

HONEYMOON MARKET REPORT

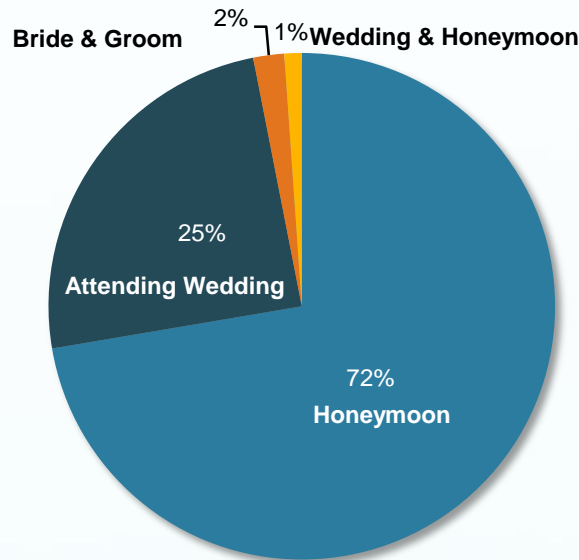
2008-2012
(January- August)



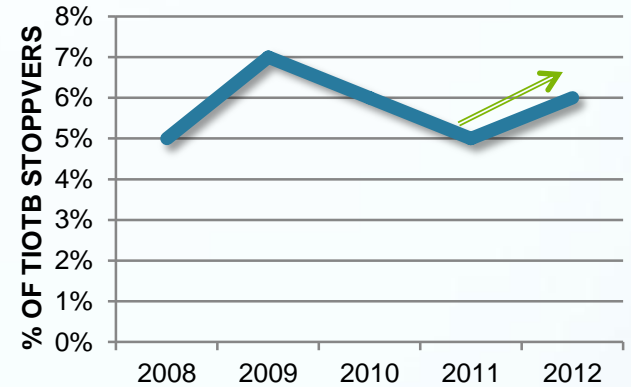
Honeymoon Segment Summary

- Of the Wedding Experience Segments, the HONEYMOON segment easily represents the largest portion of the four.
- Currently, The HONEYMOON segment is on the rise in TIOTB and is expected to reach and/or exceed numbers from 2009.
- Though New Providence has the largest number of Honeymooners, The Out Islands are exhibiting a steady growth in this segment.
- Of the New Providence Island Areas, Paradise Island accounts for 54% of the Honeymoon Market.

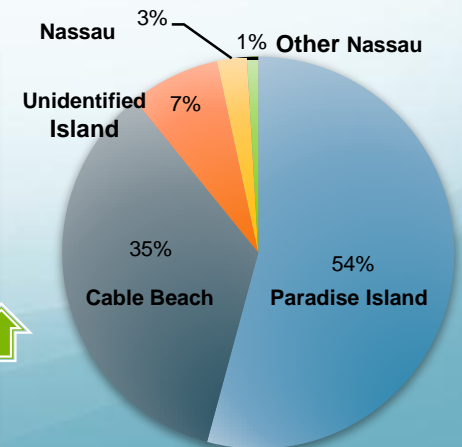
Average Market Share of Wedding Segments



HONEYMOON TREND



New Providence by Island Area



HONEYMOON SEGMENT BY ISLAND GROUP

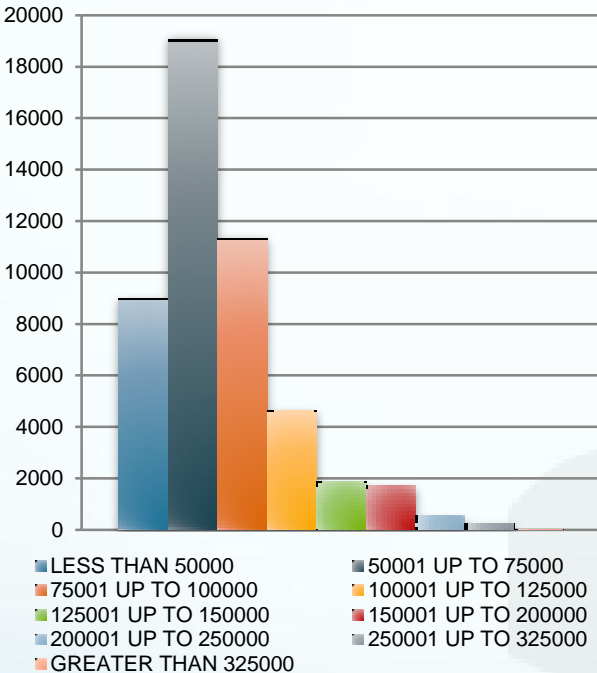
	2008	2009	2010	2011	2012
NEW PROVIDENCE	36,306	47,887	39,692	37,661	45,024
GBI	10,704	12,031	9,736	6,386	10,937
THE OUT ISLANDS	7,855	8,545	9,806	8,828	11,584
GRAND TOTAL	5,4865	6,8463	59,234	52,875	67,545



Demographics

INCOME

TIOTB



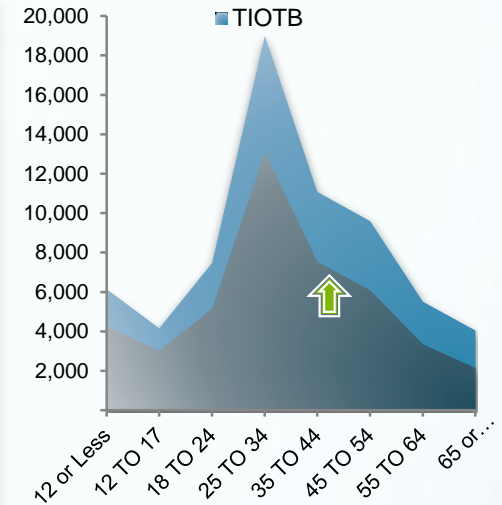
ORIGIN

TIOTB

	2008	2009	2010	2011	2012
USA	46,071	59,529	49,332	43,451	56,307
NEW YORK	8,091	11,918	8,824	6,634	8,287
MIAMI-FT. LAUDERDALE	3,735	4,941	3,362	3,162	3,506
PHILADELPHIA	1,564	1,902	1,810	1,627	2,114
BOSTON	1,670	1,886	1,801	1,656	2,003
WASHINGTON, DC	1,909	2,171	1,733	1,382	1,778
EUROPE	3,843	3,637	3,583	3,587	3,637
ITALY	1,147	1,221	1,406	1,449	1,286
UK	1,196	751	680	685	699
FRANCE	477	506	487	395	492
GERMANY	263	334	292	243	319
SPAIN	98	120	103	148	102
CANADA	2,902	3,039	3,870	3,352	4,455
LATIN AMERICA	502	572	655	845	1,215
BRAZIL	111	169	239	238	332
MEXICO	156	117	124	129	167
ARGENTINA	63	77	91	136	165
COLOMBIA	25	35	54	119	206
VENEZUELA	53	72	45	54	80
CARIBBEAN	377	378	391	314	404
ASIA	191	164	206	114	169
AUSTRALIA	72	116	124	145	171
MIDDLE EAST	68	69	55	70	73
AFRICA	48	51	42	51	61
Grand Total	54,074	67,555	58,258	51,929	66,492

AGE

2012

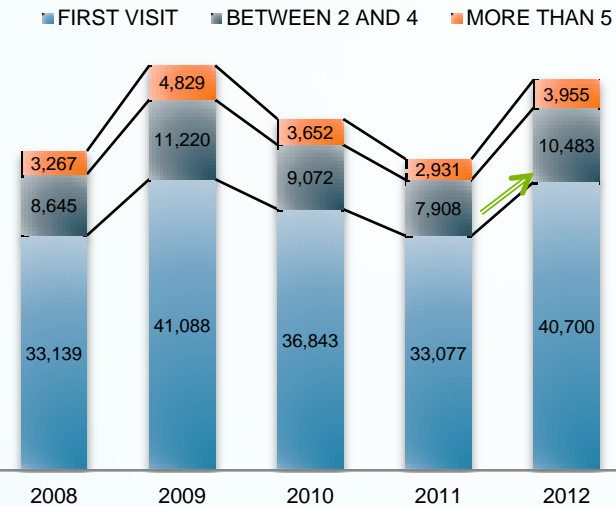


- 25-35 Represents the largest age group for the HONEYMOON segment, while the 45-55 age group is experiencing growth.
- Latin America has the most consistent growth; mainly from Columbia and Brazil.
- USA, Italy, and Canada are the top three countries of origin for HONEYMOONERS with the New York DMA providing the largest portion.
- Most HONEYMOONERS from the USA earned \$50K- \$75 in 2012

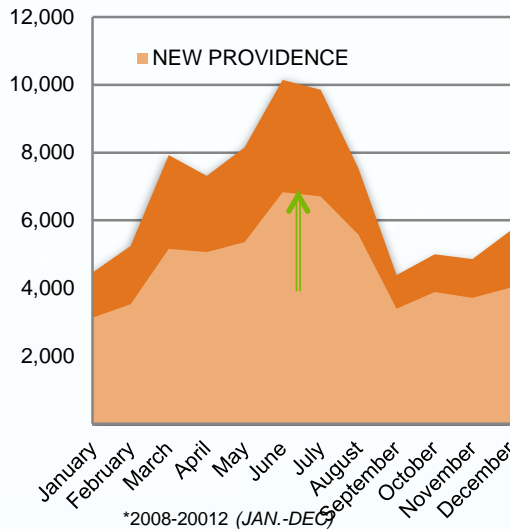


Seasonality

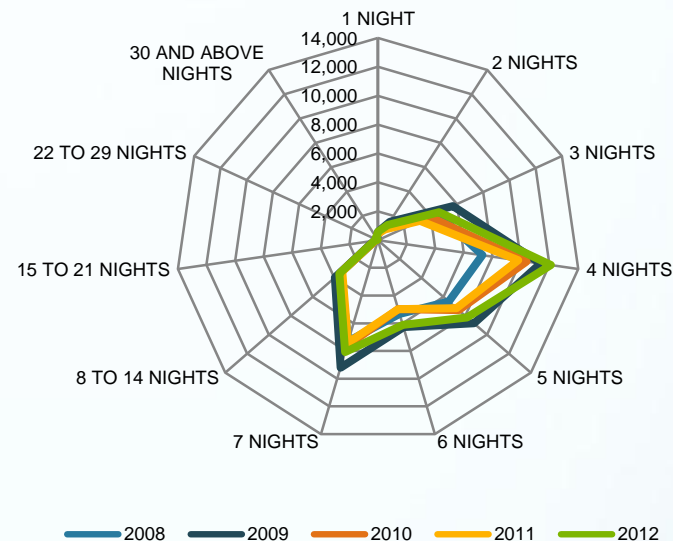
TIOTB Number of Visits



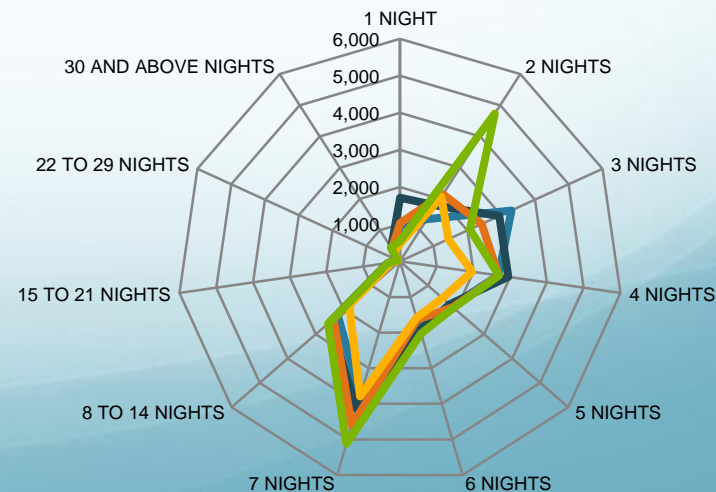
TIOTB Average Honeymooners by Month*



Nights Stayed in New Providence



Nights Stayed in GBI and OI



- The number of visits for the HONEYMOON Segment is steadily reaching similar numbers to it's previous peak in 2009.
- In 2012, a large influx of visitors chose TIOTB for their HONEYMOON after having visited once before.
- June and July are peak season for the HONEYMOON Segment. However, the New Providence HONEYMOON market does not decline in August as quickly as the other Island Groups.
- Of those HONEYMOONERS that visit New Providence, more stay 4 and 7 nights than in recent years. In GBI and The Out Islands, more Honeymooners are staying only 2 nights and 7 nights.



THANK YOU!