

# BRAND BOCAS DEL TORO DATA COLLECTION

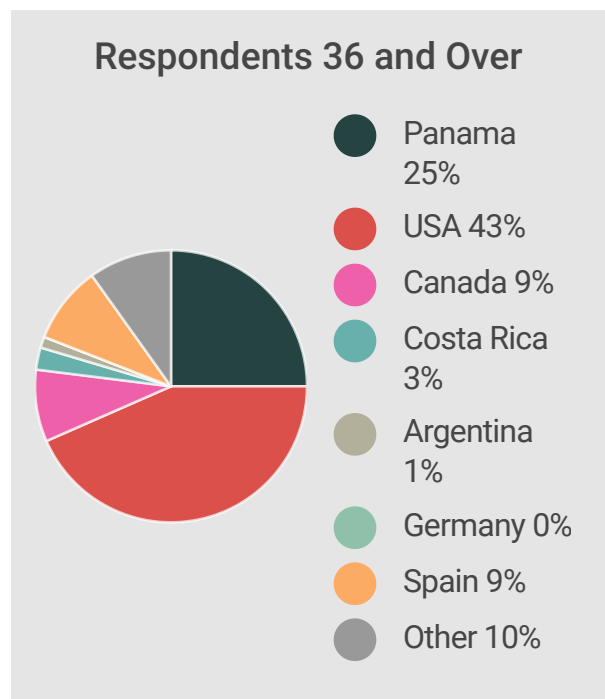
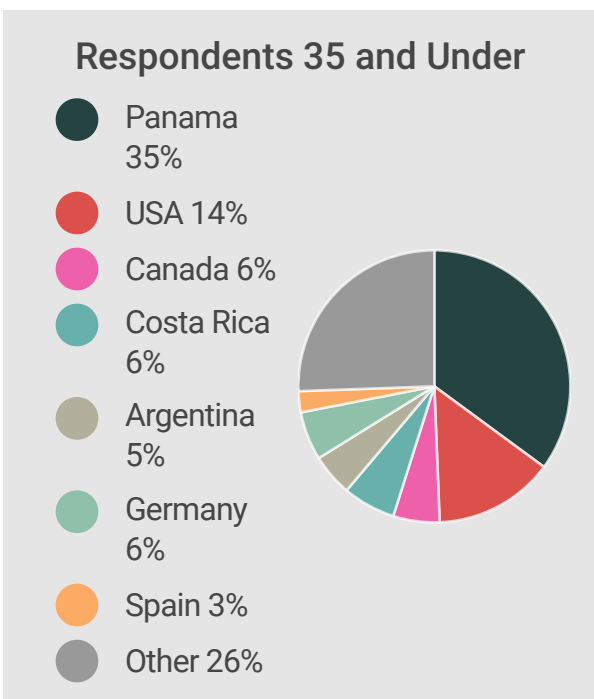
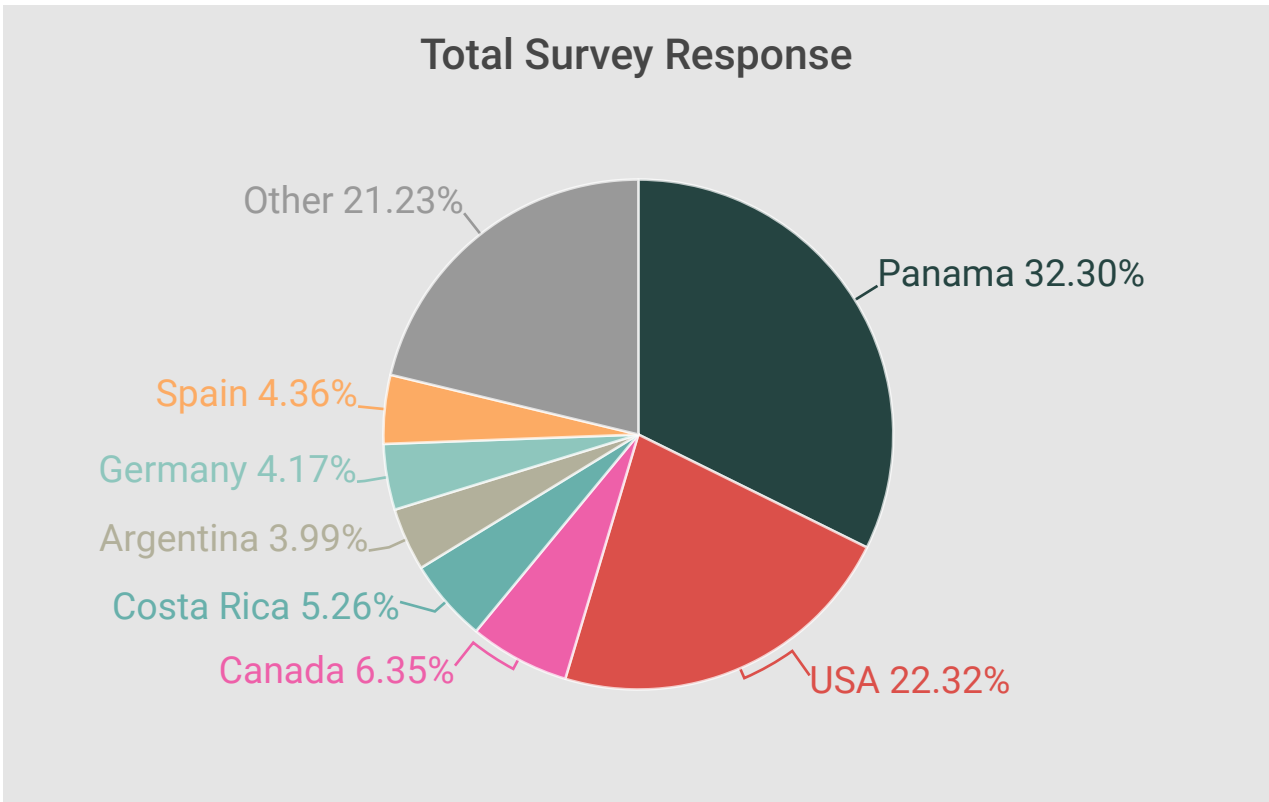


# 2020

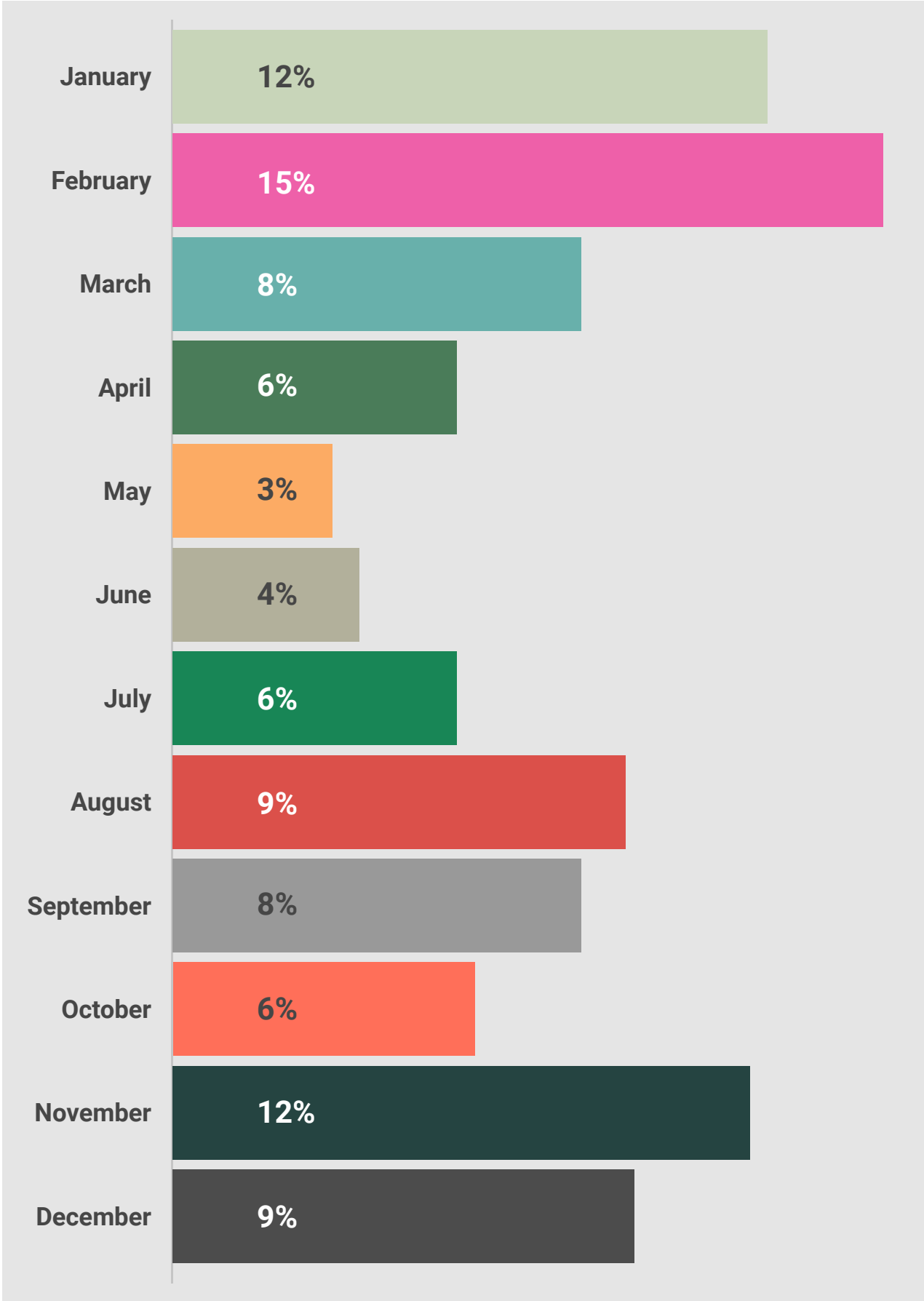


# Country of Origin

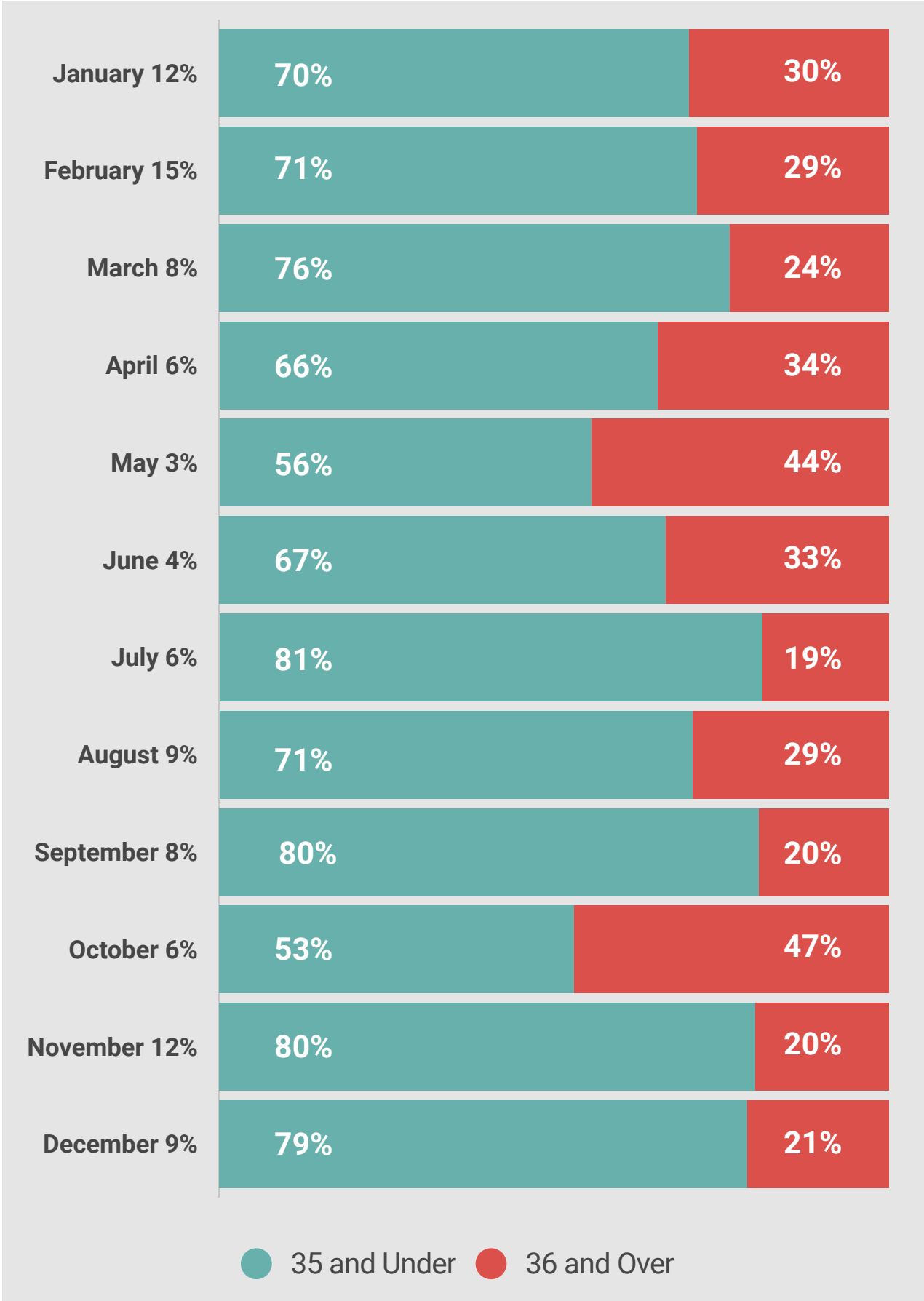
Responses broken down by country with 4% or greater in the total survey group of 553 participants. Age groups by the same countries.



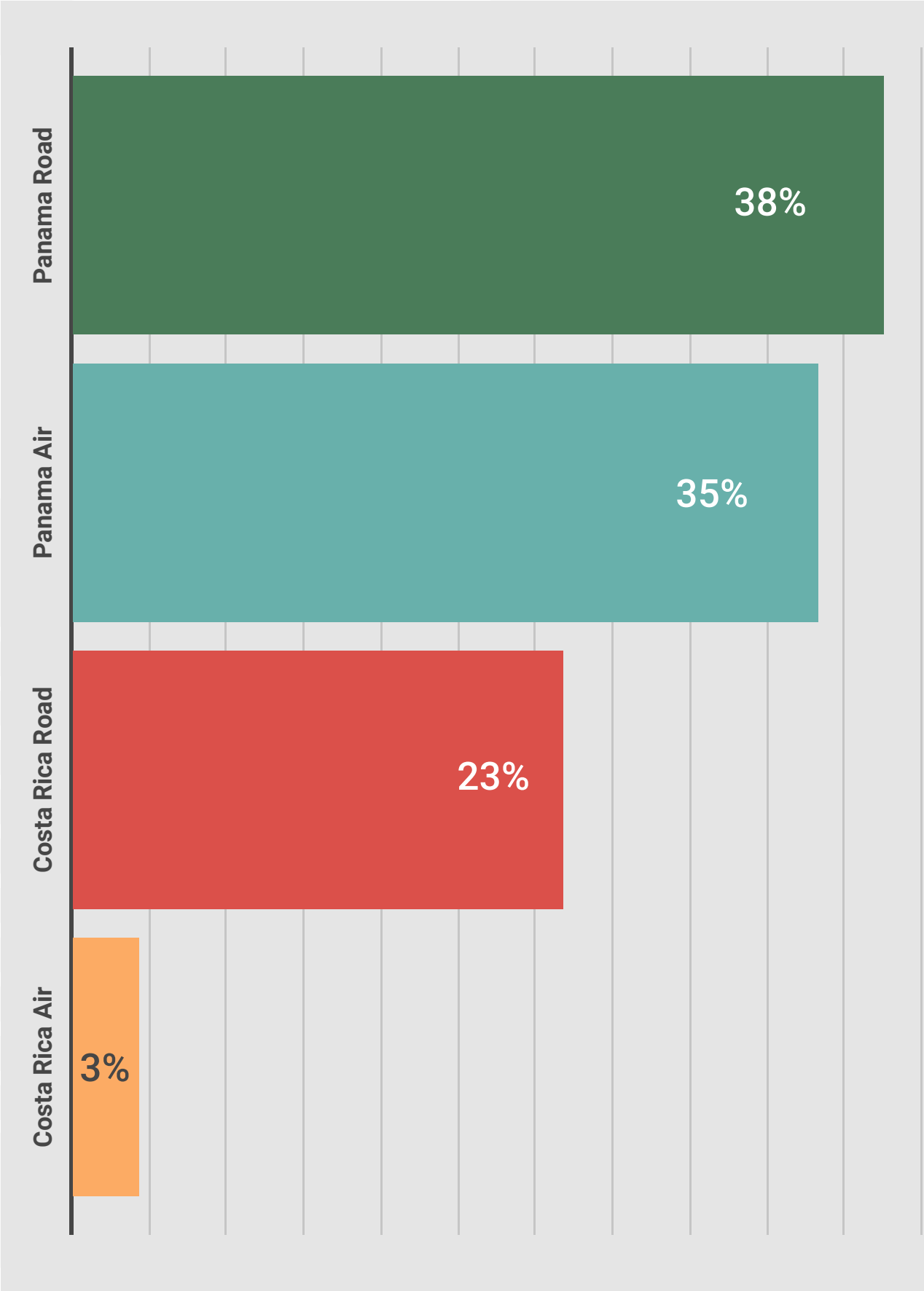
# Month Visited Bocas del Toro - All



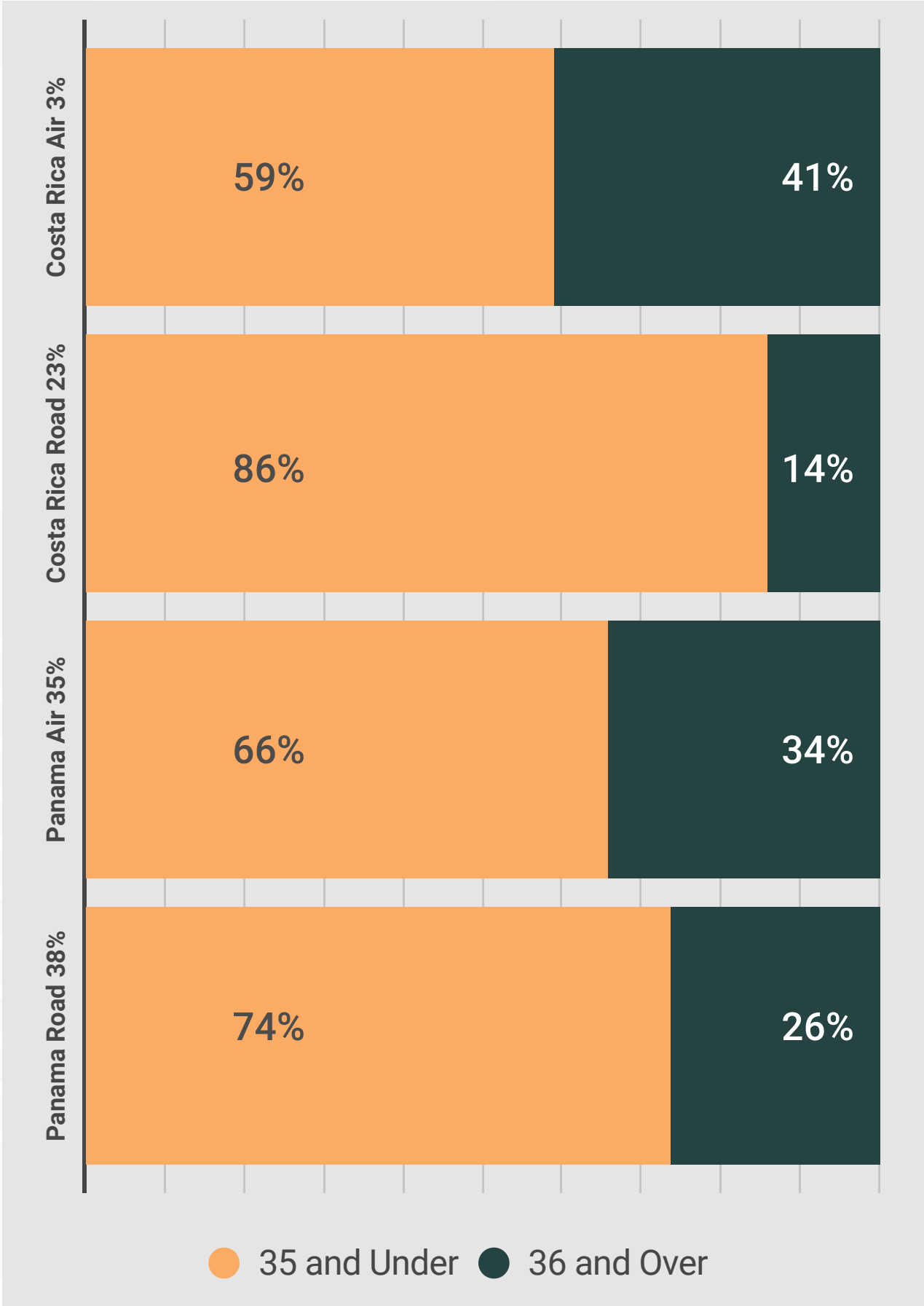
# Month Visited Bocas del Toro - By Age



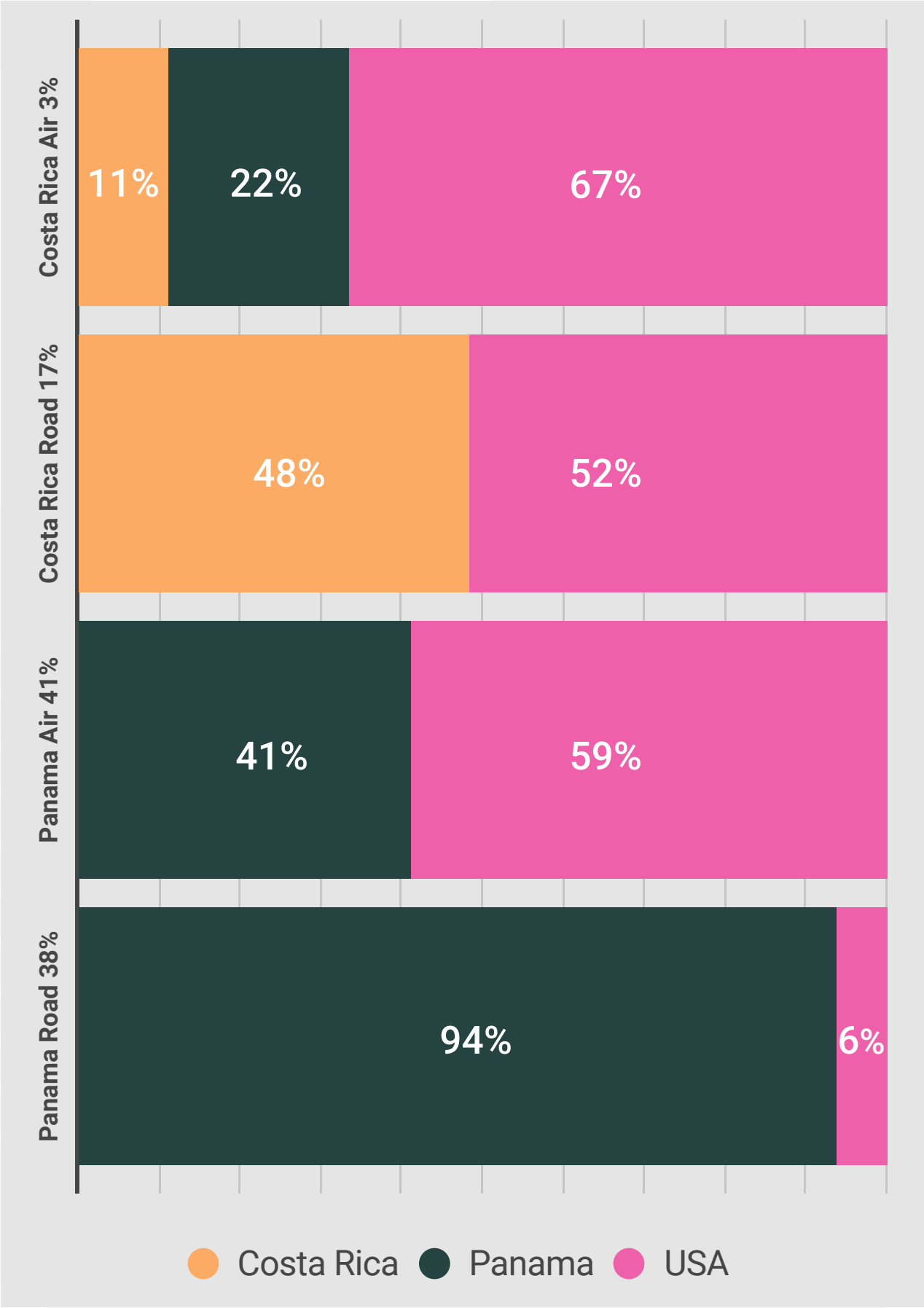
# Arrival to Bocas del Toro - Total



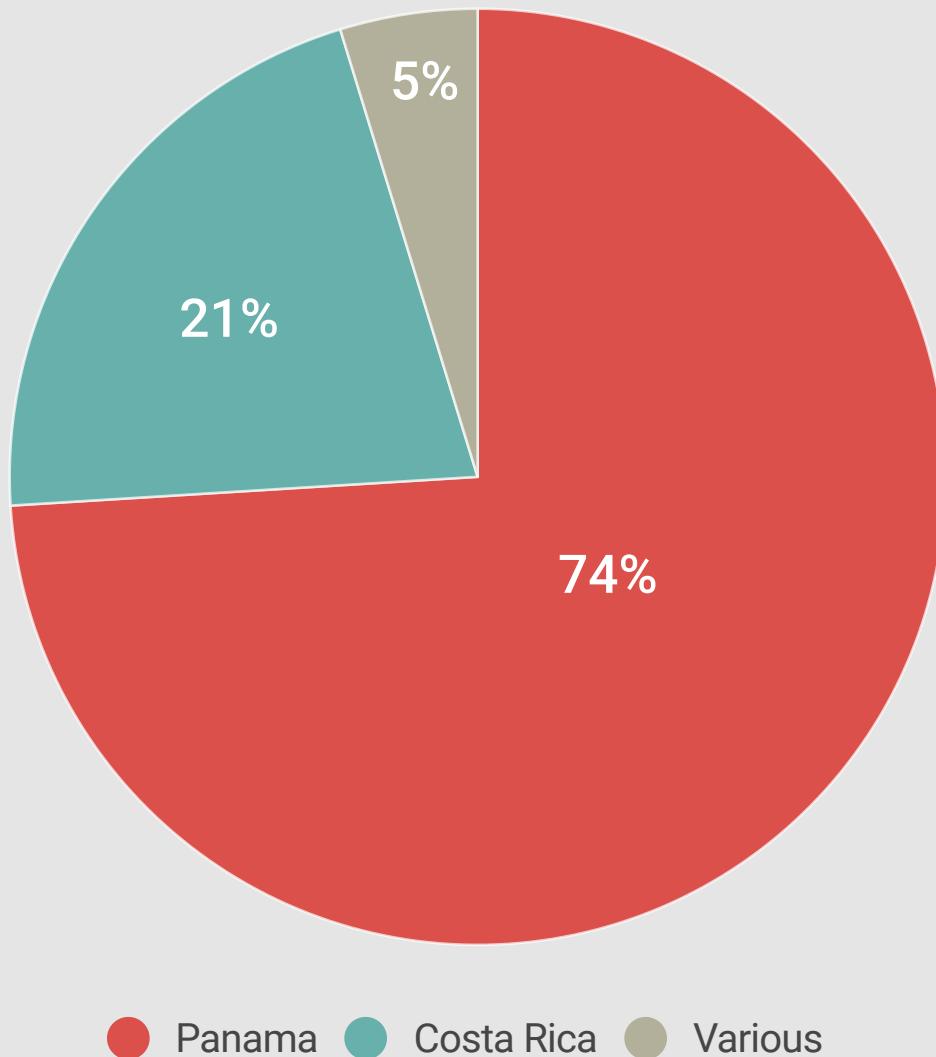
# Arrival to Bocas del Toro by Age



# Arrival to Bocas del Toro by Top 3 Visitors



## Country Immediately Prior to Bocas

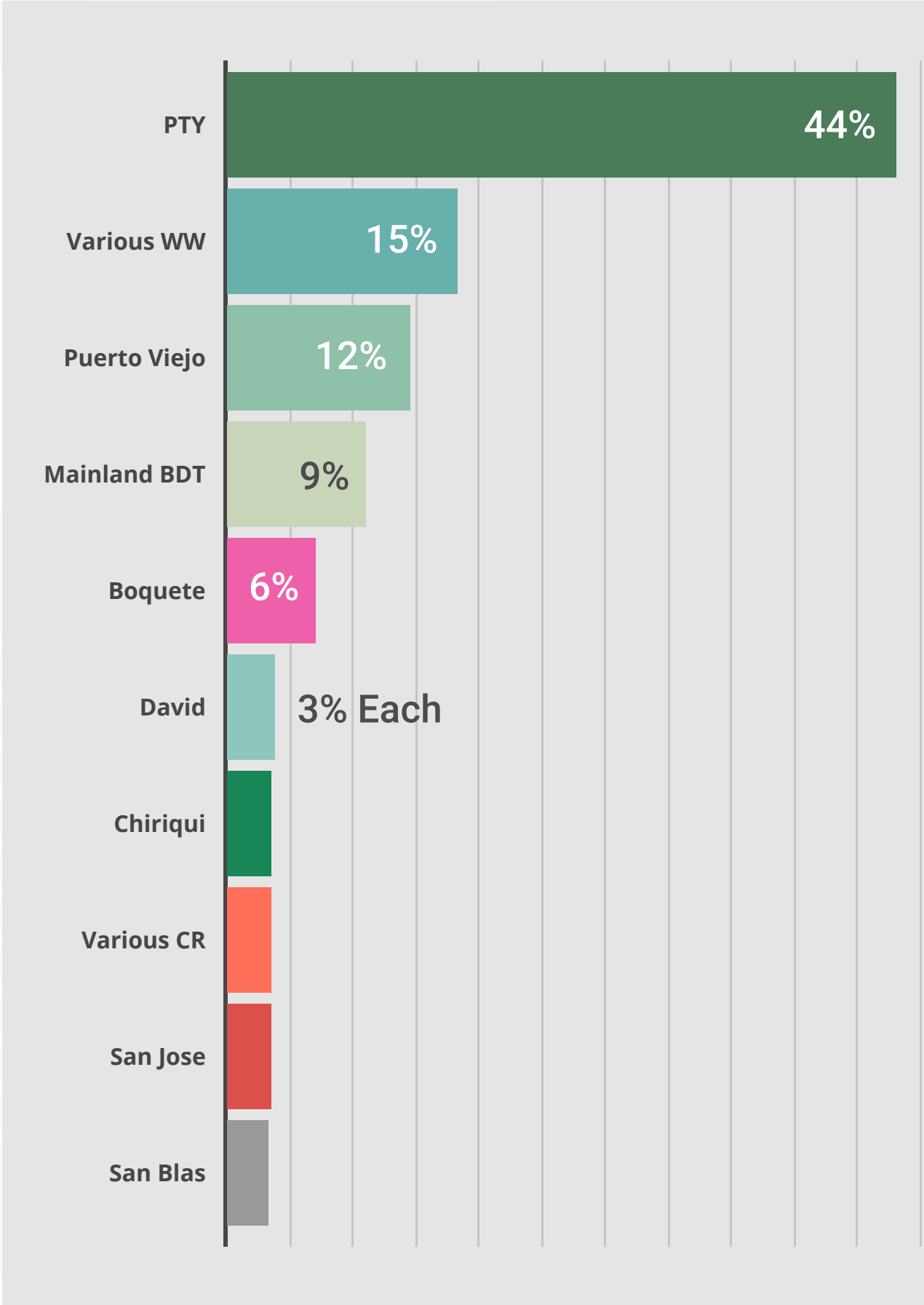


## Destination Visited Prior to Bocas

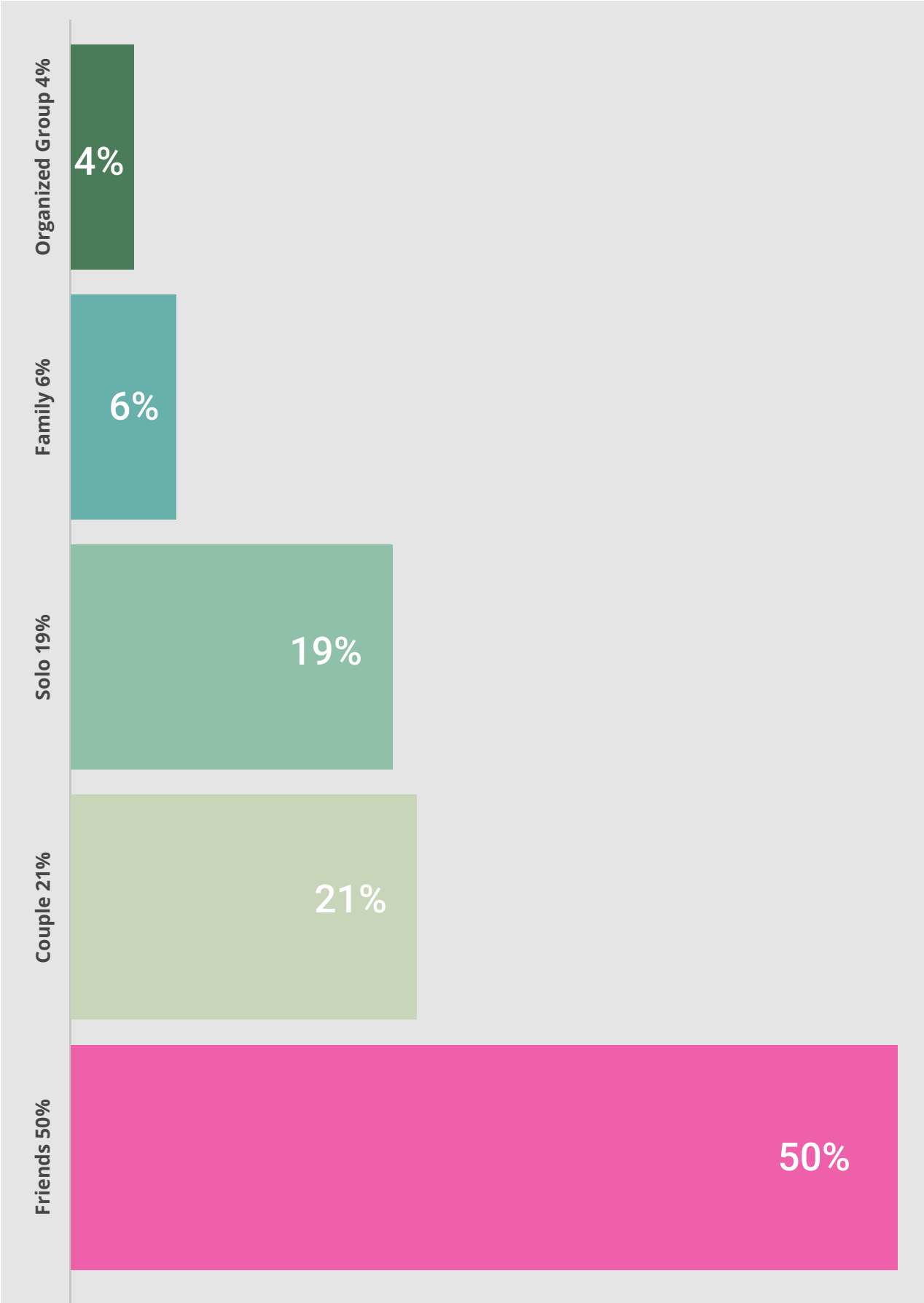
Respondents were asked an open-ended question about where they were immediately prior to arriving in Bocas del Toro. Results were sifted into country and specific location. Panamanian locations were highest with 74% of the total whereas Costa Rica was next with 21%. All other locations comprised only 5% of the total. We cannot be sure how long people spent in each Panamanian destination, so some people may have only traveled through the city on their way to Bocas.



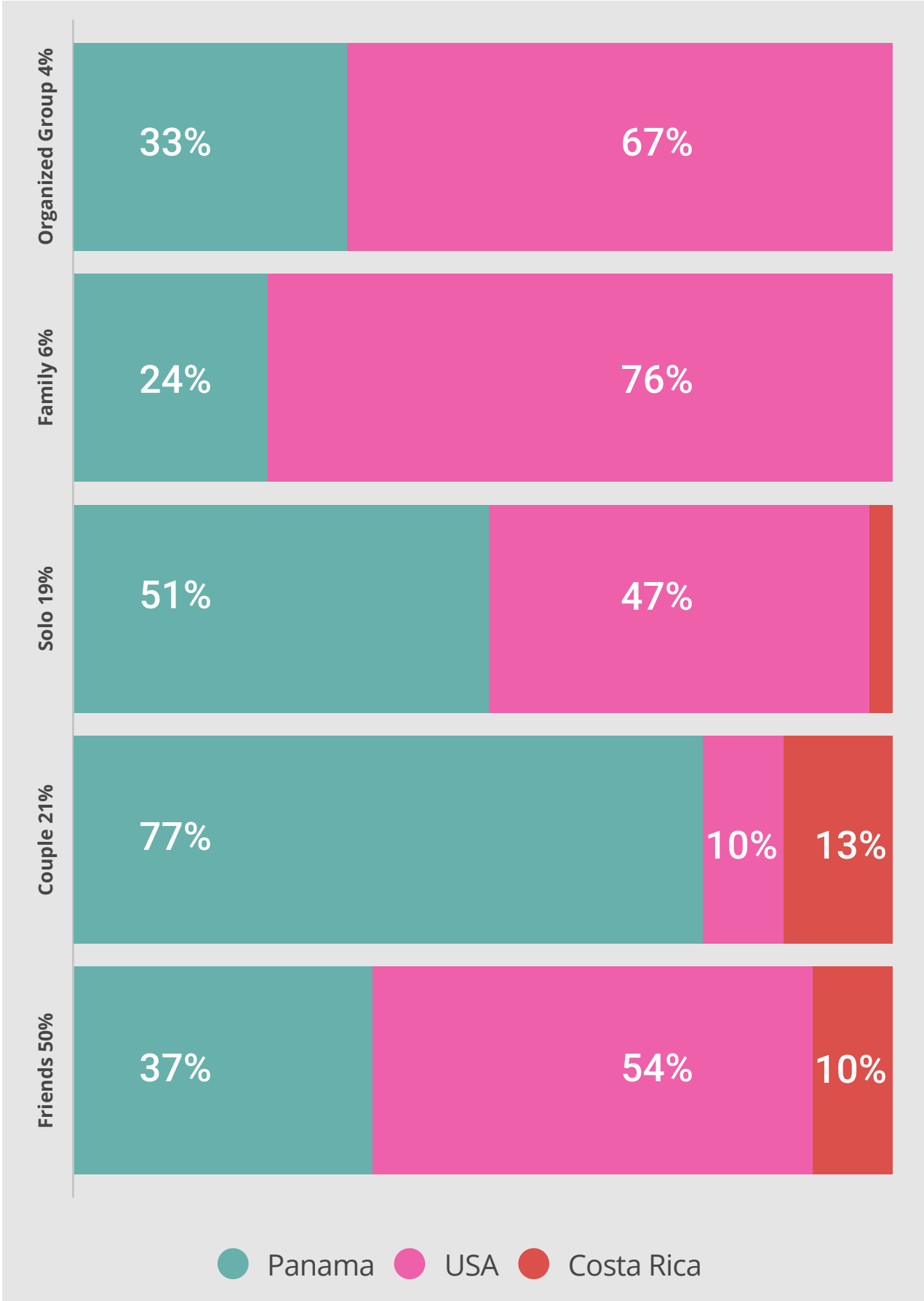
# Specific Destination Prior to Bocas



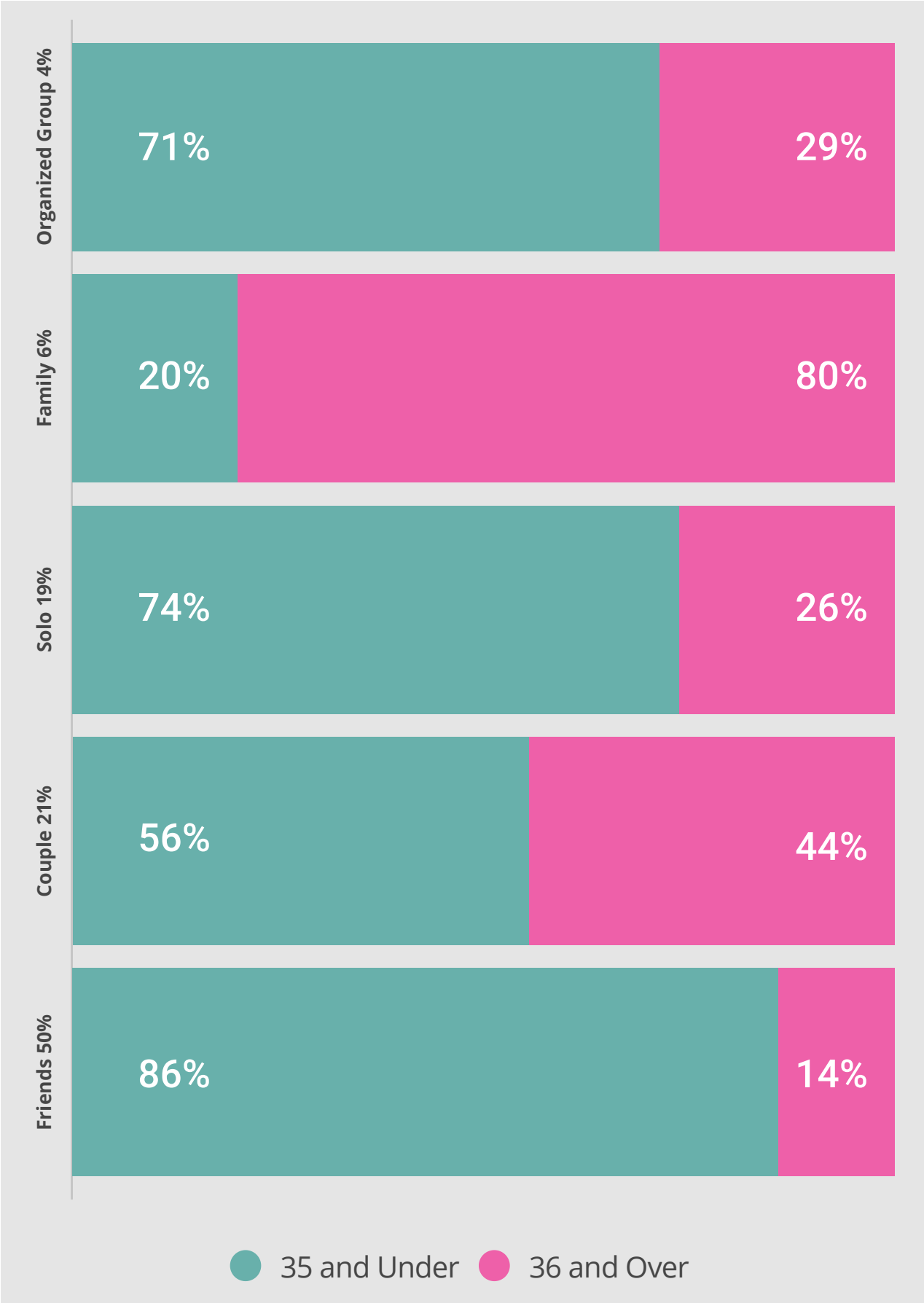
# Traveled to Bocas with - All Respondents



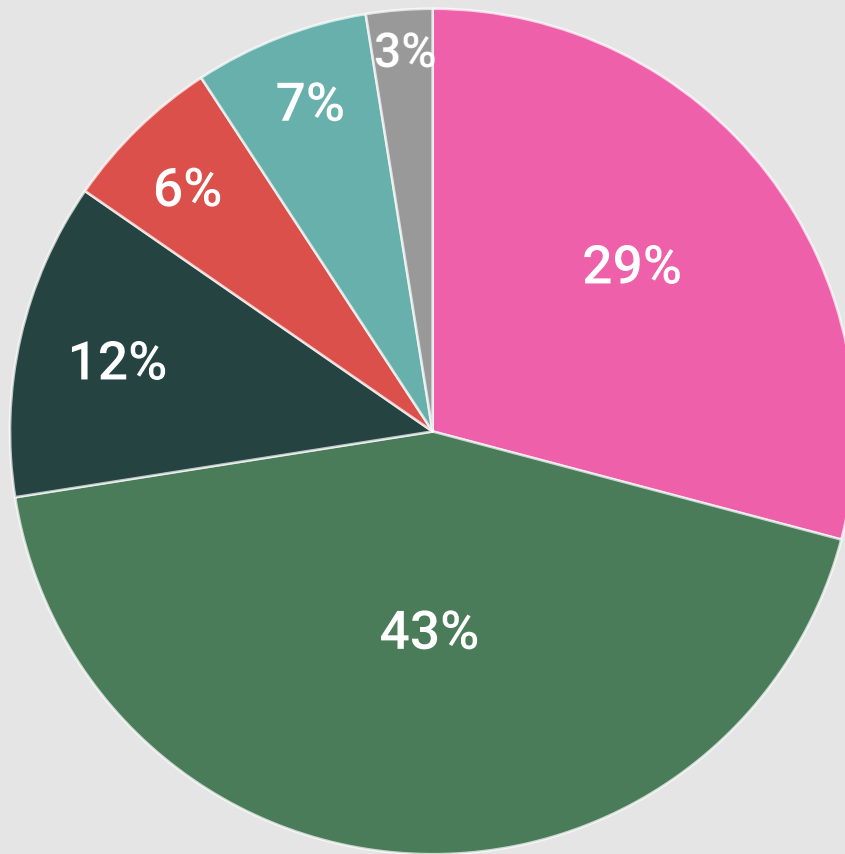
# Traveled to Bocas with - Top 3 Visitors



# Traveled to Bocas with - By Age



Respondents by Age

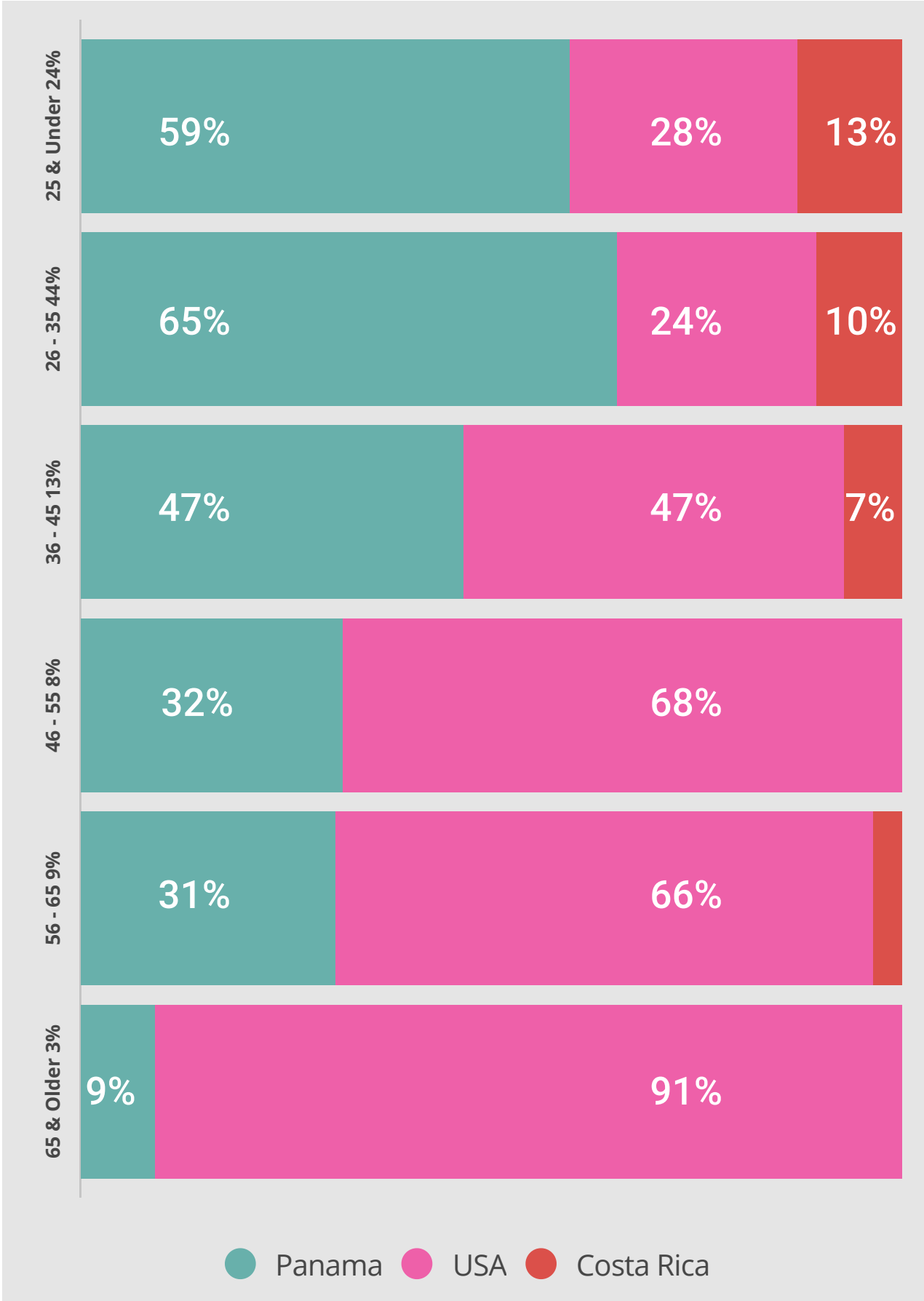


● 25 & under: 29% ● 26 - 35: 43% ● 36 - 45: 12%  
● 46 - 55: 6% ● 56 - 65: 7% ● 66 & over: 3%

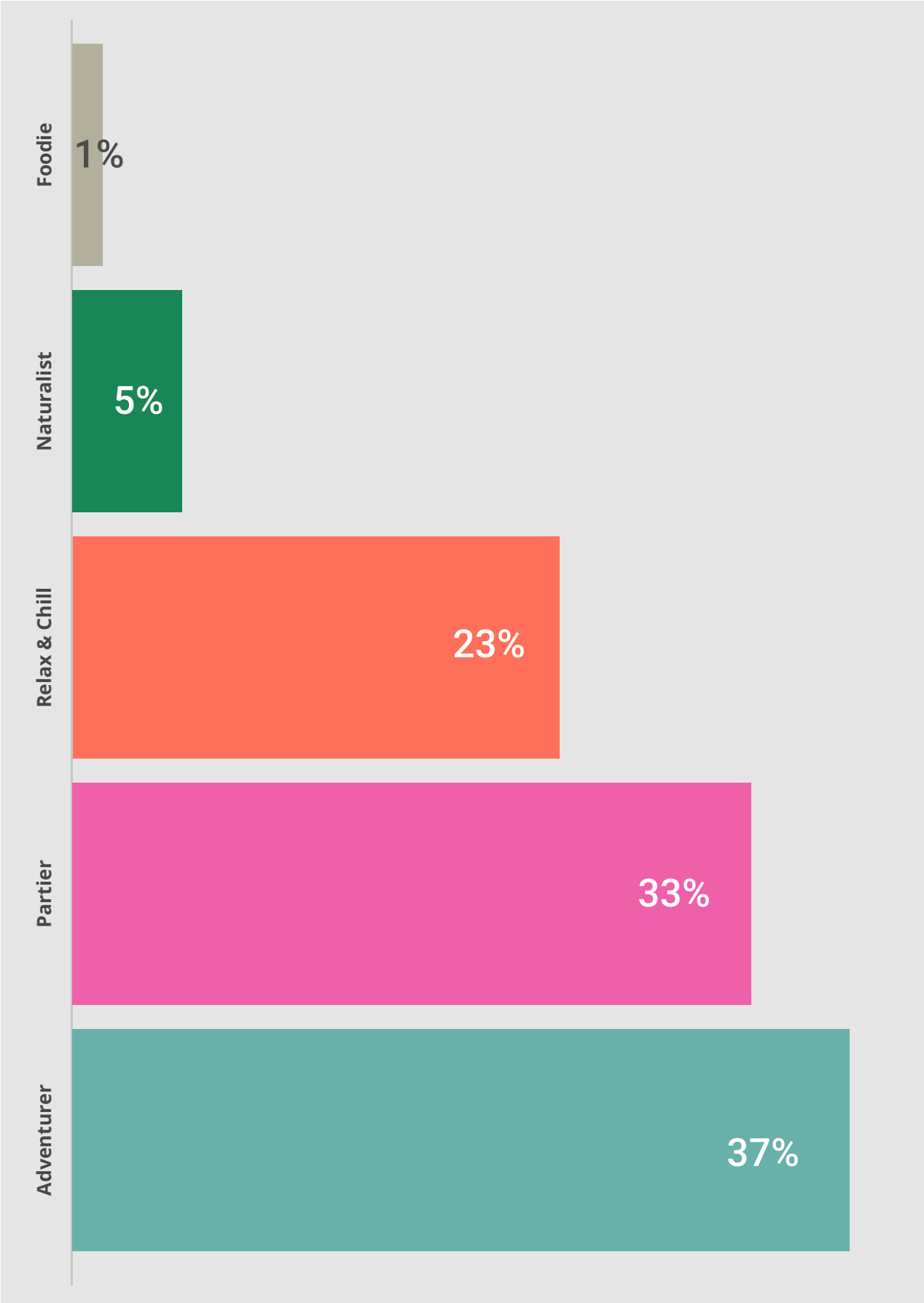
## Respondent Age - Skewed by Lists

Respondent age is skewed to some extent by the lists used to contact people to complete the survey. Filthy Friday has a list that exceeds 15,000 people. A small percentage of that group completed the survey for us. This percentage makes up a large number of the total people who completed the survey. However, after combining the age groups into people 35 and under and 36 and over, we found that the answers overall were within an acceptable range. We are looking to confirm the percentages with data from other sources.

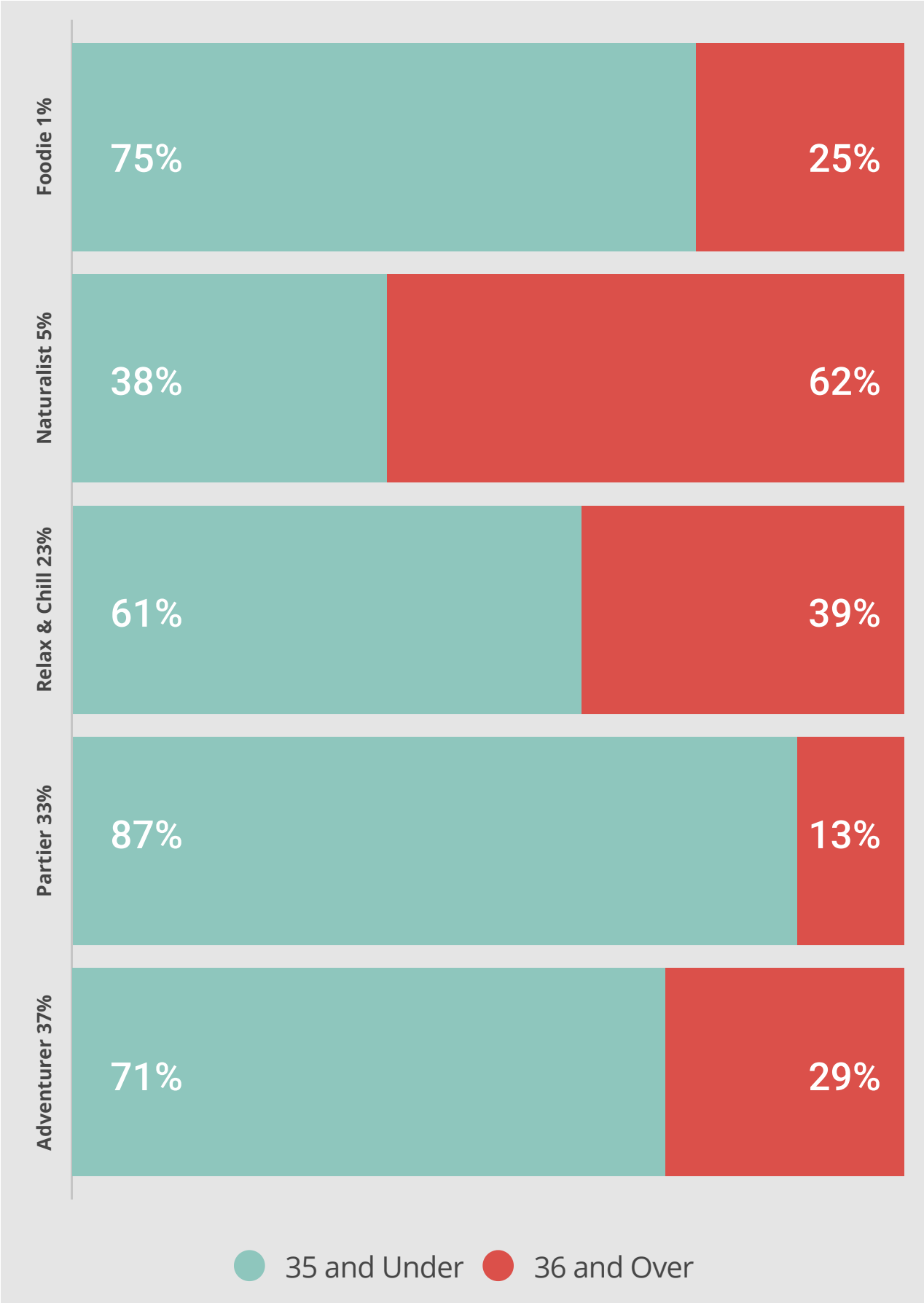
# Respondent Age ... for Top 3 Visitors



# Identify as a ... traveler for total

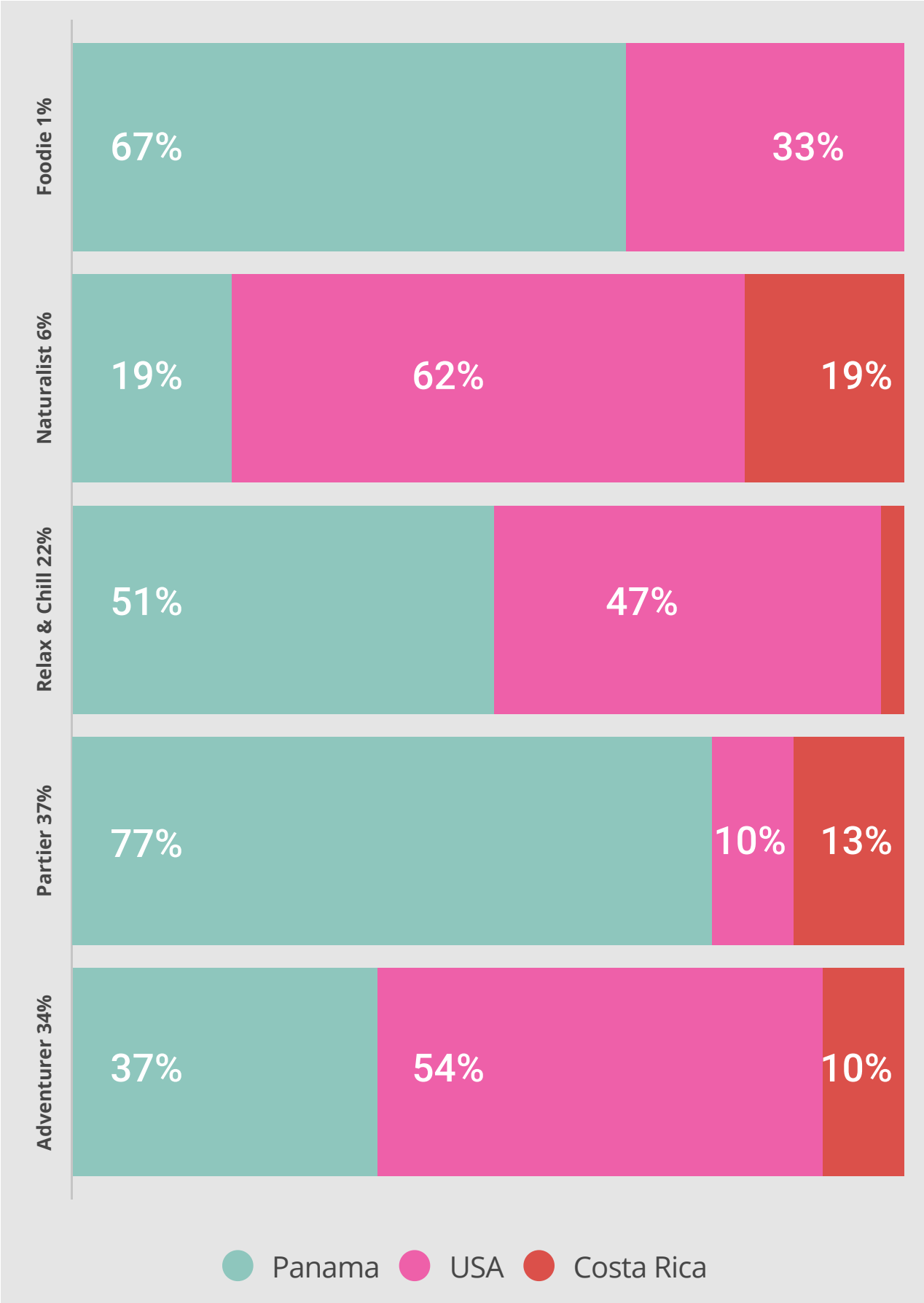


# Identified as... traveler by age



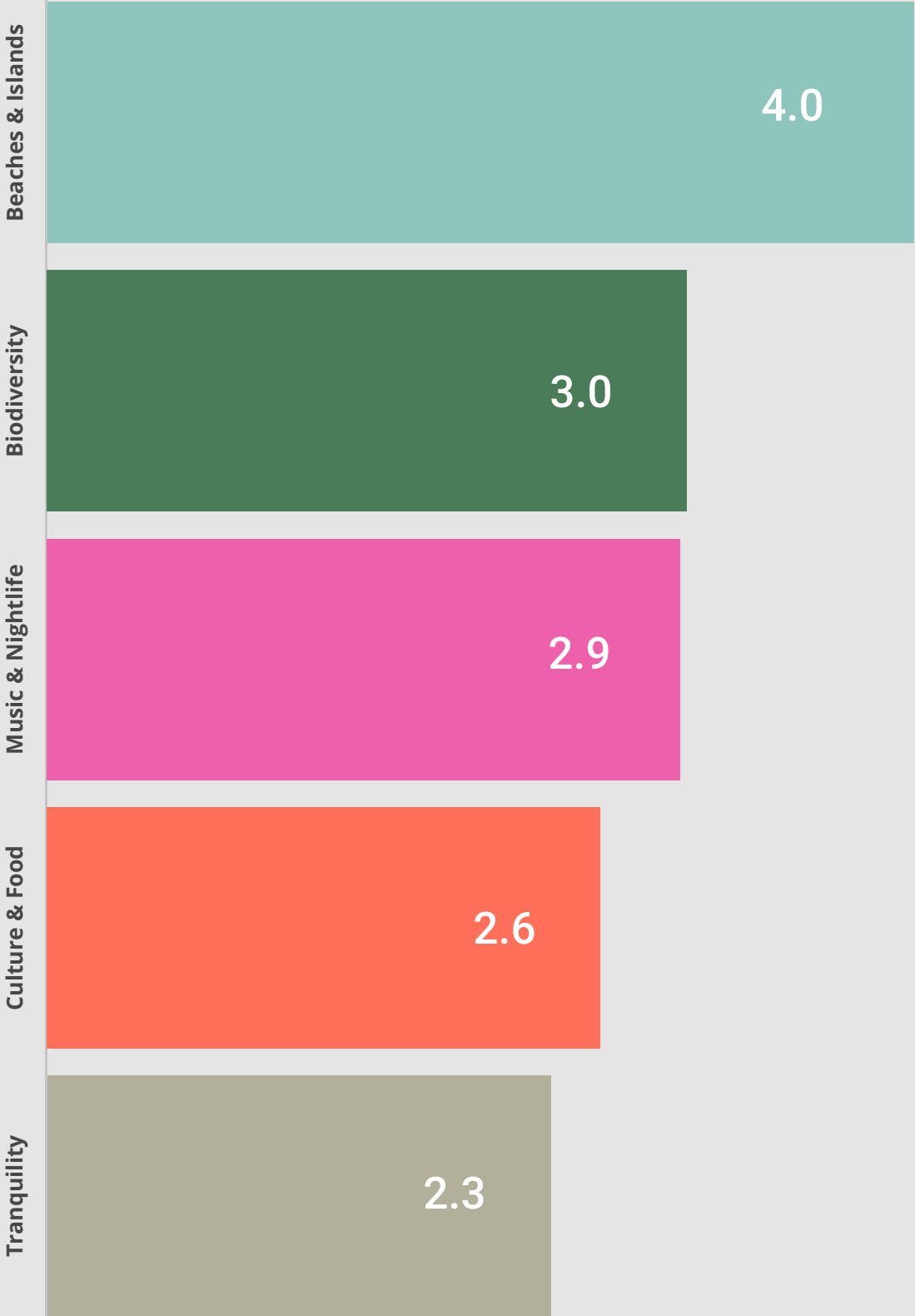


# Identified as... traveler by nationality



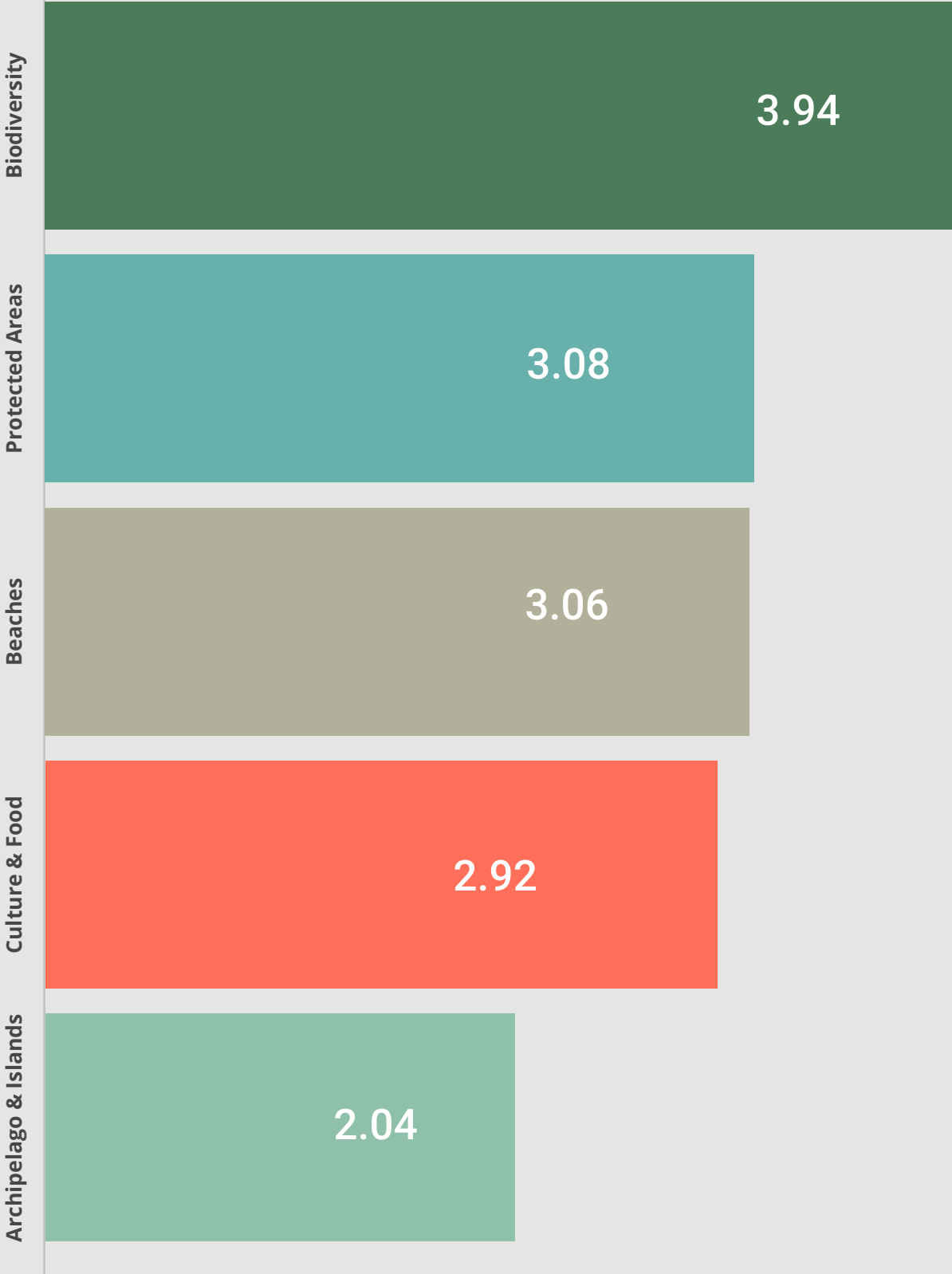
# Bocas del Toro Assets That Attracted Travelers

Attractions Ranked by Importance - All Respondents



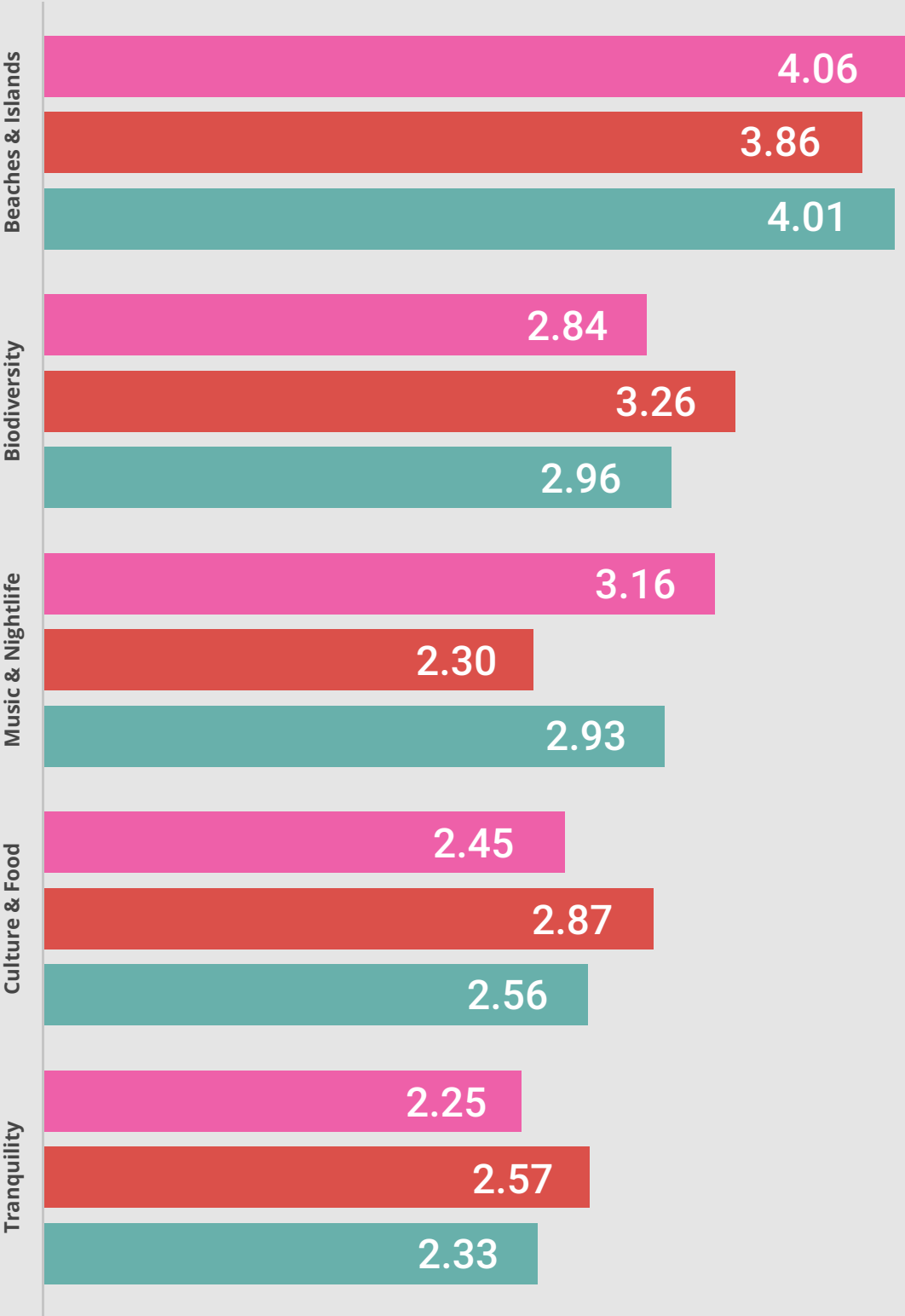
# Importance of Bocas del Toro Assets

Attractions Ranked by Importance - Bocas Residents



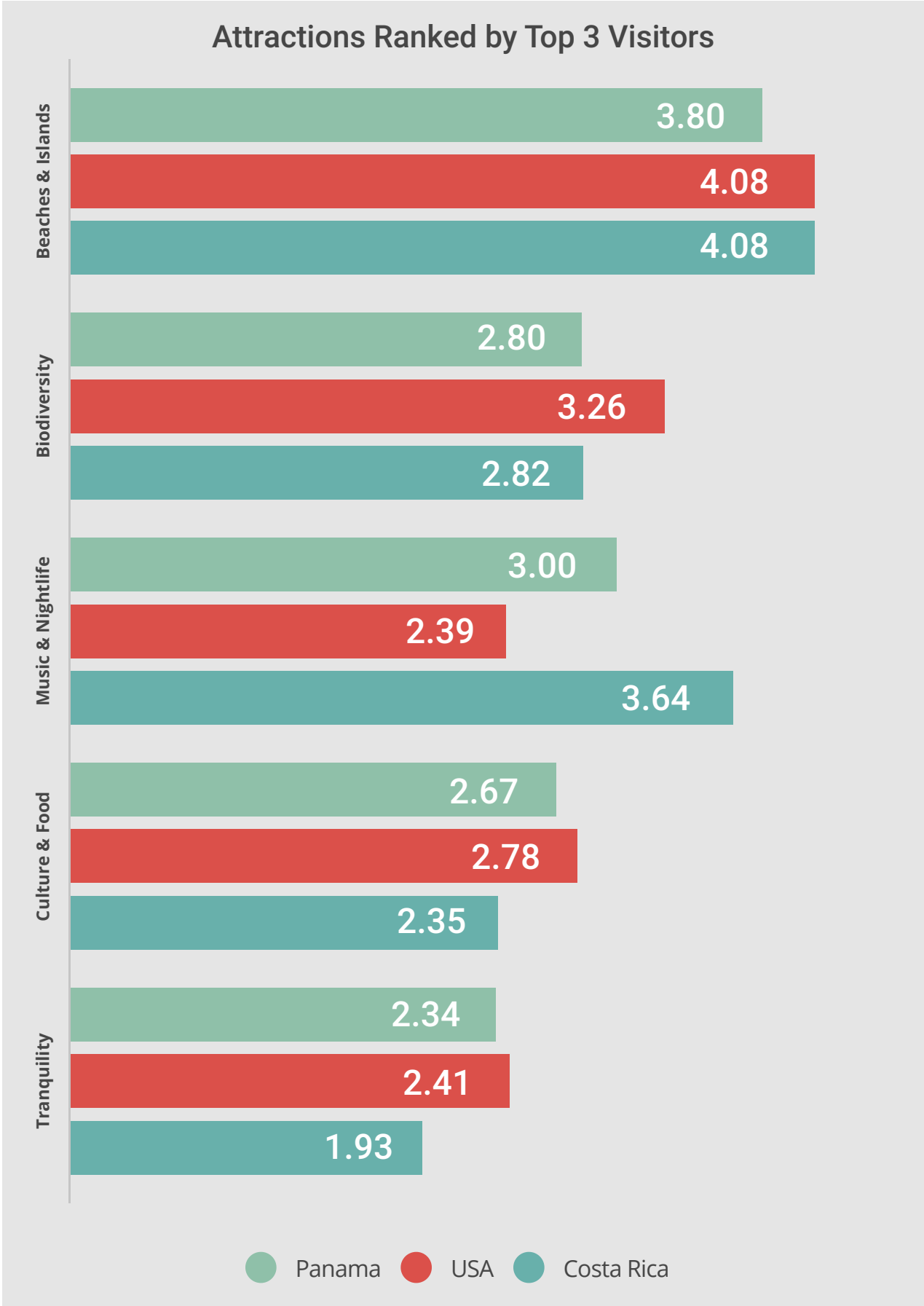
# Bocas del Toro Assets Attracted Travelers

Attractions Ranked by Age & Total



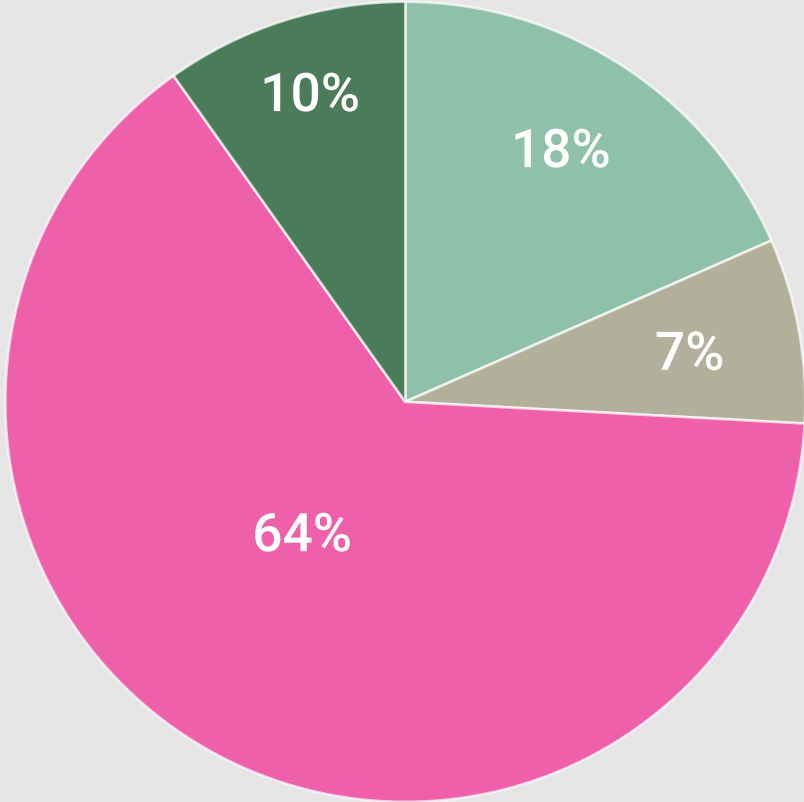
● 35 & Under ● 36 & Over ● Total

# Bocas del Toro Assets Attracted Travelers



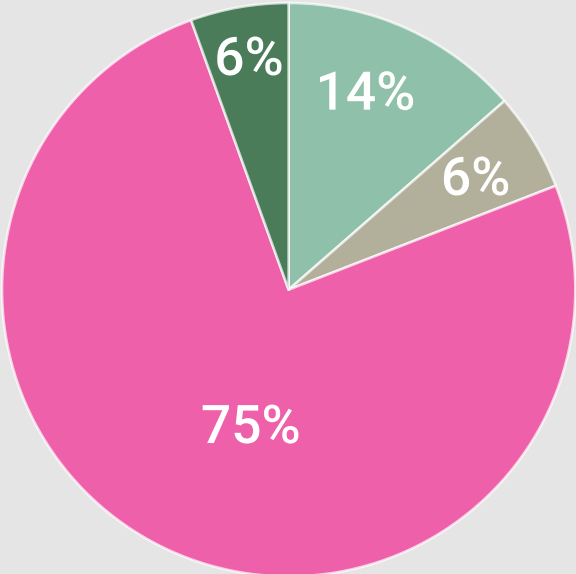
# Feeling of Bocas del Toro

Total Respondants

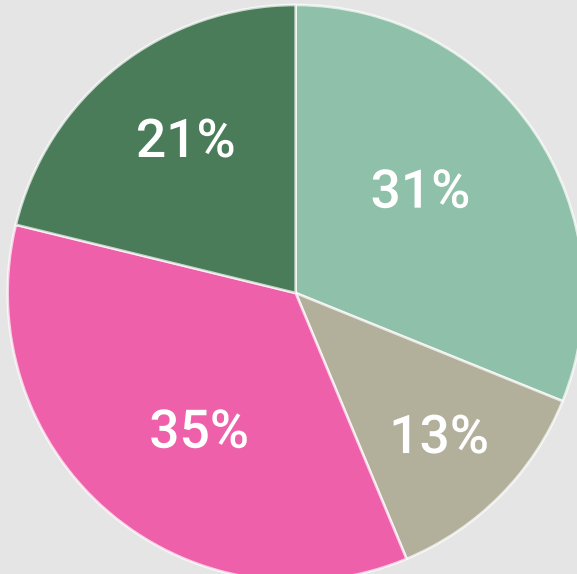


- Relaxed
- Cultural & Authentic
- Happy & Festive
- Natural & Raw

Respondents 35 and Under

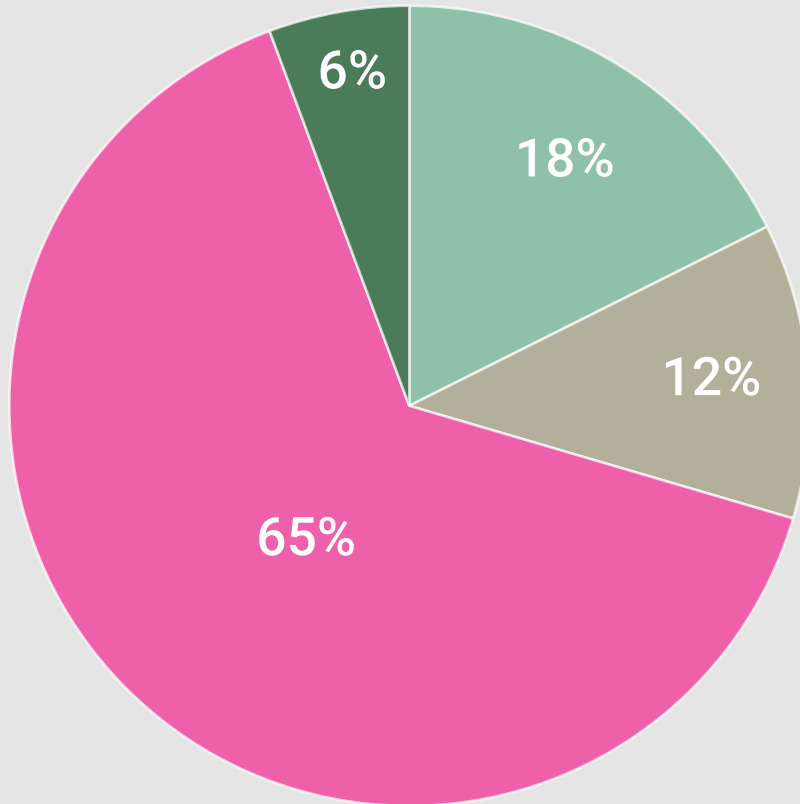


Respondents 36 and Over



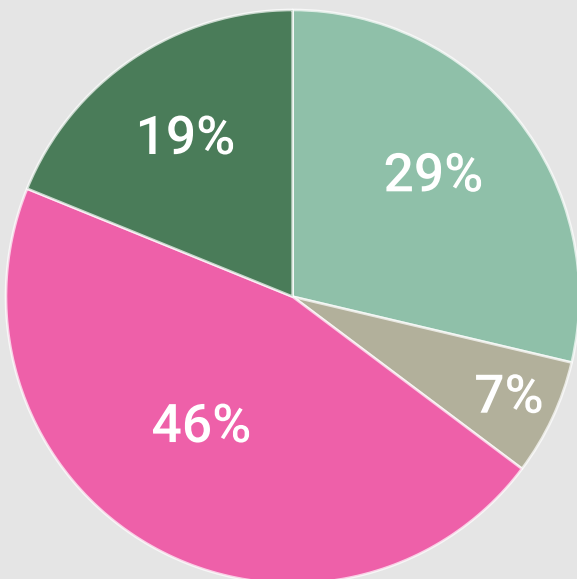
# Feeling of Bocas del Toro

Panamanian Respondents

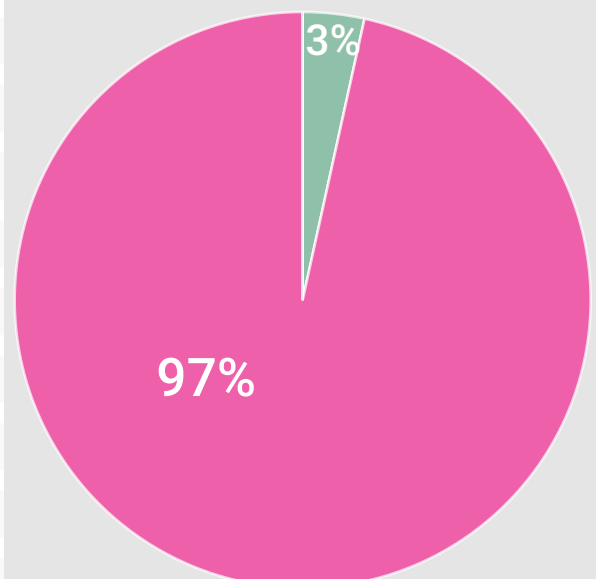


- Relaxed
- Cultural & Authentic
- Happy & Festive
- Natural & Raw

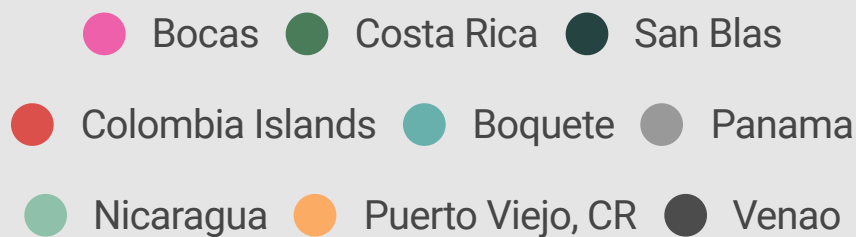
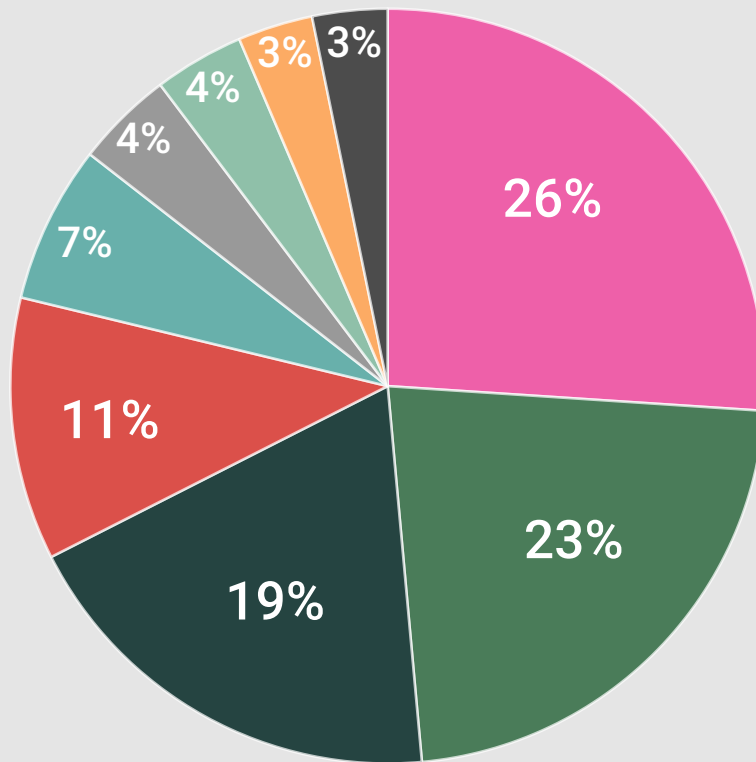
USA Respondents



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.

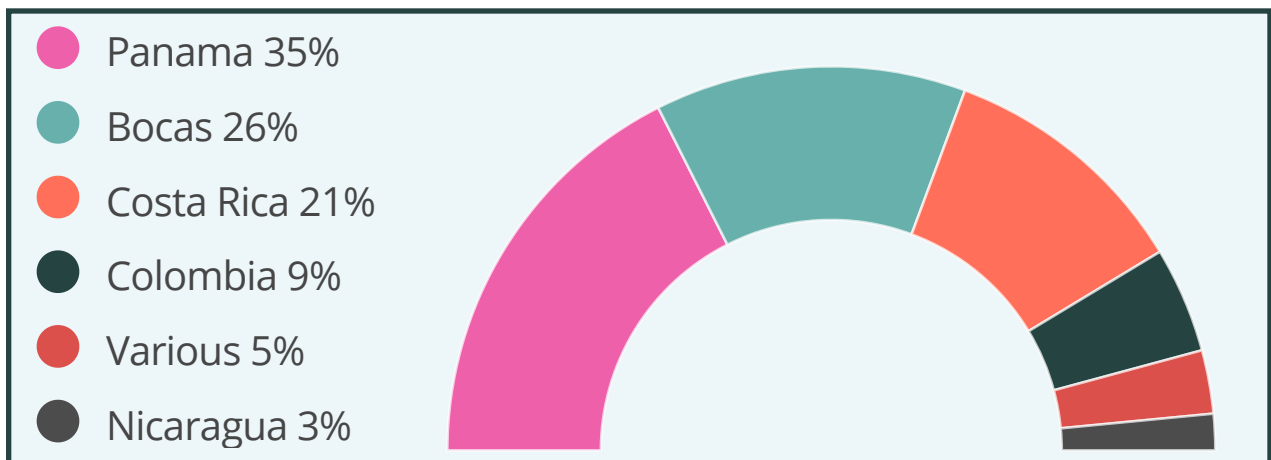


# Destinations Considered...

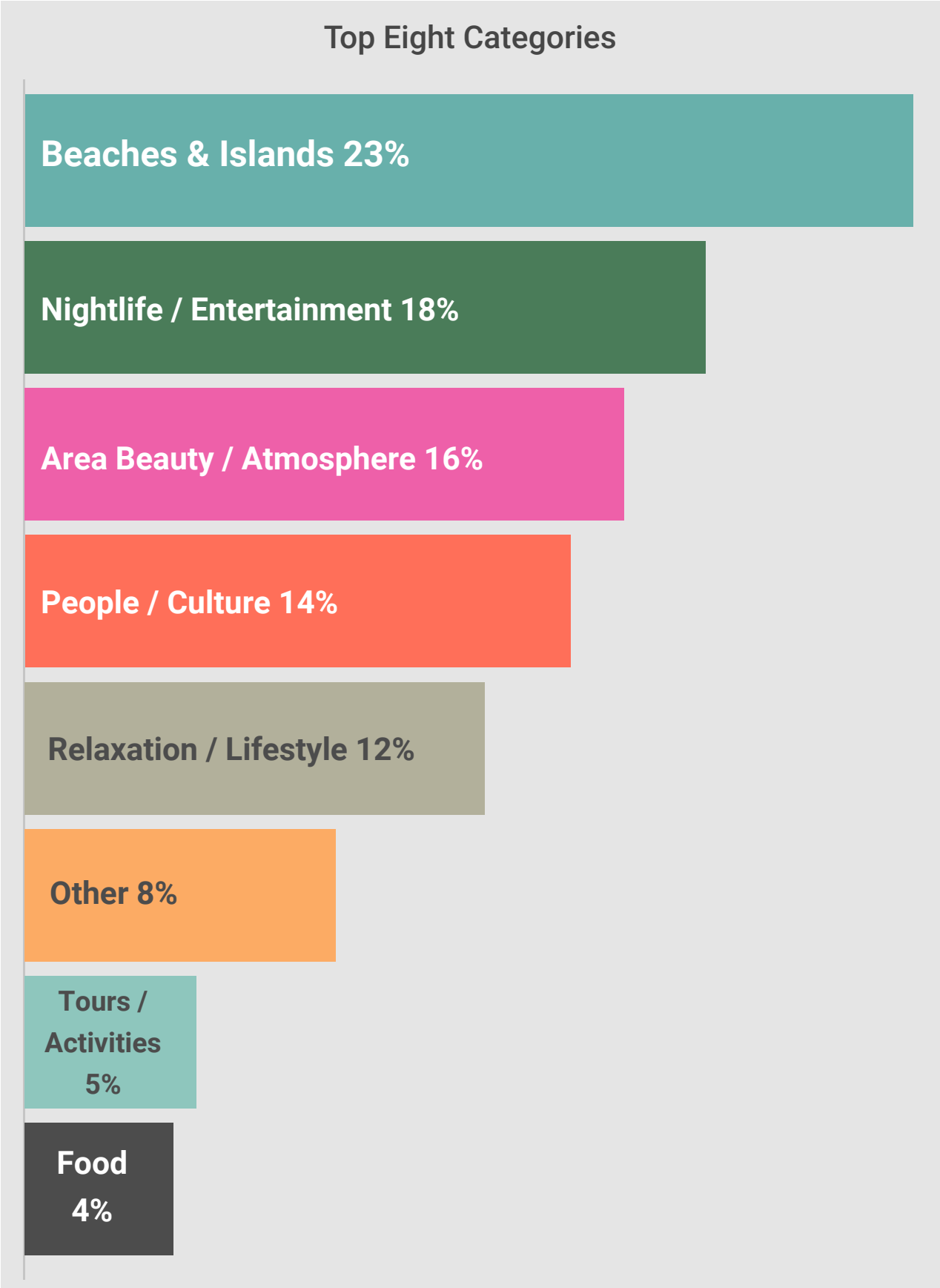
All Bocas del Toro destinations are pink. They account for 43% of all destinations considered by all respondents within Panama.



Bocas was first choice for 19% of all respondents, 26% of the locations with ten or more responses, and 25% of all Panamanian locations considered. Panama as a country was 35% of the top ten responses whereas Bocas when considered as a country was 26% in this same group.

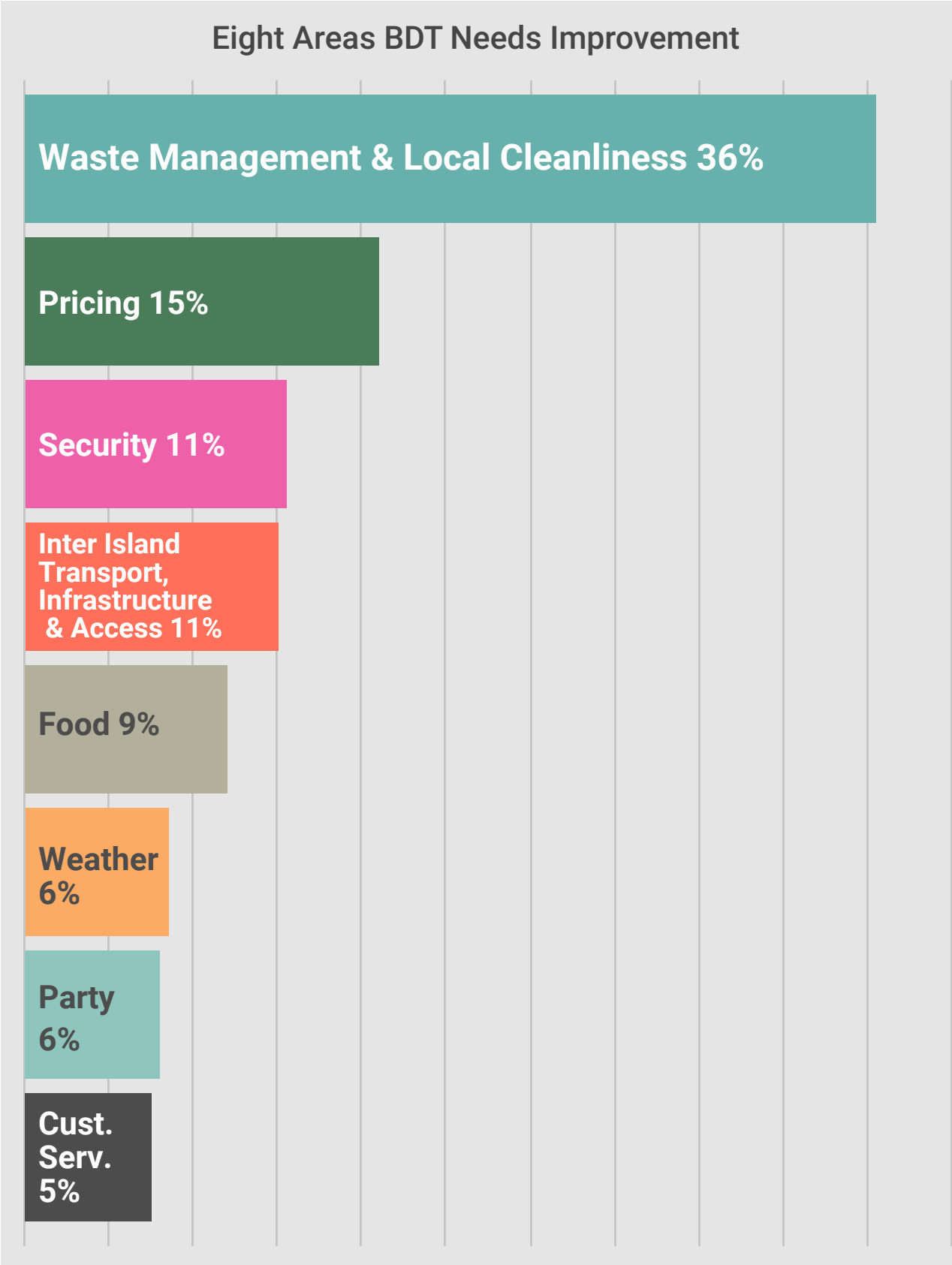


# What did you like most about BDT?



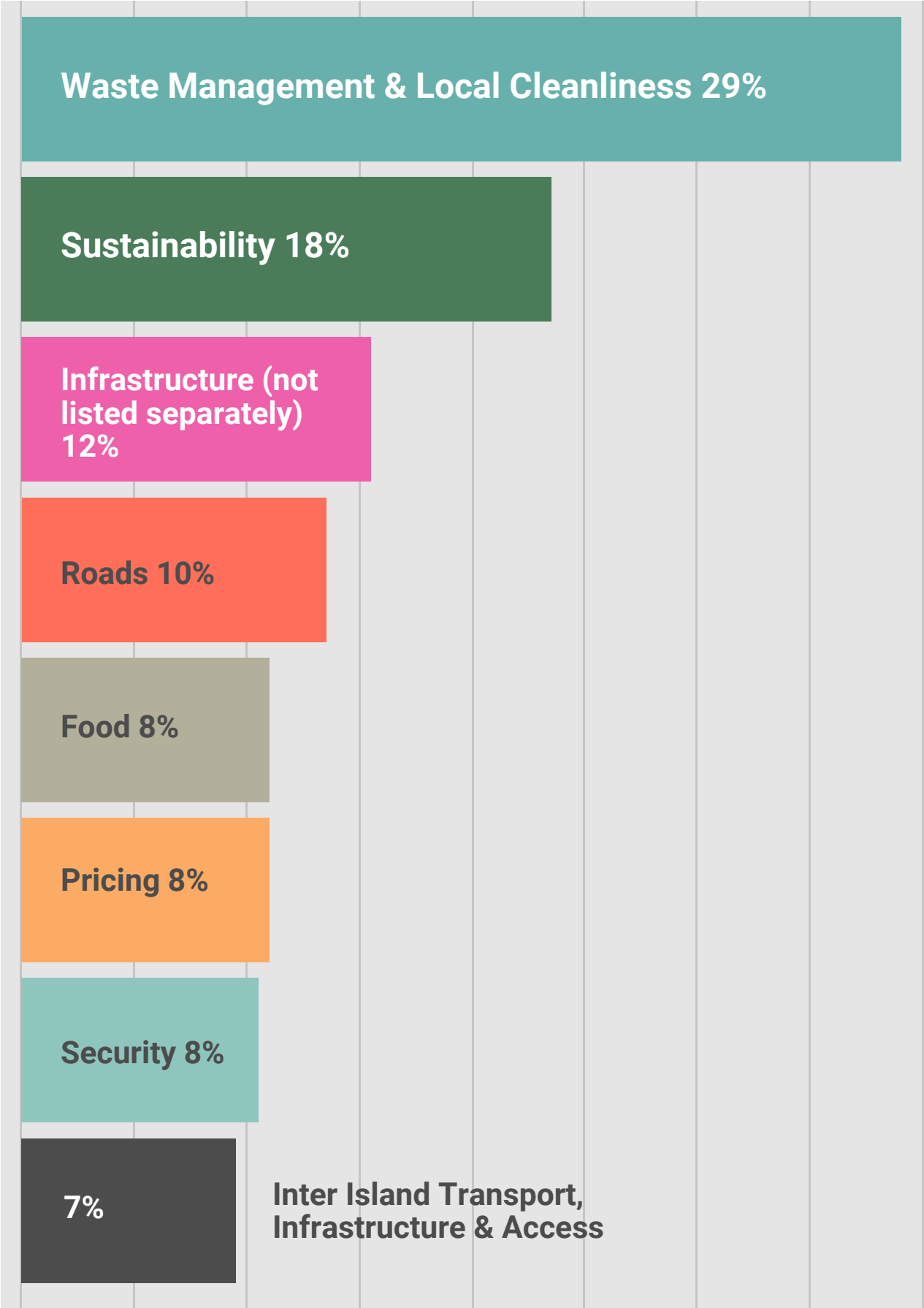
Open answer question sorted by total respondent answers

# 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/changed in BDT?



# Bocas del Toro Ratings

Respondents ranked Bocas del Toro on a five point scale on the following:

**4.5**



**BDT Overall  
As a  
Tourist  
Destination**

**4.0**



**How Respondents  
Feel  
About  
Safety in BDT**

**4.0**



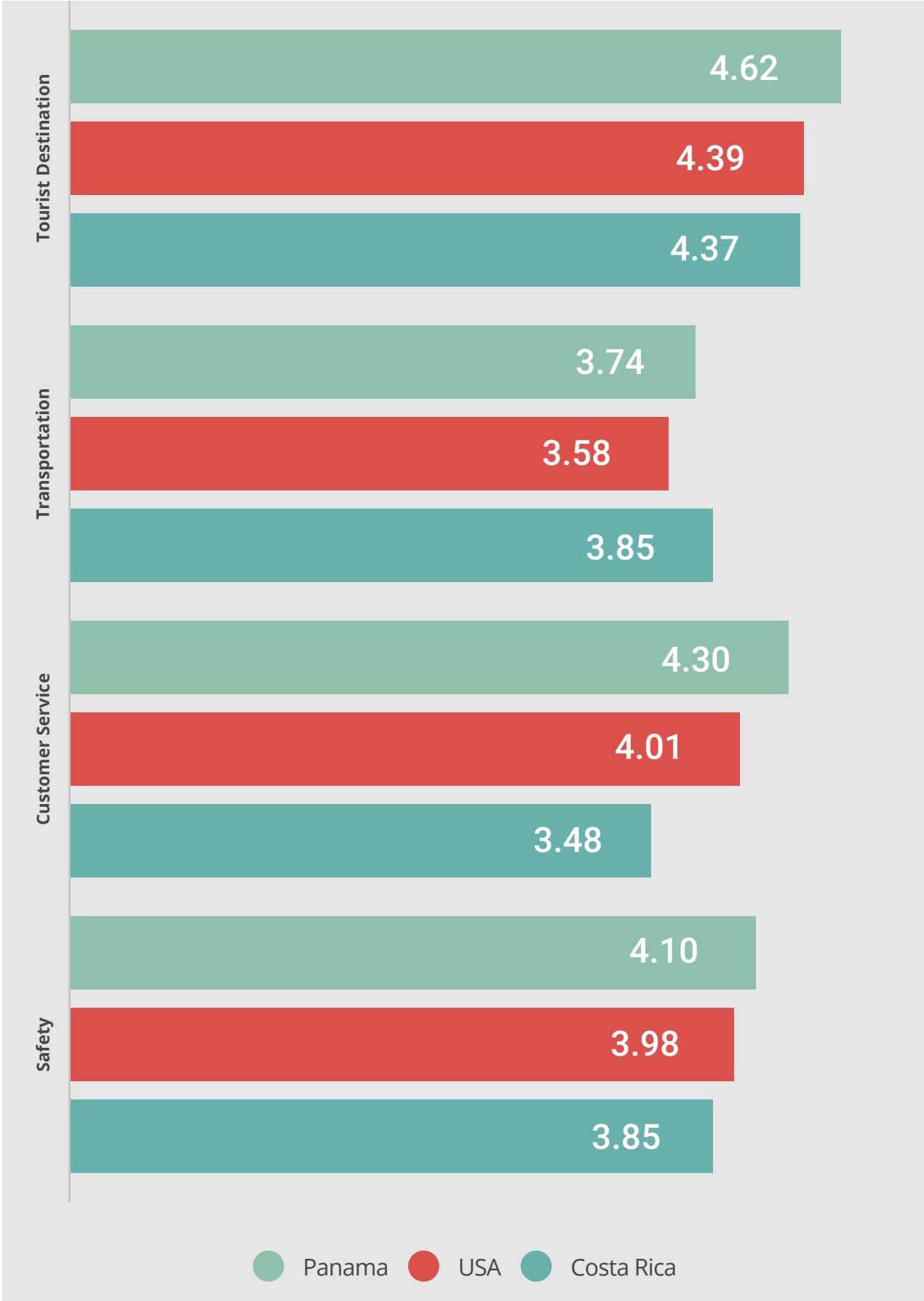
**Customer Service  
in  
Bocas del Toro**

**3.6**



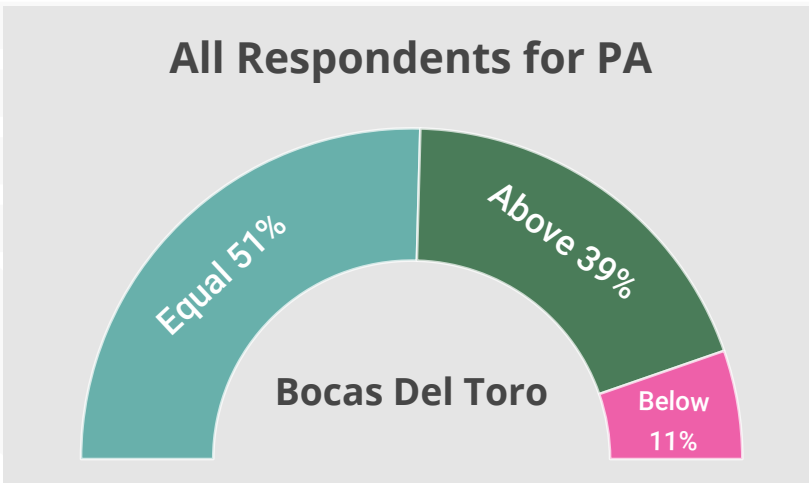
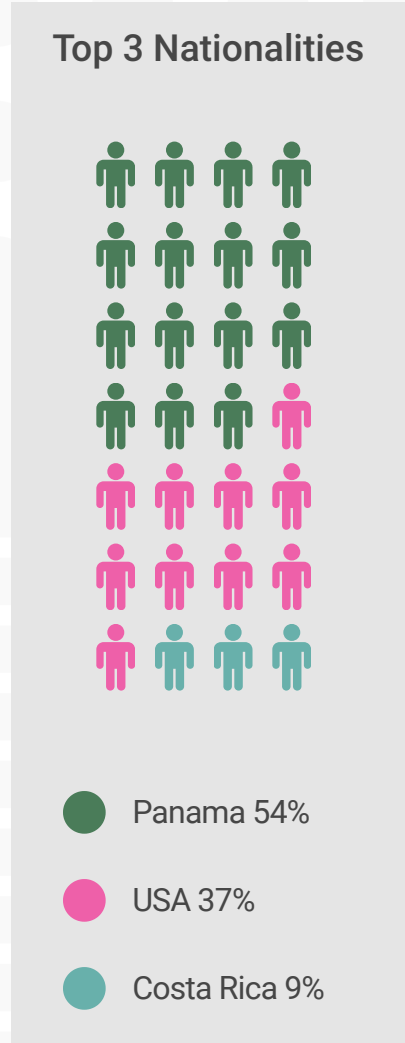
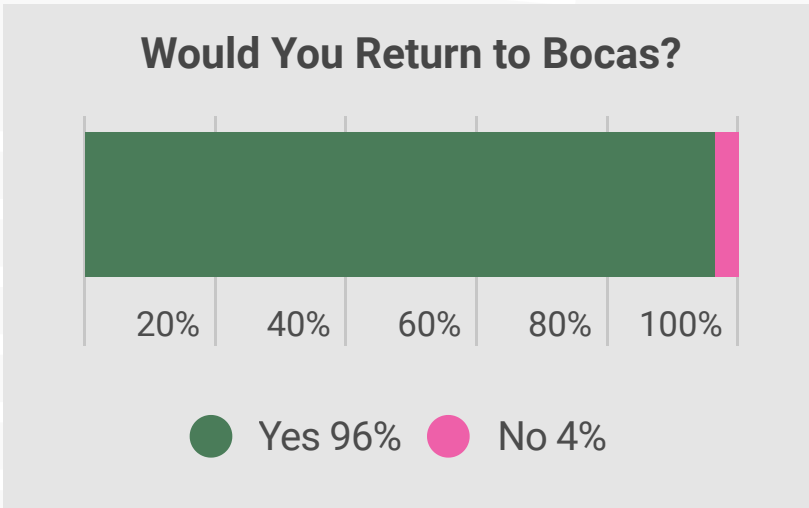
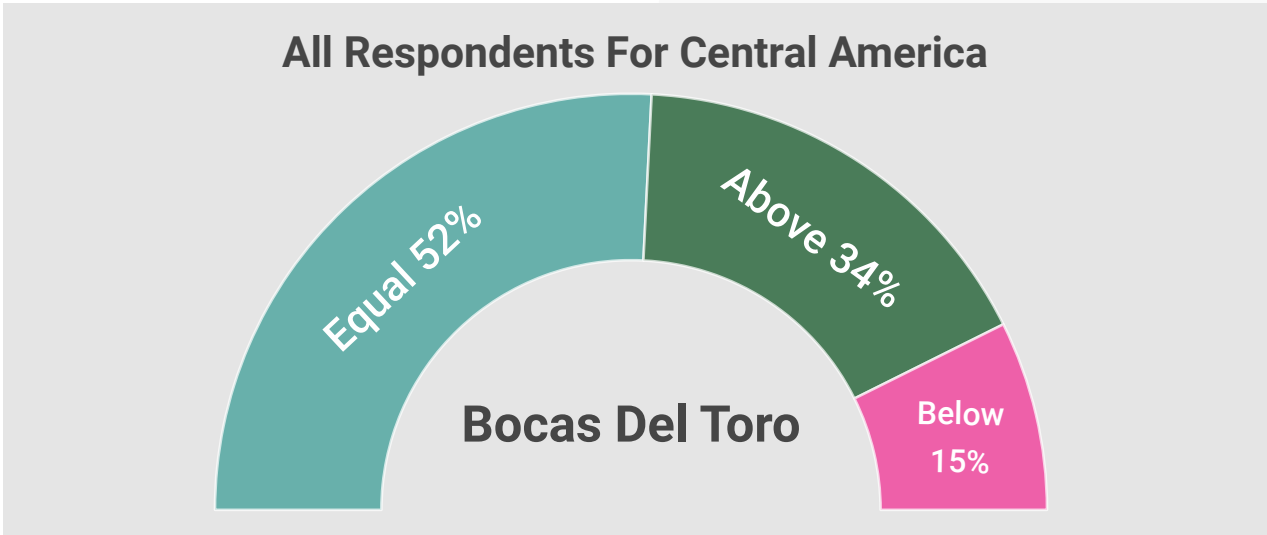
**Transportation  
in  
Bocas del Toro**

# Rankings of Bocas Del Toro - Top 3



# Bocas del Toro as a Destination

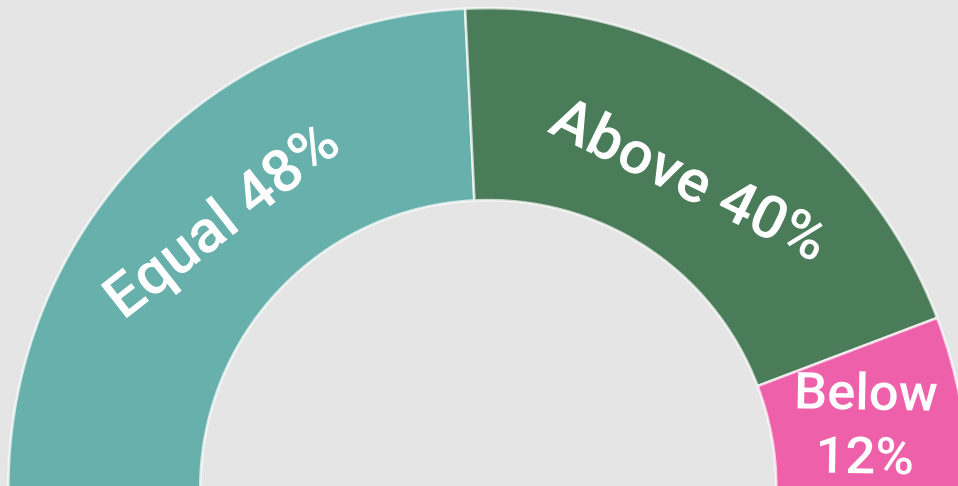
In your opinion, where does Bocas del Toro fall in terms of quality?



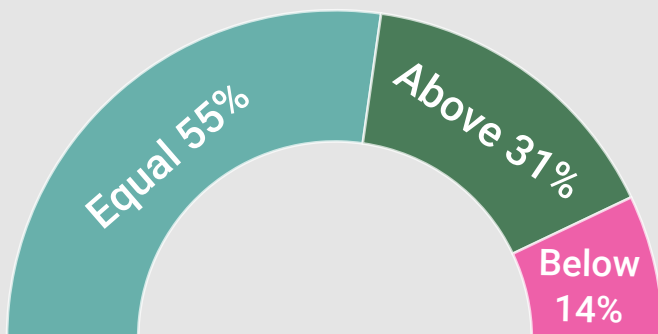
# Bocas del Toro - 35 and under

Data for the 35 and under respondents

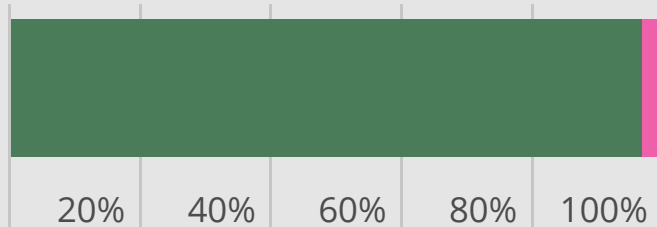
## In Comparison to the Rest of Panama



## In Comparison to the Rest of CA



## Would You Return to Bocas?



● Yes 97% ● No 3%

## Top 3 Nationalities



● Panama 63%

● USA 26%

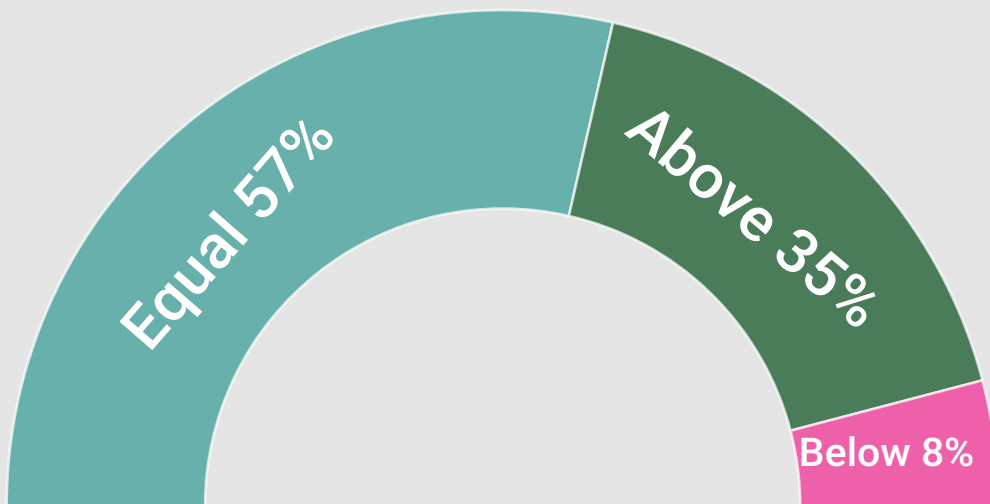
● Costa Rica 11%



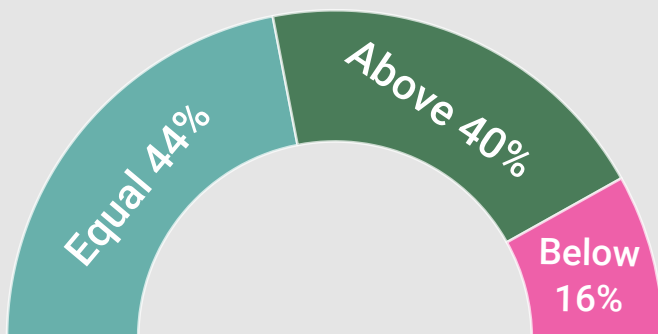
# Bocas del Toro - 36 and over

Data for the 36 and over respondents

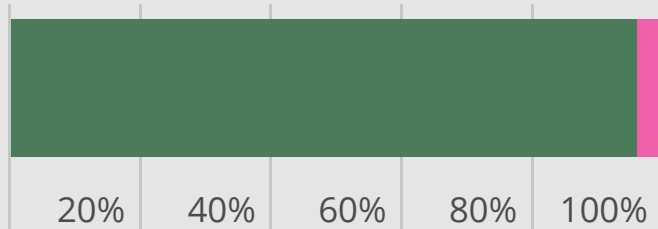
## In Comparison to the Rest of Panama



## In Comparison to the Rest of CA



## Would You Return to Bocas?



● Yes 96% ● No 4%

## Top 3 Nationalities



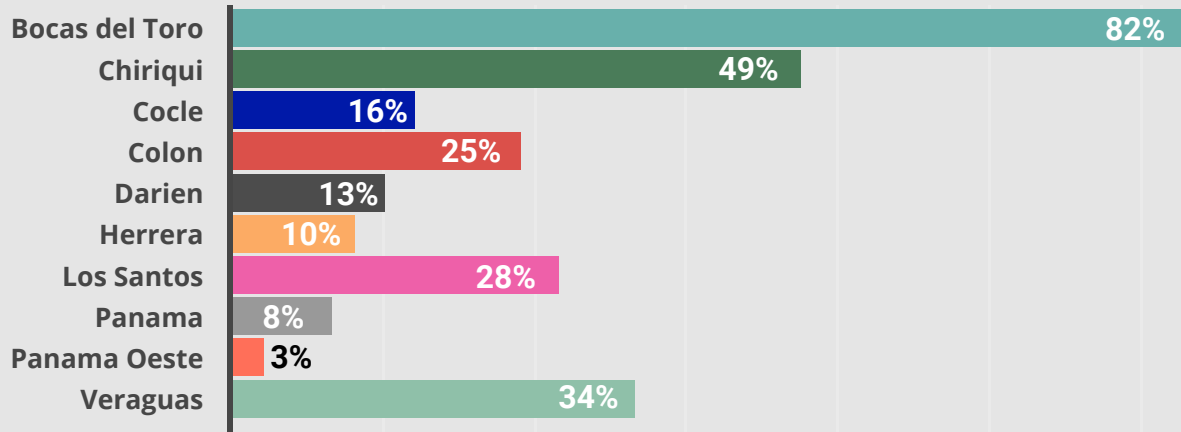
● Panama 32%

● USA 56%

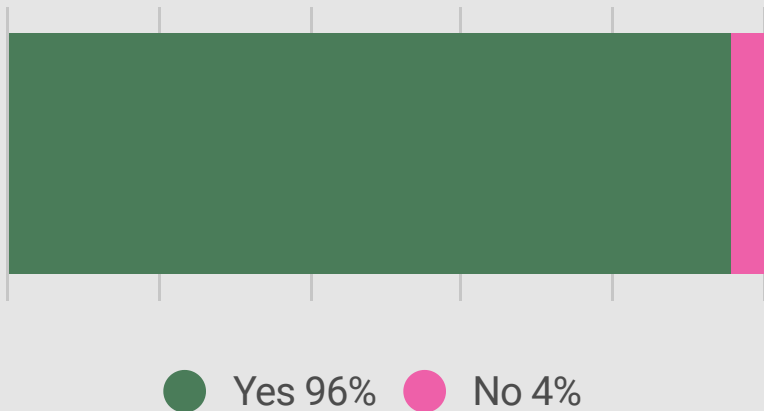
● Spain 12%

# National Domestic Travelers

## Where Would You Like to Go?



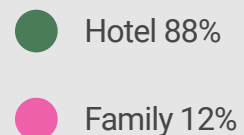
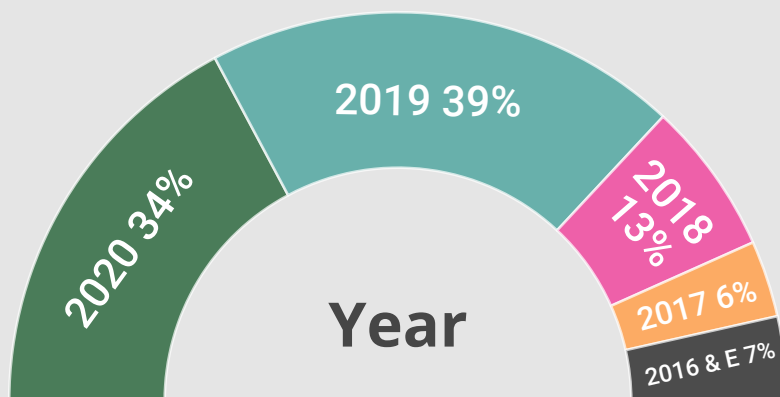
## Interested in Vacationing in PA



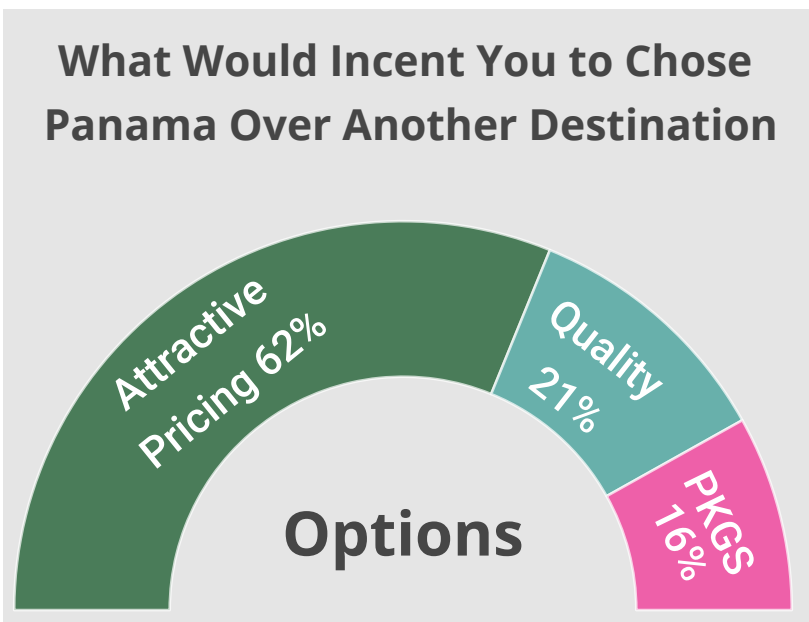
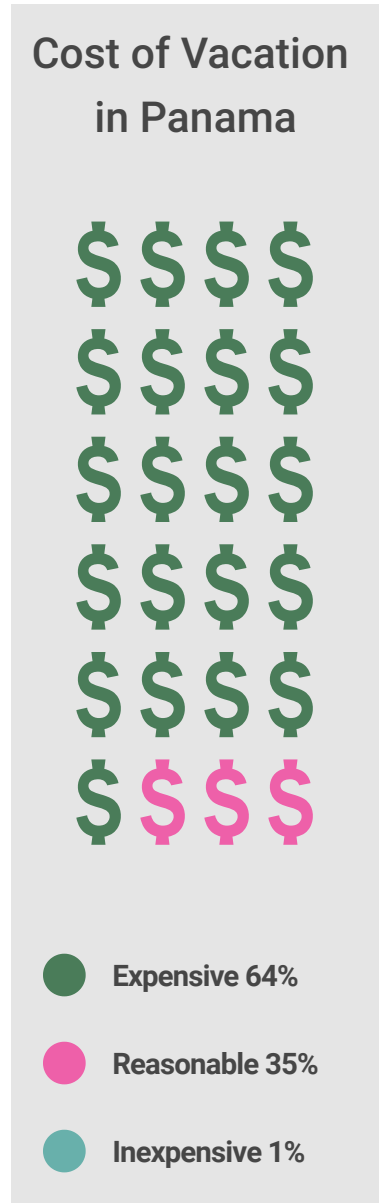
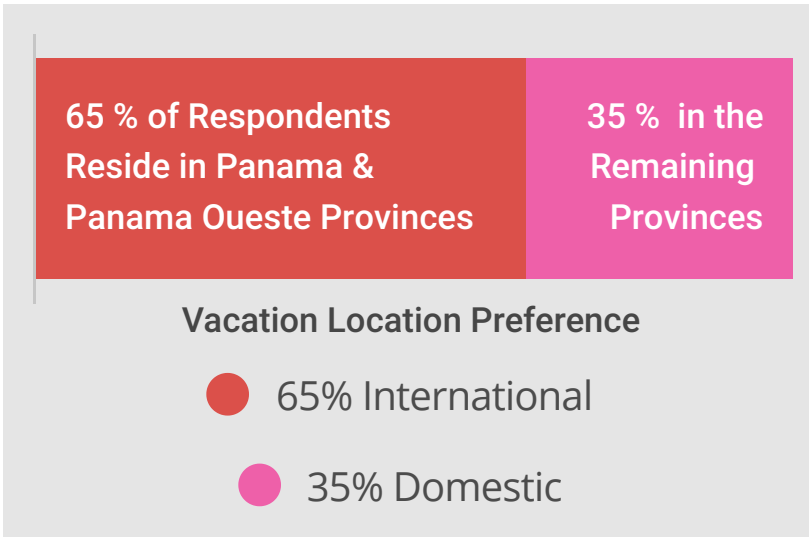
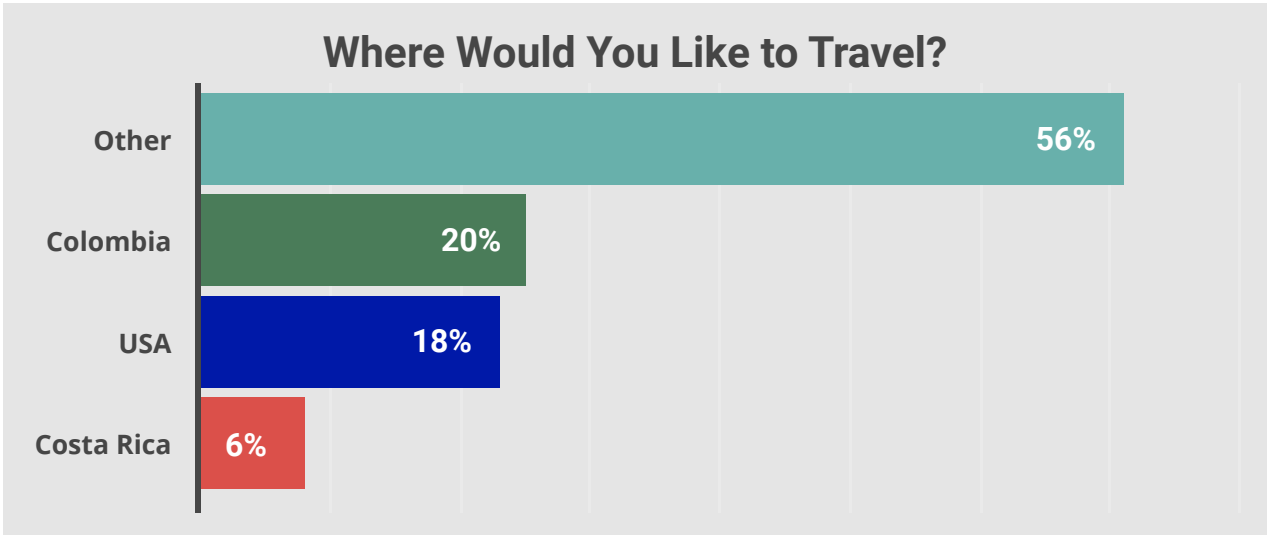
## Hotel or With Family



## Most Recent Vacation Within Panama

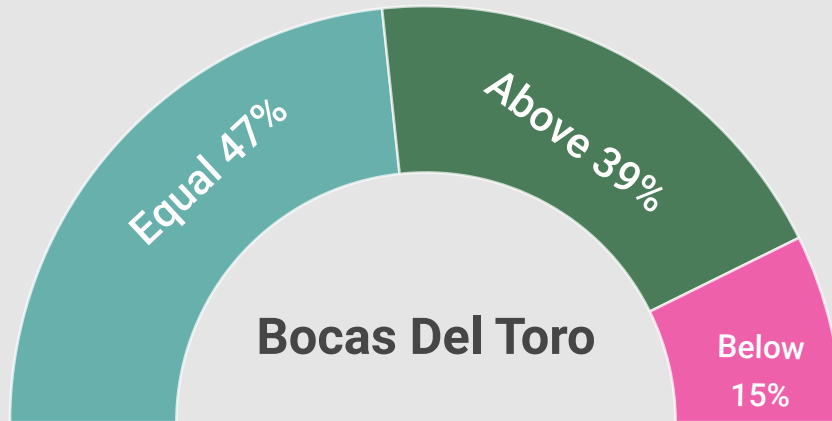


# National Domestic Travelers



# Bocas del Toro according to Panamanians

## Compared to the Rest of Panama



## Would You Return to Bocas?



● Yes 99% ● No 1%

## Travelers to BDT by Age

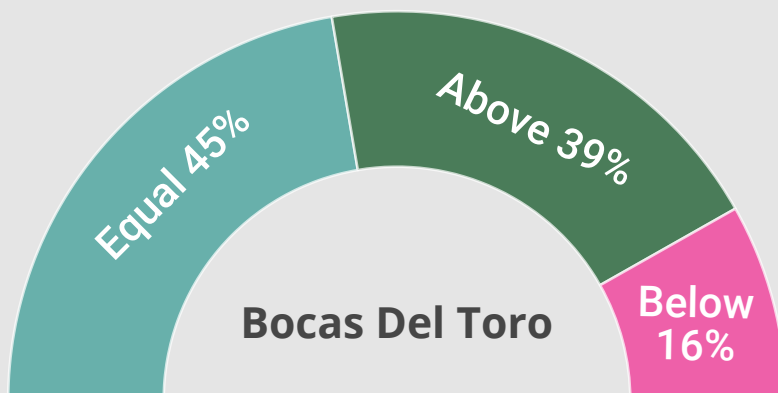


● 35 & Under 78%

● 36 to 55 16%

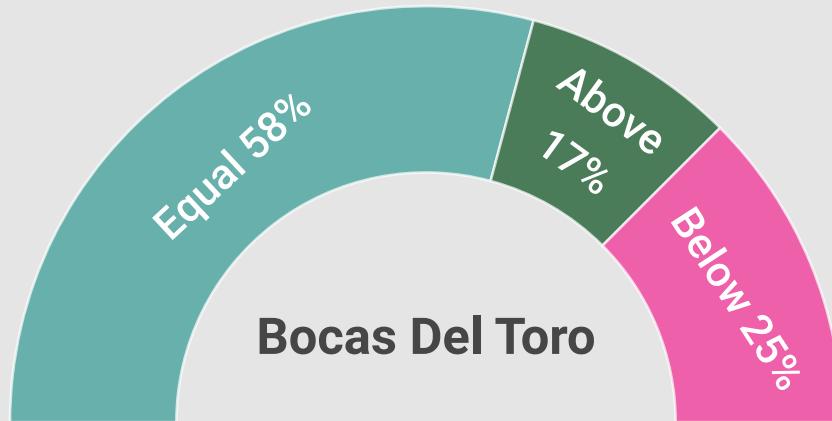
● 56 & Over 6%

## 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

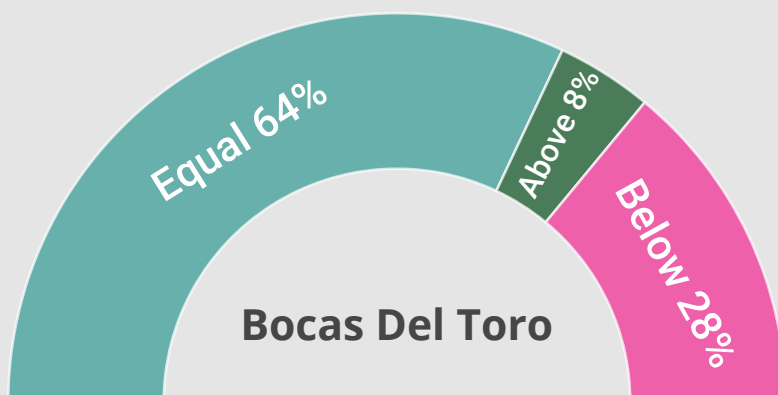


● 35 & Under 86%

● 36 to 55 10%

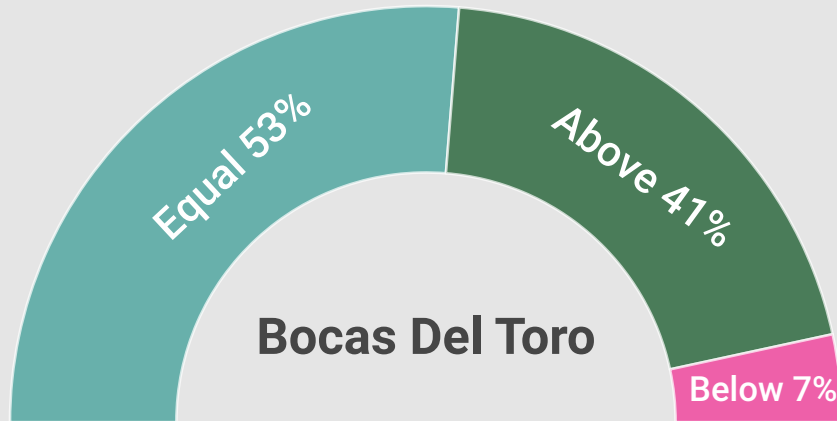
● 56 & Over 3%

## Compared to the Rest of Central America

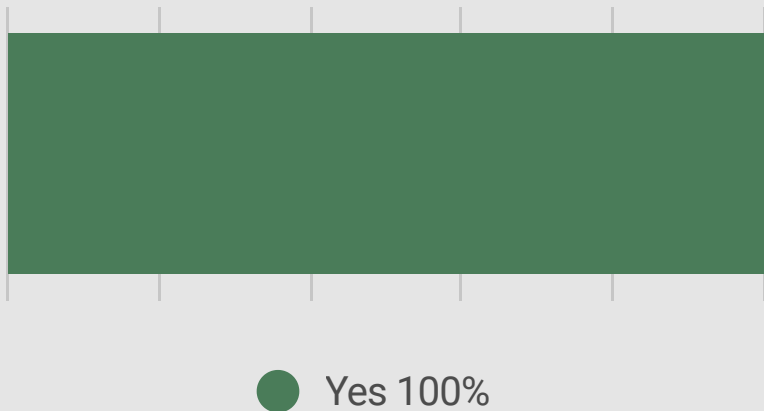


# Bocas del Toro according to USA Citizens

## Compared to the Rest of Panama



## Would You Return to Bocas?

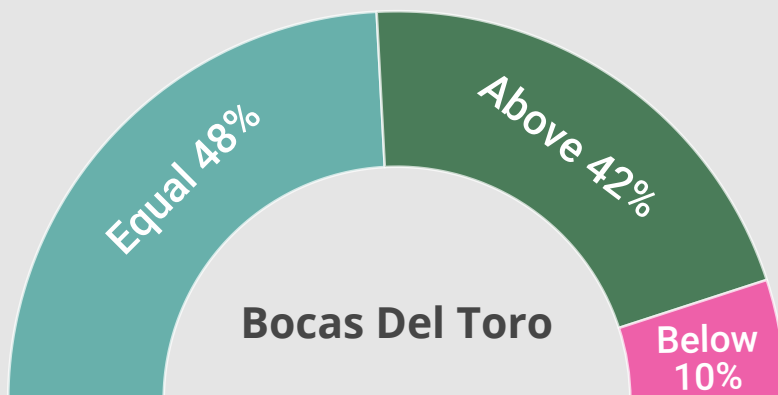


## Travelers to BDT by Age



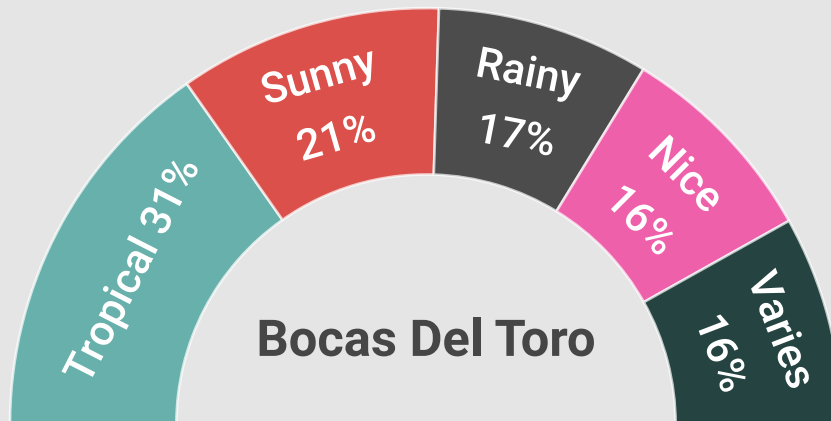
- 35 & Under 86%
- 36 to 55 31%
- 56 & Over 24%

## Compared to the Rest of Central America

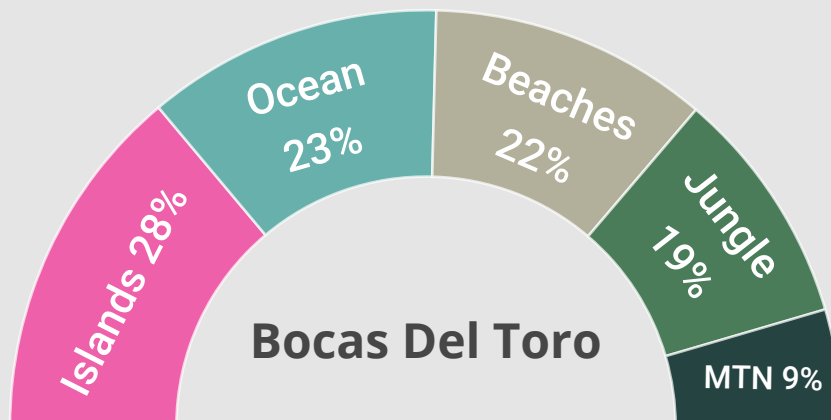


# Bocas del Toro according to its Residents

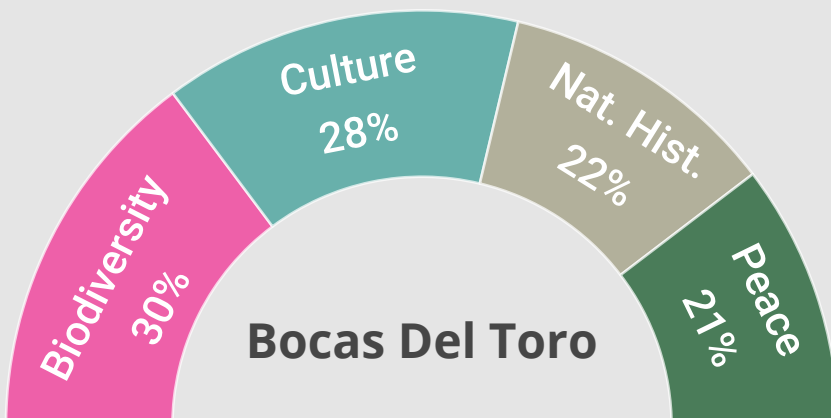
## Climate Description



## Geography Description



## Special Features

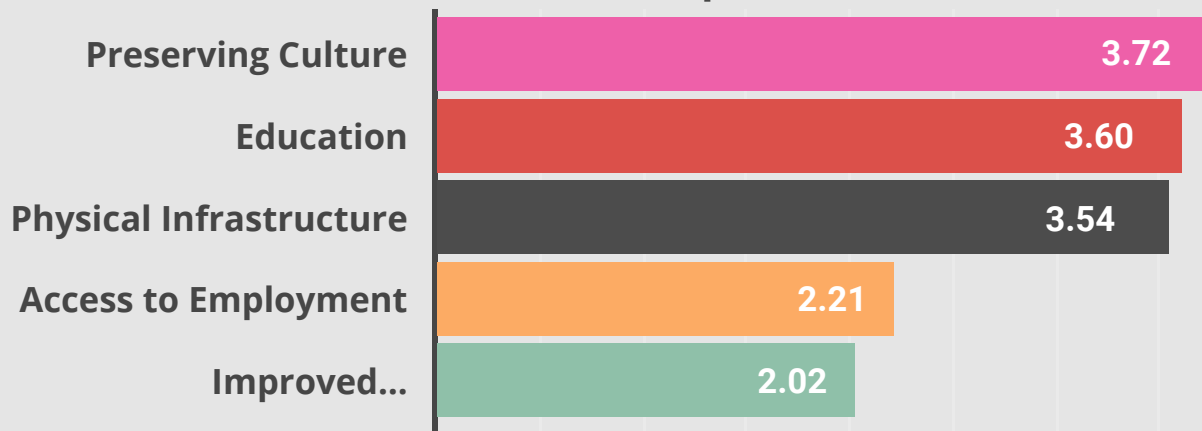


# Bocas del Toro according to its Residents

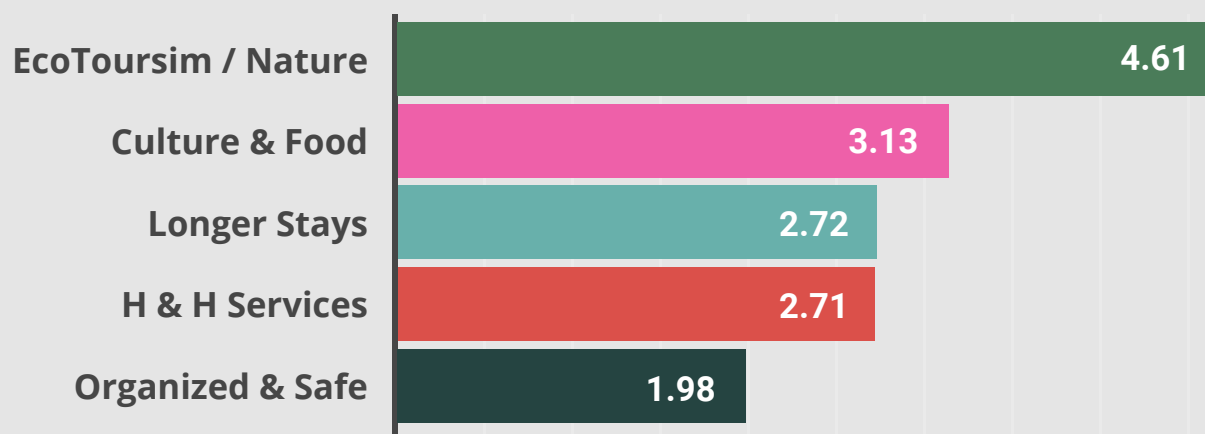
## Weaknesses in order of Importance to Change



## How Should Visitors Experience BDT

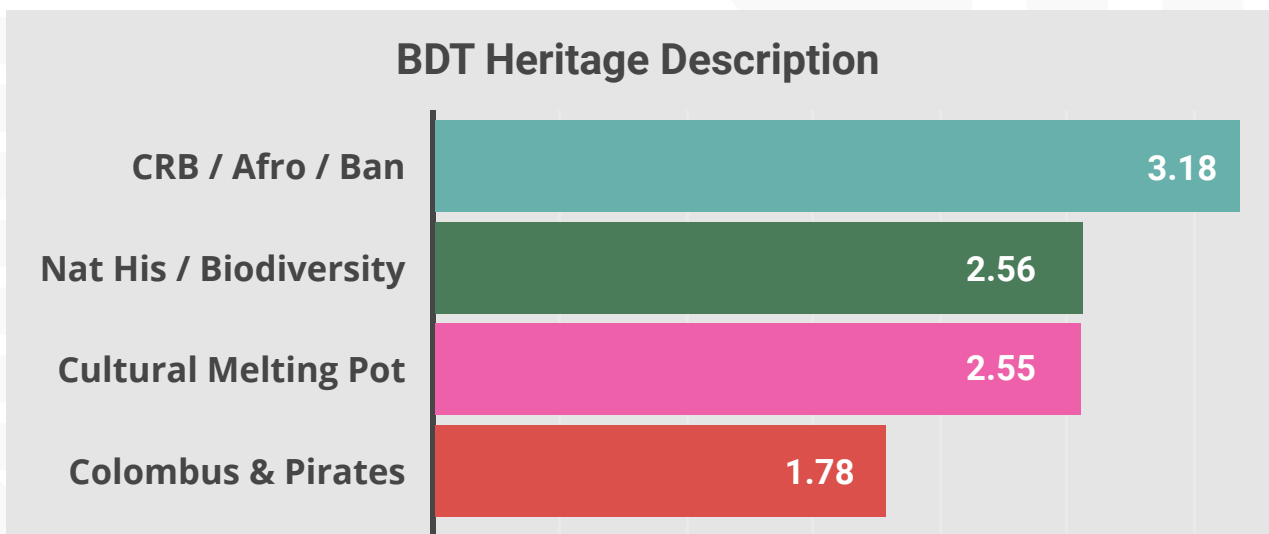
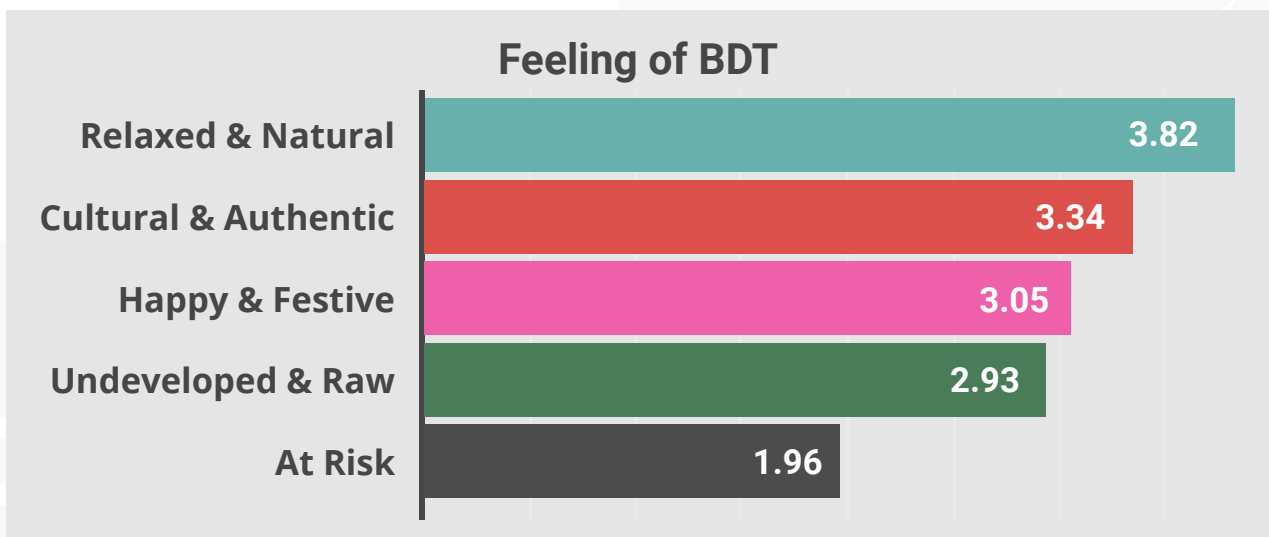
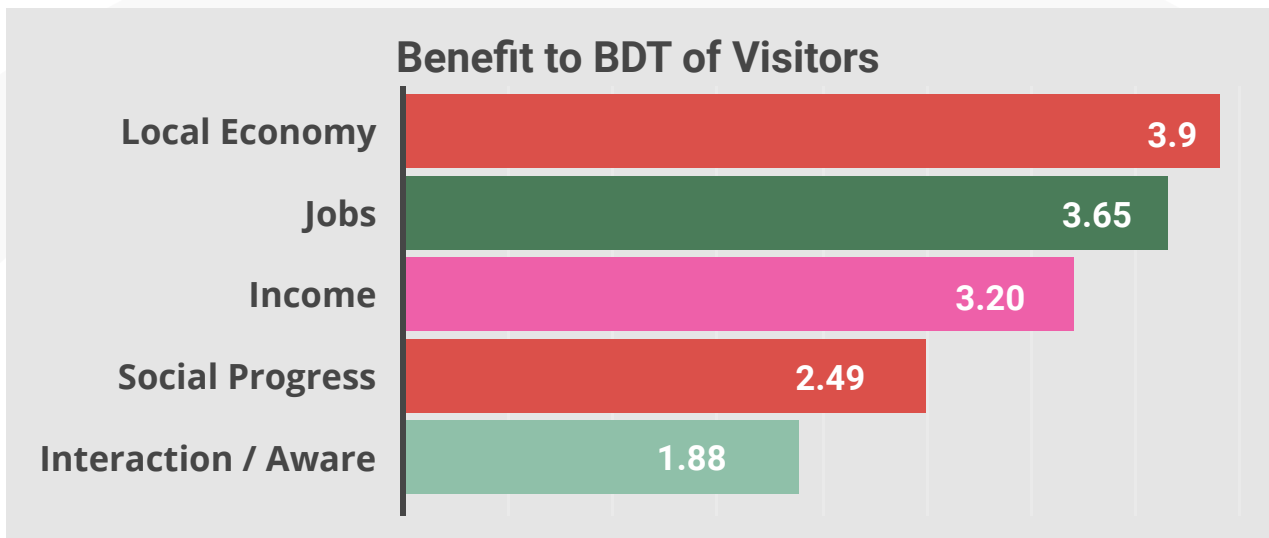


## How Visitors Should Experience BDT





# Bocas del Toro according to its Residents



# 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**

**SEP 11 - OCT 1, 2020**

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



**AUG 26 - SEP 20, 2020**

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

**OCT 8 - 13, 2020**

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