

Bahamas Hotel and Tourism Association

Year 2013 Industry Performance and 2014 Outlook Survey



The Bahamas Hotel and Tourism Association is conducting its annual Industry Performance and Outlook survey. This is being undertaken to assist us with gaining a better understanding of the state of the tourism economy, its outlook, and the degree to which a number of factors are affecting or may affect your business. This year we are also posing several questions related to tax reform and in particular the Government's proposed Value Added Tax. Your participation will assist us with our efforts on behalf of the industry, and the aggregate of results will be shared with you to help you gauge where your business stands relative to the broader industry.

IN ORDER FOR THE SURVEY TO HAVE VALIDITY, IT IS ESSENTIAL THAT WE RECEIVE A SUFFICIENT NUMBER OF RESPONSES. THIS SHOULD ONLY TAKE A FEW MINUTES TO COMPLETE. Please know that all individual information **WILL BE CONFIDENTIAL.**

**PLEASE EMAIL OR FAX YOUR COMPLETED SURVEY BY
FRIDAY, JANUARY 17TH TO bha@bahamashotels.org OR FAX # 242-502-4221**

1. How would you assess your businesses performance in 2013 in the following categories compared to the same period in 2012:

	<u>Down Significantly</u>	<u>Down Some</u>	<u>Same</u>	<u>Up Some</u>	<u>Up Significantly</u>
Employment.....	_____	_____	_____	_____	_____
Sales/Revenue	_____	_____	_____	_____	_____
Pricing.....	_____	_____	_____	_____	_____
Profits.....	_____	_____	_____	_____	_____
Capital Spending	_____	_____	_____	_____	_____
Room Occupancy(hotels)	_____	_____	_____	_____	_____

- (a) If you selected "down significantly" for any of the above categories, what factors do you believe contributed to such a dramatic change?

- (b) If you selected "up significantly" for any of the above categories, what factors do you believe contributed to such a dramatic change?

2. Please indicate how you anticipate your business will do in 2014 in the following categories compared to the same period in 2013:

	<u>Down Significantly</u>	<u>Down Some</u>	<u>Same</u>	<u>Up Some</u>	<u>Up Significantly</u>
Employment.....	_____	_____	_____	_____	_____
Sales/Revenue...	_____	_____	_____	_____	_____
Pricing.....	_____	_____	_____	_____	_____
Profits.....	_____	_____	_____	_____	_____
Capital Spending	_____	_____	_____	_____	_____
Room Occupancy(hotels)	_____	_____	_____	_____	_____

3. How would you rate the strength of the tourism aspect of the economy in The Bahamas today?

___ Extremely Strong ___ Strong ___ Moderate ___ Weak ___ Extremely Weak

4. What is your outlook for the tourism over the next year?

___ Extremely Positive ___ Positive ___ Fair Outlook ___ Negative Outlook ___ Extremely Negative

5. Do you anticipate experiencing a net loss or net profit in 2013? Net Loss Net Profit

6. If you experience a net profit in 2013, based on percentage of sales, will it be lower, the same, or higher than in the previous year?

Lower Same Higher

7. In priority order, what are the three most important issues affecting your business today?

1. _____

2. _____

3. _____

8. The Government of The Bahamas intends to implement a Value Added Tax in 2014.

a) What is your level of understanding regarding how a value added tax system works:

No Understanding Little Understanding Some Understanding Full Understanding

b) Do you presently utilize hardware and related software to track accounts, purchasing, inventory, sales and point of sale transactions?

Yes No

Partially (please explain): _____

c) VAT is intended to reduce the Government's deficit and the potential impact rising debt can have on important matters to the economy such as B\$-US\$ parity. Aside from Government being more fiscally responsible and productive, please indicate below measures of taxation which should be considered for deficit reduction?

9. Please estimate the number of full-time employees you presently employ: _____ Employees

10. Type of Business: _____

THANK YOU FOR PARTICIPATING IN THIS IMPORTANT SURVEY. PLEASE FAX YOUR COMPLETED SURVEY TO 242-502-4221 OR TO EMAIL bha@bahamashotels.org BY FRIDAY, JANUARY 17th. PLEASE CALL BHTA AT 322-8381 SHOULD YOU HAVE ANY QUESTIONS.