

# BRAND BOCAS DEL TORO SUMMARY

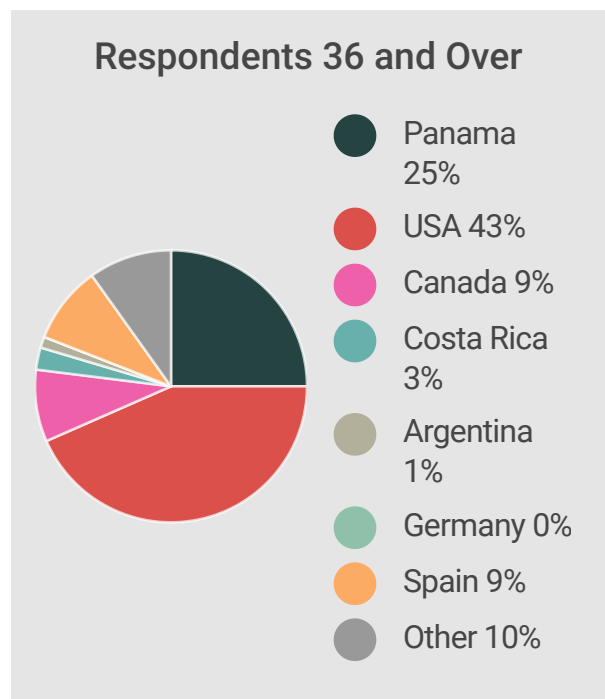
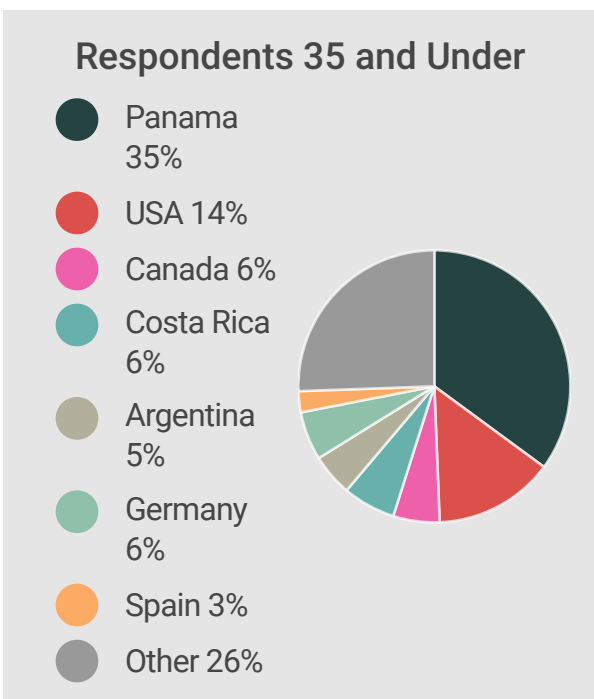
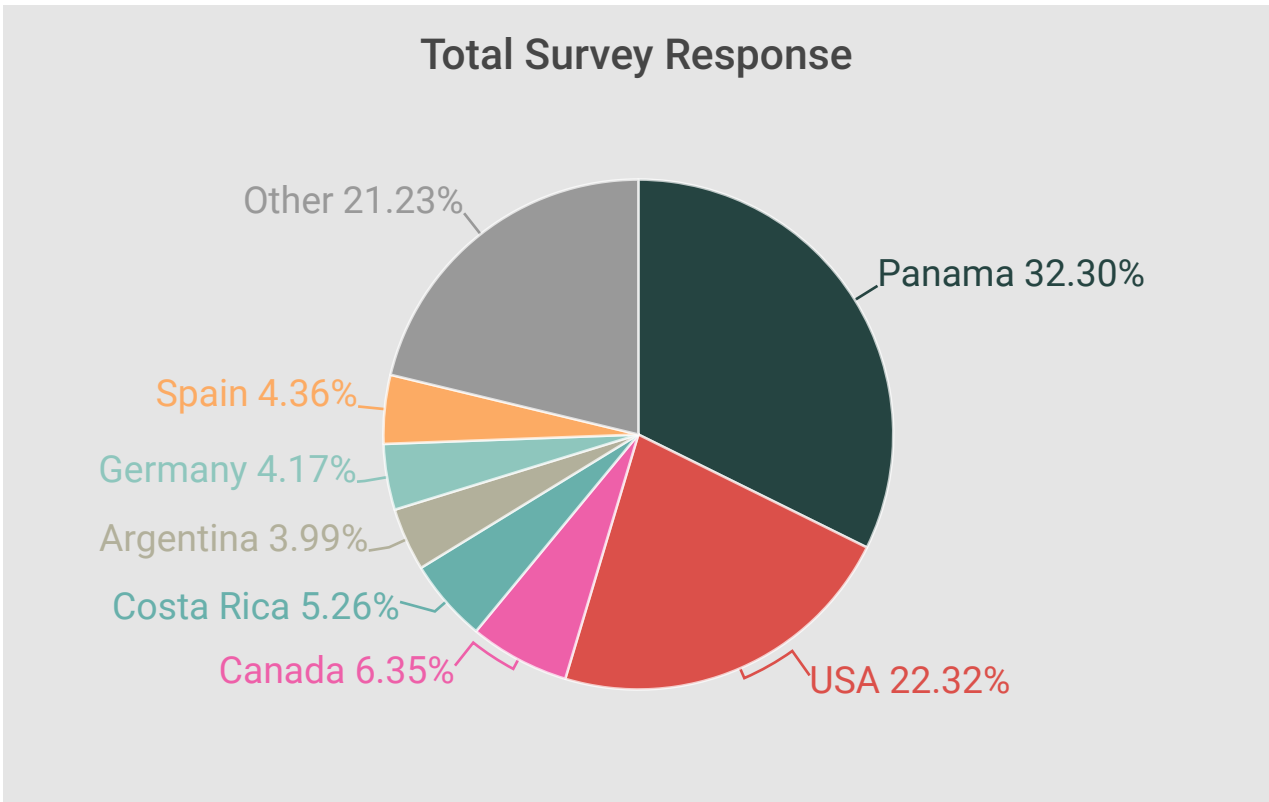


# 2020

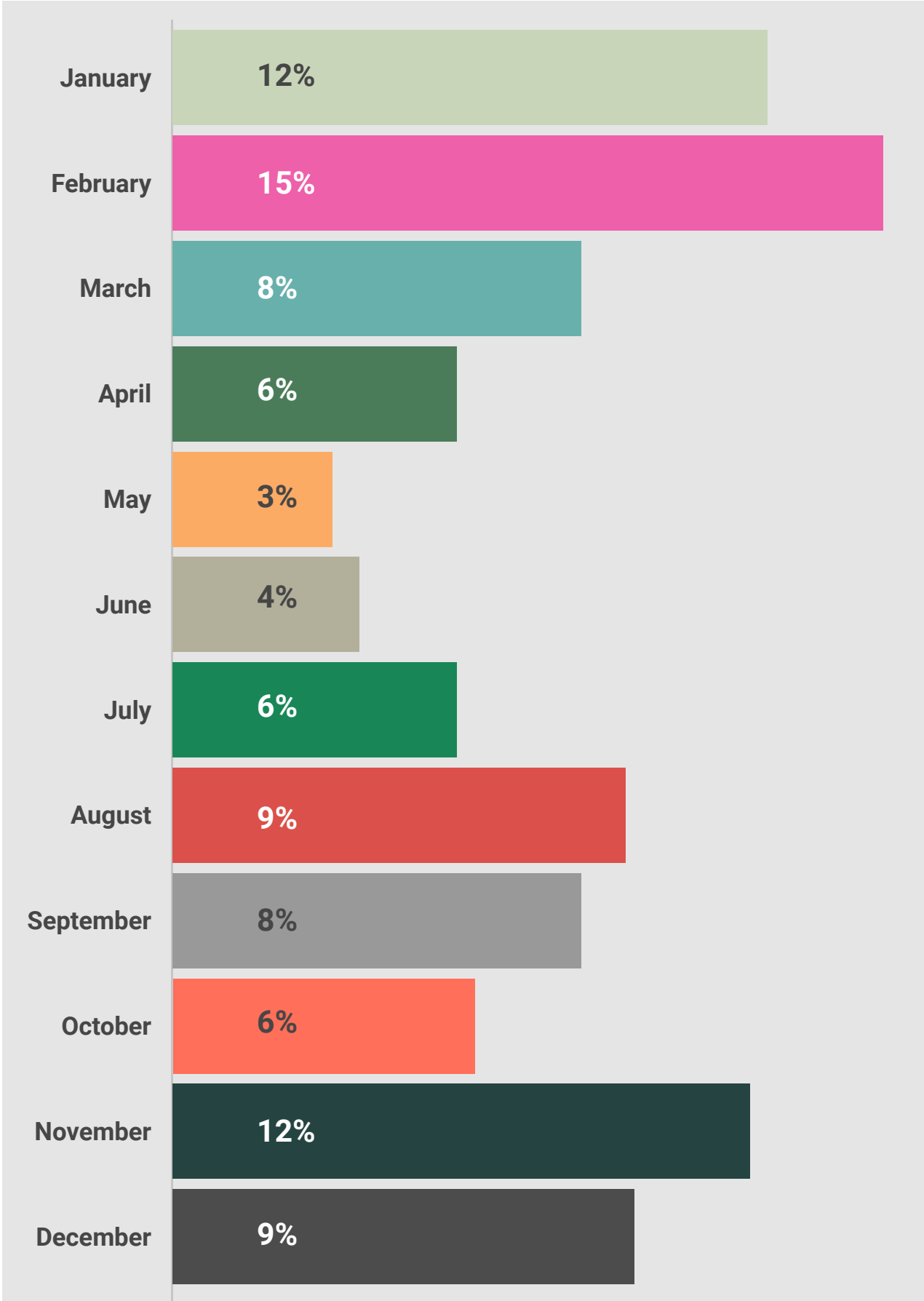


# Country of Origin

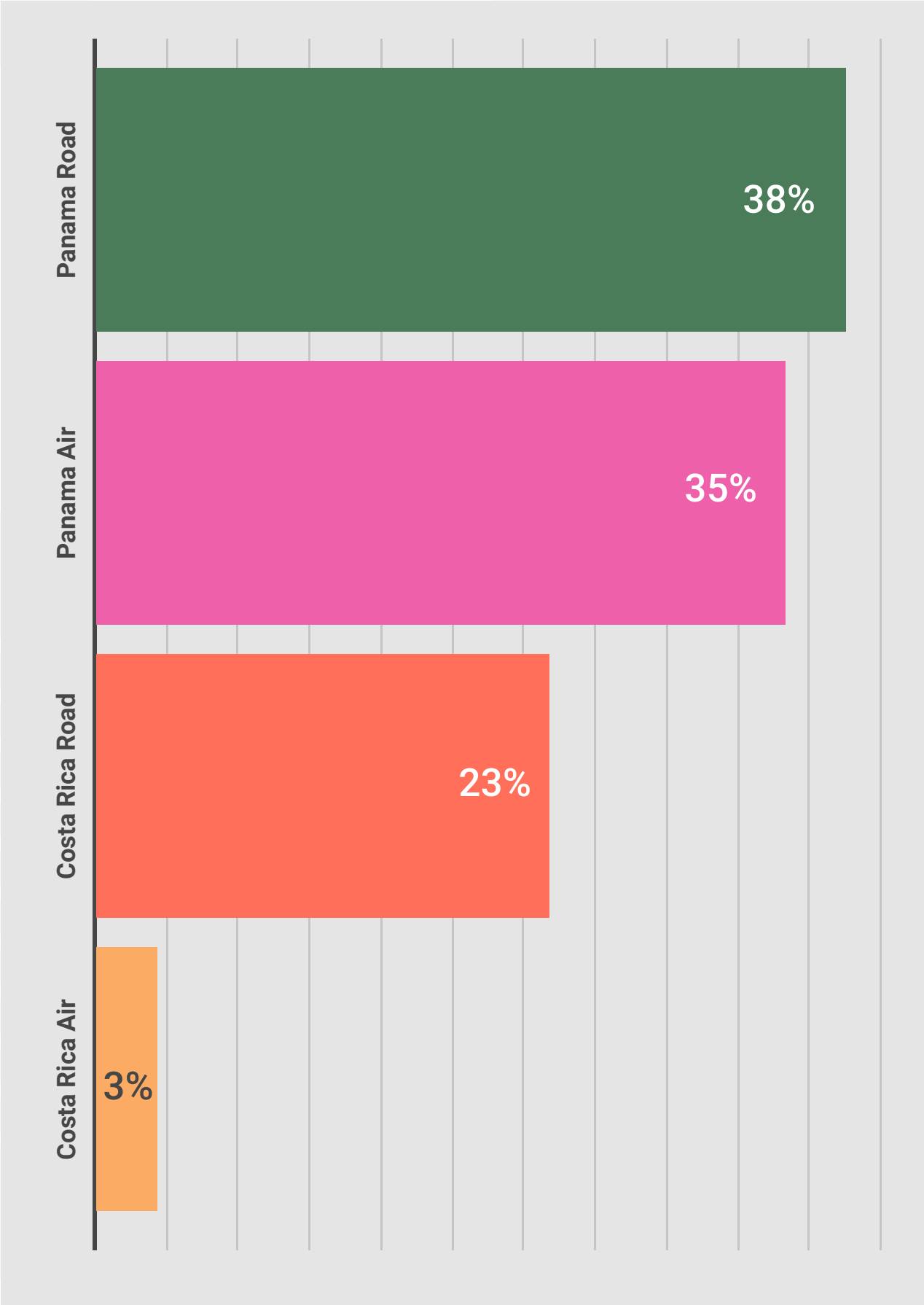
Responses broken down by country with 4% or greater in the total survey group of 553 participants. Age groups by the same countries.



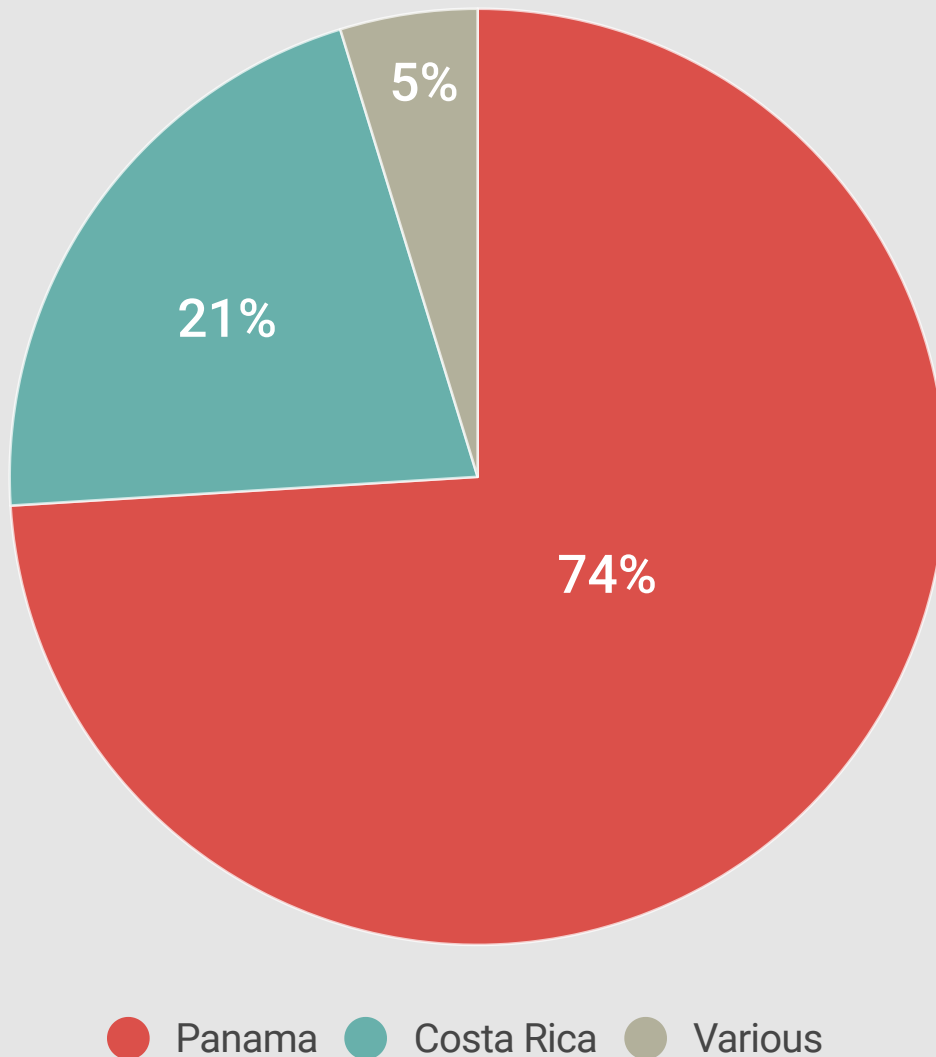
# Month Visited Bocas del Toro



# Arrival to Bocas del Toro for Total



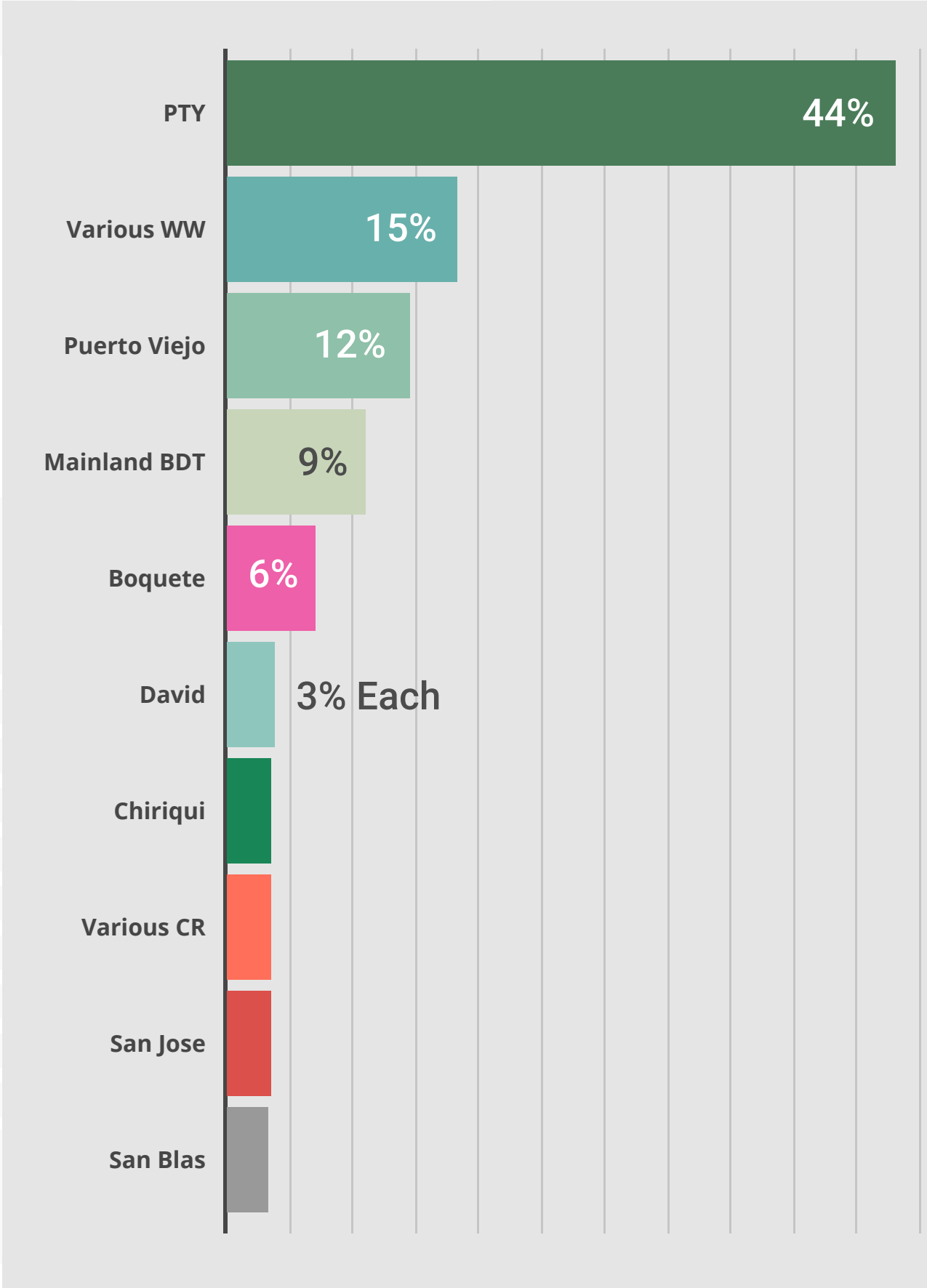
## Country Immediately Prior to Bocas



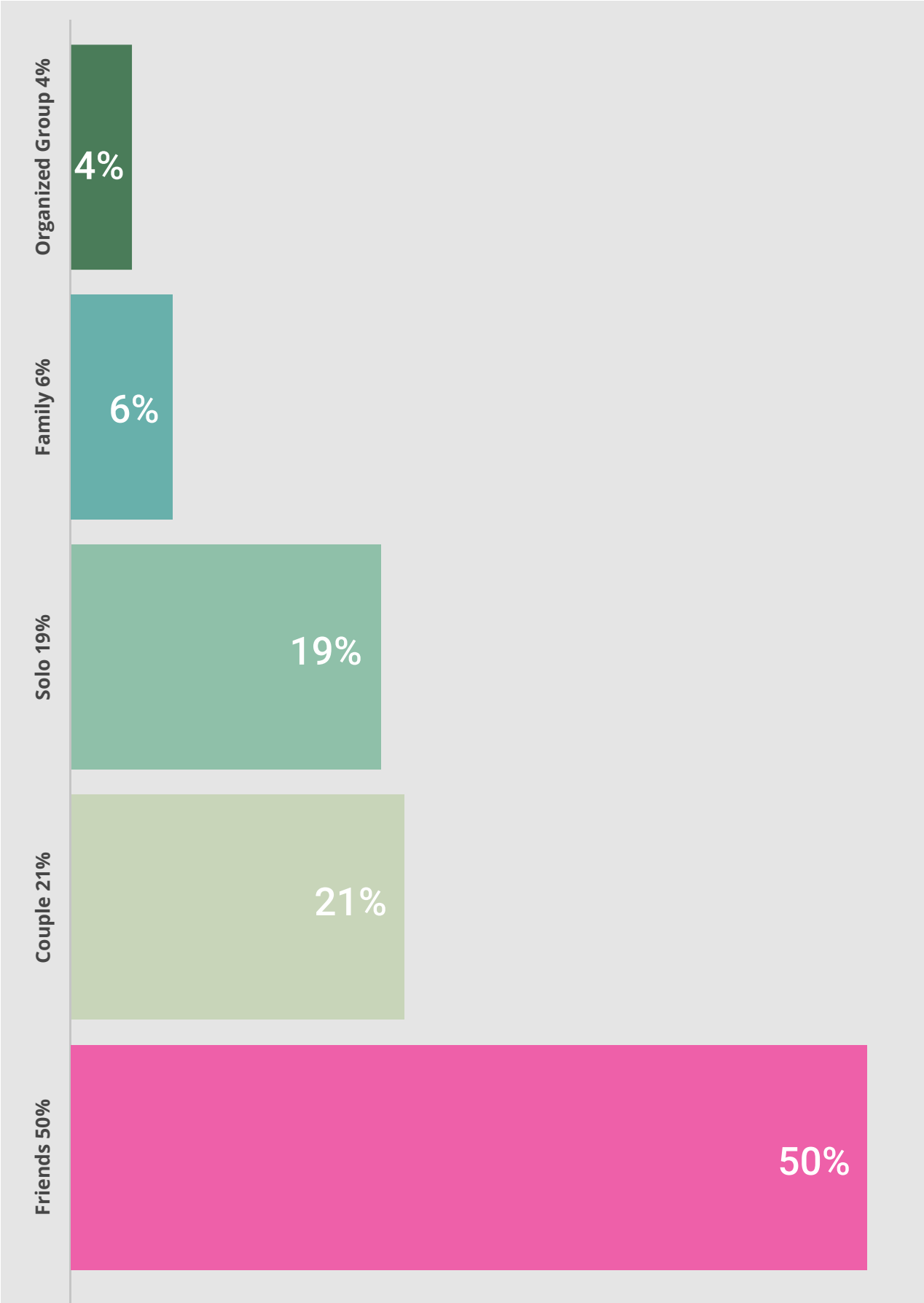
## Destination Visited Prior to Bocas

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.

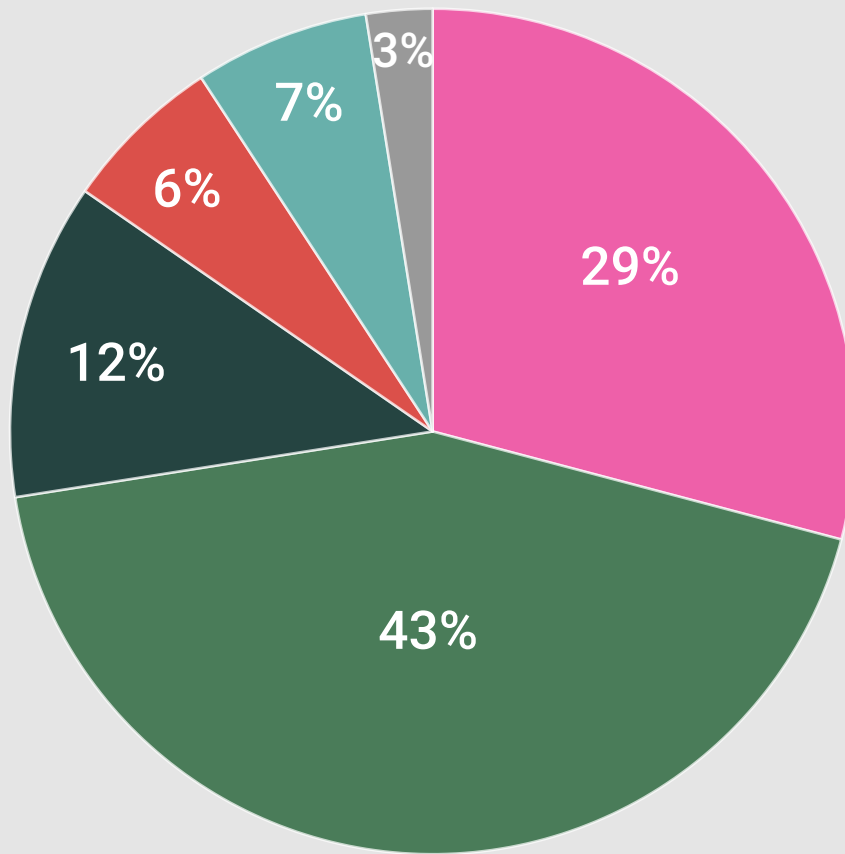
# Specific Destination Prior to Bocas



# Traveled to Bocas with - All Respondents



Respondents by Age



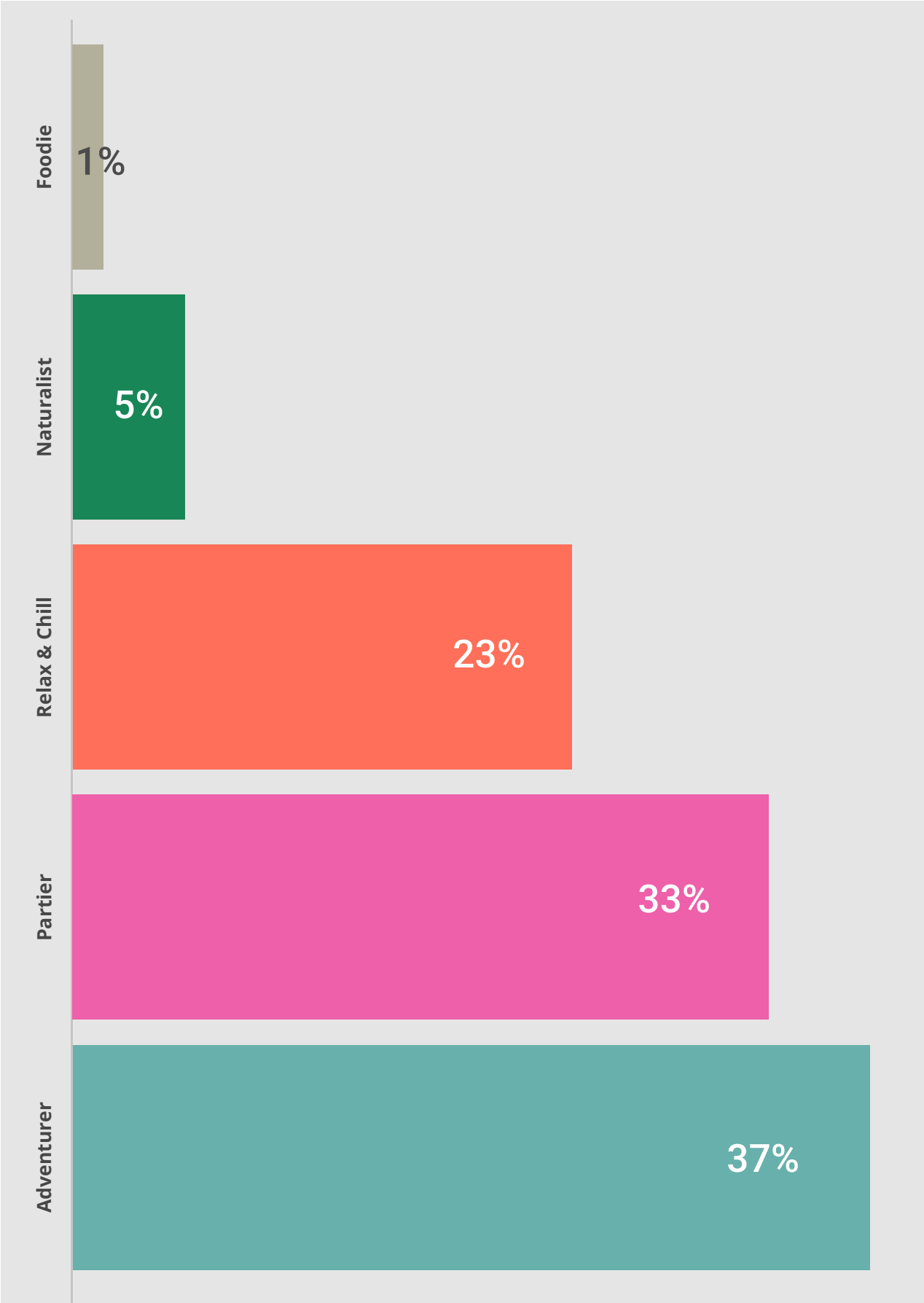
● 25 & under: 29% ● 26 - 35: 43% ● 36 - 45: 12%  
● 46 - 55: 6% ● 56 - 65: 7% ● 66 & over: 3%

## Respondent Age - Skewed by Lists

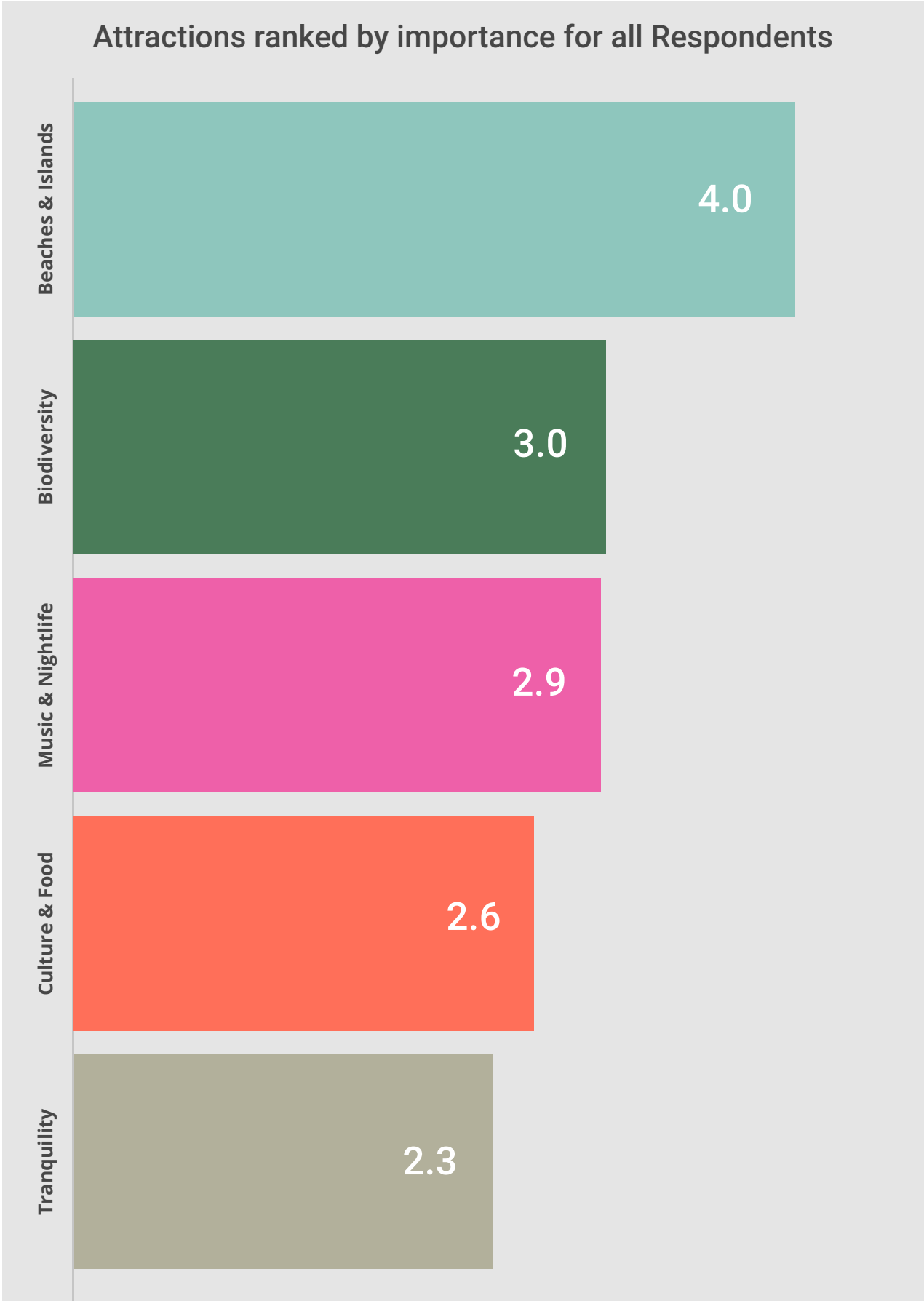
Respondent age is skewed to some extent by the lists used to contact people to complete the survey. Filthy Friday has a list that exceeds 15,000 people. A small percentage of that group completed the survey for us. This percentage makes up a large number of the total people who completed the survey. 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.



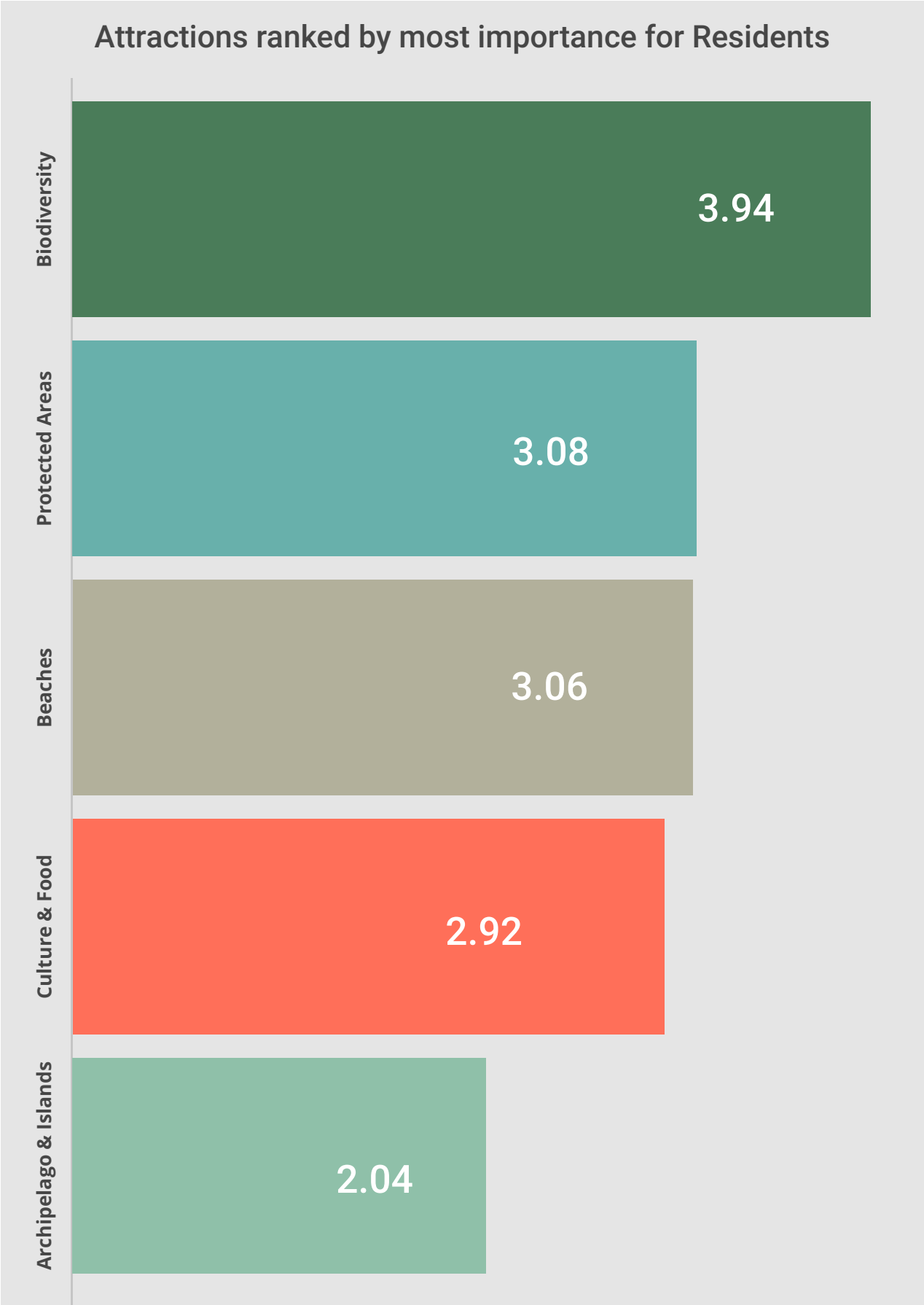
# Identify as a ... traveler - total respondents



# Bocas del Toro Assets That Attracted Travelers

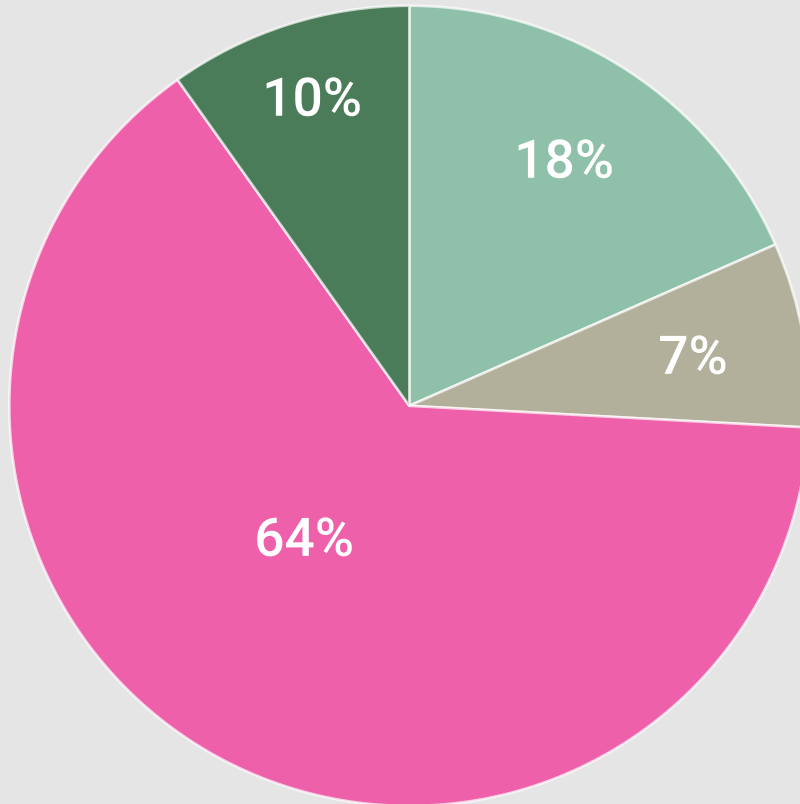


# Importance of Bocas del Toro Assets



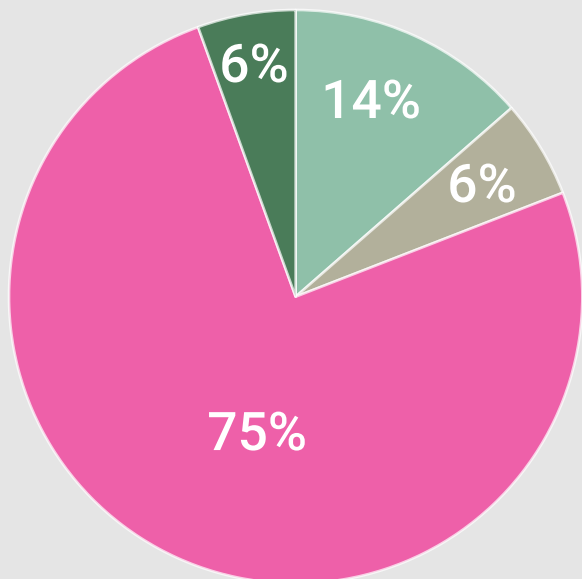
# Feeling of Bocas del Toro

Total Respondants

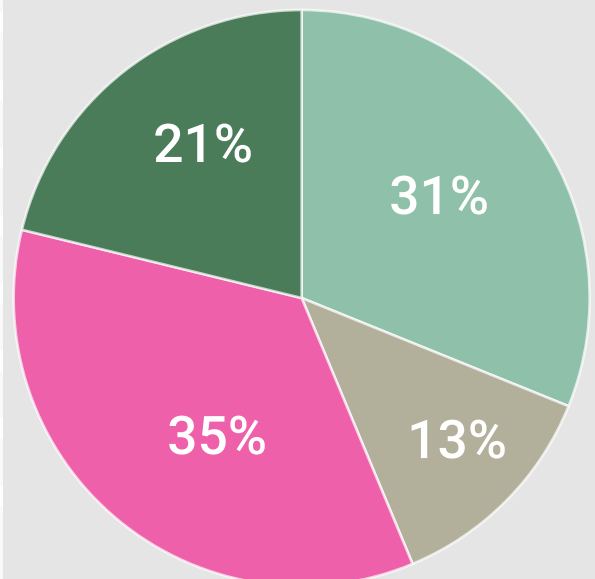


- Relaxed
- Cultural & Authentic
- Happy & Festive
- Natural & Raw

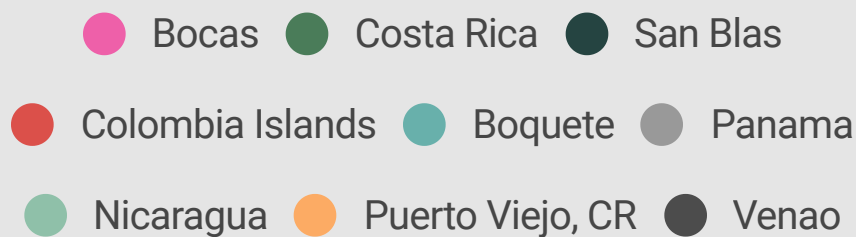
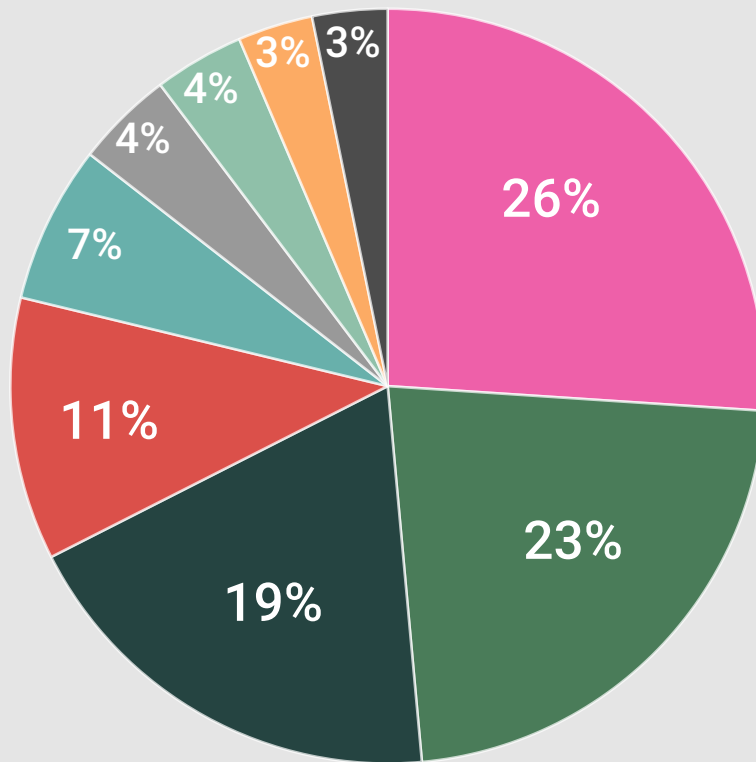
Respondents 35 and Under



Respondents 36 and Over



## Specific Locations with 10 or More Responses



## Destinations Considered

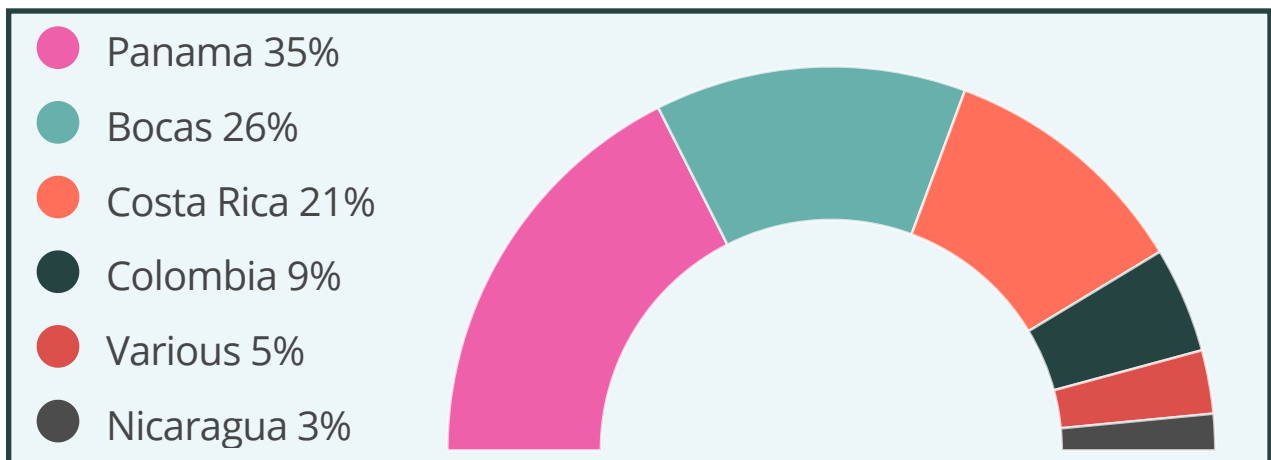
Respondents were asked the open ended question, "Which other destinations did you consider when you decided to travel to Bocas?" Responses were sorted into specific locations. With this information we then found the specific locations with greater than ten people considering that location as well as 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.

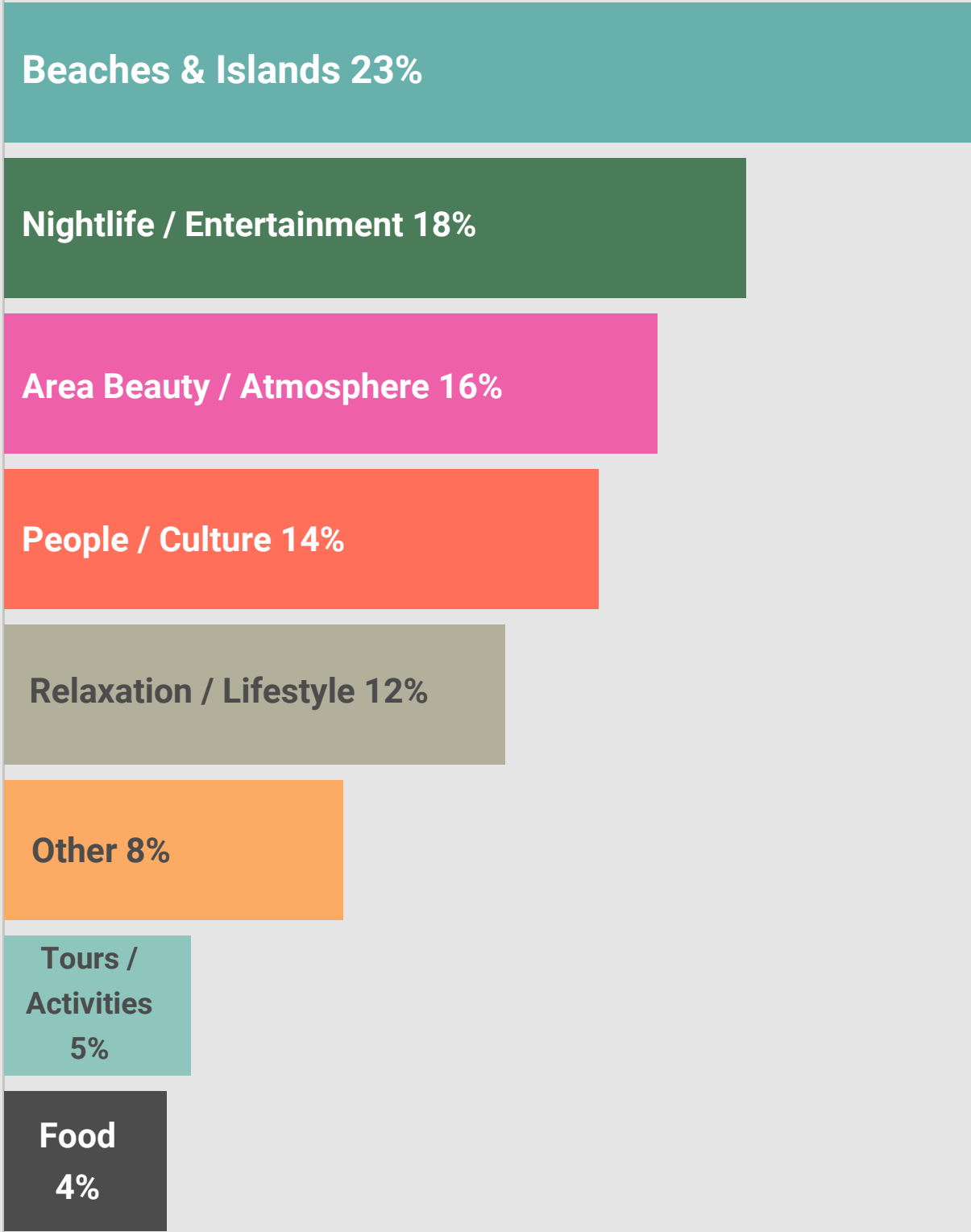


Bocas was first choice for 19% of all respondents, 26% of the locations with ten or more responses, and 25% of all Panamanian locations considered. Panama as a country was 35% of the top ten responses whereas Bocas when considered as a country was 26% in this same group.



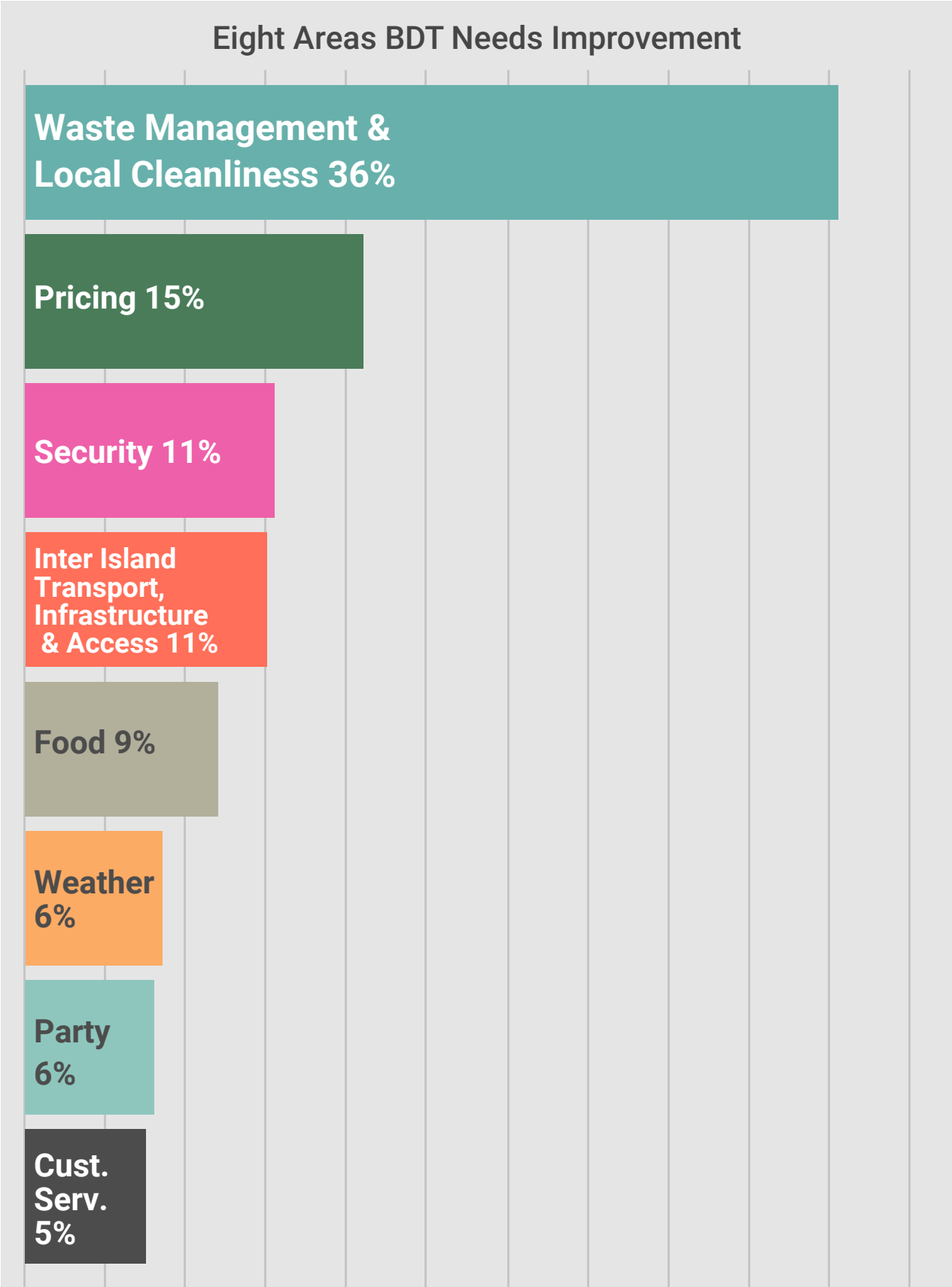
# What did you like most about BDT?

Top Eight Categories for All Respondents



Open answer question sorted by respondent answers into categories.

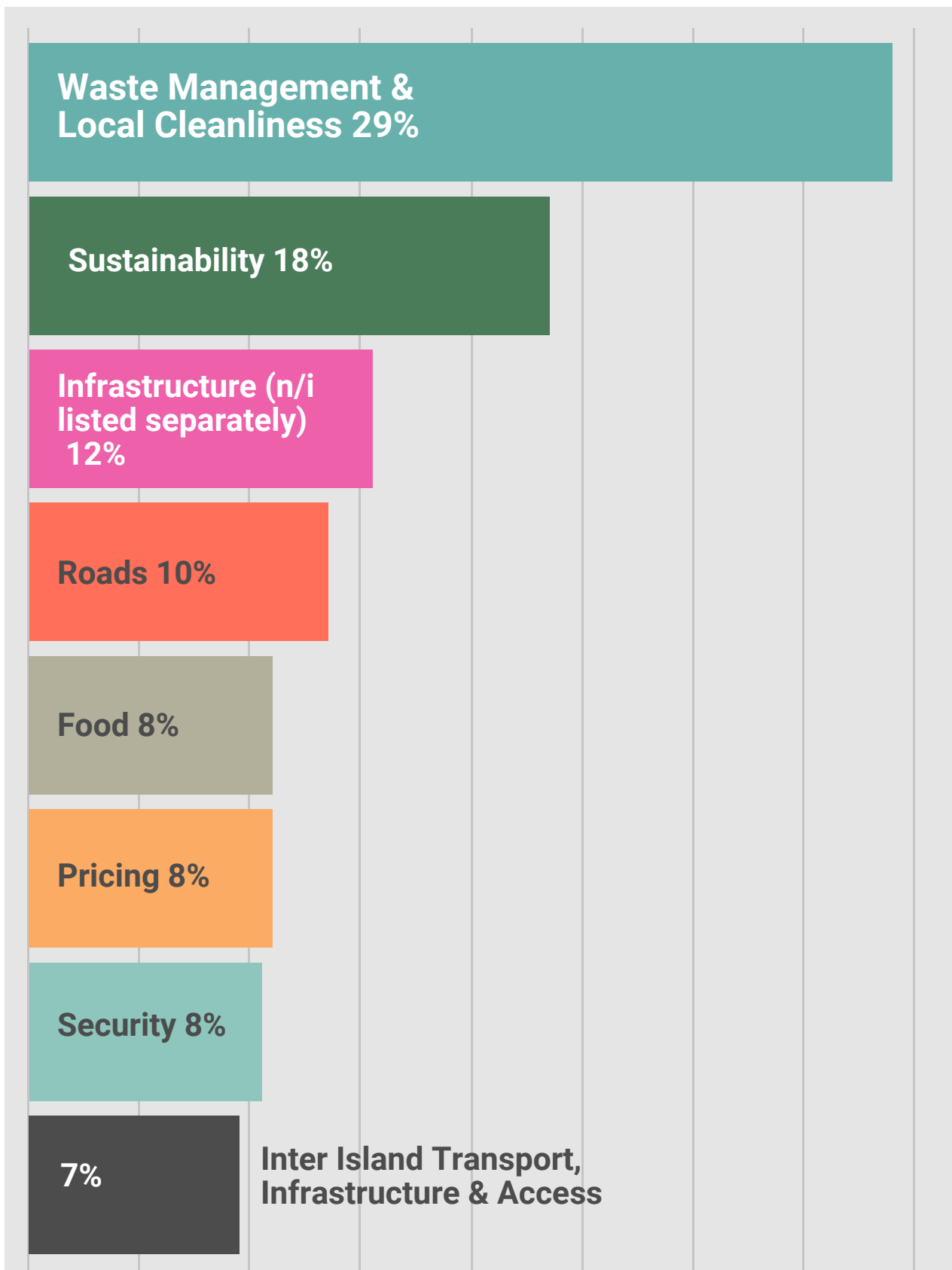
# What did you like least about BDT?



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 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**

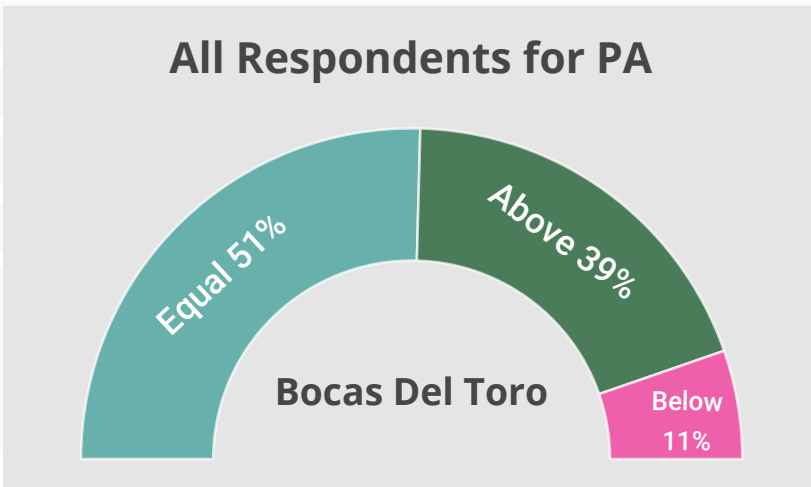
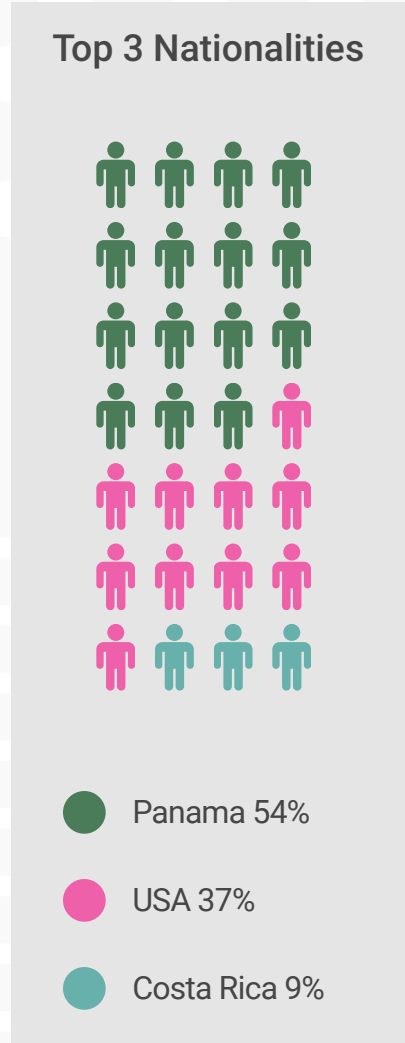
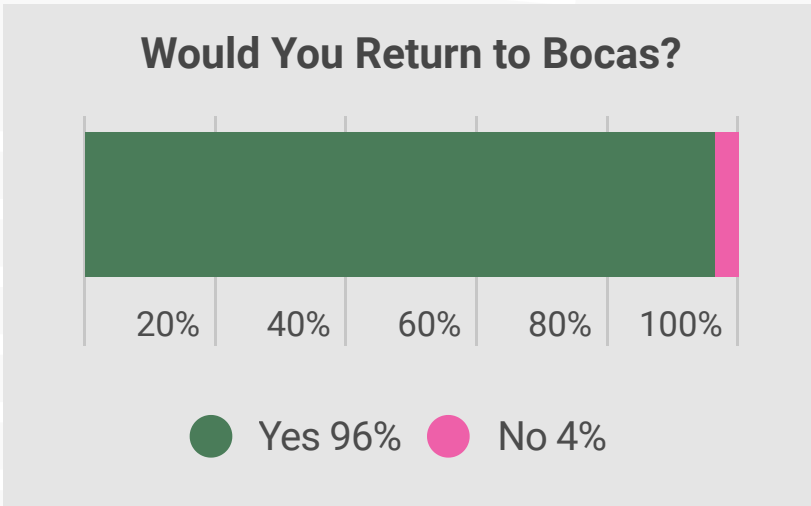
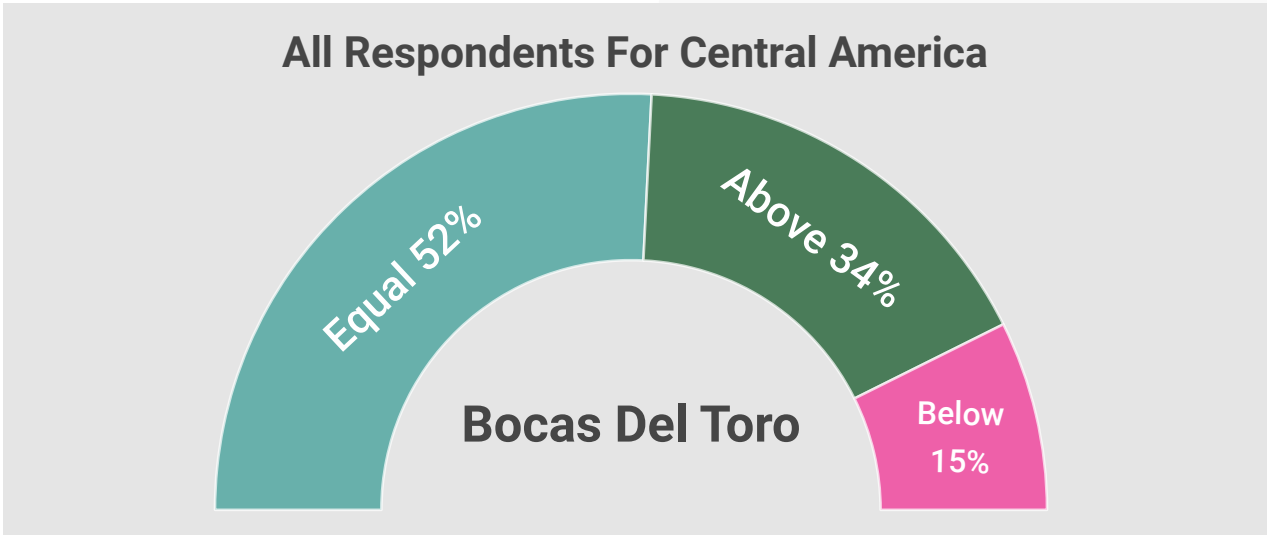
**3.6**



**Transportation  
in  
Bocas del Toro**

# Bocas del Toro as a Destination

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



# 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**