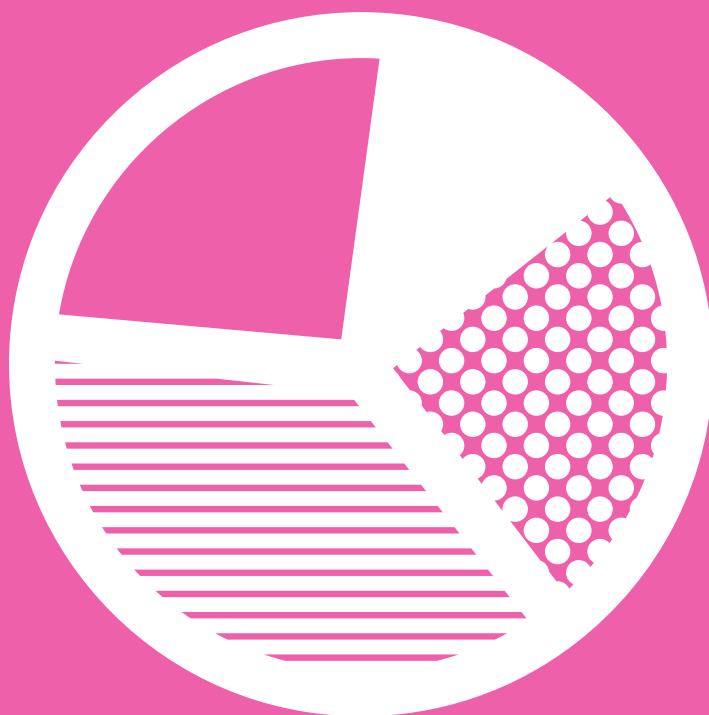


BOCAS DEL TORO BRANDING SUMMARY

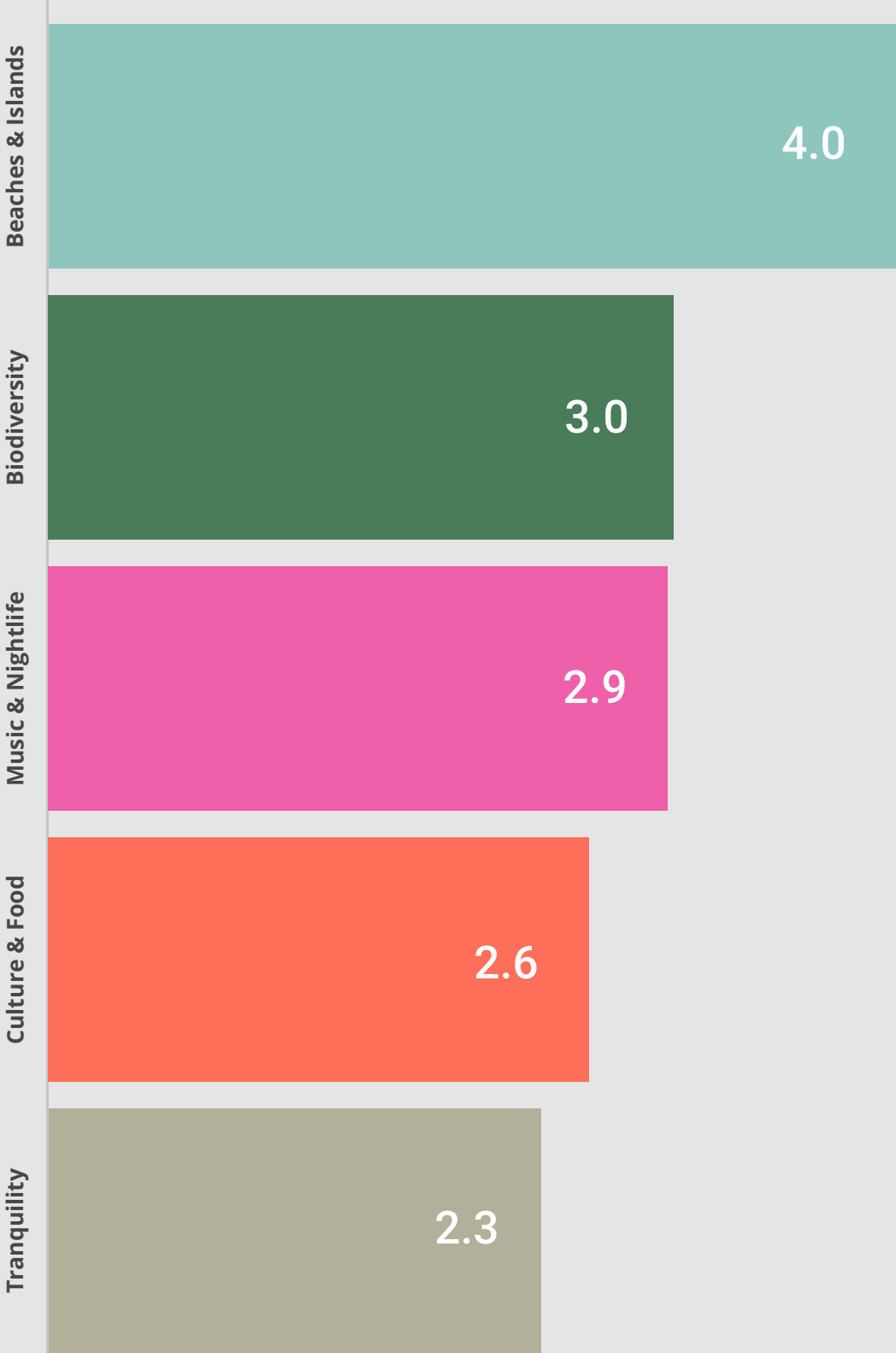


2020



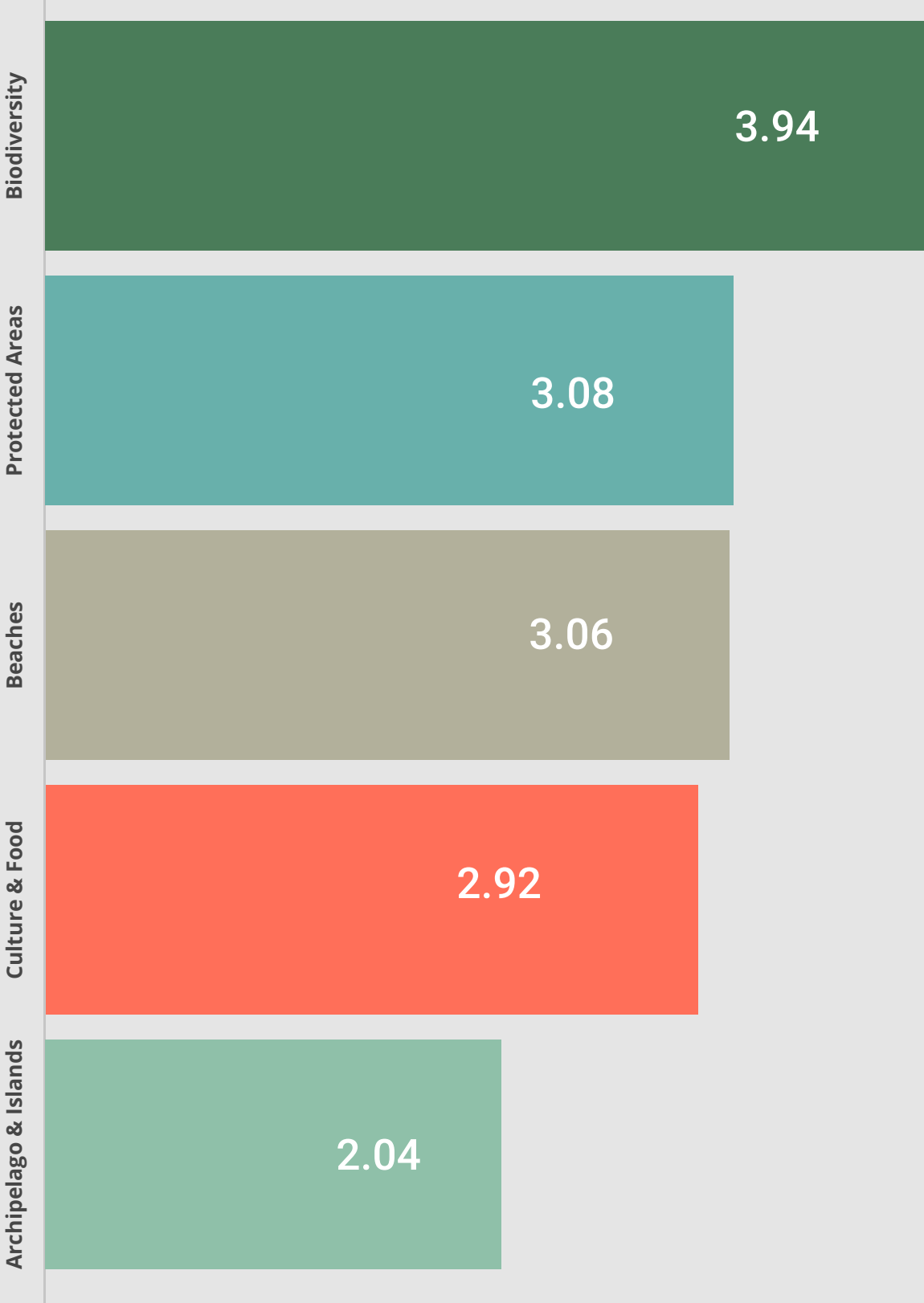
Bocas del Toro Assets That Attracted Travelers

All respondents ranked attractions by most important

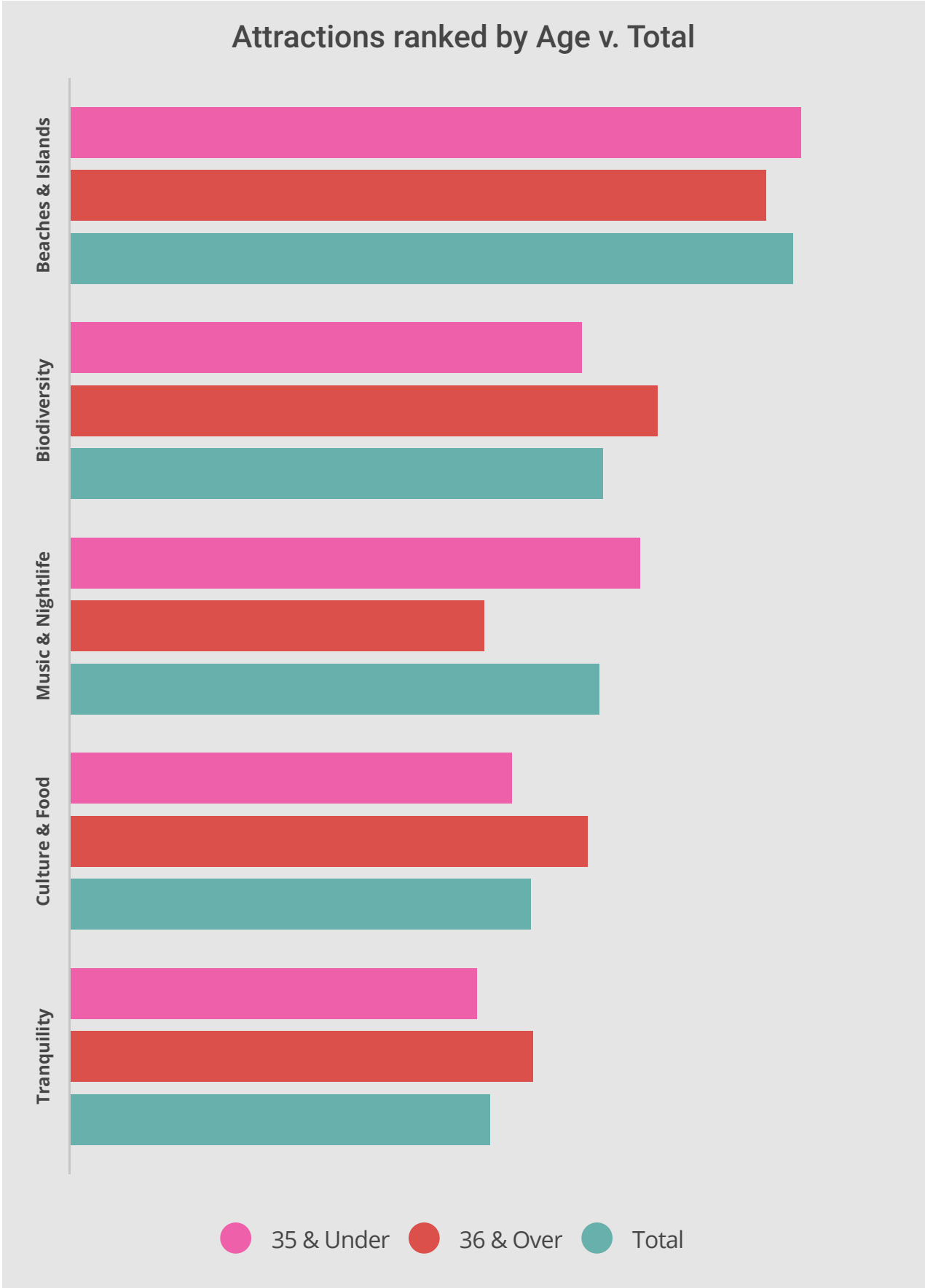


Importance of Bocas del Toro Assets

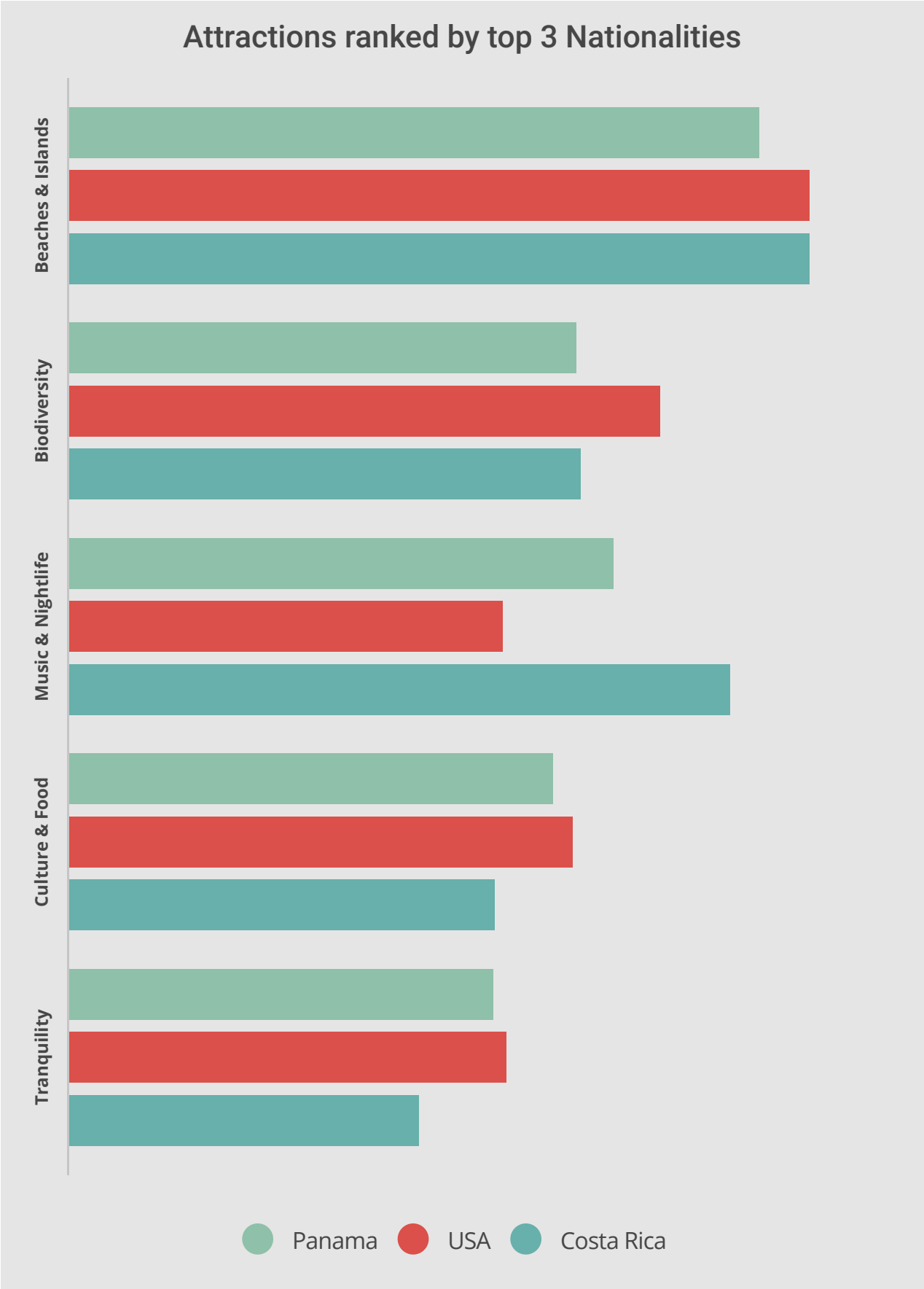
Residents ranked attractions by most important



Bocas del Toro Assets Attracted Travelers

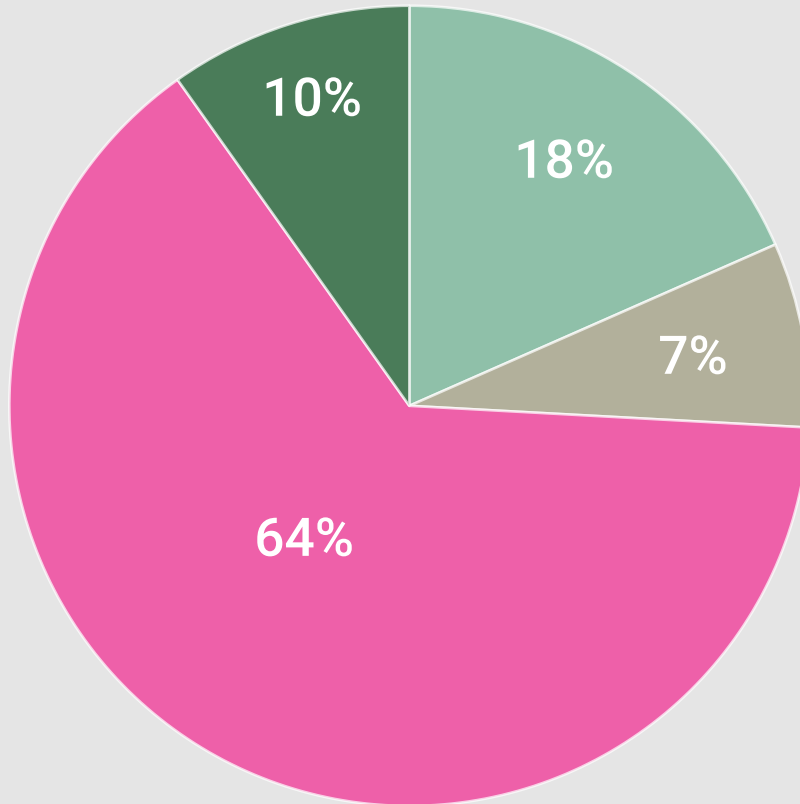


Bocas del Toro Assets Attracted Travelers



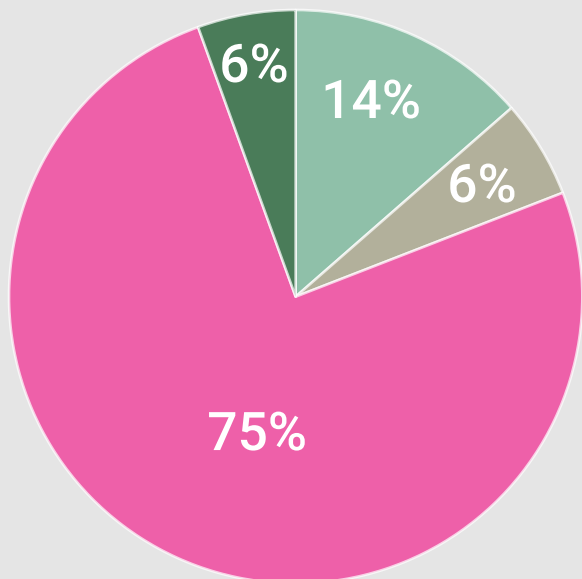
Feeling of Bocas del Toro

Total Respondants

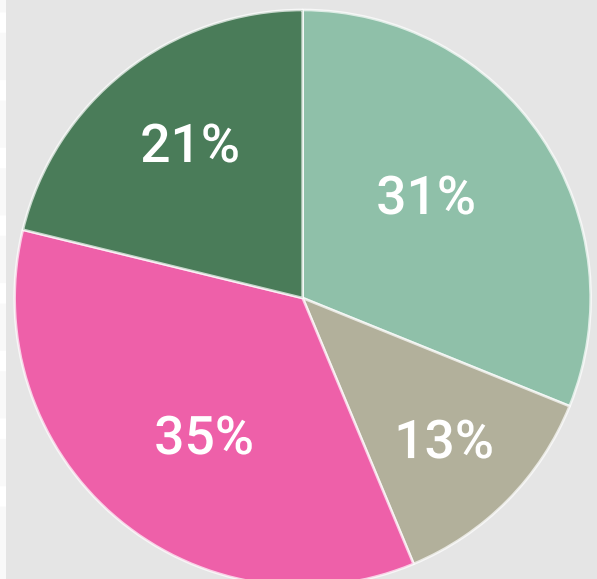


- Relaxed
- Cultural & Authentic
- Happy & Festive
- Natural & Raw

Respondents 35 and Under

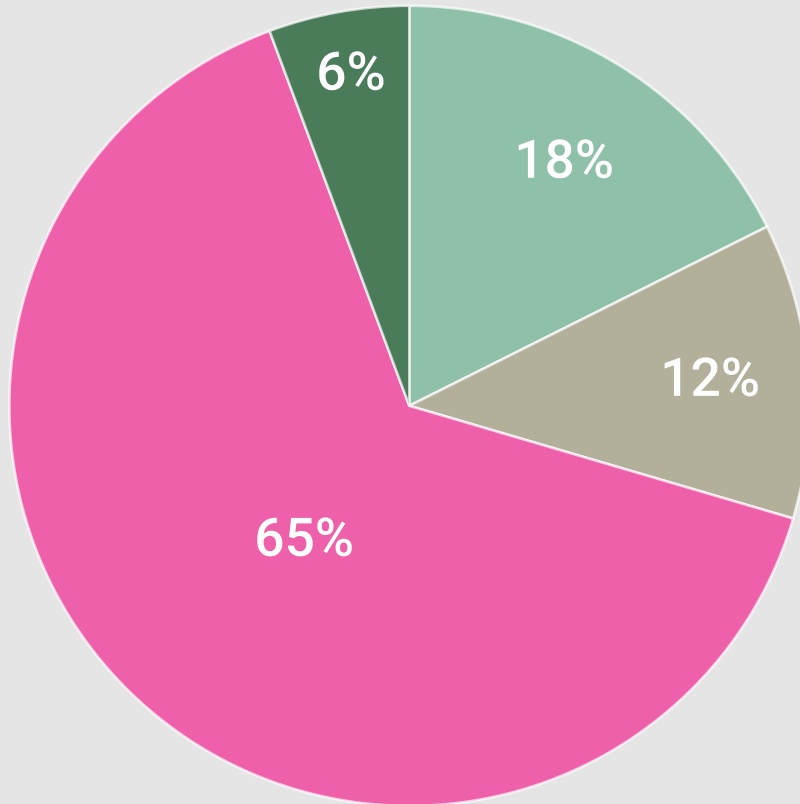


Respondents 36 and Over



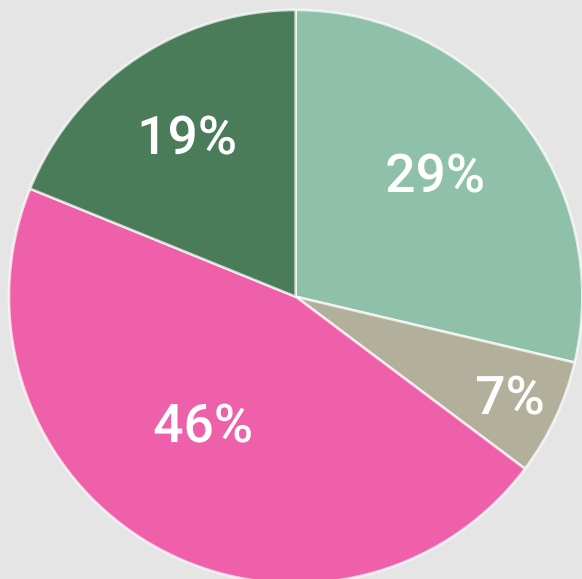
Feeling of Bocas del Toro

Panamanian Respondents

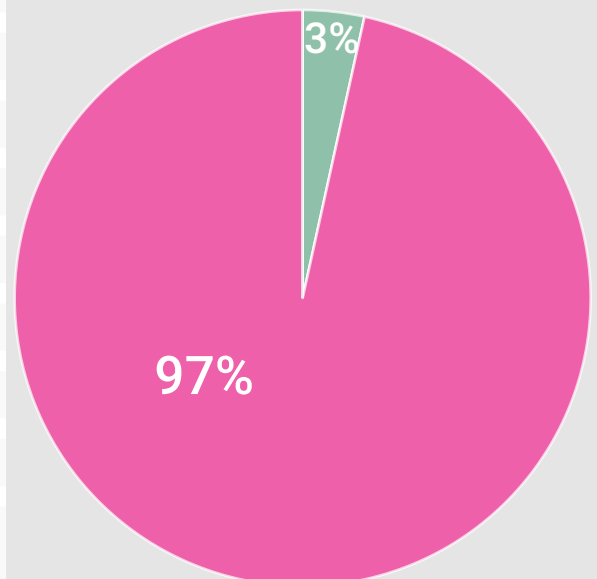


- Relaxed
- Cultural & Authentic
- Happy & Festive
- Natural & Raw

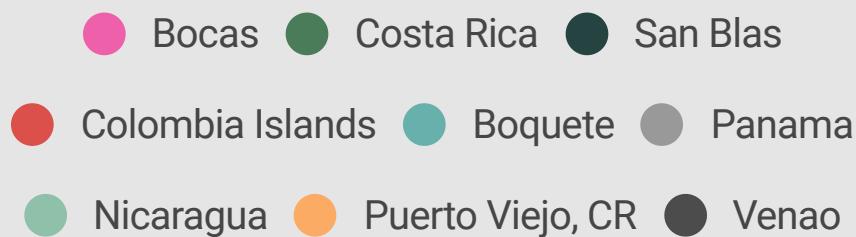
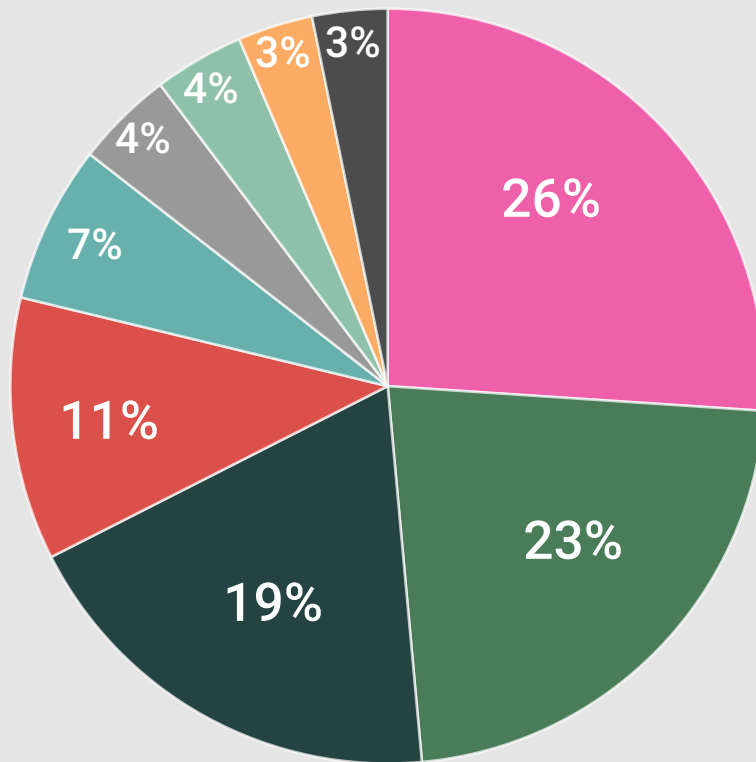
USA Respondents



Costa Rican Respondents



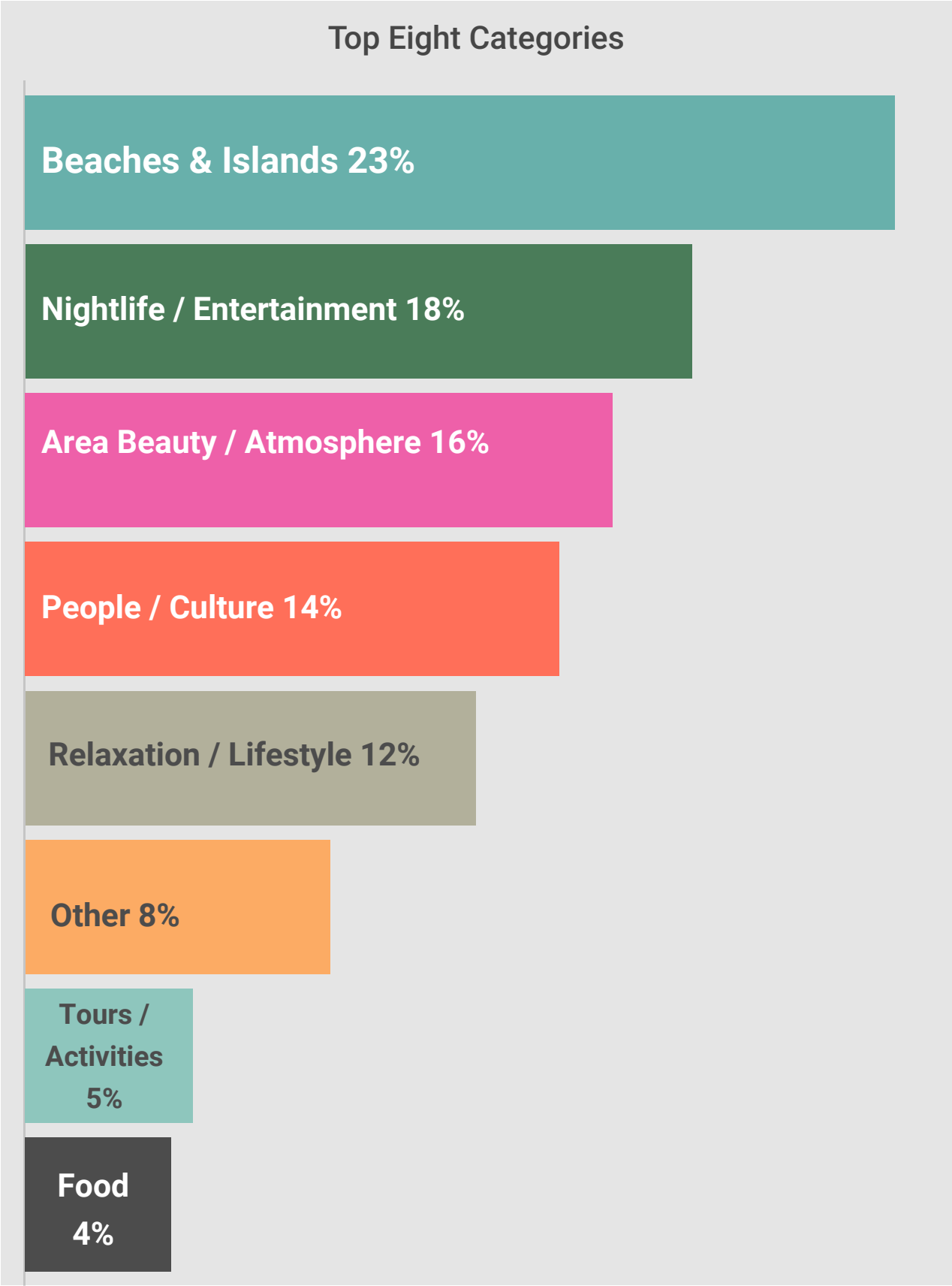
Specific Locations with 10 or More Responses



Destinations Considered

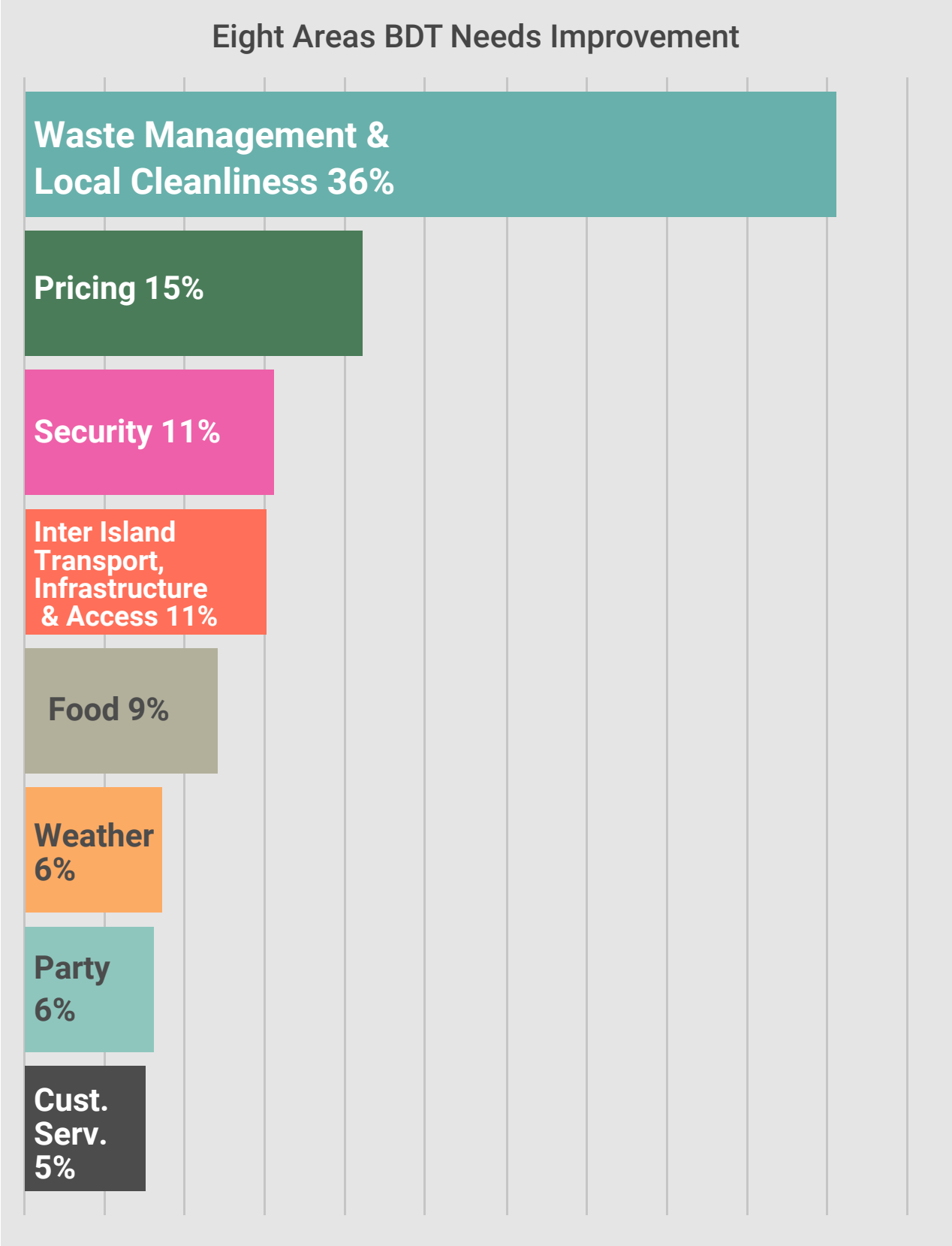
Respondents were asked the open ended question, "Which other destinations did you consider when you decided to travel to Bocas?" Responses were sorted into specific locations. With this information we then found the specific locations with greater than ten people considering that location as well as Bocas. We also looked at the countries considered in addition to Panama and the locations within Panama itself.

What did you like most about BDT?



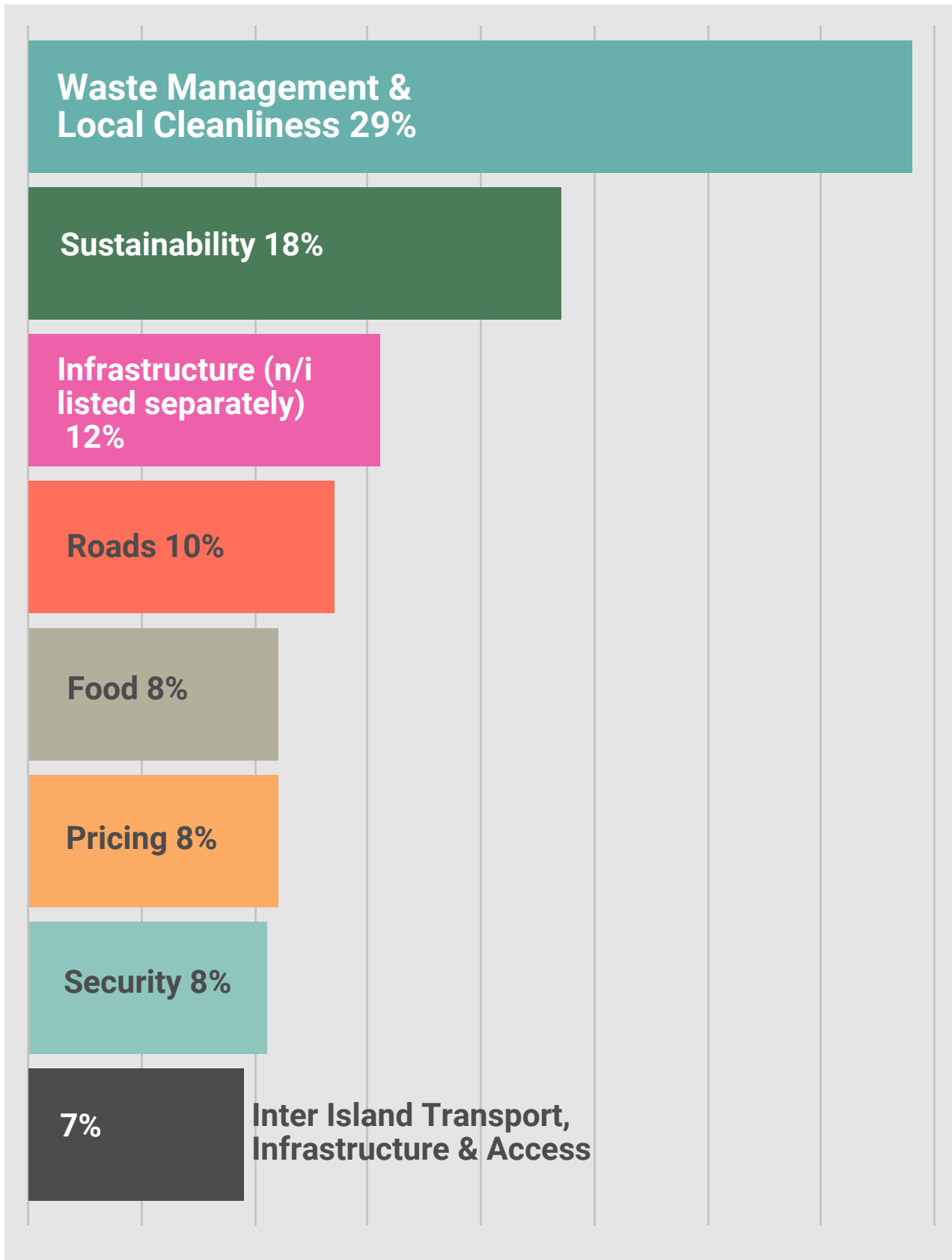
Open answer question sorted by total respondent answers

What did you like least about BDT?



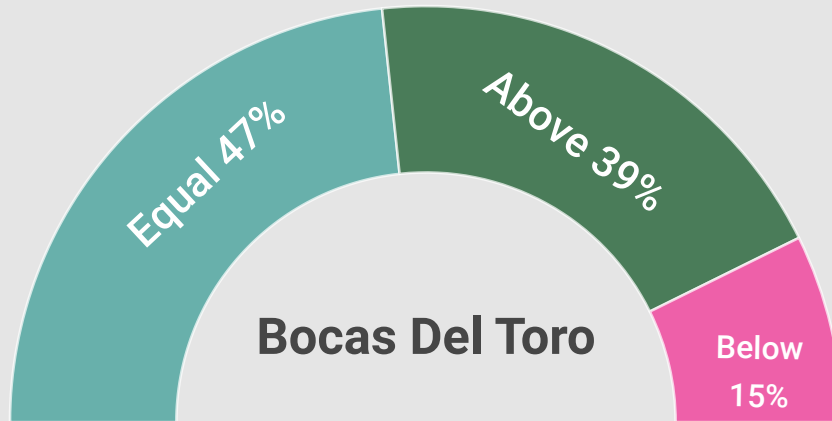
Open answer question sorted by total respondent answers. 27% of the respondents didn't have any issues. These are the next eight responses.

What would you like to see improved or changed in BDT?

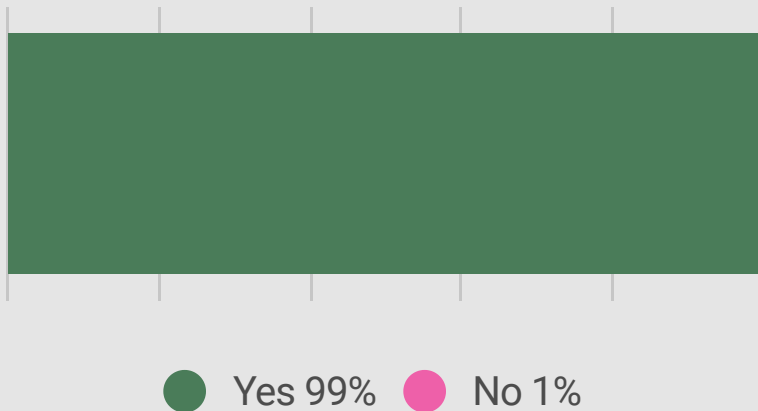


Bocas del Toro according to Panamanians

Compared to the Rest of Panama



Would You Return to Bocas?

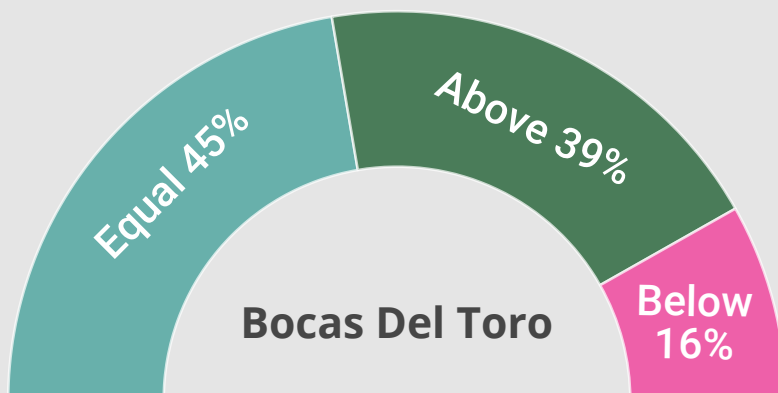


Travelers to BDT by Age



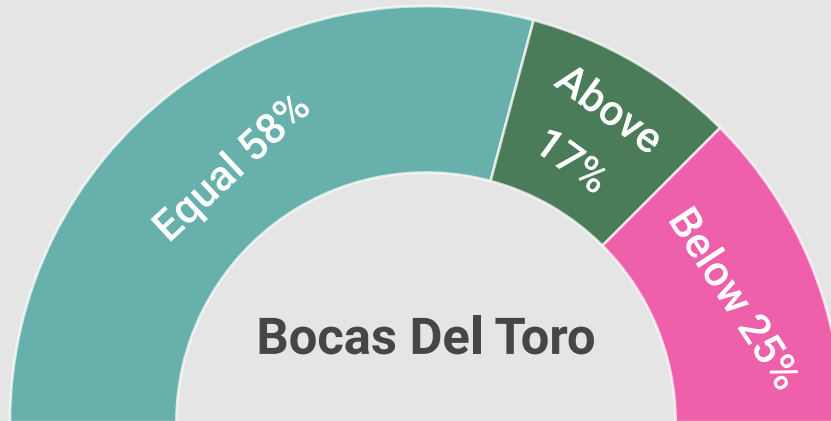
- 35 & Under 78%
- 36 to 55 16%
- 56 & Over 6%

Compared to the Rest of Central America



Bocas del Toro according to Costa Ricans

Compared to the Rest of Panama



Would You Return to Bocas?



● Yes 100%

Travelers to BDT by Age

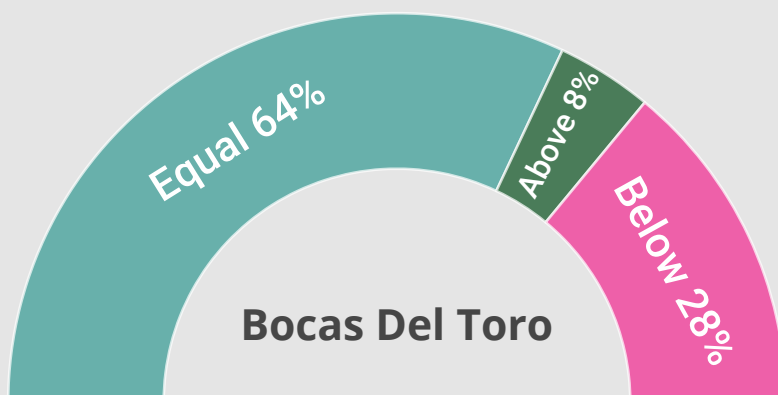


● 35 & Under 86%

● 36 to 55 10%

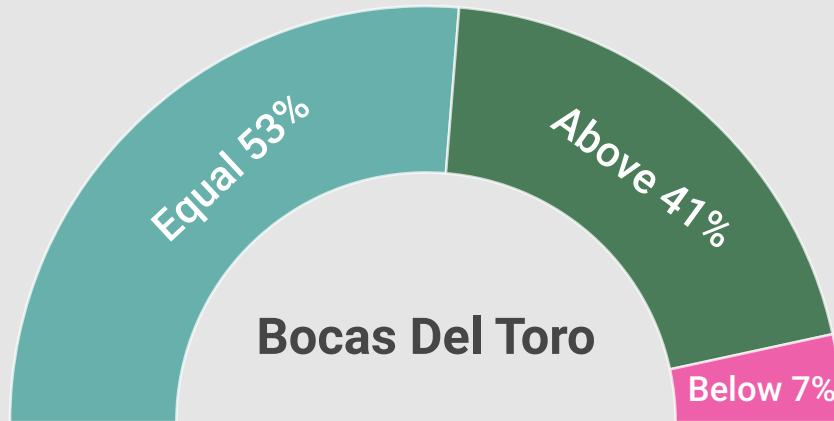
● 56 & Over 3%

Compared to the Rest of Central America



Bocas del Toro according to USA Citizens

Compared to the Rest of Panama



Would You Return to Bocas?



● Yes 100%

Travelers to BDT by Age

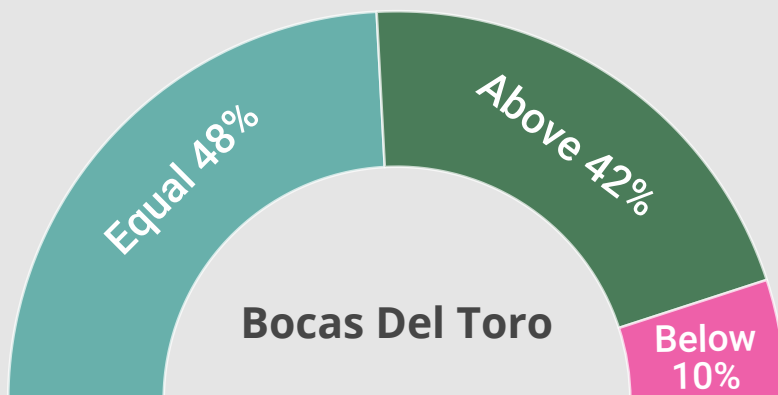


● 35 & Under 86%

● 36 to 55 31%

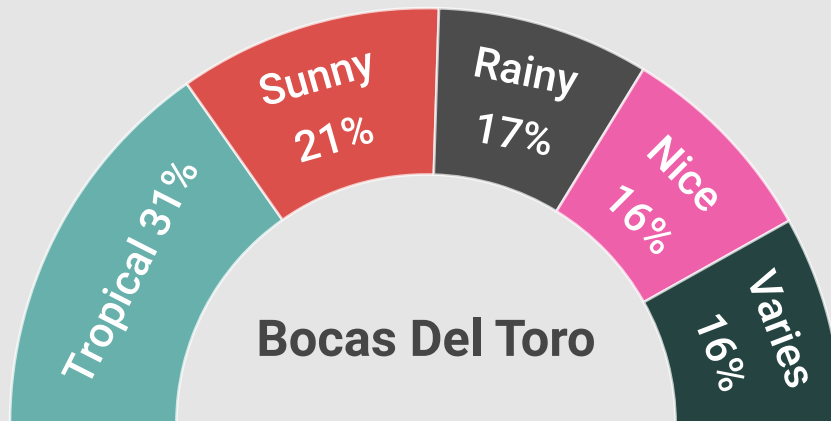
● 56 & Over 24%

Compared to the Rest of Central America

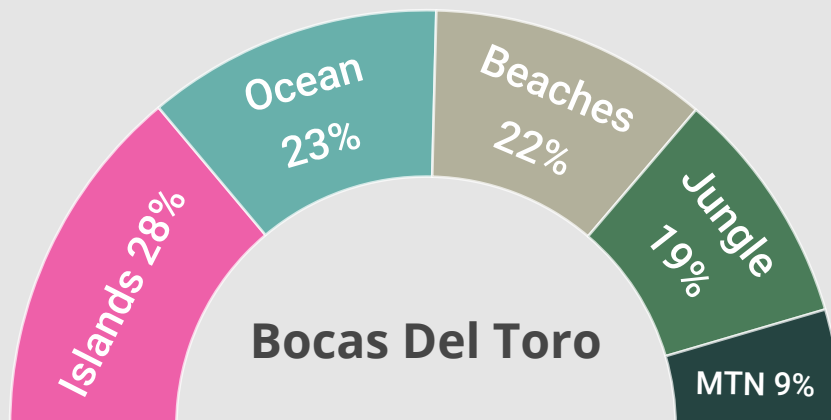


Bocas del Toro according to its Residents

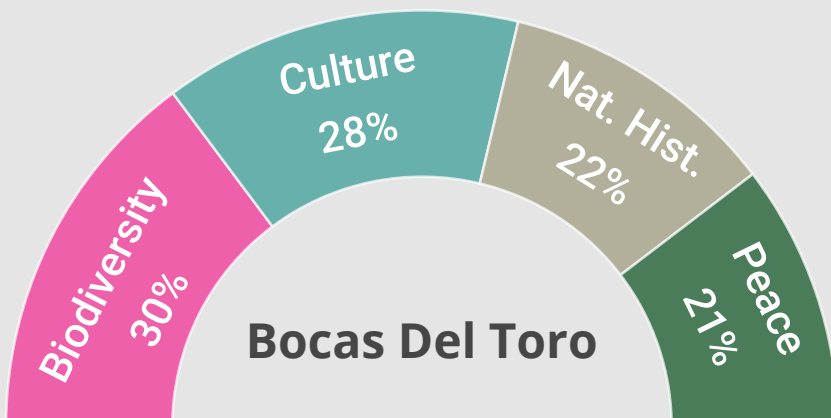
Climate Description



Geography Description



Special Features



Bocas del Toro according to its Residents

Describe Bocas del Toro in a positive word or phrase.



Data Sources

Surveys were completed in English / Spanish except for the Nacional Encuesta which was all Spanish. We used Survey Monkey as the data collection tool.

AUG 13 - 21, 2020

**Bocas del Toro
Small Group
Questionnaire
Open Ended
50 Local Responses**



AUG 26 - SEP 20, 2020

**BDT Survey 2
11 Questions
1 Open Ended
49 Local Responses**

SEP 11 - OCT 1, 2020

**Traveler Survey
2020
20 Questions
5 Open Ended
555 BDT Visitors**

OCT 8 - 13, 2020

**Encuesta Nacional
de Viajeros
9 Questions
160 PA Residents**