

JAMAICA TOURIST BOARD

IN AUGUST 2010.....

- Stopover arrivals up by 4.5%
- US Market up by 5.6%
- Canada up by 2.6%
- Europe increased by 5.2%
- Cruise Passenger up by 20.2%

TOURIST (Stopover Arrivals)

Stopover arrivals in August 2010 were **159,408** an increase of **4.5%** over the **152,573** recorded in August 2009.

For the four months of summer in 2010 May to August, arrivals to Jamaica increased by **1.1%** with **677,914** compared to **670,517** in 2009.

Year to date 2010, January to August, arrivals to Jamaica increased by **4.2%** with **1,374,803** compared to **1,319,704** in 2009

For the four months of summer in 2010 May to August, Canadian arrivals to Jamaica increased by **2.0%** with **67,809** compared to **66,498** in 2009.

Cumulatively, the Canadian market has generated **16,568** additional arrivals for 2010, with a total of **227,237** stopovers compared to **210,669** in 2009. The top visitor producing provinces of Ontario with **139,826** and Quebec with **34,550** increased by **10.7%** and **3.9%** respectively. While the province of Nova Scotia increased by **47.6%**, Alberta and British Columbia declined by **4.3%** and **19.2%** respectively.

United States

Stopover arrivals from the United States market recorded a **5.6%** increase in August with a total of **107,480** visitors compared to the **101,792** visitors who came in August 2009. The marketing regions all with the exception of the West recorded increases in arrivals. The Mid-west with **12,207** stopovers increased by **12.4%**, the Northeast with **58,186** increased by **8.7%**, and the South with **26,147** increased by **0.9%**. The West with **10,940** declined by **4.7%**.

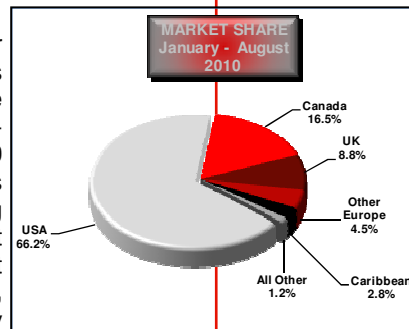
For the four months of summer in 2010 May to August, performance by the marketing regions was mixed. The Northeast and the West increased by **7.9%**, and **1.1%** respectively. The Mid-west and the South decreased by **0.6%** and **2.0%** respectively.

Year to date 2010, January to August, the US market has recorded an increase of **5.8%**. Total visitors from this market was **910,079** compared to **859,827** in 2009. The Northeast increased by **11.9%**, the West by **2.5%** the Midwest by **2.0%** and South declined by **0.2%**.

Canada

In August, the Canadian market recorded an increase of **2.6%**, with **16,763** Stopovers arrivals compared to **16,343** in August 2009.

The leading province of Ontario increased by **4.1%**, while the second most important visitor-producing province of Quebec increased by **13.4%**. Other notable performances came from the provinces of Alberta and British Columbia both down **28.0%**.



Europe

The European market recorded a **5.2%** increase in August 2010. The market provided a total of **27,127** stopover arrivals compared to the **25,783** recorded in August 2009.

In the Northern European market region the main visitor producing country, United Kingdom with **17,085** arrivals increased by **13.4%**. In the South/Western European region the main visitor producing countries, Spain with **2,992** declined by **12.6%**, while Portugal with **1,947** increased by **9.0%**. In the third market region, Central/East Europe with **302** arrivals, decreased by **7.6%**.

Year to date 2010, January to August, the European market decreased by **1.3%**. Total stopovers were **183,396** compared to **185,817** in 2009. Northern European market region arrivals decreased by **1.6%** to **125,749**. From the South/Western Europe region, **53,463** arrivals down by **1.2%**. From the third market region, Central/East Europe **4,184** arrivals, increased by **6.3%**.

Latin America

The Latin American market declined by **14.3%** in August 2010, with a total of **1,556** stopovers compared to **1,815** in August 2009. From the Central American region a total of **368** arrivals, a decrease of **27.0%**. From South America, **1,188** arrivals decreased by **9.4%**

Cumulatively, for the January to August period, the Latin American market decreased by **12.1%** with a total of **9,101** visitors compared to **10,357** for the corresponding period 2009.

The Caribbean

Visitors to Jamaica from the Caribbean region decreased by **8.2%** in August 2010 with a total of **5,634** visitors, compared to **6,134** in August 2009.

The major Caribbean countries which provided visitors to Jamaica in August were: the Cayman Islands (**1,728**), Trinidad and Tobago (**872**), the Bahamas (**586**), Barbados (**357**) Bermuda (**356**), Antigua (**244**) and Guyana (**190**).

Cumulatively the Caribbean stopover arrivals in the January to August period decreased by **15.7%**, moving down from **45,181** in 2009 to **38,072** in the 2010. The Cayman Islands is the leading provider of visitors to Jamaica from the Caribbean region. In the period under review, they provided a total of **12,137** visitors followed by Trinidad and Tobago **6,631**, the Bahamas Is. **3,165** and Barbados with **2,895** visitors.

Asia

The Asian market increased by **36.7%** in August with a total of **425** stopovers compared to **311** in August 2009.

The major Asian countries which provided visitors to Jamaica in August were: Korea (**102**), Japan (**94**) and China (**86**).

Year-to-date, January to August the Asian market declined by **15.1%** with **3,698** arrivals compared to **4,357** arrivals in 2009 respectively.

Other Countries

Of the other countries, Australia with **124** decreased by **2.4%** and Israel with **96** increased by **33.3%** stopovers in August against the **127** and **72** who came in 2009 respectively.

Collectively, January to August Other Countries recorded a decline of **7.9 %** with **3,220** arrivals in 2010 compared to **3,496** in 2009.

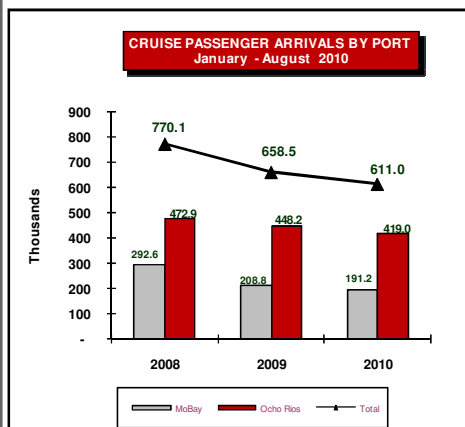
Market Share

The market share of stopover visitors for January to August were as follows: USA **66.2%**; Canada **16.5%**; UK **8.8%**; Continental Europe **4.5%**, the Caribbean **2.8%**; Latin America **0.6%**; Asia **0.3%** and Other Countries **0.2%**.

Cruise Passengers

A total of **61,843** cruise passengers visited Jamaica in August 2010. This represented a **20.2%** increase against the **51,449** recorded for August 2009.

Cumulatively, for January to August 2010 period, total cruise passengers to the Island was **610,981** a decrease of **7.2%**.



A total of **48,472** cruise passengers visited the port of Ocho Rios in August, an increase of **18.2%** over the **40,831** recorded for August 2009.

Year-to-date cruise passenger arrivals visiting the port of Ocho Rios decreased by **6.5%** with **419,049** passengers compared to the **448,217** recorded for the corresponding period in 2009.

The port in Montego Bay recorded a total of **13,371** cruise passengers for the month of August. This was an increase of **33.3%** against the **10,618** recorded for 2009.

Year-to-date cruise passenger arrivals visiting the port of Montego Bay decreased by **8.5%** with **191,164** passengers compared to the **208,817** recorded for the corresponding period in 2009.

Length of Stay

The average length of stay of **Foreign National** arrivals in August was **9.2** nights the same level recorded in August 2009. The average length of stay in hotels was **7.1** nights compared to the **7.0** nights in August 2009.

Cumulatively, the average length of stay for the January to August period was **8.8** nights compared to **9.0** nights in 2009. In hotels the average length of stay during

the period under review was **6.9** nights the same level as in 2009.

The average length of stay of **Non-Resident Jamaican** arrivals in August 2010 was **15.0** nights compared to the **14.4** nights in August 2009. The average length of stay in hotels was **8.8** nights compared to **8.5** in August 2009.

Cumulatively, the average length of stay for the January to August period was **15.8** nights compared to the **15.7** in 2009. In hotels the average length of stay during the period under review was **8.3** as against the **8.1** nights recorded in 2009.

Purpose of Visit

Year-to-date January to August 2010, **81.5%** or **1,039,222** of the **1,274,725** Foreign Nationals who visited Jamaica were visiting for the purpose of Leisure, **4.9%** were on Business, **7.9%** were Visiting Friends & Relatives, and the remaining **5.7%** were on Other purposes of travel.

A total of **40,089** or **40.1%** of the **100,078 Non-Resident Jamaicans** who travelled to Jamaica in January to August 2010 were visiting for Leisure, **28.9%** were visiting Friends & Relatives, **6.1%** were on Business and the remaining **24.9%** were on Other purposes of travel.

Intended Resort Area of Stay

Of the **1,374,803** stopover arrivals visiting Jamaica year-to-date, January to August 2010, the resort area of Montego Bay welcomed **414,929** arrivals or **30.2%**. Ocho Rios got **311,564** or **22.7%**, Negril received **304,018** or **22.1%**, and Kingston got **149,603** or **10.9%**. The remaining **14.2%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

Type of Airlines used

Of the **1,374,803** stopovers arrivals visiting Jamaica in January to August 2010, **1,206,563** or **87.8%** used scheduled airlines, while **168,240** or **12.2%** used chartered flights

During the corresponding period in 2009 the percentage distribution was **82.9%** used scheduled airlines, while **17.1%** used chartered flights..

TABLE 1
TOURIST ARRIVALS
January - August
2010

Month	Foreign Nationals	<----- Stopovers ----->		Non-Resident Jamaicans	+/-		Total Stopover Arrivals	+/-	
		+/- 2010/09	+/- 2010/08		+/- 2010/09	+/- 2010/08		+/- 2010/09	+/- 2010/08
January	151,681	8.7%	13.0%	9,413	0.1%	9.3%	161,094	8.2%	12.8%
February	158,243	5.1%	7.4%	9,219	-4.7%	-2.8%	167,462	4.5%	6.8%
March	188,113	14.0%	9.0%	13,265	21.3%	13.0%	201,378	14.5%	9.3%
April	155,515	2.8%	10.0%	11,440	-11.0%	5.4%	166,955	1.7%	9.7%
Jan.-Apr.	653,552	7.8%	9.8%	43,337	1.1%	6.5%	696,889	7.3%	9.5%
May	140,717	-1.8%	7.6%	9,058	-11.2%	-13.3%	149,775	-2.4%	6.0%
June	150,775	-2.7%	1.5%	13,430	-0.7%	-0.3%	164,205	-2.6%	1.4%
July	185,088	4.1%	10.2%	19,438	6.6%	11.2%	204,526	4.4%	10.3%
August	144,593	4.2%	11.4%	14,815	7.8%	16.8%	159,408	4.5%	11.9%
May - Aug.	621,173	1.0%	7.7%	56,741	1.9%	4.9%	677,914	1.1%	7.4%
Jan.- Aug.	1,274,725	4.4%	8.7%	100,078	1.5%	5.6%	1,374,803	4.2%	8.5%

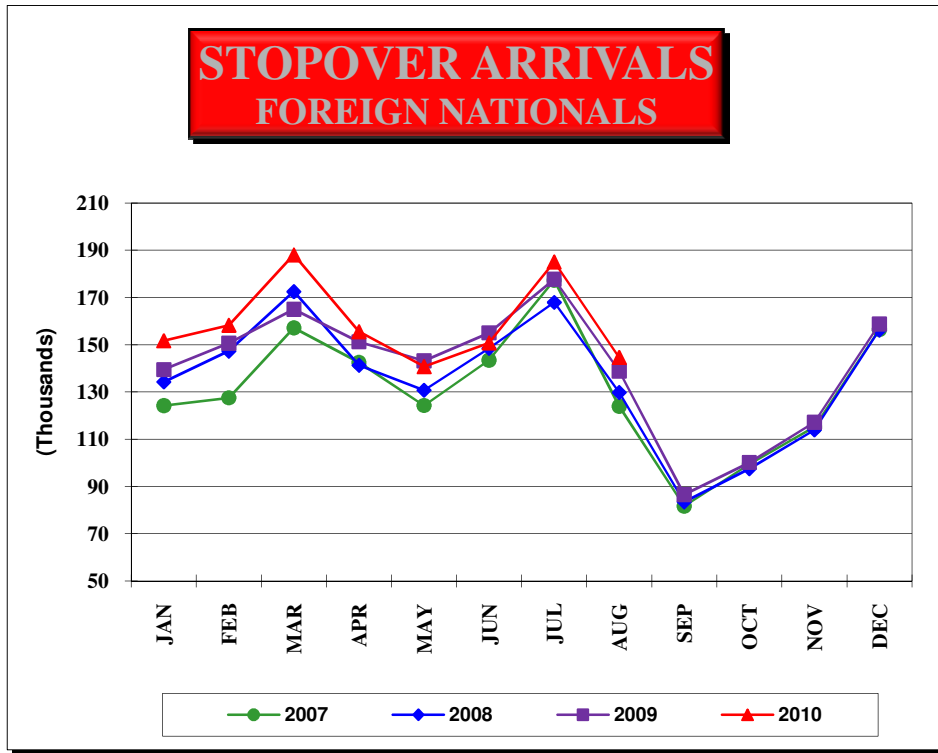


FIG. 1

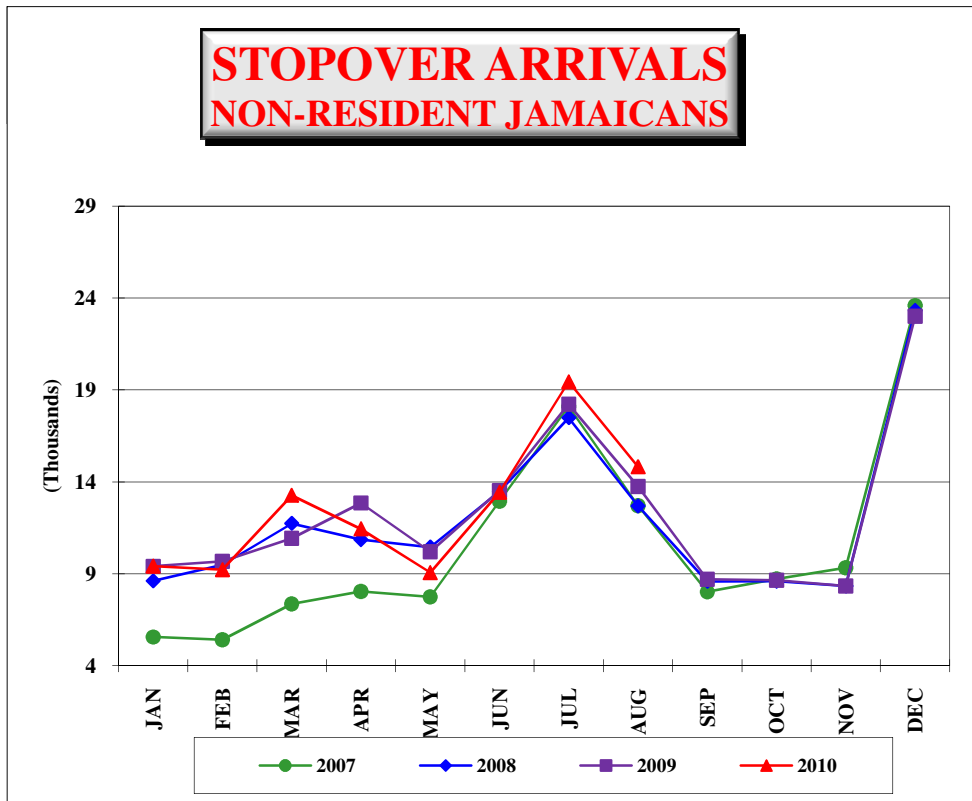


FIG. 1a

**STOPOVER ARRIVALS BY PURPOSE OF VISIT
JANUARY - AUGUST
2010**

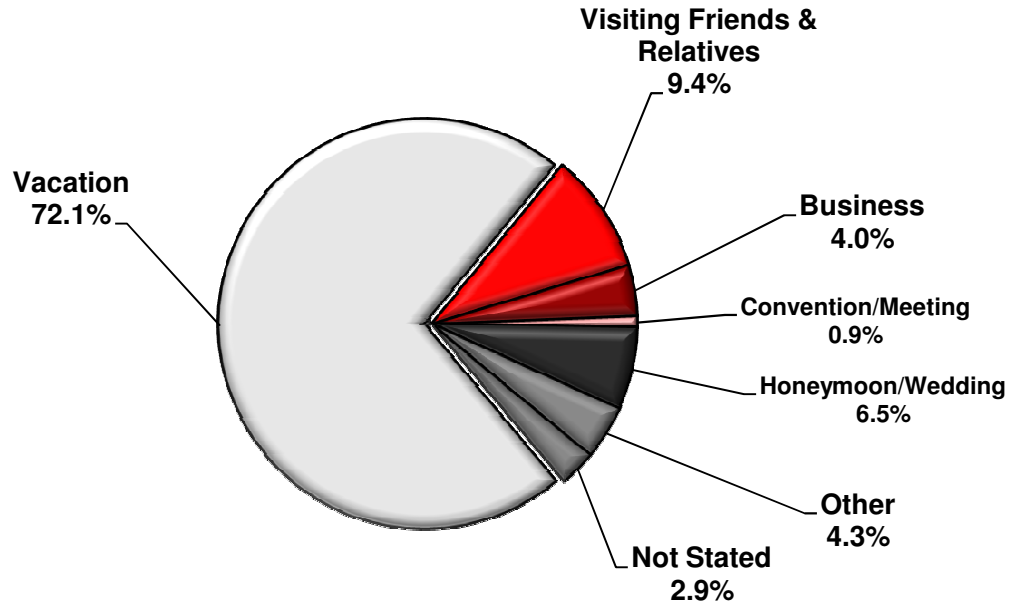


Fig. 1b

STOPOVER ARRIVALS BY PURPOSE OF VISIT						
January - August 2010	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	952,367	74.7%	38,216	38.2%	990,583	72.1%
Visiting Friends & Relatives	100,544	7.9%	28,962	28.9%	129,506	9.4%
Business	50,077	3.9%	5,246	5.2%	55,323	4.0%
Convention/Meeting	11,892	0.9%	892	0.9%	12,784	0.9%
Honeymoon/Wedding	86,855	6.8%	1,873	1.9%	88,728	6.5%
Other	49,045	3.8%	9,532	9.5%	58,577	4.3%
Not Stated	23,945	1.9%	15,357	15.3%	39,302	2.9%
TOTAL	1,274,725	100.0%	100,078	100.0%	1,374,803	100.0%

TABLE 1.2

**STOPOVER ARRIVALS BY MARKET REGION
AND MONTH OF ARRIVAL 2010**

	U.S.A.					Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West	Total							
January	40,019	21,900	17,145	6,929	85,993	46,573	22,193	1,208	4,223	438	466	161,094
February	46,318	25,930	18,433	6,162	96,843	43,814	21,247	1,198	3,616	471	273	167,462
March	59,789	30,059	28,693	10,627	129,168	40,962	24,826	969	4,463	528	462	201,378
April	54,905	21,707	28,801	9,903	115,316	28,079	17,037	921	4,748	494	360	166,955
Jan.-Apr.	201,031	99,596	93,072	33,621	427,320	159,428	85,303	4,296	17,050	1,931	1,561	696,889
May	46,483	17,301	27,820	12,516	104,120	17,847	21,880	1,027	4,010	458	433	149,775
June	49,258	19,742	37,505	16,288	122,793	12,829	22,209	906	4,620	483	365	164,205
July	69,890	17,760	43,170	17,546	148,366	20,370	26,877	1,316	6,758	401	438	204,526
August	58,186	12,207	26,147	10,940	107,480	16,763	27,127	1,556	5,634	425	423	159,408
May - Aug.	223,817	67,010	134,642	57,290	482,759	67,809	98,093	4,805	21,022	1,767	1,659	677,914
Jan. - Aug.	424,848	166,606	227,714	90,911	910,079	227,237	183,396	9,101	38,072	3,698	3,220	1,374,803
+/- %	11.9%	2.0%	-0.2%	2.5%	5.8%	7.9%	-1.3%	-12.1%	-16.9%	-15.1%	-7.9%	4.2%

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>AUGUST</u>							<u>JANUARY - AUGUST</u>						
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>			<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
U.S.A.														
<u>NORTHEAST (NEW YORK)</u>														
Connecticut	2,645	2,657	3,061	3,160	3.2	18.9	19.5	21,496	22,830	21,884	25,105	14.7	10.0	16.8
Delaware	433	446	377	567	50.4	27.1	30.9	4,150	3,904	3,980	4,621	16.1	18.4	11.3
Maine	83	141	167	165	-1.2	17.0	98.8	2,372	2,493	2,817	3,557	26.3	42.7	50.0
Maryland	4,527	4,095	3,989	4,643	16.4	13.4	2.6	33,063	32,383	31,707	35,360	11.5	9.2	6.9
Massachusetts	2,203	2,253	2,881	2,748	-4.6	22.0	24.7	21,176	21,928	25,494	27,686	8.6	26.3	30.7
New Hampshire	174	164	248	257	3.6	56.7	47.7	3,429	3,431	3,837	4,605	20.0	34.2	34.3
New Jersey	7,092	6,617	8,020	8,801	9.7	33.0	24.1	49,670	48,934	50,388	55,234	9.6	12.9	11.2
New York	20,921	21,269	25,024	27,628	10.4	29.9	32.1	142,904	150,654	156,499	178,070	13.8	18.2	24.6
Pennsylvania	4,869	4,853	5,832	6,331	8.6	30.5	30.0	42,899	46,136	51,334	55,928	8.9	21.2	30.4
Rhode Island	242	192	289	212	-26.6	10.4	-12.4	2,679	2,446	2,952	3,065	3.8	25.3	14.4
Vermont	74	77	73	78	6.8	1.3	5.4	1,469	1,511	1,463	1,938	32.5	28.3	31.9
Virginia	2,501	2,290	2,666	2,855	7.1	24.7	14.2	19,248	20,212	20,319	22,597	11.2	11.8	17.4
Washington D.C.	710	522	652	530	-18.7	1.5	-25.4	4,574	4,112	4,534	4,422	-2.5	7.5	-3.3
West Virginia	212	225	264	211	-20.1	-6.2	-0.5	1,772	2,001	2,427	2,660	9.6	32.9	50.1
Total	46,686	45,801	53,543	58,186	8.7	27.0	24.6	350,901	362,975	379,635	424,848	11.9	17.0	21.1
<u>MIDWEST (CHICAGO)</u>														
Illinois	3,039	3,290	3,006	3,312	10.2	0.7	9.0	35,397	36,565	36,242	37,045	2.2	1.3	4.7
Indiana	715	826	730	907	24.2	9.8	26.9	11,070	11,105	10,881	11,758	8.1	5.9	6.2
Iowa	315	330	331	349	5.4	5.8	10.8	6,452	7,235	8,361	8,237	-1.5	13.8	27.7
Kansas	316	395	373	474	27.1	20.0	50.0	4,051	4,183	4,897	4,916	0.4	17.5	21.4
Kentucky	406	486	372	488	31.2	0.4	20.2	5,258	5,246	5,418	5,511	1.7	5.1	4.8
Michigan	1,276	1,453	1,611	1,645	2.1	13.2	28.9	18,573	20,341	21,831	23,745	8.8	16.7	27.8
Minnesota	516	614	537	682	27.0	11.1	32.2	14,872	15,394	15,178	16,077	5.9	4.4	8.1
Missouri	1,143	1,090	1,151	1,281	11.3	17.5	12.1	14,798	12,271	14,835	13,620	-8.2	11.0	-8.0
Nebraska	259	358	370	347	-6.2	-3.1	34.0	4,156	4,373	4,867	4,194	-13.8	-4.1	0.9
North Dakota	32	45	47	76	61.7	68.9	137.5	1,803	1,874	1,942	1,934	-0.4	3.2	7.3
Ohio	1,369	1,546	1,629	1,767	8.5	14.3	29.1	15,499	16,818	17,919	18,135	1.2	7.8	17.0
South Dakota	36	78	115	72	-37.4	-7.7	100.0	1,692	1,848	2,105	2,024	-3.8	9.5	19.6
Wisconsin	695	799	584	807	38.2	1.0	16.1	18,590	19,921	18,815	19,410	3.2	-2.6	4.4
Total	10,117	11,310	10,856	12,207	12.4	7.9	20.7	152,211	157,174	163,291	166,606	2.0	6.0	9.5

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>AUGUST</u>							<u>JANUARY - AUGUST</u>						
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>			<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
<u>SOUTH (MIAMI)</u>														
Alabama	497	581	535	580	8.4	-0.2	16.7	5,655	5,974	6,192	5,942	-4.0	-0.5	5.1
Arkansas	258	341	311	276	-11.3	-19.1	7.0	2,886	3,209	3,394	3,120	-8.1	-2.8	8.1
Florida	15,337	14,676	16,376	16,283	-0.6	10.9	6.2	128,672	131,316	130,146	128,084	-1.6	-2.5	-0.5
Georgia	3,642	3,864	3,654	4,057	11.0	5.0	11.4	37,247	40,506	37,847	39,554	4.5	-2.4	6.2
Louisiana	502	565	401	395	-1.5	-30.1	-21.3	5,527	5,170	5,449	5,187	-4.8	0.3	-6.2
Mississippi	167	246	235	245	4.3	-0.4	46.7	2,464	2,615	2,792	2,981	6.8	14.0	21.0
North Carolina	1,517	2,195	2,081	2,085	0.2	-5.0	37.4	15,805	17,763	18,593	19,494	4.8	9.7	23.3
Oklahoma	385	396	424	427	0.7	7.8	10.9	4,125	3,988	4,554	4,059	-10.9	1.8	-1.6
South Carolina	739	931	940	830	-11.7	-10.8	12.3	7,058	8,648	8,561	8,420	-1.6	-2.6	19.3
Tennessee	750	863	960	969	0.9	12.3	29.2	9,470	11,233	10,678	10,873	1.8	-3.2	14.8
Total	23,794	24,658	25,917	26,147	0.9	6.0	9.9	218,909	230,422	228,206	227,714	-0.2	-1.2	4.0
<u>WEST (LOS ANGELES)</u>														
Alaska	9	26	27	18	-33.3	-30.8	100.0	262	369	305	377	23.6	2.2	43.9
Arizona	354	380	384	399	3.9	5.0	12.7	4,732	5,003	4,530	5,930	30.9	18.5	25.3
California	5,401	5,133	4,612	4,140	-10.2	-19.3	-23.3	35,519	34,590	30,073	29,693	-1.3	-14.2	-16.4
Colorado	476	545	478	570	19.2	4.6	19.7	6,143	6,397	6,315	6,911	9.4	8.0	12.5
Hawaii	29	22	22	12	-45.5	-45.5	-58.6	206	257	220	242	10.0	-5.8	17.5
Idaho	59	87	68	76	11.8	-12.6	28.8	844	973	745	839	12.6	-13.8	-0.6
Montana	35	34	41	35	-14.6	2.9	0.0	674	601	723	836	15.6	39.1	24.0
Nevada	302	325	428	405	-5.4	24.6	34.1	2,272	2,560	2,882	2,866	-0.6	12.0	26.1
New Mexico	82	98	128	117	-8.6	19.4	42.7	1,032	1,124	1,198	1,175	-1.9	4.5	13.9
Oregon	187	273	191	238	24.6	-12.8	27.3	2,004	2,088	1,796	2,042	13.7	-2.2	1.9
Texas	3,997	4,093	4,269	4,093	-4.1	0.0	2.4	30,436	30,855	32,982	32,638	-1.0	5.8	7.2
Utah	132	163	260	194	-25.4	19.0	47.0	1,448	1,882	1,978	1,921	-2.9	2.1	32.7
Washington	490	576	509	596	17.1	3.5	21.6	4,203	4,577	4,277	4,817	12.6	5.2	14.6
Wyoming	27	38	59	47	-20.3	23.7	74.1	545	591	671	624	-7.0	5.6	14.5
Total	11,580	11,793	11,476	10,940	-4.7	-7.2	-5.5	90,320	91,867	88,695	90,911	2.5	-1.0	0.7
TOTAL U.S.A.	92,177	93,562	101,792	107,480	5.6	14.9	16.6	812,341	842,438	859,827	910,079	5.8	8.0	12.0

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>AUGUST</u>							<u>JANUARY - AUGUST</u>						
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>			<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
<u>CANADA (TORONTO)</u>														
Alberta	450	531	863	621	-28.0	16.9	38.0	10,927	13,650	19,211	18,393	-4.3	34.7	68.3
British Columbia	260	289	554	399	-28.0	38.1	53.5	5,645	6,504	10,971	8,861	-19.2	36.2	57.0
Manitoba	82	73	113	137	21.2	87.7	67.1	3,195	3,996	5,227	5,267	0.8	31.8	64.9
New Brunswick	32	31	76	52	-31.6	67.7	62.5	1,748	2,538	3,063	3,966	29.5	56.3	126.9
Newfoundland	44	54	107	92	-14.0	70.4	109.1	592	1,154	1,704	2,464	44.6	113.5	316.2
Nova Scotia	39	90	84	85	1.2	-5.6	117.9	2,966	3,756	4,593	6,781	47.6	80.5	128.6
Ontario	7,983	8,911	12,017	12,515	4.1	40.4	56.8	86,453	103,099	126,313	139,826	10.7	35.6	61.7
P.E. Island	3	1	6	7	16.7	600.0	133.3	297	278	446	565	26.7	103.2	90.2
Quebec	895	1,662	2,443	2,771	13.4	66.7	209.6	17,253	23,228	33,239	34,550	3.9	48.7	100.3
Saskatchewan	20	64	67	74	10.4	15.6	270.0	2,947	5,417	5,543	6,246	12.7	15.3	111.9
Northwest Territories	12	14	13	10	-23.1	-28.6	-16.7	204	260	359	318	-11.4	22.3	55.9
Total	9,820	11,720	16,343	16,763	2.6	43.0	70.7	132,227	163,880	210,669	227,237	7.9	38.7	71.9
<u>LONDON OFFICE</u>														
<u>Northern Europe</u>														
U.K.	16,129	16,015	15,062	17,085	13.4	6.7	5.9	125,329	127,123	123,109	121,141	-1.6	-4.7	-3.3
Denmark	51	49	31	43	38.7	-12.2	-15.7	772	566	546	562	2.9	-0.7	-27.2
Finland	15	19	24	6	-75.0	-68.4	-60.0	178	235	393	293	-25.4	24.7	64.6
Ireland	261	237	183	203	10.9	-14.3	-22.2	2,919	2,441	1,992	1,959	-1.7	-19.7	-32.9
Norway	16	52	17	29	70.6	-44.2	81.3	569	789	655	712	8.7	-9.8	25.1
Sweden	61	83	62	49	-21.0	-41.0	-19.7	788	1,188	1,049	1,082	3.1	-8.9	37.3
	16,533	16,455	15,379	17,415	13.2	5.8	5.3	130,555	132,342	127,744	125,749	-1.6	-5.0	-3.7
<u>Southern Europe</u>														
Greece	13	63	29	26	-10.3	-58.7	100.0	123	286	222	198	-10.8	-30.8	61.0
Italy	2,594	2,290	2,092	1,891	-9.6	-17.4	-27.1	11,873	11,306	10,707	10,808	0.9	-4.4	-9.0
Portugal	2,503	2,490	1,787	1,947	9.0	-21.8	-22.2	8,672	7,577	5,449	7,770	42.6	2.5	-10.4
Spain	2,745	3,626	3,424	2,992	-12.6	-17.5	9.0	11,717	11,182	9,444	8,062	-14.6	-27.9	-31.2
<u>Western Europe</u>														
Austria	147	113	89	146	64.0	29.2	-0.7	1,853	1,538	1,675	1,898	13.3	23.4	2.4
Belgium	525	371	430	365	-15.1	-1.6	-30.5	4,219	4,437	4,456	3,498	-21.5	-21.2	-17.1
France	282	276	326	316	-3.1	14.5	12.1	2,710	2,571	2,754	2,723	-1.1	5.9	0.5
Germany	1,305	1,125	1,227	1,086	-11.5	-3.5	-16.8	13,277	12,251	13,040	12,194	-6.5	-0.5	-8.2
Luxemburg	39	30	18	24	33.3	-20.0	-38.5	172	137	164	140	-14.6	2.2	-18.6
Netherlands	683	611	562	477	-15.1	-21.9	-30.2	5,185	5,165	4,730	4,434	-6.3	-14.2	-14.5
Switzerland	97	73	93	140	50.5	91.8	44.3	1,475	1,414	1,495	1,738	16.3	22.9	17.8
	10,933	11,068	10,077	9,410	-6.6	-15.0	-13.9	61,276	57,864	54,136	53,463	-1.2	-7.6	-12.8
<u>Central/East Europe</u>														
Czech Republic	10	27	29	22	-24.1	-18.5	120.0	524	505	396	291	-26.5	-42.4	-44.5
Hungary	12	21	3	17	466.7	-19.0	41.7	243	613	185	315	70.3	-48.6	29.6
Poland	109	135	98	70	-28.6	-48.1	-35.8	543	822	773	914	18.2	11.2	68.3
Russia	72	103	92	79	-14.1	-23.3	9.7	707	1,263	1,177	1,343	14.1	6.3	90.0
Ukraine	26	43	17	32	88.2	-25.6	23.1	170	311	298	275	-7.7	-11.6	61.8
Other Europe	140	170	88	82	-6.8	-51.8	-41.4	1,437	1,714	1,108	1,046	-5.6	-39.0	-27.2
	369	499	327	302	-7.6	-39.5	-18.2	3,624	5,228	3,937	4,184	6.3	-20.0	15.5
Total	27,835	28,022	25,783	27,127	5.2	-3.2	-2.5	195,455	195,434	185,817	183,396	-1.3	-6.2	-6.2

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>AUGUST</u>			<u>% Change</u>			<u>JANUARY - AUGUST</u>			<u>% Change</u>				
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	2010/09	2010/08	2010/07	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	2010/09	2010/08	2010/07
<u>LATIN AMERICA</u>														
<u>CENTRAL AMERICA</u>														
Mexico	150	305	215	145	-32.6	-52.5	-3.3	1,441	2,228	1,438	1,316	-8.5	-40.9	-8.7
Belize	32	46	60	38	-36.7	-17.4	18.8	364	408	426	327	-23.2	-19.9	-10.2
Costa Rica	40	60	46	42	-8.7	-30.0	5.0	491	571	522	454	-13.0	-20.5	-7.5
El Salvador	12	22	21	15	-28.6	-31.8	25.0	124	165	109	87	-20.2	-47.3	-29.8
Guatemala	24	18	37	40	8.1	122.2	66.7	200	175	246	300	22.0	71.4	50.0
Honduras	14	18	15	15	0.0	-16.7	7.1	95	169	107	83	-22.4	-50.9	-12.6
Nicaragua	4	9	8	4	-50.0	-55.6	0.0	38	62	61	50	-18.0	-19.4	31.6
Panama	83	111	102	69	-32.4	-37.8	-16.9	761	764	805	725	-9.9	-5.1	-4.7
Total	359	589	504	368	-27.0	-37.5	2.5	3,514	4,542	3,714	3,342	-10.0	-26.4	-4.9
<u>SOUTH AMERICA</u>														
Argentina	113	113	96	85	-11.5	-24.8	-24.8	777	1,256	1,280	1,278	-0.2	1.8	64.5
Bolivia	2	1	4	1	-75.0	0.0	-50.0	25	44	31	35	12.9	-20.5	40.0
Brazil	120	187	145	70	-51.7	-62.6	-41.7	959	1,218	1,022	1,101	7.7	-9.6	14.8
Chile	26	65	42	46	9.5	-29.2	76.9	340	561	666	446	-33.0	-20.5	31.2
Colombia	61	34	16	79	393.8	132.4	29.5	1,028	686	621	678	9.2	-1.2	-34.0
Ecuador	12	707	717	835	16.5	18.1	6858.3	107	1,483	1,595	1,411	-11.5	-4.9	1218.7
Paraguay	1	1	0	0	-	-	-	22	8	18	14	-22.2	75.0	-36.4
Peru	29	35	30	23	-23.3	-34.3	-20.7	205	303	347	253	-27.1	-16.5	23.4
Uruguay	7	13	28	15	-46.4	15.4	114.3	61	105	145	97	-33.1	-7.6	59.0
Venezuela	53	60	228	31	-86.4	-48.3	-41.5	566	530	903	430	-52.4	-18.9	-24.0
Other South America	0	0	5	3	-	-	-	2	7	15	16	6.7	128.6	700.0
Total	424	1,216	1,311	1,188	-9.4	-2.3	180.2	4,092	6,201	6,643	5,759	-13.3	-7.1	40.7
Total Latin America	783	1,805	1,815	1,556	-14.3	-13.8	98.7	7,606	10,743	10,357	9,101	-12.1	-15.3	19.7

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	AUGUST							JANUARY - AUGUST						
	2007	2008	2009	2010	% Change			2007	2008	2009	2010	% Change		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
CARIBBEAN														
Antigua	165	323	281	244	-13.2	-24.5	47.9	1,445	1,804	1,700	1,510	-11.2	-16.3	4.5
Bahamas	531	440	473	586	23.9	33.2	10.4	3,509	3,107	3,631	3,165	-12.8	1.9	-9.8
Barbados	383	578	405	357	-11.9	-38.2	-6.8	3,547	4,212	3,467	2,895	-16.5	-31.3	-18.4
Bermuda	309	270	358	356	-0.6	31.9	15.2	2,077	2,232	2,139	1,948	-8.9	-12.7	-6.2
British Virgin Is.	142	112	155	147	-5.2	31.3	3.5	584	657	652	673	3.2	2.4	15.2
Cayman Is.	1,657	1,876	2,137	1,728	-19.1	-7.9	4.3	12,801	13,665	16,242	12,137	-25.3	-11.2	-5.2
Dominica	27	87	59	42	-28.8	-51.7	55.6	262	400	398	246	-38.2	-38.5	-6.1
Grenada	107	97	45	41	-8.9	-57.7	-61.7	530	666	475	299	-37.1	-55.1	-43.6
Guyana	203	286	250	190	-24.0	-33.6	-6.4	1,509	1,594	1,506	1,193	-20.8	-25.2	-20.9
Monsterrat	11	16	21	13	-38.1	-18.8	18.2	86	105	102	83	-18.6	-21.0	-3.5
St. Kitts/Nevis/Anguilla	68	146	113	107	-5.3	-26.7	57.4	579	679	725	624	-13.9	-8.1	7.8
St. Lucia	142	217	107	92	-14.0	-57.6	-35.2	956	1,276	874	650	-25.6	-49.1	-32.0
St. Vincent	78	156	54	41	-24.1	-73.7	-47.4	396	602	384	291	-24.2	-51.7	-26.5
Turks & Caicos Is.	169	200	198	186	-6.1	-7.0	10.1	1,112	1,139	964	1,053	9.2	-7.6	-5.3
Trinidad & Tobago	643	887	963	872	-9.4	-1.7	35.6	6,572	7,489	6,580	6,631	0.8	-11.5	0.9
Comm. Caribbean	4,635	5,691	5,619	5,002	-11.0	-12.1	7.9	35,965	39,627	39,839	33,398	-16.2	-15.7	-7.1
Aruba	34	36	32	27	-15.6	-25.0	-20.6	252	337	277	250	-9.7	-25.8	-0.8
Cuba	76	72	92	50	-45.7	-30.6	-34.2	675	596	802	358	-55.4	-39.9	-47.0
Curacao	45	147	74	47	-36.5	-68.0	4.4	651	1,324	912	476	-47.8	-64.0	-26.9
Dominican Rep.	181	179	39	74	89.7	-58.7	-59.1	1,073	1,275	820	635	-22.6	-50.2	-40.8
Guadelope	0	5	7	30	328.6	500.0	-	112	121	89	151	69.7	24.8	34.8
Haiti	18	15	28	40	42.9	166.7	122.2	162	187	204	353	73.0	88.8	117.9
Puerto Rico	70	148	89	147	65.2	-0.7	110.0	973	1,206	960	938	-2.3	-22.2	-3.6
St. Maarten	85	71	68	145	113.2	104.2	70.6	529	636	512	656	28.1	3.1	24.0
Surinam	36	30	37	25	-32.4	-16.7	-30.6	327	328	311	284	-8.7	-13.4	-13.1
All other Caribbean	53	47	49	47	-4.1	0.0	-11.3	536	579	455	573	25.9	-1.0	6.9
Other Caribbean	598	750	515	632	22.7	-15.7	5.7	5,290	6,589	5,342	4,674	-12.5	-29.1	-11.6
TOTAL CARIBBEAN	5,233	6,441	6,134	5,634	-8.2	-12.5	7.7	41,255	46,216	45,181	38,072	-15.7	-17.6	-7.7
ASIA														
India	90	46	57	71	24.6	54.3	-21.1	1,098	650	879	674	-23.3	3.7	-38.6
Pakistan	4	1	0	8	-	-	-	75	13	13	21	61.5	61.5	-72.0
Japan	152	119	135	94	-30.4	-21.0	-38.2	2,023	1,948	1,623	1,317	-18.9	-32.4	-34.9
China	110	69	63	86	36.5	24.6	-21.8	663	690	901	746	-17.2	8.1	12.5
Taiwan	3	13	3	3	0.0	-76.9	0.0	25	92	45	65	44.4	-29.3	160.0
Korea	17	13	18	102	466.7	684.6	500.0	140	180	207	245	18.4	36.1	75.0
Philippines	17	35	7	35	400.0	0.0	105.9	231	310	237	352	48.5	13.5	52.4
Singapore	8	7	4	4	0.0	-42.9	-50.0	105	97	100	67	-33.0	-30.9	-36.2
Other Asia	28	38	24	22	-8.3	-42.1	-21.4	395	309	352	211	-40.1	-31.7	-46.6
	429	341	311	425	36.7	24.6	-0.9	4,755	4,289	4,357	3,698	-15.1	-13.8	-22.2
OTHER COUNTRIES														
African Countries	111	139	84	102	21.4	-26.6	-8.1	1,022	800	812	770	-5.2	-3.8	-24.7
Israel	104	146	72	96	33.3	-34.2	-7.7	710	773	604	485	-19.7	-37.3	-31.7
Saudi Arabia	0	3	0	1	-	-	-	7	21	12	7	-41.7	-66.7	0.0
Turkey	13	33	10	13	30.0	-60.6	0.0	152	219	204	103	-49.5	-53.0	-32.2
Other Middle East	30	101	47	64	36.2	-36.6	113.3	339	403	373	403	8.0	0.0	18.9
Australia	105	133	127	124	-2.4	-6.8	18.1	2,128	1,784	1,274	1,263	-0.9	-29.2	-40.6
New Zealand	13	19	53	23	-56.6	21.1	76.9	347	227	197	164	-16.8	-27.8	-52.7
All Other Ctries	7	2	2	0	-100.0	-100.0	-	32	39	20	25	25.0	-35.9	-21.9
Total	383	576	395	423	7.1	-26.6	10.4	4,737	4,266	3,496	3,220	-7.9	-24.5	-32.0
GRAND TOTAL	136,660	142,467	152,573	159,408	4.5	11.9	16.6	1,198,376	1,267,266	1,319,704	1,374,803	4.2	8.5	14.7

STOPOVER VISITORS BY MARKET SHARE

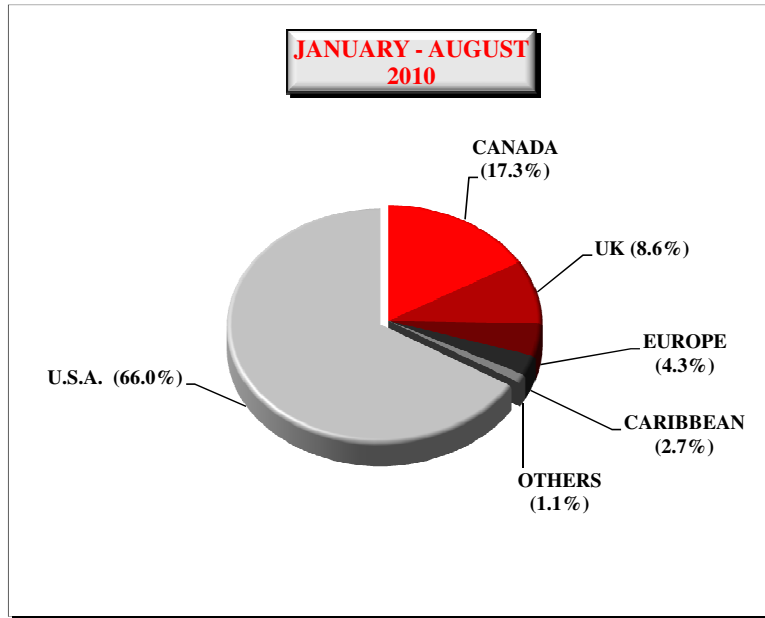


Fig. 2

Country	August 2010	% Share	Jan. - Aug. 2010	% Share	Jan. - Aug. 2009	% Share	% Change 2010/09
U.S.A	107,480	67.4%	910,079	66.2%	859,827	65.2%	5.8%
CANADA	16,763	10.5%	227,237	16.5%	210,669	16.0%	7.9%
U.K.	17,085	10.7%	121,141	8.8%	123,109	9.3%	-1.6%
EUROPE	10,042	6.3%	62,255	4.5%	62,708	4.8%	-0.7%
CARIBBEAN	5,634	3.5%	38,072	2.8%	45,181	3.4%	-15.7%
OTHERS	2,404	1.5%	16,019	1.2%	18,210	1.4%	-12.0%
Total	159,408	100.0%	1,374,803	100.0%	1,319,704	100.0%	4.2%

TABLE 3

AVERAGE LENGTH OF STAY (Nights)								
	<u>FOREIGN NATIONALS</u>				<u>NON-RESIDENT JAMAICANS</u>			
	All Types of Accommodation		Hotel		All Types of Accommodation		Hotel	
	2009	2010	2009	2010	2009	2010	2009	2010
	January	9.5	9.4	7.3	7.3	16.1	17.4	8.2
February	8.4	8.3	7.0	7.0	14.2	14.4	7.4	7.3
March	8.3	8.2	6.8	6.7	14.7	14.2	7.2	7.6
April	8.3	7.8	6.7	6.6	14.3	13.5	7.6	7.2
May	8.3	8.1	6.8	6.6	15.2	15.4	7.8	8.1
June	9.6	9.5	6.8	6.7	18.1	18.3	8.3	9.2
July	10.1	9.8	7.0	6.9	17.5	17.4	8.8	8.4
August	9.2	9.2	7.0	7.1	14.4	15.0	8.5	8.8
Jan.-Aug.	9.0	8.8	6.9	6.9	15.7	15.8	8.1	8.3

Note: LENGTH OF STAY IS BASED ON "INTENDED" LENGTH OF STAY

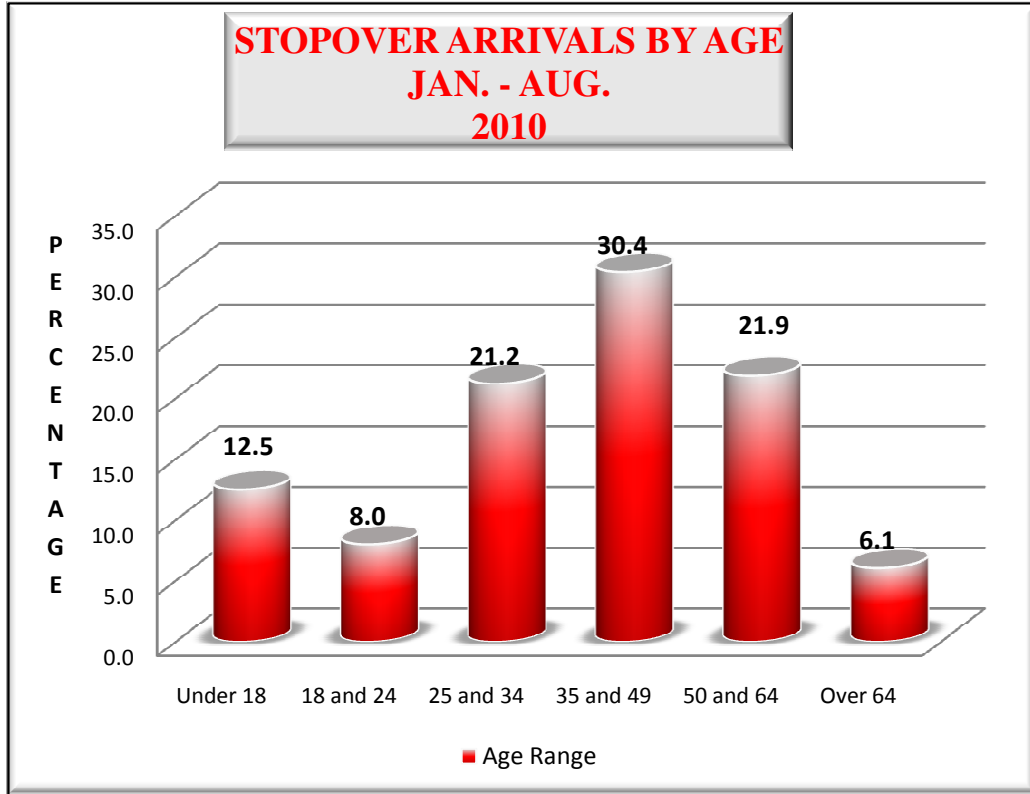


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

Age Range	AUGUST		JAN. - AUG.		JAN. - AUG.		% Change 2010/09
	2010	% Share	2010	% Share	2009	% Share	
Under 18	26,207	16.4	171,781	12.5	162,557	12.3	5.7%
18 and 24	15,305	9.6	110,144	8.0	113,262	8.6	-2.8%
25 and 34	35,943	22.5	291,730	21.2	286,708	21.7	1.8%
35 and 49	46,830	29.4	417,473	30.4	402,544	30.5	3.7%
50 and 64	27,644	17.3	300,447	21.9	276,524	21.0	8.7%
Over 64	7,479	4.7	83,228	6.1	78,109	5.9	6.6%
Total	159,408	100.0	1,374,803	100.0	1,319,704	100.0	4.2%

TABLE 4**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL
JANUARY - AUGUST 2010**

	MONTEGO BAY		% Change 2010/09		OCHO RIOS		% Change 2010/09		2010 TOTAL		2009 TOTAL		% Change 2010/09	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	13	30,439	-18.8%	-10.4%	21	56,637	-19.2%	-23.3%	35	87,136	43	107,827	-18.6%	-19.2%
February	11	25,235	-26.7%	-25.9%	19	53,295	-9.5%	-4.0%	31	78,805	38	90,477	-18.4%	-12.9%
March	16	39,606	6.7%	14.0%	25	71,317	-7.4%	-7.6%	42	111,356	44	112,416	-4.5%	-0.9%
April	14	29,220	16.7%	-20.2%	17	50,896	-29.2%	-23.9%	31	80,116	36	103,484	-13.9%	-22.6%
Jan. - Apr.	54	124,500	-6.9%	-10.7%	82	232,145	-16.3%	-15.1%	139	357,413	161	414,204	-13.7%	-13.7%
May	10	19,500	-9.1%	-30.1%	12	40,804	0.0%	1.3%	22	60,304	23	68,181	-4.3%	-11.6%
June	7	17,562	16.7%	7.2%	13	48,955	-13.3%	-6.1%	20	66,517	21	68,539	-4.8%	-3.0%
July	5	16,231	25.0%	11.8%	13	48,673	18.2%	17.0%	18	64,904	15	56,112	20.0%	15.7%
August	4	13,371	33.3%	25.9%	13	48,472	18.2%	18.7%	17	61,843	14	51,449	21.4%	20.2%
May - Aug.	26	66,664	8.3%	-4.0%	51	186,904	4.1%	6.9%	77	253,568	73	244,281	5.5%	3.8%
Jan. - Aug.	80	191,164	-2.4%	-8.5%	133	419,049	-9.5%	-6.5%	216	610,981	234	658,485	-7.7%	-7.2%

- * Note:
1. During the month of January one Cruise Ship called with 60 Cruise passengers visited Port Antonio.
 2. During the month of February one Cruise Ship called with 275 Cruise passengers visited Port Antonio.
 3. During the month of March one Cruise Ship called with 433 Cruise passengers visited Port Antonio.

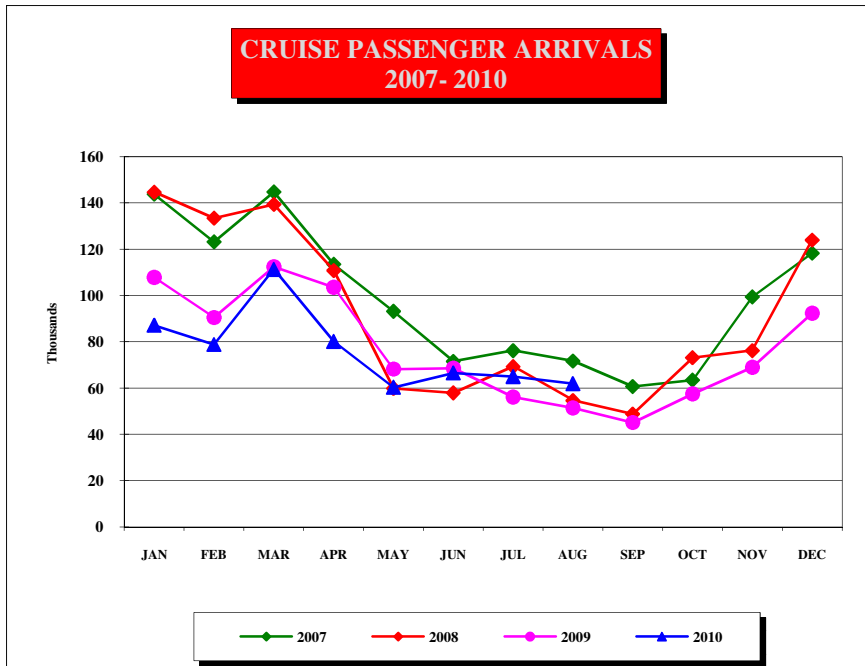


FIG. 4

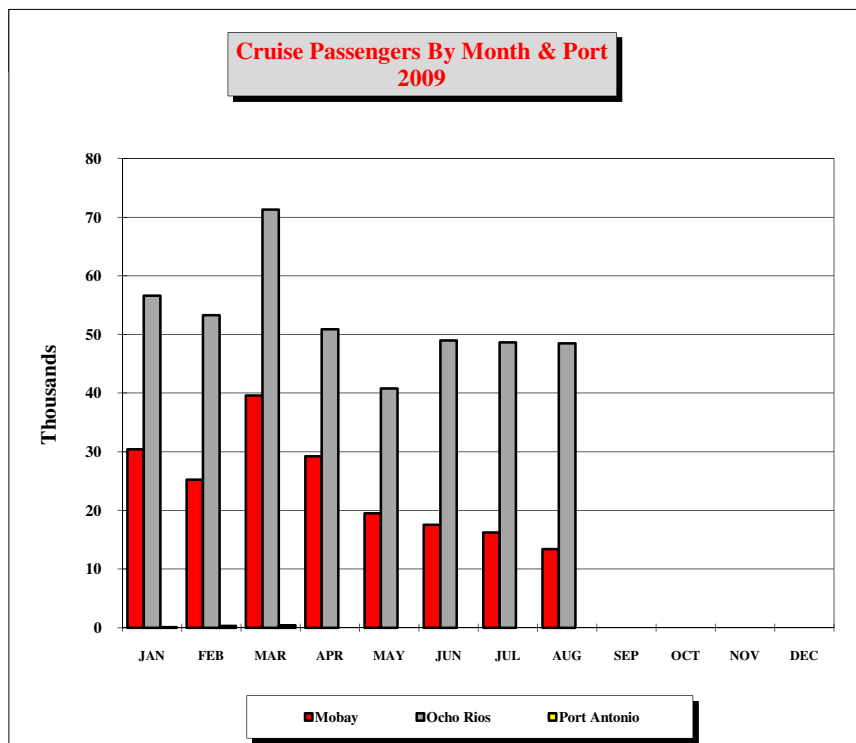


FIG. 4a

**TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES**

	AUGUST 2010			JANUARY - AUGUST 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
U.S.A.						
<u>NORTHEAST (NEW YORK)</u>						
Connecticut	3,159	1	3,160	25,092	13	25,105
Delaware	565	2	567	4,619	2	4,621
Maine	165	0	165	3,364	193	3,557
Maryland	4,620	23	4,643	35,323	37	35,360
Massachusetts	2,747	1	2,748	27,664	22	27,686
New Hampshire	256	1	257	4,602	3	4,605
New Jersey	8,799	2	8,801	55,217	17	55,234
New York	27,620	8	27,628	177,551	517	178,068
Pennsylvania	6,325	6	6,331	55,895	34	55,929
Rhode Island	212	0	212	3,064	2	3,066
Vermont	78	0	78	1,932	6	1,938
Virginia	2,851	4	2,855	22,578	19	22,597
Washington D.C.	527	3	530	4,415	7	4,422
West Virginia	211	0	211	2,660	0	2,660
Total	58,135	51	58,186	423,976	872	424,848
<u>MIDWEST (CHICAGO)</u>						
Illinois	3,311	1	3,312	36,249	796	37,045
Indiana	906	1	907	11,738	20	11,758
Iowa	349	0	349	7,946	291	8,237
Kansas	474	0	474	4,888	28	4,916
Kentucky	488	0	488	5,492	18	5,510
Michigan	1,642	3	1,645	23,701	45	23,746
Minnesota	682	0	682	14,152	1,925	16,077
Missouri	1,273	8	1,281	12,052	1,568	13,620
Nebraska	347	0	347	4,182	12	4,194
North Dakota	76	0	76	1,884	50	1,934
Ohio	1,763	4	1,767	18,118	17	18,135
South Dakota	72	0	72	1,952	72	2,024
Wisconsin	807	0	807	17,597	1,813	19,410
Total	12,190	17	12,207	159,951	6,655	166,606

**TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES**

	AUGUST 2010			JANUARY - AUGUST 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>SOUTH (MIAMI)</u>						
Alabama	580	0	580	5,939	9	5,948
Arkansas	275	1	276	3,111	3	3,114
Florida	16,239	44	16,283	127,726	358	128,084
Georgia	4,052	5	4,057	39,492	62	39,554
Louisiana	395	0	395	5,187	0	5,187
Mississippi	245	0	245	2,971	10	2,981
North Carolina	2,085	0	2,085	19,465	29	19,494
Oklahoma	427	0	427	4,051	8	4,059
South Carolina	830	0	830	8,416	4	8,420
Tennessee	968	1	969	10,863	10	10,873
Total	26,096	51	26,147	227,221	493	227,714
<u>WEST (LOS ANGELES)</u>						
Alaska	18	0	18	377	0	377
Arizona	397	2	399	5,927	3	5,930
California	4,132	8	4,140	29,639	54	29,693
Colorado	570	0	570	6,892	19	6,911
Hawaii	12	0	12	242	0	242
Idaho	76	0	76	839	0	839
Montana	35	0	35	833	3	836
Nevada	405	0	405	2,864	2	2,866
New Mexico	117	0	117	1,174	1	1,175
Oregon	238	0	238	2,031	11	2,042
Texas	4,090	3	4,093	32,578	60	32,638
Utah	193	1	194	1,918	3	1,921
Washington	596	0	596	4,806	11	4,817
Wyoming	47	0	47	622	2	624
Total	10,926	14	10,940	90,742	169	90,911
TOTAL U.S.A.	107,347	133	107,480	901,890	8,189	910,079

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**TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES**

	AUGUST 2010			JANUARY - AUGUST 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
CANADA (TORONTO)						
Alberta	616	5	621	12,476	5,917	18,393
British Columbia	399	0	399	7,178	1,683	8,861
Manitoba	134	3	137	3,037	2,230	5,267
New Brunswick	47	5	52	2,020	1,946	3,966
Newfoundland	87	5	92	2,085	379	2,464
Nova Scotia	83	2	85	2,568	4,213	6,781
Ontario	10,642	1,873	12,515	87,054	52,773	139,827
P.E. Island	7	0	7	172	393	565
Quebec	1,299	1,472	2,771	12,050	22,500	34,550
Saskatchewan	73	1	74	2,062	4,183	6,245
Other Canada	10	0	10	230	88	318
Total	13,397	3,366	16,763	130,932	96,305	227,237
EUROPE						
LONDON OFFICE						
Northern Europe						
U.K.	9,964	7,121	17,085	77,080	44,061	121,141
Denmark	43	0	43	544	18	562
Finland	3	3	6	285	8	293
Ireland	139	64	203	1,538	421	1,959
Norway	27	2	29	687	25	712
Sweden	49	0	49	1,039	43	1,082
Sub-Total	10,225	7,190	17,415	81,173	44,576	125,749
GERMAN OFFICE						
Southern Europe						
Greece	26	0	26	194	4	198
Italy	1,873	18	1,891	10,723	85	10,808
Portugal	32	1,915	1,947	208	7,562	7,770
Spain	147	2,845	2,992	1,204	6,858	8,062
Western Europe						
Austria	146	0	146	1,892	6	1,898
Belgium	364	1	365	3,483	15	3,498
France	305	11	316	2,630	93	2,723
Germany	1,083	3	1,086	12,122	72	12,194
Luxemburg	24	0	24	138	2	140
Netherlands	467	10	477	4,389	45	4,434
Switzerland	137	3	140	1,707	31	1,738
Sub-Total	4,604	4,806	9,410	38,690	14,773	53,463
Central/East Europe						
Czechoslovakia	22	0	22	282	9	291
Hungary	17	0	17	311	4	315
Poland	68	2	70	819	95	914
Russia	75	4	79	1,070	273	1,343
Ukraine	32	0	32	263	12	275
Other Europe	78	4	82	890	156	1,046
Sub-Total	292	10	302	3,635	549	4,184
Total	15,121	12,006	27,127	123,498	59,898	183,396

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

	AUGUST 2010			JANUARY - AUGUST 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
::						
<u>OTHER COUNTRIES</u>						
<u>CENTRAL AMERICA</u>						
Mexico	142	3	145	1,302	14	1,316
Belize	38	0	38	327	0	327
Costa Rica	42	0	42	451	3	454
El Salvador	15	0	15	87	0	87
Guatemala	40	0	40	282	18	300
Honduras	15	0	15	83	0	83
Nicaragua	1	3	4	44	6	50
Panama	69	0	69	724	1	725
Total	362	6	368	3,300	42	3,342
<u>SOUTH AMERICA</u>						
Argentina	85	0	85	1,275	3	1,278
Bolivia	1	0	1	35	0	35
Brazil	69	1	70	1,098	3	1,101
Chile	45	1	46	445	1	446
Colombia	70	9	79	555	123	678
Ecuador	7	828	835	75	1,336	1,411
Paraguay	0	0	0	14	0	14
Peru	23	0	23	252	1	253
Uruguay	15	0	15	97	0	97
Venezuela	24	7	31	359	68	427
Other South America	3	0	3	19	0	19
Total	342	846	1,188	4,224	1,535	5,759
Total Latin America	704	852	1,556	7,524	1,577	9,101
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TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

	AUGUST 2010			JANUARY - AUGUST 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
CARIBBEAN						
Antigua	244	0	244	1,495	15	1,510
Bahamas	422	164	586	2,428	737	3,165
Barbados	350	7	357	2,750	145	2,895
Bermuda	356	0	356	1,945	3	1,948
British Virgin Is.	145	2	147	670	3	673
Cayman Is.	1,722	6	1,728	12,090	47	12,137
Dominica	42	0	42	238	8	246
Grenada	41	0	41	292	7	299
Guyana	186	4	190	1,131	62	1,193
Montserrat	13	0	13	83	0	83
St. Kitts/Nevis/Anguilla	106	1	107	614	10	624
St. Lucia	90	2	92	622	28	650
St. Vincent	40	1	41	274	17	291
Turks & Caicos Is.	184	2	186	1,036	17	1,053
Trinidad & Tobago	872	0	872	6,354	277	6,631
Comm. Caribbean	4,813	189	5,002	32,022	1,376	33,398
Aruba	4	23	27	147	103	250
Bonaire	0	0	0	0	0	0
Cuba	19	18	37	263	68	331
Curacao	12	35	47	309	167	476
Dominican Republic	70	4	74	618	17	635
Guadelope	30	0	30	151	0	151
Haiti	13	27	40	120	233	353
Puerto Rico	147	0	147	937	1	938
St. Maarten	145	0	145	655	1	656
Surinam	16	9	25	243	41	284
All other Caribbean	48	12	60	489	111	600
Other Caribbean	504	128	632	3,932	742	4,674
TOTAL CARIBBEAN	5,317	317	5,634	35,954	2,118	38,072
OTHER COUNTRIES						
India	70	1	71	665	9	674
Pakistan	2	6	8	15	6	21
Japan	91	3	94	1,313	4	1,317
China	84	2	86	740	6	746
Taiwan	3	0	3	63	2	65
Korea	102	0	102	242	3	245
Philippines	35	0	35	349	3	352
Singapore	4	0	4	67	0	67
Other Asia	20	2	22	199	12	211
Asia	411	14	425	3,653	45	3,698
African Countries	93	9	102	737	33	770
Israel	92	4	96	469	16	485
Saudi Arabia	0	1	1	6	1	7
Turkey	12	1	13	100	3	103
Other Middle East	63	1	64	387	16	403
Australia	119	5	124	1,227	36	1,263
New Zealand	23	0	23	163	1	164
All Other Ctries	0	0	0	23	2	25
Total	402	21	423	3,112	108	3,220
GRAND TOTAL	142,699	16,709	159,408	1,206,563	168,240	1,374,803

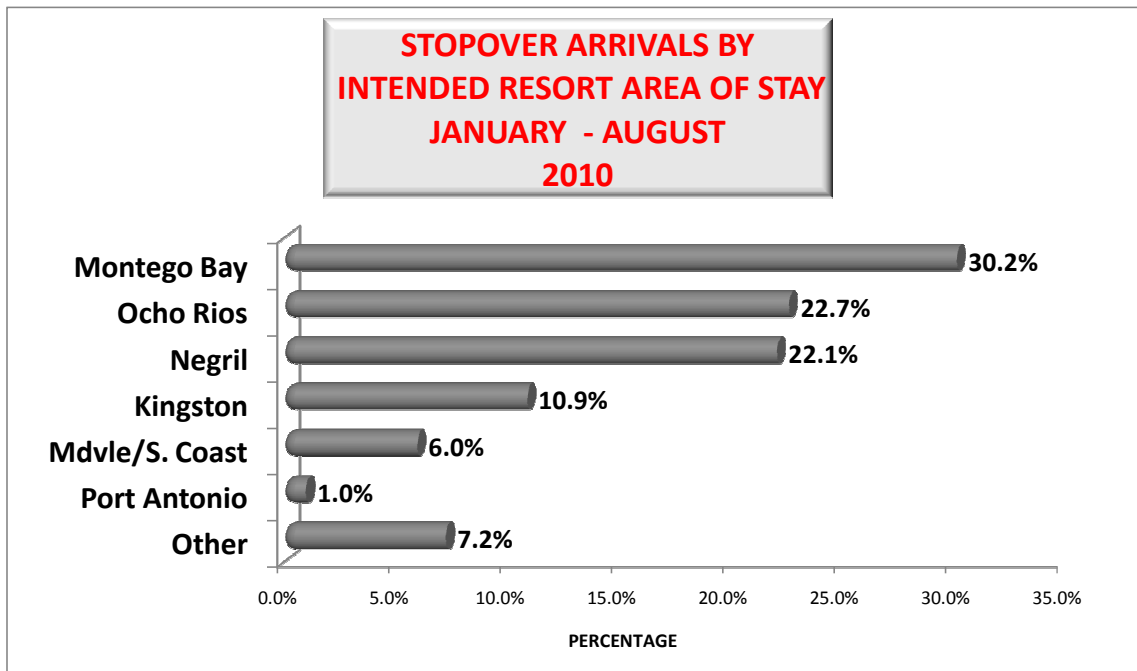


Fig. 5

STOPOVER ARRIVALS BY INTENDED AREA OF STAY

Area	AUGUST			JANUARY - AUGUST			JANUARY - AUGUST			% Change 2010/09 ARRIVALS
	2010	%Share	LENGTH OF STAY	2010	%Share	LENGTH OF STAY	2009	%Share	LENGTH OF STAY	
Montego Bay	47,437	29.8%	8.3	414,929	30.2%	7.5	377,304	28.6%	7.7	10.0%
Ocho Rios	34,852	21.9%	9.4	311,564	22.7%	8.5	304,860	23.1%	8.5	2.2%
Negril	30,974	19.4%	8.2	304,018	22.1%	7.9	289,439	21.9%	8.0	5.0%
Kingston	19,989	12.5%	13.1	149,603	10.9%	11.7	157,435	11.9%	11.7	-5.0%
Mdvle/S. Coast	9,940	6.2%	15.0	81,804	6.0%	13.5	78,673	6.0%	13.6	4.0%
Port Antonio	1,781	1.1%	16.9	13,236	1.0%	15.6	12,414	0.9%	16.2	6.6%
Other	14,435	9.1%	16.3	99,649	7.2%	15.3	99,579	7.5%	15.8	0.1%
Total	159,408	100.0%	10.5	1,374,803	100.0%	9.3	1,319,704	100.0%	9.5	4.2%