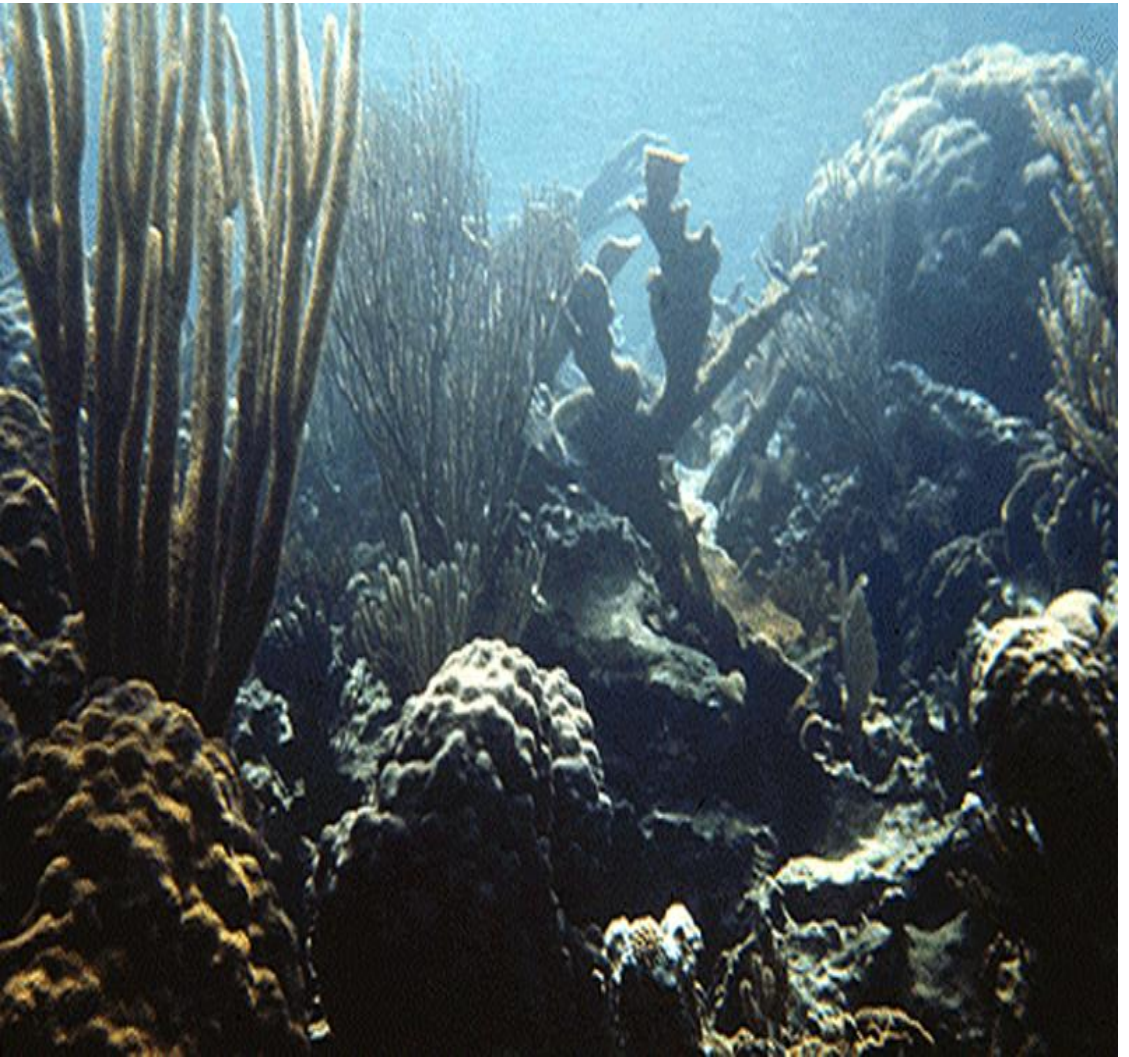


ANDROS



**RESEARCH AND STATISTICS DEPARTMENT
MINISTRY OF TOURISM
2011**

The island of Andros is the largest island in the Bahamas and lies west of the island of New Providence and south of Bimini and the Berry Islands. It is approximately 2,300 sq. miles or 104 miles long and 40 miles wide.¹ The population of Andros is approximately 8,000 and is small compared to the size of the island.² Much of the water used in the island of New Providence and other islands in the Bahamas is barged in from the island of Andros.

The island of Andros has a rich history. Some of the residents of the island were descendents of Seminole Indians and Seminole Blacks who settled in Red Bays, Andros Island after migrating from Florida because of the oppression that they felt there. The talent of the people of Red Bay which includes many of these Seminole descendents is famous. Red Bays, Andros is known for its internationally renowned authentic basket weaving and wood carvings some of which are now on display in the Smithsonian.³ Many of the people in Red Bays live off the land by farming their own food, fishing and crabbing and following the traditions of their ancestors. In addition to the descendants of the Seminoles, the Mennonites out of the United States have set up a farm where they grow fruits and vegetables and make honey from the bees. The Mennonites also operate a carpentry shop where they build furniture, etc. and a mechanic shop where they fix cars.⁴

The island of Andros is not like any other island in the Bahamas. Visitors to the island have a plethora of activities that they can enjoy. They can go bone-fishing, diving, snorkeling, bird-watching, deep sea fishing, sailing, kayaking, windsurfing, or go on nature or eco-tours.

Andros is a sports enthusiast's paradise and is the ideal dream of the visitor who wants to escape from everyday life to a bone-fishing, diving, and snorkeling paradise. Andros is known as the "Bone-fishing Capital of the World." The bone-fishing flats of Andros are well known among the Fly Fishing aficionados and Anglers of the world and are thought to be some of the best for fly fishing and angling. Andros is also great for deep sea fishing. Fish like Wahoo, tuna, mahi-mahi, dolphin, marlin and snapper abound off the coast of Andros.⁵

In addition to the bone-fishing flats of Andros and the deep sea fishing opportunities that abound on the island, there are many underwater attractions that attract visitors to the island from all over the world. Visitors to Andros can dive in the beautiful underwater world and swim through the underwater caves of the island. The cerulean water off the island of Andros is the home of the third largest barrier reef in the world. This reef is resplendent with coral, sponges and underwater wildlife. The waters off Andros Island are also home to the Tongue of the Ocean (6,000 ft in depth and 100 miles long) which is a very deep canyon in the ocean floor between the islands of New Providence and Andros.⁶ The Andros Barrier Reef and the Tongue of the Ocean are spectacular sites to visit for divers who want to explore a whole new world under the sea.

Andros is an eco paradise for all of the eco enthusiasts who have already discovered the natural eco system of the island. In addition to the natural underwater eco-system Andros has blue holes, mangroves and marshlands all over the island. The

¹ www.bahamas.com/out-islands/andros & Wikipedia, the Free Encyclopedia

² Peter Douglas, Andros Tourist Office

³ Peter Douglas, Andros Tourist Office

⁴ Francia Oliver, former resident of Andros

⁵ www.bahamas.com/out-islands/andros

⁶ Wikipedia, the Free Encyclopedia

island has iguanas, wild boars, land crabs and a myriad of birds. Andros is also an ideal island to enjoy bird-watching. Birds like *flamingoes, hummingbirds, ibis, spoonbills, the Bahama Parrot, Woodstars, “the West Indian Woodpecker, Loggerhead Kingbird, LaSagre's Flycatcher, the Great Antillean Pewee, the Bahama Swallow, the Bahama Mockingbird, The Red-legged Thrush, the Thick-billed Vireo, the Black-whiskered Vireo, the Olive-capped Warbler, Kirtland Warbler, the Bahama Yellowthroat, the Black-cowled Oriole, the Great Antillean Bullfinch, the Black-faced Grassquit, the Melodious Grassquit, the Least Grebe, Olivaceous Cormorant, the Flamingo, the Bahama Pintail, Osprey, Kestel, Sooty Tern, Roseate Tern, Noddy Tern, White Crowned Pigeon, Zenaida Dove, White-bellied Dove, the Key West Quail Dove, the Great Lizard Cuckoo, the Smooth-billed Ani and the Cuban Emerald Hummingbird”* can be discovered in the forests and near the mangroves in Andros.⁷

Andros is home to the International Field Studies Organization field station and the Atlantic Undersea Testing and Evaluation Centre (AUTECE). The International Field Studies Organization is a “public non-profit scientific and educational organization established in 1970.”⁸ The Forfar Research Field Station which is a part of the International Field Studies Organization is a field training facility for High-school and college students who are conducting field research in education and the sciences.⁹ “Andros provides an outstanding environmental setting for a weeklong (or longer) program. Studies such as marine biology, archeology, oceanography, botany, ornithology, ecology, tropical studies, etc. can be covered in a broad overview or broken into individual topics.”¹⁰ Andros is also home for the Atlantic Undersea Testing and Evaluation Centre (AUTECE) which conducts extensive underwater testing for the US Navy antisubmarine research programs.¹¹ Because of its natural eco-system and geological makeup Andros is also known to have the potential to be great as a carbon sink. Carbon sinks absorb CO₂ out of the atmosphere. Scientists are researching Andros’ potential as a carbon sink now.¹²

1. Why Did Stopover Visitors Come to Andros?

- Two in three (66%) stopover visitors came to Andros for a vacation;
- 14% of them came to Andros for other reasons;
- 6% came to attend a wedding.
- 5% of them came on a business trip;
- 3% came to visit friends and relatives;

⁷ www.smallhope.com/aboutandros.html & www.bahamas.com/out-islands/andros

⁸ www.intlfieldstudies.org

⁹ www.intlfieldstudies.org

¹⁰ www.intlfieldstudies.org

¹¹ Wikipedia, the Free Encyclopedia

¹² Peter Douglas, Andros Tourist Office

2. What Influenced Stopover Visitors to Visit Andros?

TOP INFLUENCES FOR DECIDING TO VISIT THE BAHAMAS ISLANDS OF THE BAHAMAS 2011

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Andros</i>
Sports	10.4%	7.4%	11.8%	47.9%
Beaches	59.5%	58.4%	59.2%	43.4%
Climate	52.7%	54.6%	45.7%	42.3%
Rest and Relaxation	42.1%	42.3%	42.1%	32.4%
Friendly People	26.5%	25.1%	27.4%	30.7%
Never Been Here Before	22.2%	22.3%	24.5%	20.6%
Exotic Islands	14.5%	13.6%	12.8%	18.0%
Safety of Islands	17.6%	16.7%	15.1%	16.3%
Easy to Get to	21.1%	22.3%	19.4%	15.0%
Other	8.0%	8.0%	8.5%	14.6%
Friend recommended Bah.	10.8%	10.8%	7.5%	12.7%
Hotel Facilities	24.7%	28.8%	13.5%	12.3%
Best Value for Money	10.2%	10.4%	14.3%	10.2%
Had Friends in Bah.	8.5%	7.8%	8.4%	7.8%
Heard a lot about Bahamas	8.6%	9.3%	6.9%	6.2%
Good Package Deals	15.1%	15.8%	20.2%	5.9%
Casinos	9.3%	12.3%	6.2%	0.5%

Source: Tour Operator and Media Exit Survey 2011

- Almost half (48%) the stopover visitors to Andros were influenced to visit the Bahamas because of the sporting activities available on the island;
- Approximately four in ten stopover visitors to Andros were influenced to visit the Bahamas because of the beaches (43%) and the climate (42%);
- Approximately three in ten stopovers were influenced to visit Andros because of the rest and relaxation (32%) that they expected to enjoy there and the friendly people (31%);

3. What Activities Did Visitors Intend to Do While in Andros?

- Approximately six in ten (58%) stopover visitors to Andros intended to enjoy the beaches and more than half intended to rest and relax (52%);
- Sporting activities in Andros were of particular interest to visitors to the island and as such were among the top activities visitors intended to do. Approximately four in ten stopovers to Andros wanted to go snorkeling (43%), bone-fishing (40%) or diving (39%). Approximately three in ten stopovers intended to go diving (39%) and one in twenty (5%) stopovers intended to go sailing;
- Approximately one in twenty (7%) stopovers intended to go bird-watching before they came to the island.

**ACTIVITIES VISITORS INTENDED TO DO ON THIS VISIT TO THE BAHAMAS
ISLANDS OF THE BAHAMAS
2011**

	Bahamas	Nassau/P.I.	Grand Bahama	<i>Andros</i>
Enjoy Beaches	82.3%	82.5%	85.0%	57.5%
Rest and Relax	72.4%	73.5%	73.8%	51.6%
Go Snorkeling	32.7%	29.4%	32.9%	42.8%
Go Bonefishing	4.2%	2.5%	2.8%	40.4%
Go Diving	9.5%	7.2%	11.0%	38.8%
Go Deep Sea Fishing	5.0%	3.8%	6.2%	12.9%
Shop	34.8%	36.8%	45.3%	11.6%
Go on Island Tour	16.0%	14.5%	21.6%	10.9%
Go Birdwatching	3.1%	2.8%	3.5%	7.3%
Go Sailing	8.5%	7.1%	8.6%	5.1%
Go to Casinos	21.2%	26.9%	20.5%	1.5%
Other Activities	3.3%	3.3%	4.6%	0.8%
Go Golfing	4.3%	3.5%	4.5%	0.7%

Source: Tour Operator and Media Exit Survey 2011

4. When Did the Stopover Visitors to Andros Make Their Reservations?

**WHEN DID YOU MAKE YOUR RESERVATIONS
STOPOVER VISITORS
2011**

	All Bah.	Nassau/P.I.	Grand Bah.	<i>Andros</i>
Same Week of Travel	7%	7%	11%	4%
Same Month of Travel	16%	17%	17%	10%
1 to 3 Months Before Travel	46%	47%	44%	47%
4 to 7 Months Before Travel	22%	22%	18%	27%
8 to 12 Months Before Travel	5%	5%	5%	6%
More than 12 months Before Travel	1%	0%	3%	4%
Non-Response	2%	2%	2%	3%

Source: Tour Operator and Media Exit Survey 2011

- Stopover visitors to Andros primarily booked their reservations anywhere from the same month of travel to seven months in advance of travel. One in ten (10%) stopovers to Andros booked their reservations the same month of travel. Nearly half (47%) of them or five in ten booked their reservations one to three months before travel. Roughly three in ten (27%) booked their reservations four to seven months in advance of travel to the island.

5. Did Stopovers Use an Online Service to Book Their Reservations to Andros?

- More than half (54%) the stopover visitors to Andros used an online service to book some or all of their reservations.

a) Which Online Services Were Used Most by Stopover Visitors to Andros?

**MOST POPULAR ONLINE BOOKING SERVICES USED
ANDROS
2011**

Watermakersair.com	Aa.com	Cheaptickets.com
Expedia.com	Smallhope.com	Hilton.com
Orbitz.com	Delta.com/deltavacations.c	Kamalame.com
Travelocity.com	Bahamas.com	Kayak.com
Jetblue.com	Aircanada.com	Newwavetravel.net
Continental.com	Atlantis.com	Priceline.com
Usairwaysvacations.com	Bahamasair.com	Spiritair.com
Angleradventures.com	Bahamasvacations.com	Westjet.com/westjet.ca
Frontierstravel.com	Bestwestern.com	Wyndham.com
Aircanada.com	Carsonwagonlit.com	Yellowdogflyfishing.com
Ba.com/Britishairways.com	Cheapoair.com	

Some online services listed for Andros were also used by visitors to book their reservations for Nassau because of the fact that some stopovers visited both destinations during their visit. Online services with yellow background were the top 18 and the other top online services are listed in alphabetical order.
(Source: Immigration Cards and Tour Media Exit Survey, 2011)

6. Did Stopover Visitors to Andros Use a Tour Operator/Travel Agent to Book Any of Their Reservations?

**ISLANDS OF THE BAHAMAS
USE OF TRAVEL AGENT
2011**

	All Bah.	Nassau/P.I.	Grand Bahama	<i>Andros</i>
Used Travel Agent	31%	32%	30%	27%
Did Not Use Travel Agent	65%	64%	68%	71%

Source: Tour Operator and Media Exit Surveys 2011

- Approximately three in ten (27%) stopover visitors used a travel agent to book some or all of their reservations to Andros.
- Some stopovers to Andros who used tour operators/travel agents used the following: AUTEK (a Research facility), IFS, Frontiers Travel, VIP Travel, American Express Travel, Majestic Tours and AAA Travel.

7. What Electronic Media Did Stopover Visitors to Andros Use Most When Planning Their Vacation?

- Roughly nine in ten (86%) stopover visitors used the Internet as the electronic media most frequently used when planning their vacation.

8. What Were the Favorite TV Stations Watched by Stopovers to Andros?

TOP 15 FAVORITE TELEVISION STATIONS BY VISITORS ISLANDS OF THE BAHAMAS 2011

	Bahamas	<i>Andros</i>
1	ESPN	ESPN
2	ABC	DISC (Discovery Channel)
3	NBC	NBC
4	CNN	CNN
5	CBS	NGEO (National Geographic Channel)
6	FOX	ABC
7	HBO	CBS
8	HGTV (Home & Garden Network)	HBO
9	FOOD (Food Network)	CMDY (Comedy Central)
10	DISC (Discovery Channel)	MSNBC
11	FOXN	HGTV (Home & Garden Network)
12	TNT	FOX
13	MTV (Music Television)	PBS (Public Broadcasting Station)
14	USA	CNBC
15	LIFE (Lifetime)	TBS

Source: Tour Operator and Media Exit Survey 2011

9. What Time Were Stopover Visitors Most Likely to Watch Television?

- Stopover visitors to Andros were most likely to watch television between the hours of 6 pm to 10:59 pm at night. The hours of 8:00 pm to 8:59 pm were of course prime time and approximately six in ten (62%) stopovers watched television during that time.

10. Did Stopover Visitors Use Print Media When They Were Planning Their Vacations?

- Approximately two in ten (23%) stopover visitors to Andros used print media when they were planning their vacations. Of the stopover visitors to Andros who used print media to plan their vacations, approximately one in three (35%) used newspapers and seven in ten (70%) used magazines.

11. Use of Newspapers

TOP 16 FAVORITE NEWSPAPERS READ BY VISITORS ISLANDS OF THE BAHAMAS 2011

	Bahamas	<i>Andros</i>
1	USA Today	New York Times
2	New York Times	USA Today
3	Wall Street Journal	Wall Street Journal
4	Daily News	Washington Post
5	New York Post	Boston Globe
6	Other	Daily News
7	Miami Herald	Globe & Mail
8	Globe & Mail	Other
9	Toronto Star	Chicago Tribune
10	Washington Post	Toronto Star
11	Boston Globe	New York Post
12	Times	Times
13	Local	Atlanta Journal Constitution
14	Chicago Tribune	Dallas Morning News
15	New York Daily News	Local
16	Newsday	Miami Herald

Source: Tour Operator and Media Exit Survey 2011

- Although only 23% of stopover visitors to Andros used print media when planning their vacations, approximately six in ten (62%) stopovers read newspapers for their personal enjoyment and edification. Some of these newspapers would have been online newspapers.

12. Use of Magazines

- Although only 23% of stopover visitors to Andros used print media when planning their vacations roughly seven in ten (67%) of them read magazines for their enjoyment or personal edification.

**TOP 20 FAVORITE MAGAZINES READ BY VISITORS
ISLANDS OF THE BAHAMAS
2011**

	Bahamas	<i>Andros</i>
1	People	Fly Fishing (fly fishing magazines)
2	Better Homes & Gardens	National Geographic (Explorer)
3	Cosmopolitan (Cosmo)	Scuba
4	In Style	Salt Water Fisherman
5	Good Housekeeping	Economist
6	National Geographic (Explorer)	New Yorker
7	Glamour	Better Homes & Gardens (BHG)
8	Men's Health	People
9	Time Magazine	Time Magazine
10	Sports Illustrated	Men's Health
11	Food & Wine	Food & Wine
12	O (Oprah)	Other Magazines
13	Architectural Digest	Conde Nast Traveler
14	Bon Appetit	Bon Appetit
15	Reader's Digest	Architectural Digest
16	Economist	Cosmopolitan (Cosmo)
17	Conde Nast Travel	In Style
18	Newsweek	Sports Illustrated
19	In Touch/In Touch Weekly	Reader's Digest
20	Golf Digest	Islands

The magazines "Good Housekeeping" and "Newsweek" were nos. 21 and 22.

Source: Tour Operator and Media Exit Survey 2011

13. What Were the Top Compliments & Complaints Given by Visitors to Andros?

**TOURIST COMMENTS
POSITIVE VS. NEGATIVE COMMENTS
ANDROS ISLAND**

TOP 4 COMPLIMENTS		TOP 4 COMPLAINTS	
2011		2011	
General	37%	Prices	27%
People	26%	Environment	13%
Sports	11%	Food	13%
Scenery/Sightseeing	11%	Litter	10%
No. of Comments	126	No. of Comments	17

- The top compliments about Andros included general things (like amazing, I love Bahamas, great trip, awesome, etc.), the people (friendly people, great people, etc), sporting activities (fantastic fishing, great bone fishing, etc.) and scenery (beautiful).
- Stopovers to Andros did not give many complaints about the island (only 17 complaints were received). Approximately three in ten complaints received about Andros from stopover visitors were about prices (27%) like Andros is

very expensive. One in ten complaints received were about the environment (13%). Negative complaints about the environment included things like “too many bugs.”

14. How Did Stopover Visitors Rate Their Product Experiences?

PRODUCT SATISFACTION RATINGS 2011

Rating Area	Much Better or Better		Not as Good or Worse	
	The Bah.	Andros	The Bah.	Andros
Hotel Rooms	37%	33%	10%	4%
Food in Hotels	36%	48%	11%	3%
Hotel Service	44%	50%	8%	1%
Value for Money in Hotels	26%	32%	15%	4%
Easy to Get to	40%	31%	7%	12%
Beaches	62%	48%	3%	3%
Climate	54%	47%	6%	6%
Attitude of People	67%	74%	6%	1%
Food in Restaurants	46%	39%	9%	3%
Restaurant Service	45%	36%	10%	2%
Overall Value for Money	32%	39%	16%	5%
Bahamas Overall	62%	67%	4%	2%

Source: Research & Statistics Dept., Ministry of Tourism

- Approximately seven in ten (67%) stopover visitors to Andros thought that the Bahamas Overall was much better or better than they had expected it to be.
- Approximately half the stopovers rated the food in the hotels (48%) and the hotel service (50%) as much better or better than expected.
- Attitude of the people in Andros received the highest ratings of the product experiences. Approximately three in four (74%) stopovers thought that the attitude of the people was much better or better than they had expected it to be.

15. How Did Stopover Visitors to Andros Get There?

- Approximately six in ten (63%) stopover visitors to Andros traveled to Andros via a commercial airline.
- Approximately two in ten (23%) stopovers traveled to the island destination via a private plane and 2% by a yacht/private boat.

16. Where Did Visitors to Andros Stay While There?

- Half (51%) the stopovers to Andros stayed in a hotel, 12% with friends and relatives, 13% on a private boat/yacht, 5% in their own property, 4% in an apt/villa and 4% in other accommodations.

17. Which Stopover Visitors to Andros Tended to Stay the Longest (2011)?

- On average, stopovers from Africa stayed the longest, 26.9 nights;
- Stopovers from Canada stayed an average of 12.2 nights;
- Stopover visitors from Europe stayed an average of 14.9 nights;
- Stopovers from the Caribbean an average of 7.8 nights;
- Stopover visitors from the United States stayed 8.7 nights and those from Latin America stayed an average of 5 nights.

18. What Were the Busiest Months for Stopover Visitors to Andros?

- Stopover visitors to Andros come all year round. The months of March to June are normally the busiest months for stopovers to visit the island. The peak month in 2011 for the island was April.

19. What Were the Slowest Months for Stopover Visitors to Andros?

- The slowest months for stopover visitors to visit Andros were September and October.

20. How Many Stopover Visitors Did Andros Receive and Where Did They Come From (2011)?

- In total, Andros received 7,812 stopover visitors.

United States: 89% (6,927) of the stopover visitors came from the United States. Stopovers to Andros from the United States primarily came from the states of Florida (40%), New York (5%), Texas (4%), California (4%), Georgia (3%), North Carolina (3%), and Ohio (3%).

Canada: 4% (338) of the stopover visitors came from Canada. Stopovers to Andros from Canada primarily came from the Canadian Provinces of Ontario (52% of them), Quebec (15%), British Columbia (8%) and Alberta (7%).

Europe: 4% (337) of the stopover visitors came from Europe. Stopovers to Andros from Europe primarily came from the UK (50% of them), Norway (11%), France (11%), Germany (7%) and Switzerland (5%).

Latin America: 1% (39) of the stopover visitors came from Latin America. Stopover Visitors to Andros from Latin America primarily came from Mexico (26%), Brazil (26%), Venezuela (18% of them), Argentina (15%), Panama (5%) and Colombia (5%).

**DEMOGRAPHIC & PSYCHOGRAPHIC PROFILE
ISLANDS OF THE BAHAMAS
2011**

	Andros	All Bah.
MAIN PURPOSE OF VISIT		
Vacation	66%	72%
Business	5%	5%
Honeymoon	3%	5%
Visiting friends and relatives	3%	6%
DECISION TO VISIT INFLUENCED BY:		
Sports	48%	10%
Beaches	43%	60%
Climate	42%	53%
Rest and Relaxation	32%	42%
Friendly People	31%	27%
ACTIVITIES VISITORS INTENDED TO DO		
Enjoy Beaches	58%	82%
Rest and Relax	52%	72%
Go Snorkeling	43%	33%
Bonefishing	40%	4%
Go Diving	39%	10%
Go Deep Sea Fishing	13%	5%
Shop	12%	35%
Go on Island Tour	11%	16%
LIKELY RETURN IN 1-5 YEARS	97%	88%
LIKELY RECOMMEND TO FRIENDS/REL	98%	94%
USED ONLINE SERVICE	54%	74%
USED TRAVEL AGENT	27%	31%
AGE*		
25 - 54 years old	49%	54%
55 years old or older	32%	21%
SEX*		
Male	59%	48%
Female	38%	48%
RACE		
White	91%	80%
Black	1%	8%
Hispanic	2%	4%
Mixed Race/Mixed Heritage	4%	3%
Asian/Pacific Islander	1%	3%
American Indian/Alaska Native	0%	0%
Other	0%	0%
EDUCATION		
College Graduate or Above	71%	66%
ANNUAL HOUSEHOLD INCOME		
\$25,001 to \$50,000	6%	9%
\$50,001 to \$75,000	9%	11%
\$75,001 or more	54%	54%
PREVIOUS VISITS		
First Time Visitor	36%	41%
Repeat Visitor	64%	58%
TRAVELLING PARTY SIZE		
One	21%	18%
Two	25%	39%
Three or more	49%	37%
HOUSEHOLD SIZE		
One	17%	12%
Two	41%	40%
Three-Four	30%	34%
COUNTRY OF ORIGIN		
USA	89%	79%
Canada	4%	9%
Europe	4%	6%
Other Countries	3%	6%
AVERAGE LENGTH OF STAY	9.3 nts.	6.8 nts.

*Information on age, sex and avg. length of stay were obtained from immigration card data.

*Source: Tour Operator & Media Exit Study 2011. Some rounding may have occurred

Information in this brochure is based on the Tour Operator & Media Exit Survey 2011, Immigration Card.

Research and Statistics Department

Bahamas Ministry of Tourism

P.O. Box N-3701

Nassau, Bahamas

Tel: 242-302-2000

www.Tourismtoday.com and www.bahamas.com