

Home Page

- [News \(11744\)](#)
- [Local \(975\)](#)
- [Bahamas Information Services Updates \(5826\)](#)
- [New Providence \(380\)](#)
- [Grand Bahama \(638\)](#)
- [Ministry of Tourism Updates \(840\)](#)
- [FLIFF on Location: Grand Bahama Island \(62\)](#)
- [International \(2744\)](#)
- [Sales & Promotions \(787\)](#)
- [Arts & Culture \(1182\)](#)
- [Events Calendars \(38\)](#)
- [Sports \(1745\)](#)
- [Community \(4815\)](#)
- [Entertainment \(1283\)](#)
- [Streaming Multimedia \(266\)](#)
- [Inside The Bahamas Weekly \(37\)](#)
- [Navigation \(Site Directions\) \(1\)](#)
- [Columns \(1366\)](#)
- [Bahamian Politics \(1252\)](#)
- [Opportunities \(273\)](#)
- [The Bahamas Boasts \(147\)](#)
- [A Taste Of The Bahamas \(24\)](#)
- [Market Place \(15\)](#)
- [Medical Education Review Program \(MERP\) \(6\)](#)
- [Ross University \(69\)](#)
- [Focus on Fashion \(168\)](#)
- [GBITV \(1\)](#)
- [Hot Links \(1\)](#)
- [at a glance \(3\)](#)
- [News Feed](#)

Enter your Email Address

Subscribe me!

Preview | Powered by FeedBlitz

Search

All Categories ▼

[Advanced Search](#)

CONTACT US

WEEKLY STORE SPECIALS

NEW PROVIDENCE EVENTS

GRAND BAHAMA EVENTS

Family Islands Events

NEWS : MINISTRY OF TOURISM UPDATES Last Updated: Jan 3, 2013 - 12:27:31 PM

Company broadens access to Exuma's seas, cays [Email this article](#)
[Printer friendly page](#)
 By Clarence Rolfe
 Jan 3, 2013 - 9:11:29 AM



Pat snorkels for starfish to share with his passengers. (Photo: Derek Smith/BIS)

Four C's Adventure Tours, an Exuma-based and Bahamian-owned company, has helped revolutionized tours in Exuma by providing greater access to Exuma's Cays to visitors and Bahamians.

Clayton Patterson Smith, the company's owner who is better known as Capt. Pat, said he introduced a new business model concerning touring the cays. The new model made tours of the extensive cays far more affordable.

"When I got into this business, I met a few other guys and you needed anywhere from \$1,800 to \$2,500 to get out to the cays because you had to charter a boat, even if it was just a couple, two or three people," Capt. Pat said. "Well, I've changed that. I sell seats. I am down to \$160 per person and so that has changed the business completely. More people get out. More people blog and tell friends about it so that brings more people."

The new structure caused Four C's business to expand, bringing 300 percent more revenue over two years. Capt. Pat initially began the business with a 12-seater boat and one crew. At the end of 2012, he was operating a vessel that could accommodate more than 30 customers. He had already expanded to two crews and was about to add a 20-seater vessel. He expects to put a third crew in place early this year.

It is Four C's goal to continue to refine the way the business operates. By adding more value to the tour through initiating a pick up service from hotels for passengers, Capt. Pat said the tours have become even more attractive to visitors.

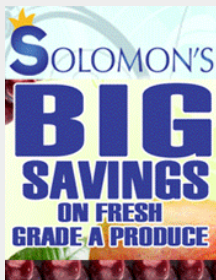
"We've partnered with Grand Isle (Resort)," he said. "Now we are selling packages to people long before they get here. I am working closely with the Ministry of Tourism here in getting this thing out. So we have done a lot of stuff and we are continuing to expand and get the word out there and let people know what we have to offer here in Exuma and in The Bahamas."

MINISTRY OF TOURISM UPDATES Latest Headlines

- [Company broadens access to Exuma's seas, cays](#)
- [Big online buzz for Exuma wedding](#)
- ['Like' Bahamas Film Commission: GB facebook page for opportunities](#)
- [UK couple holds 12-12-12 wedding in Exumas](#)
- [Tourism professional named HR Manager of the Year](#)
- [Bahamas "People to People" tourism program going international](#)
- [Bahamas featured on Condé Nast Traveler cover](#)
- [Bahamas seizes wedding attention with NBC promotion](#)
- [Bahamas Minister of Tourism, veteran broadcaster to be honored at historic ceremony](#)
- [Bahamas Sports Tourism Push in Canada](#)
- [Judge Judy enjoys 70th birthday in The Bahamas](#)
- [Bahamas Prime Minister meets with religious media](#)
- [Boaters make slow return to The Bahamas](#)
- [Mauiva AirCruise Stop in Grand Bahama Receives High Marks](#)
- [Bahamas Nominated for World Travel Award](#)
- [\(VIDEO\) Giancarlo Esposito's FLIFF Career Achievement Acceptance Speech](#)
- [Cacique finalists revealed in Bahamas tourism awards](#)
- [FLIFF On Location: Grand Bahama Island announces film winners](#)
- [Orlando's Mauiva AirCruise set to launch stops in Grand Bahama](#)
- [Abaco couple wins Cacique Lifetime Achievement Award](#)
- [FLIFF On Location: Grand Bahama Island goes ahead despite weather conditions](#)
- [FLIFF On Location Underway at Pelican Bay Hotel!](#)
- [\\$100 Million Worth of Vintage Racing Cars and Iconic Delorean Traveling to the Caribbean for 2012 Bahamas Speed Week](#)
- [Academy Award-Winning Director Among Film Guests of FLIFF On Location: Grand Bahama Island](#)
- [FLIFF High School Film Winner Announced](#)
- [Bahamas Film Commissioner announces details of FLIFF On Location: Grand Bahama Island](#)
- [Sheraton resort signs agreement for Bahamian produce](#)
- [Tickets NOW ON SALE for FLIFF On Location: Grand Bahama Island](#)
- [Tourism Minister sees turnaround for Grand Bahama](#)



FLYING FISH
 MODERN SEAFOOD
 CLICK HERE FOR MENU
 AND
 OUR WEBSITE



BAHAMIAN POLITICS
[Bahamas Politics](#)



[ROYAL BAHAMAS POLICE REPORTS](#)



Four C's Adventures passengers swim with the pigs. (Photo: Derek Smith/BIS)

Four C's offers fishing and snorkeling trips, wild nature tours, half-day adventures and full-day adventures. By far the most popular tour is the full-day adventure that carries passengers north from the settlement of Barrettarrie throughout the cays, Capt. Pat said. Usually the tour extends as far as Compass Cay and sometimes into the Exuma Land and Sea Park.

Activities include snorkeling at the famous Thunderball Grotto and an interaction with Exuma's swimming pigs. The two activities are the most popular parts of the tour, which also includes a demonstration of diving for conch and preparing fresh conch salad, Capt. Pat said.

The adventure tours have attracted a great deal of attention through the media. In addition to articles in *Fodor's* and *Caribbean Travel and Life Magazine*, Four C's unique tours have been featured on Discovery Channel's *Man Woman Wild* and in episodes of *The Bachelor (UK)*.

Just as important as the media attention is the recommendations from past customers, Capt. Pat said. Every year, he said, he receives more business due to the recommendations past customers give to family and friends.



© Copyright 2013 by thebahamasweekly.com

[Top of Page](#)

- [Longtime hotelier honoured for standout career](#)
- [Bahamas Film & Television Commission presents at PMFF](#)
- [Bridal Sweepstakes Winners Pick Grand Bahama to Wed](#)
- [SeaTweetUp: Social Media Cruise makes stop in The Bahamas](#)
- [\(VIDEO\) International Cultural Festival Dates Announced](#)
- [Giancarlo Esposito to receive Career Achievement Award at FLIFF on Location: Grand Bahama Island](#)
- [NAB South Florida presents Miami's next generation of artists](#)
- [FLIFF filmmakers' workshop, "Stories That Matter" with Ian Strachan](#)
- [Grand Bahama Celebrates 40 Years of Conch Cracking!](#)
- [Ministry of Tourism reels in winners with Exuma's Fishy Fest](#)
- [Columbus Landfall 520 San Salvador Festival - Oct 11th - 13th](#)