops.
			More variety of shops.
			Most stores have the same stuff.
			Some shops were very expensive.
			Most shops have the same stuff
		<i>Surrey Rides (neg)</i>	
			Horses needs to be better kept.
			Cleaner horses and carriage.
			Horses look sick.
		<i>Tours/Excursions (neg)</i>	
			Less crowded on tour.
			Cheaper excursions.
			More time on tour.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Tours/Excursions (neg)</i>	
		Longer tour.	
		If the tour was more longer.	
		More excursions.	
		More time on tour.	
		More time on tour.	
		If I could have done a different tour.	
		<i>Want to go some place</i>	
		Want to go other places	
		Want to visit other places.	
		<i>Weather/Climate (neg)</i>	
		Weather.	
		The weather was too hot.	
		Better weather to do more	
		Better weather, but you can't change that	

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Weather/Climate (neg)</i>	
		Better weather.	
		It was very hot.	
		weather	
		Warm weather.	
		Weather	
		Very warm.	
		More sun.	
		Better weather.	
		It is a hot day.	
		Weather.	
		The sun is too hot.	
		More sun.	
		If it was sunny.	
		Cooler weather	

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Weather/Climate (neg)</i>	
		Weather.	
		Weather.	
		The weather was hot.	
		Too hot	
		Weather.	
		More sun.	
		Better weather	
		More sun	
		Hot Day.	
		Weather	
		Weather.	
		Better weather.	
		Weather.	
		Weather.	

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Weather/Climate (neg)</i>	
		Weather.	
		Less wind.	
		Weather.	
		Weather	
		More sun.	
		weather	
		Weather.	
		Weather.	
		Better weather.	
		Better weather.	
		Weather.	
		Cool weather.	
		Better weather.	
		Weather.	

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Negative	<i>Weather/Climate (neg)</i>	<p>More sun, less wind.</p> <p>More sun.</p> <p>The weather is so windy.</p> <p>Hot.</p>
	Neutral	<i>Activities (neutral)</i>	<p>Would like to do and see more.</p> <p>Would of like to do more and see more.</p> <p>If we could see and do more.</p>
		<i>General (neutral)</i>	<p>If we could of seen more.</p> <p>If it was just me and my husband.</p> <p>More money.</p> <p>more money</p> <p>Less Walking</p>

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Neutral	<i>General (neutral)</i>	<p>Buying more cigars</p> <p>If I own a condo</p> <p>Wearing tennis or flat slippers</p> <p>Not having to work while on vacation</p> <p>More money</p> <p>more money</p>
		<i>Local Transportation</i>	If we had known about the shuttle.
		<i>People (neutral)</i>	There wasn't much people downtown.
	Positive	<i>Activities</i>	A lot to see and do.
		<i>Casinos</i>	Casino is very big and beautiful.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive		
		<i>Casinos</i>	Always come here to visit the casino its ok.
		<i>Eco-Tourism</i>	Beautiful reefs. Beautiful reefs and colorful fish. If I could have seen your beautiful coral.
		<i>Entertainment</i>	A lot of entertainment in Senor Frogs.
		<i>Food</i>	Good food. Food was great, fish fry. Very tasty burgers.
		<i>General</i>	Nothing still the same place. Wonderful time.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	Everything good
			Everything was good.
			Nice even your ghetto.
			Beautiful day had a great time.
			Nothing, beautiful day.
			Beautiful as always.
			Nothing.
			Great place
			So much fun
			Nothing, enjoyed everything.
			Nothing
			Ok
			nothing
			Its enjoyable

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	Excellent fun
			Wonderful day
			Nothing.
			Always great.
			Had a great time will be back.
			Nice place.
			Great, nice
			It was a good trip.
			Be back next year
			Nothing would be back more days.
			The trip was enjoyable
			Me and my family had a wonderful time.
			Nothing. Everything was good
			This place is very nice.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	Nice time
			Had a lovely time.
			Great place
			We all had fun.
			Nothing. Very nice
			OK
			Nothing
			Love the island
			Nothing. Everything was good
			Had a nice time
			Nothing
			Nothing, all was good
			Nothing
			nothing

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	Nothing
			It was fine.
			Today turned out to be great
			Nothing it was great.
			Nothing.
			Nothing
			Love coming here
			Nothing
			nothing
			nothing
			Nothing.
			Nothing.
			Everything was perfect
			The ability to move here permanently

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	Nothing
			Nothing
			Nothing
			Nothing great day
			Was enjoyable
			Nothing
			Nothing
			nothing
			Nothing
			Nothing
			Had a great time.
			Nothing.
			Nothing.
			Nothing, nice day.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	
			Nice Island
			Done all I wanted.
			Nothing.
			Nothing
			Nothing.
			It was enjoyable
			I had a pleasant time.
			Thanks to no taxes.
			Nothing.
			Nothing.
			Beautiful day.
			Best place in the world.
			It was awesome
			nothing

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	Great time here. Will be back
			Nothing
			Nothing
			Nothing
			Nothing.
			Great trip.
			It was good.
			Nothing.
			Nothing, everything was good.
			It was beautiful.
			Nothing.
			Everything was ok.
			Nothing.
			Nothing, beautiful day.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	
			Nothing, had a great day.
			Everything was fun, love this place.
			Nothing will be back.
			Ok.
			Everything was ok.
			Nothing, everything was just ok.
			Nothing.
			Nothing, it was wonderful.
			Nothing, everything was great.
			Nothing.
			It was enjoyable.
			Nothing.
			Nothing.
			Nothing.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	Nothing.
			Nothing still the same.
			Everything was ok.
			Nothing.
			Nothing, had a great time.
			Nothing.
			Nothing, have been here before.
			Nothing.
			Great.
			Nothing.
			Beautiful Day.
			Nothing will be back.
			Nothing wanted time away from the kids will bring them back.
			Nothing. Everything was ok

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	
			Had me a wonderful (time), people
			Love it
			Everything was fine.
			Very nice
			Had a wonderful day with the family.
			Nothing.
			Everything was ok.
			Everything good
			Nothing.
			Nothing
			Much better from the last time , beautiful coral.
			Had lots of fun will be back.
			Nothing.
			Nothing.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	
			It was nice.
			Done all I wanted to do.
			Nothing
			Great time.
			Nothing
			Nothing
			Everything was ok.
			Everything was great.
			Enjoyed myself, will be back.
			Ok.
			Great place
			Nothing.
			Nothing, had a great time.
			Nothing, beautiful day.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	Had a good time.
			Nothing.
			Nothing.
			Very interesting place.
			Nothing.
			Love it wonderful day.
			Beautiful, loved it had a great time.
			Had a great time.
			Nothing.
			Love it here
			Everything was alright.
			It just keeps getting better.
			The Island is nice.
			It was ok.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	
			Will be back to see more.
			Wonderful place, very interesting.
			Didn't get to do much but it was all wonderful.
			Ok.
			Had a good time.
			OK
			Everything was great.
			Nothing.
			We will be back.
			Everything was great.
			It was enjoyable.
			Nothing.
			Nothing, everything was ok.
			It was nice.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	Nothing, good time
			Had a great time although its raining.
			Nothing. Just keep it Better in the Bahamas
			Nothing
			We've been enjoying it here all the time.
			Ok.
			It was really good.
			Had a great family day.
			Will be back, nice place.
			Nothing.
			Nothing.
			Everything was super.
			Nothing.
			Nothing.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>General</i>	
			Lovely place.
			Nothing, everything was ok.
			Nothing, great time.
			Nothing would be back beautiful place.
			Nothing.
			It was nice.
			Everything was great.
			Had fun.
			Nothing. It was great
			Nothing, I had fun.
			Love here.
			Had a great time with my family.
			Nothing.
			Beautiful city.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive		
		<i>General</i>	<p>Good time.</p> <p>Nice place been here a few times.</p> <p>Nothing would be back to tour the island beautiful place.</p> <p>Did all I wanted.</p>
		<i>Hair Braiding</i>	<p>Fixed my daughters hair beautiful.</p>
		<i>Hotel</i>	<p>Beautiful hotels.</p> <p>Love the Atlantis and Ocean Club</p> <p>Atlantis is very beautiful.</p> <p>Beautiful Atlantis, great country.</p> <p>Atlantis is very nice.</p> <p>Atlantis is beautiful.</p> <p>Atlantis is very nice.</p>
		<i>Information</i>	

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive		
		<i>Information</i>	Very knowledgeable.
		<i>Length of Stay (neg)</i>	More time to relax.
		<i>Local Transportation</i>	The shuttle ride was very convenient.
			Good ride.
			The shuttle was nice
		<i>People</i>	Friendly people.
			Friendly and helpful.
			Beautiful people
			Very friendly people.
			Friendly driver.
			People here are friendly.
			Wonderful people and place.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>People</i>	<p>Beautiful friendly people.</p> <p>Nothing. Everybody was nice to us</p> <p>Nothing very very informative driver.</p> <p>All were friendly.</p> <p>Friendly helpful people.</p> <p>Beautiful friendly driver.</p> <p>The friendliest of people.</p> <p>Everyone was nice.</p> <p>Friendly driver.</p> <p>Friendly people</p> <p>The people were very friendly.</p> <p>The attitude of people are so nice.</p> <p>Lovely lady who plait my hair.</p> <p>Met a lot of friendly people.</p>

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>People</i>	<p>People are nice</p> <p>The people are very friendly</p> <p>The people were great</p> <p>The people were friendly.</p> <p>Nothing, friendly people.</p> <p>People are friendly.</p> <p>Helpful and nice.</p> <p>Love the friendliest of the people.</p> <p>If I had met a pretty lady.</p> <p>Everybody are so nice and helpful</p> <p>Very friendly people</p> <p>The people are great.</p> <p>Nothing, very friendly.</p> <p>Some people were nice.</p>

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive		
		<i>People</i>	
			Met a lot of nice people.
			Friendly people
			There are many friendly people
			friendly people
			A lot smiles.
			Very friendly people.
			Very friendly driver.
			Nice wonderful people
		<i>Prices</i>	
			Great prices.
			Great prices.
		<i>Relaxation</i>	
			Nothing, very relaxing.
		<i>Restaurants</i>	
			Senor Frogs was good.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive		
		<i>Safety</i>	Felt really safe.
		<i>Scenery/Sightseeing</i>	Beautiful scenery.
			Nothing, still beautiful.
			Beautiful
			Nothing, beautiful.
			Beautiful place.
			Beautiful scenery.
			Nothing, beautiful place.
			Nothing, beautiful scenery.
			Beautiful beautiful place.
			Lovely place.
			Beautiful day and scenery.
			Still beautiful.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>Scenery/Sightseeing</i>	Beautiful Island, clean island
			Nothing, beautiful as ever.
			Beautiful scenery
			Nothing, still a beautiful place
			Beautiful day and place
			Beautiful place.
			Beautiful.
			Lovely place was coming for years.
			Lovely place.
			Beautiful, will be back.
			Lovely place
		<i>Sea/Water</i>	Beautiful water
			Beautiful water.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive		
		<i>Sea/Water</i>	Beautiful underwater.
		<i>Shops and Stores</i>	Had a good day shopping.
		<i>Straw Market</i>	Beautiful Market The new strawmarket is wonderful Straw market great
		<i>Surrey Rides</i>	Nice cool ride on horse/carriage.
		<i>Tours/Excursions</i>	Enjoyed my tour.
		<i>Value for Money</i>	Good deals. Great buys
		<i>Weather/Climate</i>	Nice weather.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>Weather/Climate</i>	
			nice weather
			The weather is great.
			Beautiful windy day
			Weather was good.
			Weather is great
			Love the weather.
			Love the weather.
			Nice weather.
			Love the weather.
			Sunny.
			the weather good.
			Nice weather.
			Love the weather.
			Nice weather.

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Positive	<i>Weather/Climate</i>	<p>Love the weather.</p> <p>The weather is nice</p> <p>The weather was good.</p> <p>The weather was wonderful.</p> <p>Weather was nice</p> <p>The weather was wonderful.</p> <p>Lovely weather</p> <p>Beautiful weather.</p>
	Suggestion	<i>Activities (sugg.)</i>	<p>More kids activities</p>
		<i>Food (sugg.)</i>	<p>Free rum</p>
		<i>General (sugg.)</i>	<p>Better bag for horse dropping.</p>

<i>Island</i>	<i>Comment Type</i>	<i>Comment Category</i>	<i>visitenjoy</i>
Nassau & Paradise Island	Suggestion		
		<i>General (sugg.)</i>	
			More rum.
			Free stuff
		<i>Information (sugg.)</i>	
			More info.
		<i>Litter/Cleanliness (sugg.)</i>	
			Remove trash along side walk.
			Clean up down town and paint building
		<i>Local Transportation</i>	
			More shuttles
			Shuttle with lower steps.
		<i>People (sugg.)</i>	
			More people.
		<i>Prices (sugg.)</i>	
			Discount on tobacco & liquor

CONCLUSION

Cruise Tourism is a very lucrative business. In 2011, ships in the global cruise market transported over an estimated 19 million passengers and made an estimated US\$29.4 billion in revenue.³

The Cruise Industry grew tremendously over the years and the cruise lines built bigger and more lavish ships to accommodate the growth. In order to capitalize on this booming cruise business The Bahamas dredged the harbour in New Providence to accommodate the larger ships. In addition to the dredging of the harbour, the plethora of beautiful islands in The Bahamas made the destination ideal for Bahamas only cruises. This meant that cruise ships could stop in Nassau/Paradise Island, then travel on to Grand Bahama and then on to another island in The Bahamas. By 2011, The Bahamas was strategically positioned geographically and structurally to take advantage of the new market conditions. In 2011, The Bahamas as a whole received 4.2 million (1st port of entry) cruise visitors. Nassau/Paradise Island as an individual island received 3,076,710 cruise visitors (1st, 2nd and 3rd port of entry). As more and more cruise visitors cruised to the destination, more and more revenue was generated and pumped into the economy.

Cruise Visitors for years have pumped millions of dollars every year into local tourist destinations through spending. When cruise visitors cruised to Nassau/Paradise Island or any other island in The Bahamas in 2011, they all pumped money directly into the Government Treasury in the form of port head taxes. Cruise visitors also pumped money into the economy when they spent money on: *shopping* (\$149.51 million), *activities/tours/excursions* (\$100.29 million), *playing in the on-island casino* (\$27.10 million), *meals and drinks bought off the ship* (\$19.0 million) and *transportation not included in tours* (\$15.57 million). In 2011, cruise visitors to Nassau/Paradise Island spent an average of \$111.0 per person and pumped \$311.47 million into the economy of the destination. Thirteen years ago in 1998, cruise visitors spent an average of \$74.3 per person and pumped \$81.8 million dollars into the economy of Nassau/Paradise Island through visitor spending.

In Nassau/Paradise Island the average expenditure by cruise ship visitors increased over the years but there is still more room for growth as the quest to

³ Source: Wikipedia the Free Encyclopedia, en.wikipedia.org/wiki/cruise_ship
<http://www.cruisemarketwatch.com/articles/cruise-market-watch-announces-2011-cruise-line-market-share-and-revenue-projections/>, "Cruise line Market share and Revenue Projections"

increase the average spend per cruise visitor continues. Roughly four in ten (38%) cruise visitors to the island spent under \$50.00 in the destination and six in ten (62%) spent \$50.00 or more while on the island. Cruise ship visitors spent money on a variety of things including activities, shopping, transportation not included in tours/excursions, meals & drinks off the ship and on-island casinos.

The activities/tours/excursions made up 32% of the cruise expenditure by cruise visitors to Nassau/Paradise Island. Nearly four in ten (39%) cruise visitors who got off the ship in Nassau/Paradise Island did an activity/tour/excursion. The most popular activities/tours/excursions were the City Tour/Island Tour. Other popular tours included snorkeling, sailing adventures, Atlantis/Discover Atlantis and the Glass Bottom Boat Tours. Nearly half (47%) the cruise visitors who did some sort of activity/tour/excursion booked it on board the cruise ship, nearly four in ten (37%) booked it independently of the cruise ship and sixteen percent (16%) booked it when they got off the ship in Nassau/Paradise Island.

In addition to activities/tours/excursions, some cruise visitors spent money on shopping to purchase their souvenirs. Shopping made up 48% of the expenditure by cruise visitors to Nassau/Paradise Island. More than one half (53%) of cruise visitors who got off the ship in Nassau/Paradise Island spent money on some form of shopping. Nearly eight in ten (79%) cruise visitors bought t-shirts, roughly one in ten (14%) cruise visitors bought some form of other clothing and four in ten (40%) bought jewelry. Cruise visitors to Nassau/Paradise Island also spent money on straw work (39% of them), perfumes & cosmetics (32%) and liquor (31%). Some of them got their hair braided (21%). Some of them bought linen (7%), leather goods (3%), tobacco products (3%) and china/crystal (2%). Cruise visitors to the island also bought other goods. Of the other goods purchased, the most popular items were rum cake/cake purchased by nearly half (47%) of the cruise visitors who had bought other items. Other popular items purchased in Nassau/Paradise Island included hand bags/purses/wallet/tote bags, (40% of the cruise visitors purchased this item), hats/caps (9%), beach towel/towel (9%), shot glasses (6%), key chains (5%) and conch shells (4%).

In addition to spending money on activities/tours/excursions and shopping, some cruise visitors spent money on transportation costs to get around the island. The transportation costs not included in tours/excursions made up 5.0% of the expenditure by cruise visitors to Nassau/Paradise Island. Roughly two in ten (17%) cruise visitors used a taxi to get around Nassau/Paradise Island and 4% of them used a motor scooter.

In addition to spending money on activities/tours/excursions, shopping, and transportation costs, some cruise visitors spent money on food and drinks off the ship. Food and drinks made up 6% of the expenditure by cruise visitors to Nassau/Paradise Island. Four in ten (40%) cruise visitors to Nassau/Paradise Island who got off the ship in Nassau/Paradise Island bought food or drink on the island. Some of them bought full meals or snacks while others bought water, soda/juice/drink and ice cream. The popular restaurants where cruise visitors ate or drank were: Anthony's Grill, Atlas Bar and Grill, Bamboo Shack, Big 10, Burger King, Café at the Great Hall of Waters (P.I.), Café Skans, Conch Fritters, Double Dragon, Dunkin Donuts, Fish Fry, Go Green Café, Hard Rock Café, Jimmy's, Johnny Rocket, Café Martinique, Sbarros, Poop Deck, Sea Food Haven, Señor Frogs, Green Parrot Bar and Grill, Starbucks, Subway, etc.

In addition to all of the other items where cruise visitors spent their money some of them spent their dollars playing in the casinos. Playing in the casinos made up 9% of the total expenditure by cruise visitors who visited a casino in Nassau/Paradise Island. One in ten (11%) cruise visitors went to an on-island casino despite the fact that most of the cruise ships had a casino on board the ship.

Before visitors got off the ship or left the cruise dock, many of them were already armed with information about what to see and do on the island. More than half (56%) the cruise visitors to Nassau/Paradise Island who got off the ship indicated that they had attended a talk/lecture about what there was to see and do on the island before they got off the ship. Nearly two in three (65%) cruise visitors to Nassau/Paradise Island indicated that they did get other information besides a talk/lecture about what to do and see on the island. The most popular means for cruise visitors to find out information on what to see or do while in Nassau/Paradise Island included: Brochures/pamphlets/flyers, television on board the ship, the Internet, maps, cruise directors and tour directors.

Cruise Visitors to Nassau/Paradise Island were primarily between the ages of 25 to 64 years of age and female. One in three (33%) cruise visitors had household incomes of \$75,001 or more. They were primarily from the United States namely Florida, New York, South Carolina, Ohio, New Jersey and Pennsylvania. Some of the cruise visitors traveled with children and the children were primarily between the ages of 6 to 17 years of age. The average traveling party size was four although half (50%) the cruise passengers traveled as a party of two persons. Nearly half (48%) the cruise visitors to Nassau/Paradise Island had been to The Bahamas before. Of the repeat visitors who had come to The Bahamas

before, roughly six in ten (62%) had visited before on a cruise ship, roughly one in ten (13%) had stayed on shore and two in ten (21%) had done both.

The likelihood of return for cruise visitors who visited Nassau/Paradise Island was high as roughly nine in ten (88%) of them said that they would return. Three in ten (30%) cruise visitors indicated that they would return and stay in a hotel, four in ten (41%) said that they would come back on a cruise ship again and approximately one in ten (12%) indicated that they would do both come back and stay in a hotel and come back on a cruise. The majority (98%) of cruise visitors to Nassau/Paradise Island indicated that they would recommend the Bahamas to friends/relatives.

RECOMMENDATIONS

All recommendations are based on information received directly from the Cruise Visitors.

1. The biggest complaint that cruise visitors had about their trip to Nassau/Paradise Island was the fact that they needed more time in port. More than half (52%) the complaints received were about the length of stay not being long enough. Some of the cruise visitors needed more time to see the place and do more. Some of them needed more time to relax and have fun. Some needed more time to go shopping, more time in casino and more time to go to the beach. Some wanted more time at Atlantis. Some wanted an overnight stay.
 - a. It would be nice if there was some way to persuade the cruise lines to stay a little longer in Nassau/Paradise Island so that the cruise visitors could do more of the things above that they indicated that they wanted to do.
 - b. Some cruise lines overnight now, but it would be nice if more of them would do so. This would enable more cruise visitors to see and do more and that would please them; and it would allow them time to spend more and that would please the Bahamian economy.
2. Some cruise visitors complained about the shopping available on the island. Some felt that the shops were: too expensive, did not have enough variety, had the same things/stuff. They also felt that more shops were needed. Some felt that the salespeople were too pushy.
 - a. In order to increase cruise visitor spending in the destination it is important to encourage the stores in the island to pay attention to the

things listed above that bothered the cruise visitor about their shopping experience.

3. Some cruise visitors complained about the people in Nassau/Paradise Island. Some felt that the people were pushy, not friendly e.g. waitress, pushy salespeople. Some of them complained about harassment.
 - a. Customer service training is obviously still needed. Waiters/waitresses, sales people in stores, etc. need to receive this training.
4. Some cruise visitors complained about the tours/excursions on the island. They complained that their tour was not long enough. Some cruise visitors wanted different types of tours and others wanted more tours to choose from. Some felt that the tours/excursions were: too crowded, too expensive, too short.
 - a. Tour Operators need to pay attention to the things that bothered the cruise visitors in the above list and fix them.
5. Some cruise visitors complained that they did not have enough to do. Some of them felt that there were not enough kid activities.
 - a. More fun activities need to be created for cruise visitors to do while they are in port.
 - b. More fun activities need to be created for families. Nassau/Paradise Island needs fun free activities for families with children between the ages of 6 to 17 years of age, i.e. the primary age of the children that are travelling.
6. Some cruise visitors complained that they had to walk so far from the ship. Some said they had to walk too much to get around.
 - a. A downtown tram system that operates in the downtown area would be a good idea to help cruise visitors get around without having to walk so much. The cost of the tram could be between 0.50 cents to \$1.00. Nassau/Paradise Island in 2011 received 3,076,710 and it is estimated that 2,805,687 of them got off the ship. If only 1.0 million cruise visitors took the tram at \$0.50, the owners of the tram would earn \$500,000. At \$1.00 and 1.0 million passengers, the owner of the tram would earn \$1 million. Taxi drivers could be invited and given preference to be investors in the tram business. This could be a way for them to earn more money and the cruise visitors would get to have transportation within the downtown area. The tram would work very well in an environment like the one proposed in the "Downtown Development Project."

7. Some visitors complained that the ferry boats took too long to leave. This is a complaint that has been made many times over the years. Cruise visitors do not like to wait for a long time for the ferry boat to leave but the ferry boat captains do not like to leave the dock until they have enough people on board the boat to make it worth their while.
 - a. It would be nice to have scheduled departure times for the ferry boats so that cruise visitors know what time the boats are supposed to leave.
 - b. It would also be nice to ensure that the ferry boats left at the scheduled times.
8. Some visitors complained that the a/c did not work in the taxi cabs.
 - a. One way to solve this problem is to insist that all taxi vehicles are required to have the air conditioning in good working condition before vehicles can pass inspection and licenses can be renewed.
9. Some cruise visitors complained about the surreys. Some of them felt that the horses needed to be kept better. Some felt that the horses and carriage needed to be kept cleaner and some of them thought that the horses looked sick. Some felt that the bag for horse droppings was not good.
 - a. Surrey drivers need to take care of the horses.
 - b. Surrey owners need to ensure that the bags for horse droppings are adequate for the purpose.
10. Some visitors complained that they did not know about the shuttle bus from the ships to Festival Place. In addition, some of them complained about the fact that there was only one shuttle available. Some cruise visitors thought that the shuttle buses needed to have lower steps.
 - a. Some kind of signage near the cruise ships to tell cruise passengers where they could wait for the shuttle would be useful.
 - b. In addition, signage about the shuttle schedule should also be posted near the ships as well as near the entrance of Festival (port side near the ships) so cruise visitors can decide if they want to wait for the shuttle or not.
 - c. On heavy cruise ship days, more than one shuttle bus needs to operate on the cruise dock in order to have the shuttle bus service operate smoothly.
 - d. The shuttle drivers can use a step up ladder for the shuttle bus to solve the problem with the cruise visitors who think that the steps in the shuttle bus are too high.
11. Some cruise visitors complained that downtown Nassau was very run down. Some felt that the buildings needed to be painted.
 - a. There were once some grand plans to renovate the downtown area “Nassau Downtown Development Project” with green spaces,

restaurants, shops and boardwalks, etc. A project of this sort if realized would definitely have the power to rejuvenate the downtown area and increase visitor spending if done with the right flair to generate a comfortable exciting atmosphere.

12. Some cruise visitors complained about the litter/cleanliness of the island.
 - a. All tourist areas need to be immaculately cleaned at all times, the beaches, the city, along sidewalks, alongside the roads that tourists travel. In Disney World, they have persons who pick up trash all day around the park.

APPENDIX

**CRUISE VISITOR ARRIVALS
BY FIRST PORT OF ENTRY
2011**

MONTH	THE BAHAMAS			NASSAU/ PARADISE ISLAND		
	2011	2010	% CHG	2011	2010	% CHG
JAN	398,235	328,023	21.4%	194,409	181,729	7.0%
FEB	375,464	310,630	20.9%	184,380	159,887	15.3%
MAR	398,307	377,641	5.5%	186,697	203,842	-8.4%
1QTR	1,172,006	1,016,294	15.3%	565,486	545,458	3.7%
APR	395,718	331,503	19.4%	177,857	165,470	7.5%
MAY	286,800	293,594	-2.3%	130,530	133,288	-2.1%
JUN	274,095	277,683	-1.3%	105,055	114,191	-8.0%
2QTR	956,613	902,780	6.0%	413,442	412,949	0.1%
JUL	323,062	295,775	9.2%	151,940	143,269	6.1%
AUG	278,037	304,237	-8.6%	129,471	140,847	-8.1%
SEP	256,246	242,116	5.8%	130,635	134,279	-2.7%
3QTR	857,345	842,128	1.8%	412,046	418,395	-1.5%
OCT	334,469	327,834	2.0%	194,505	172,012	13.1%
NOV	386,242	368,854	4.7%	197,215	188,339	4.7%
DEC	454,594	351,917	29.2%	243,281	190,798	27.5%
4QTR	1,175,305	1,048,605	12.1%	635,001	551,149	15.2%
YTD	4,161,269	3,809,807	9.2%	2,025,975	1,927,951	5.1%

	GRAND BAHAMA ISLAND			THE OUT ISLANDS		
	2011	2010	% CHG	2011	2010	% CHG
JAN	51,729	32,753	57.9%	152,097	113,541	34.0%
FEB	52,775	39,138	34.8%	138,309	111,605	23.9%
MAR	59,700	44,082	35.4%	151,910	129,717	17.1%
1QTR	164,204	115,973	41.6%	442,316	354,863	24.6%
APR	57,458	45,948	25.1%	160,403	120,085	33.6%
MAY	53,966	59,217	-8.9%	102,304	101,089	1.2%
JUN	58,289	59,463	-2.0%	110,751	104,029	6.5%
2QTR	169,713	164,628	3.1%	373,458	325,203	14.8%
JUL	57,286	56,579	1.2%	113,836	95,927	18.7%
AUG	58,083	62,488	-7.0%	90,483	100,902	-10.3%
SEP	35,197	40,673	-13.5%	90,414	67,164	34.6%
3QTR	150,566	159,740	-5.7%	294,733	263,993	11.6%
OCT	42,146	44,650	-5.6%	97,818	111,172	-12.0%
NOV	52,767	48,179	9.5%	136,260	132,336	3.0%
DEC	49,490	41,330	19.7%	161,823	119,789	35.1%
4 QTR	144,403	134,159	7.6%	395,901	363,297	9.0%
YTD	628,886	574,500	9.5%	1,506,408	1,307,356	15.2%

In August 2011, Hurricane Irene passed through The Islands of The Bahamas.

Note: These are preliminary figures, and are subject to change.

**CRUISE VISITOR ARRIVALS
BY SECOND PORT OF ENTRY
2011**

THE BAHAMAS				NASSAU/ PARADISE ISLAND		
MONTH	2011	2010	% CHG	2011	2010	% CHG
JAN	140,858	121,555	15.9%	59,635	46,723	27.6%
FEB	157,293	121,770	29.2%	63,707	50,163	27.0%
MAR	199,533	130,851	52.5%	97,006	56,190	72.6%
1QTR	497,684	374,176	33.0%	220,348	153,076	43.9%
APR	172,400	131,990	30.6%	90,919	58,950	54.2%
MAY	162,673	158,355	2.7%	87,188	73,052	19.4%
JUN	160,855	171,152	-6.0%	108,866	107,670	1.1%
2QTR	495,928	461,497	7.5%	286,973	239,672	19.7%
JUL	172,663	167,172	3.3%	108,100	96,782	11.7%
AUG	135,354	172,350	-21.5%	80,742	92,234	-12.5%
SEP	145,035	144,043	0.7%	77,705	68,938	12.7%
3QTR	453,052	483,565	-6.3%	266,547	257,954	3.3%
OCT	153,422	159,778	-4.0%	64,928	70,391	-7.8%
NOV	171,617	153,476	11.8%	76,635	66,835	14.7%
DEC	194,493	167,923	15.8%	82,270	56,755	45.0%
4QTR	519,532	481,177	8.0%	223,833	193,981	15.4%
YTD	1,966,196	1,800,415	9.2%	997,701	844,683	18.1%

GRAND BAHAMA ISLAND				THE OUT ISLANDS		
MONTH	2011	2010	% CHG	2011	2010	% CHG
JAN	23,657	12,150	94.7%	57,566	62,682	-8.2%
FEB	17,423	15,285	14.0%	76,163	56,322	35.2%
MAR	29,259	10,703	173.4%	73,268	63,958	14.6%
1QTR	70,339	38,138	84.4%	206,997	182,962	13.1%
APR	5,939	15,946	-62.8%	75,542	57,094	32.3%
MAY	16,161	12,604	28.2%	59,324	72,699	-18.4%
JUN	8,776	21,769	-59.7%	43,213	41,713	3.6%
2QTR	30,876	50,319	-38.6%	178,079	171,506	3.8%
JUL	14,203	20,173	-29.6%	50,360	50,217	0.3%
AUG	9,275	17,193	-46.1%	45,337	62,923	-27.9%
SEP	17,361	23,075	-24.8%	49,969	52,030	-4.0%
3QTR	40,839	60,441	-32.4%	145,666	165,170	-11.8%
OCT	17,356	22,711	-23.6%	71,138	66,676	6.7%
NOV	20,641	14,825	39.2%	74,341	71,816	3.5%
DEC	32,137	23,841	34.8%	80,086	87,327	-8.3%
4 QTR	70,134	61,377	14.3%	225,565	225,819	-0.1%
YTD	212,188	210,275	0.9%	756,307	745,457	1.5%

2nd and 3rd ports of entry for cruise arrivals are only to be used if an analysis is being done by individual island and you do not want to include the Bahamas as a whole. If you want a count for the Bahamas as a whole you must look at 1st port of entry only to avoid double counting. The figures are preliminary and subject to revision.

**CRUISE VISITOR ARRIVALS
BY THIRD PORT OF ENTRY
2011**

THE BAHAMAS				NASSAU/ PARADISE ISLAND		
MONTH	2011	2010	% CHG	2011	2010	% CHG
JAN	13,224	11,161	18.5%	4,302	4,966	-13.4%
FEB	10,764	13,628	-21.0%	2,205	4,316	-48.9%
MAR	11,250	8,960	25.6%	0	0	0.0%
1QTR	35,238	33,749	4.4%	6,507	9,282	-29.9%
APR	9,024	9,072	-0.5%	0	0	0.0%
MAY	8,624	8,581	0.5%	8,624	4,336	98.9%
JUN	23,359	14,527	60.8%	11,622	0	100.0%
2QTR	41,007	32,180	27.4%	20,246	4,336	366.9%
JUL	25,097	14,525	72.8%	7,165	0	100.0%
AUG	20,951	12,036	74.1%	10,993	0	100.0%
SEP	10,094	10,510	-4.0%	3,873	0	100.0%
3QTR	56,142	37,071	51.4%	22,031	0	100.0%
OCT	4,250	8,389	-49.3%	4,250	0	100.0%
NOV	12,776	8,245	55.0%	0	0	0.0%
DEC	10,733	10,674	0.6%	0	3,941	-100.0%
4QTR	27,759	27,308	1.7%	4,250	3,941	7.8%
YTD	160,146	130,308	22.9%	53,034	17,559	202.0%

GRAND BAHAMA ISLAND				THE OUT ISLANDS		
MONTH	2011	2010	% CHG	2011	2010	% CHG
JAN	0	0	0.0%	8,922	6,195	44.0%
FEB	0	0	0.0%	8,559	9,312	-8.1%
MAR	0	0	0.0%	11,250	8,960	25.6%
1QTR	0	0	0.0%	28,731	24,467	17.4%
APR	0	0	0.0%	9,024	9,072	-0.5%
MAY	0	0	0.0%	0	4,245	-100.0%
JUN	0	0	0.0%	11,737	14,527	-19.2%
2QTR	0	0	0.0%	20,761	27,844	-25.4%
JUL	2,425	2,581	-6.0%	15,507	11,944	29.8%
AUG	2,154	0	100.0%	7,804	12,036	-35.2%
SEP	0	0	0.0%	6,221	10,510	-40.8%
3QTR	4,579	2,581	77.4%	29,532	34,490	-14.4%
OCT	0	0	0.0%	0	8,389	-100.0%
NOV	0	0	0.0%	12,776	8,245	55.0%
DEC	0	0	0.0%	10,733	6,733	59.4%
4 QTR	0	0	0.0%	23,509	23,367	0.6%
YTD	4,579	2,581	77.4%	102,533	110,168	-6.9%

2nd and 3rd ports of entry for cruise arrivals are only to be used if an analysis is being done by individual island and you do not want the count for the Bahamas as a whole. If you want a count for the Bahamas as a whole you must look at 1st port of entry only to avoid double counting. The figures are preliminary and subject to revision.

**CRUISE VISITOR ARRIVALS
BY FIRST & SECOND & THIRD PORT OF ENTRY
2011**

MONTH	THE BAHAMAS			NASSAU/ PARADISE ISLAND		
	2011	2010	% CHG	2011	2010	% CHG
JAN	552,317	460,739	19.9%	258,346	233,418	10.7%
FEB	543,521	446,028	21.9%	250,292	214,366	16.8%
MAR	609,090	517,452	17.7%	283,703	260,032	9.1%
1QTR	1,704,928	1,424,219	19.7%	792,341	707,816	11.9%
APR	577,142	472,565	22.1%	268,776	224,420	19.8%
MAY	458,097	460,530	-0.5%	226,342	210,676	7.4%
JUN	458,309	463,362	-1.1%	225,543	221,861	1.7%
2QTR	1,493,548	1,396,457	7.0%	720,661	656,957	9.7%
JUL	520,822	477,472	9.1%	267,205	240,051	11.3%
AUG	434,342	488,623	-11.1%	221,206	233,081	-5.1%
SEP	411,375	396,669	3.7%	212,213	203,217	4.4%
3QTR	1,366,539	1,362,764	0.3%	700,624	676,349	3.6%
OCT	492,141	496,001	-0.8%	263,683	242,403	8.8%
NOV	570,635	530,575	7.6%	273,850	255,174	7.3%
DEC	659,820	530,514	24.4%	325,551	251,494	29.4%
4QTR	1,722,596	1,557,090	10.6%	863,084	749,071	15.2%
YTD	6,287,611	5,740,530	9.5%	3,076,710	2,790,193	10.3%

MONTH	GRAND BAHAMA ISLAND			THE OUT ISLANDS		
	2011	2010	% CHG	2011	2010	% CHG
JAN	75,386	44,903	67.9%	218,585	182,418	19.8%
FEB	70,198	54,423	29.0%	223,031	177,239	25.8%
MAR	88,959	54,785	62.4%	236,428	202,635	16.7%
1QTR	234,543	154,111	52.2%	678,044	562,292	20.6%
APR	63,397	61,894	2.4%	244,969	186,251	31.5%
MAY	70,127	71,821	-2.4%	161,628	178,033	-9.2%
JUN	67,065	81,232	-17.4%	165,701	160,269	3.4%
2QTR	200,589	214,947	-6.7%	572,298	524,553	9.1%
JUL	73,914	79,333	-6.8%	179,703	158,088	13.7%
AUG	69,512	79,681	-12.8%	143,624	175,861	-18.3%
SEP	52,558	63,748	-17.6%	146,604	129,704	13.0%
3QTR	195,984	222,762	-12.0%	469,931	463,653	1.4%
OCT	59,502	67,361	-11.7%	168,956	186,237	-9.3%
NOV	73,408	63,004	16.5%	223,377	212,397	5.2%
DEC	81,627	65,171	25.3%	252,642	213,849	18.1%
4QTR	214,537	195,536	9.7%	644,975	612,483	5.3%
YTD	845,653	787,356	7.4%	2,365,248	2,162,981	9.4%

2nd and 3rd ports of entry for cruise arrivals are only to be used if an analysis is being done by individual island and you do not want the count for the Bahamas as a whole. If you want a count for the Bahamas as a whole you must look at 1st port of entry only to avoid double counting.

The figures are preliminary and subject to revision.

CRUISE EXPENDITURE SURVEY

1. What cruise ship are you on?

Cruiseship _____
 Cruiseline _____

2. Are you a passenger or crew?

1. Passenger
 2. Crew → Close Interview

3. How many times have you gotten off your ship?

4. Do you intend to get off your ship again?

1. Yes → Close Interview
 2. Maybe
 3. No Continue Interview

5. Did you do any shopping today?

1. Yes 2. No → Go to question 7

If Yes At Q5:

6. Did you personally buy any of the following items on shore and how much did you spend?

	Amount Spent	Did you Buy Any of these
1 T Shirts	_____	Yes No
2 Other clothing	_____	Yes No
3 Jewellery / watches	_____	Yes No
4 Straw-work	_____	Yes No
5 Other souvenirs	_____	Yes No
6 Perfumes/cosmetics	_____	Yes No
7 China / crystal	_____	Yes No
8 Liquor to take home	_____	Yes No
9 Leather goods	_____	Yes No
10 Linen	_____	Yes No
11 Tobacco	_____	Yes No
12 Hair braiding	_____	Yes No
13 Other (Write in)		
_____	_____	Yes No
_____	_____	Yes No
_____	_____	Yes No

7. Did you do any activities, tours or excursions on-shore while you were off the ship?

1. Yes 2. No → Go to question 9

8. IF YES: Which one did you go on?

ACTIVITIES DONE

	Activity Name	No. of People	Total Cost
Activity 1:			
	Did you book that?		
	1 On Board	2 On-Shore	3 Independently
Activity 2:			
	Did you book that?		
	1 On Board	2 On-Shore	3 Independently
Activity 3:			
	Did you book that?		
	1 On Board	2 On-Shore	3 Independently

9. Did you use any of the following transportation? (i.e. transportation not included in tour/excursion)

	No. of Journeys	Total Cost	No. of People
Did you use:			
Taxi	Yes No _____	_____	_____
Water taxi	Yes No _____	_____	_____
Bus/Jitney	Yes No _____	_____	_____
Horse/Carriage	Yes No _____	_____	_____
Walked/Strolled	Yes No _____		
Comments (if any)	_____		

10. Did you rent a motor scooter, car or a bicycle while you were here today? And how much did that cost? And how many people did that cost cover?

Rented a:		Total Cost
a) Scooter	Yes No	_____
b) Car	Yes No	_____
c) Bicycle	Yes No	_____

11. And did you buy any food or drink while you were out today?

		Total Cost
1 Yes	2 No	_____

Restaurant Name _____

Did you purchase any other food/drink like:

	Total Cost	Yes	No
1. Water	_____	Yes	No
2. Soda/Juice/drink	_____	Yes	No
3. Ice Cream	_____	Yes	No
4. Other _____	_____	Yes	No

12. Did you visit a:

	Yes	No	Total Cost	Name
Casino	Yes	No	_____	_____
Nightclub	Yes	No	_____	_____
Oth. Nightlife	Yes	No	_____	_____

Write in _____

13. How many people including yourself, do the expenses and purchases made during your trip relate to? Don't include persons not on this trip, please.

14. Have you ever visited The Bahamas before?

- 1 Yes → Go to Q15
- 2 No → Go to Q17

15. How many times have you visited The Bahamas before?

16. And when you came before, was that also on a cruise visit, or did you stay on-shore?

- 1 Cruise
- 2 Stayed on shore
- 3 Both

17. Before you got off the ship, did you attend a talk or lecture about what there was to see and do while you were here?

- 1 Yes
- 2 No
- 3 Don't know

a) Did you get any other information about what to see and do here?

- 1 Yes
- 2 No
- 3 Don't know

From where:

Internet/Online	[]	Maps	[]
Brochures/Pamphlets	[]	TV on ship	[]
Tour Director	[]	Cruise Director	[]

Other _____

18. How likely are you to choose to return to The Bahamas as a vacation destination, either as part of a cruise or for a longer holiday?

- 1 Definitely would — Go to Q19
- 2 Probably would — Go to Q19
- 3 Probably wouldn't — Go to Q20
- 4 Definitely wouldn't — Go to Q20
- 5 Don't know — Go to Q20

IF Definitely or probably would, ASK:

19. Do you think you would stay in a hotel or come here on a cruise ship?

- 1 Would stay in a hotel
- 2 Would come by cruise ship
- 3 Both
- 4 Don't know

20. How do you feel about recommending the Bahamas as a place for your friends/family to visit?

- 1 Definitely will recommend it
- 2 Probably will recommend it
- 3 Probably won't recommend it
- 4 Definitely won't recommend it

21. What would have made your visit here more enjoyable?

22. Where do you live?

1. United States: Which State?

WRITE IN _____

2. Canada: Which Province?

WRITE IN _____

3. Other: Which Country?

WRITE IN _____

23. (Don't ask just circle) Is respondent...

- 1. Male
- 2. Female

24. Into which of these age brackets does your age fall? SHOW CARD. CIRCLE ONE ONLY

- 1 A 18-24 5 E 55-64
- 2 B 25-34 6 F 65-74
- 3 C 35-44 7 G 75+
- 4 D 45-54

25. Are you traveling....

- 1 Alone
- 2 As a couple
- 3 As a family
- 4 As a group

26. How many people are there in your personal travelling party/group including yourself and any children?

27. If you're traveling with children, how old are the children? CIRCLE ALL THAT APPLY
Interviewer: Write in how many of each age

- 1 Under 12 months _____
- 2 Age 1-5 _____
- 3 Age 6-11 _____
- 4 Age 12-17 _____
- 5 Over 17 _____
- 6 No children in party [] Tick box

28. Into which of these brackets does your household income fall? SHOW CARD. CIRCLE ONLY ONE

- 1=Under \$25,000 8=\$200,001-\$250,000
- 2=\$25,001-\$50,000 9=\$250,001-\$325,000
- 3=\$50,001-\$75,000 10=\$325,001-\$400,000
- 4=\$75,001-\$100,000 11=\$400,001-\$500,000
- 5=\$100,001-\$125,000 12=Over \$500,000
- 6=\$125,001-\$150,000
- 7=\$150,001-\$200,000

END

Thank you very much indeed for your help with our survey.

Have a good return home and we hope to see you again soon in The Islands of The Bahamas

FOR OFFICE USE ONLY:

PLACE OF SURVEY _____

DATE dd / mm / yy _____

SURVEY STAFF ID _____

CODER ID _____

Coding completed dd / mm / yy _____

ACTION TAKEN

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