



Survey Says Bahamas Visitor Satisfaction and Overall Vacation Experience at an All Time High

The Bahamas continues to exceed visitor expectations in key performance areas

Arrivals to The Islands Of The Bahamas in 2010 soared past five million visitors – only the second time the islands-nation has achieved this milestone – and now exit surveys conducted by the Ministry of Tourism and Aviation reveal that visitors would recommend the destination to family and friends based on overall guest experience on Nassau and Paradise Island to The Abaco Islands, The Exuma Islands, Harbour Island and others.

The survey shows an increase in traveler’s satisfaction between 2005 and 2010 with hotels seeing a five percent jump. Last year, 29.8 percent of visitors who said they are very likely to recommend The Bahamas noted that the overall hotel experience exceeded their expectations, compared to 24.9 percent in 2005. The service guests received away from hotels also recorded a significant increase of almost 3 percent from the same group of visitors.

In 2005, 27.1 percent of the “very likely to recommend” group perceived service away from hotels as “better than expected.” Last year, the figure jumped to 30 percent. Other categories that registered percentage gains from respondents were cleanliness, food away from hotels and personal safety.

Minister of Tourism and Aviation, Sen. Hon. Vincent Vanderpool-Wallace said “This is clear evidence that training efforts in both the private and public sectors have had an effect. We have invested a great deal in perfecting methods that enable us to learn what matters in visitor satisfaction and what affects intent to recommend The Bahamas to friends and relatives.”

For more information on visitor statistics and to review [survey results](#) in their entirety, visit www.tourismtoday.com.

The Islands Of The Bahamas have a place in the sun for everyone from Nassau and Paradise Island to Grand Bahama to The Abaco Islands, The Exuma Islands, Harbour Island, Long Island and others. Each island has its own personality and attractions for a variety of vacation styles with some of the world’s best scuba diving, fishing, sailing, boating, as well as, shopping and dining. The destination offers an easily accessible tropical getaway and provides convenience for travelers with preclearance through U.S. customs and immigration, and the Bahamian dollar at par with the U.S. dollar. Do everything or do nothing, just remember It’s Better in The Bahamas. For more information on travel packages, activities and accommodations, call 1-800-Bahamas or visit www.Bahamas.com. Look for VisittheBahamas on the web on [Facebook](#), [Twitter](#) and [YouTube](#). To purchase one-of-a-kind items from The Bahamas, visit www.eshopbahamas.com.

#

Media Contacts:

Angela Cavis
Weber Shandwick
(212) 445-8387
acavis@webershandwick.com

Clarence Rolle
Bahamas Ministry of Tourism
(242) 302-2085
crolle@bahamas.com