

JAMAICA TOURIST BOARD

IN DECEMBER 2010.....

- Stopover arrivals up by 10.5%
- US Market up by 7.9%
- Canada up by 33.5%
- Europe down by 8.5%

TOURIST (Stopover Arrivals)

Stopover arrivals in December 2010 were **200,846**, an increase of **10.5%** over the **181,816** recorded in December 2009.

For the period May to December 2010, arrivals to Jamaica increased by **3.6%** with **1,224,789** compared to **1,181,910** in 2009.

Year to date 2010, January to December, arrivals increased by **4.9%** with **1,921,678** compared to **1,831,097** in 2009.

United States

Stopover arrivals from the United States market recorded a **7.9%** increase in December with a total of **118,504** arrivals compared to the **109,783** arrivals who visited in December 2009. All marketing regions, recorded increases in arrivals. The North-East with **54,774** increased by **5.3%**, the south with **32,583** by **11.0%**, the Mid-West with **19,853** by **13.5%** and the West with **11,294** by **3.4%**.

For the period May to December 2010, all marketing regions recorded increases in arrivals over 2009.

Year to date 2010, January to December, arrivals from the US market recorded an increase of **6.0%**. In total, **1,242,943** stopovers arrived from this market compared to **1,172,844** in 2009. Arrivals from the Northeast increased most significantly by **9.5%**.

Canada

In December 2010, the Canadian market recorded an increase of **33.5%**, with **48,895** Stopover arrivals compared to **36,616** in December 2009.

Stopover arrivals from the leading province of Ontario increased by **32.9%**, while those from the second most important visitor-producing province of Quebec increased by **22.7%**. All provinces had positive growth in tourist stopover arrivals during December 2010.

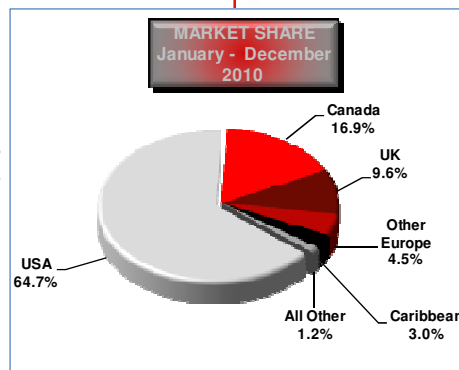
Between May and December 2010, Canadian arrivals to Jamaica increased by **13.4%** with **165,763** compared to **146,136** in 2009. Cumulatively, the Canadian market has generated **34,884** additional arrivals for 2010, with a total of **325,191** stopovers compared to **290,307** in 2009. The top visitor producing provinces of Ontario with **204,025** stopovers and Quebec with **48,273** stopovers in-

creased by **13.8%** and **7.9%**, respectively. Other provinces recorded significant increases in visitor arrivals such as, Nova Scotia (**44.8%**), Newfoundland (**33.6%**) and P.E. Island (**30.5%**). Visitor arrivals from British Columbia and the North-western territories recorded declines of **11.2%** and **4.5%**, respectively.

Europe

The European market recorded a decrease of **8.5%** in December 2010. This market provided **24,437** stopover arrivals compared to the **26,697** recorded in December 2009.

In the Northern market, the main visitor-producing country, United Kingdom, with **16,989** arrivals, declined by **5.9%**. In the South/Western European region, visitor arrivals from the two most important visitor-producing provinces, Germany and Italy, declined by **3.0%** and **34.4%**, respectively. Stopover arrivals from South-western Europe declined by **15.8%** and from central/east Europe, increased by



11.0%.

Year to date 2010, January to December, the European market decreased by **2.0%**. Total stopovers were **271,315** compared to **276,799** in 2009. Arrivals from Northern Europe decreased by **0.2%** from **191,225** in 2009 to **190,825** in 2010. From South/Western Europe, **74,340** arrivals were recorded, down by **6.6%**. From Central/East Europe, arrivals increased by **2.1%**.

Latin America

Arrivals from Latin America decreased by **3.6%** in December 2010, with a total of **1,017** stopovers compared to **1,055** in December 2009. From the Central American region, stopover arrivals decreased by **11.1%** and in the South American region they rose by **1.6%**.

Between May and December 2010, stopover arrivals fell by **5.6%**

Cumulatively, for the January to December period, the Latin American market shrunk by **7.2%** with a total of **13,442** stopovers compared to **14,492** for the corresponding period in 2009.

The Caribbean

Stopover arrivals to Jamaica from the Caribbean region rose by **5.8%** in December 2010 with a total of **6,989** visitors, compared to **6,605** in December 2009.

The Cayman Islands and Trinidad and Tobago continued to be the major visitor producing Caribbean countries in December 2010 with **2,507** and **878** stopover arrivals, respectively.

In the period May to December 2010, stopover arrivals decreased by **8.9%**.

Caribbean stopover arrivals between January and December fell by **10.8%**, moving down from **65,333** in 2009 to **58,299** in 2010. The Cayman Islands provided a total of **18,409** stopovers in this period, followed by Trinidad and Tobago with **10,330**, the Bahamas with **4,884** and Barbados with **4,469** stopover arrivals.

Asia

The Asian market increased by **8.8%** in December 2010 with a total of **558** stopovers compared to **513** in December 2009.

Japan, China and India continued to be the major visitor-producing countries with **168**, **137** and **125** stopovers arriving from each country, respectively.

Year-to-date, January to December 2010, the Asian market declined by **6.1%** with **5,791** arrivals compared to **6,168** arrivals for the corresponding period in 2009.

Other Countries

Overall, stopover arrivals from other countries decreased by **18.5%** in December 2010. Of the Other Countries, Australia provided the most stopover arrivals to Jamaica, with **184** visitors. This represents a decrease of **21.7%** for Australia over 2009.

Cumulatively, for the January to December 2010 period, Other Countries recorded a **8.9%** decline with **4,697** arrivals in 2010 compared to **5,154** in 2009.

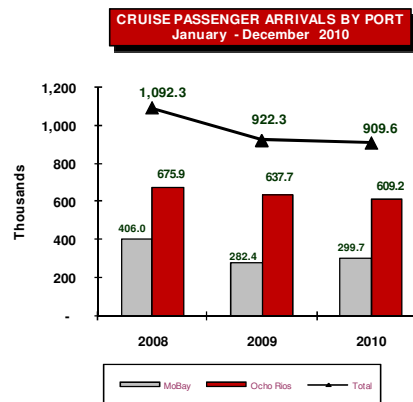
Market Share

The market share of stopover visitors for January to December 2010 were as follows: USA **64.7%**; Canada **16.9%**; UK **9.6%**; Continental Europe **4.5%**, the Caribbean **3.0%**; and the others, including Latin America and Asia **1.2%**.

Cruise Passengers

A total of **112,236** cruise passengers visited Jamaica in December 2010. This represented a **21.6%** increase over the **92,314** recorded for December 2009.

Cumulatively, for the January to December 2010 period, total cruise passengers to the Island was **909,619** a decrease of **1.4%** over 2009.



For December 2010, Cruise passengers visiting the port of Ocho Rios rose by **1.1%** and those visiting Montego Bay jumped by **66.7%**.

Year-to-date (January to December 2010), cruise passengers visiting the Ocho Rios port decreased by **4.5%** and those visiting the Montego Bay port increased by **6.1%**. The arrivals at these ports were **609,153** and **299,698**, in 2010 compared with **637,665** and **282,426** recorded for the corresponding period in 2009, respectively.

Length of Stay

The average length of stay of **Foreign National** arrivals in December 2010 was **10.4** nights compared to **10.9** nights recorded in December 2009. The average length of stay in hotels was **7.2** nights in 2010 and **7.4** in December 2009.

Cumulatively, the average length of stay for the January to December 2010 period was **9.0** nights compared to **9.2** nights in 2009. In hotels, the average length of stay during the period under review was **6.9** nights, and **7.0** in 2009.

The average length of stay of **Non-Resident Jamaican** arrivals in December 2010 was **18.5** nights compared to **19.1** nights in December 2009. The average length of stay in hotels in December 2010

was **9.2** nights and **10.6** nights in December 2009.

The average length of stay for the January to December 2010 period was **16.4** nights in 2010 and **16.5** nights in 2009. In hotels, the average length of stay during the period under review was **8.2** in both years.

Non-Resident Jamaicans spent more time in all types of accommodation (including hotels) than Foreign nationals.

Purpose of Visit

Year-to-date January to December 2010, **88.8%** or **1,570,367** of the **1,768,810 Foreign Nationals** visited Jamaica for Leisure, **5.3%** were on Business, **4.0%** were on Other purposes of travel and **2.0%** did not state purpose of travel.

A total of **105,729** or **69.2%** of the **152,868 Non-Resident Jamaicans** were visiting for Leisure, **6.1%** were on Business, **9.3%** were on Other purposes of travel and **15.4%** failed to provide a reason for travel.

Intended Resort Area of Stay

Of the **1,921,678** stopover arrivals visiting Jamaica year-to-date, January to December 2010, the resort area of Montego Bay welcomed **581,220** arrivals or **30.2%**; Ocho Rios welcomed **419,750** or **21.8%**; Negril received **413,356** or **21.5%**, and **221,779** or **11.5%** visited Kingston. The remaining **14.9%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

Type of Airlines used

Between January and December 2010, **1,690,288** or **88.0%** of the stopover visitors used scheduled airlines, while **231,390** or **12.0%** used chartered flights.

During the corresponding period in 2009 the percentage distribution was **83.0%** used scheduled airlines, while **17.0%** used chartered flights.

TABLE 1
TOURIST ARRIVALS
 January - December
 2010

Month	<----- Stopovers ----->						Total Stopover Arrivals	+/- 2010/09	+/- 2010/08
	Foreign Nationals	+/- 2010/09	+/- 2010/08	Non-Resident Jamaicans	+/- 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%
September	87,975	1.6%	5.4%	9,035	3.8%	5.3%	97,010	1.8%	5.4%
October	105,224	5.0%	7.9%	9,475	9.6%	10.3%	114,699	5.4%	8.1%
November	124,917	6.6%	9.6%	9,403	12.9%	12.9%	134,320	7.0%	9.9%
December	175,969	10.8%	12.6%	24,877	8.1%	6.7%	200,846	10.5%	11.8%
May - Dec.	1,115,258	3.5%	8.5%	109,531	4.9%	6.4%	1,224,789	3.6%	8.3%
Jan. - Dec.	1,768,810	5.0%	8.9%	152,868	3.8%	6.5%	1,921,678	4.9%	8.7%

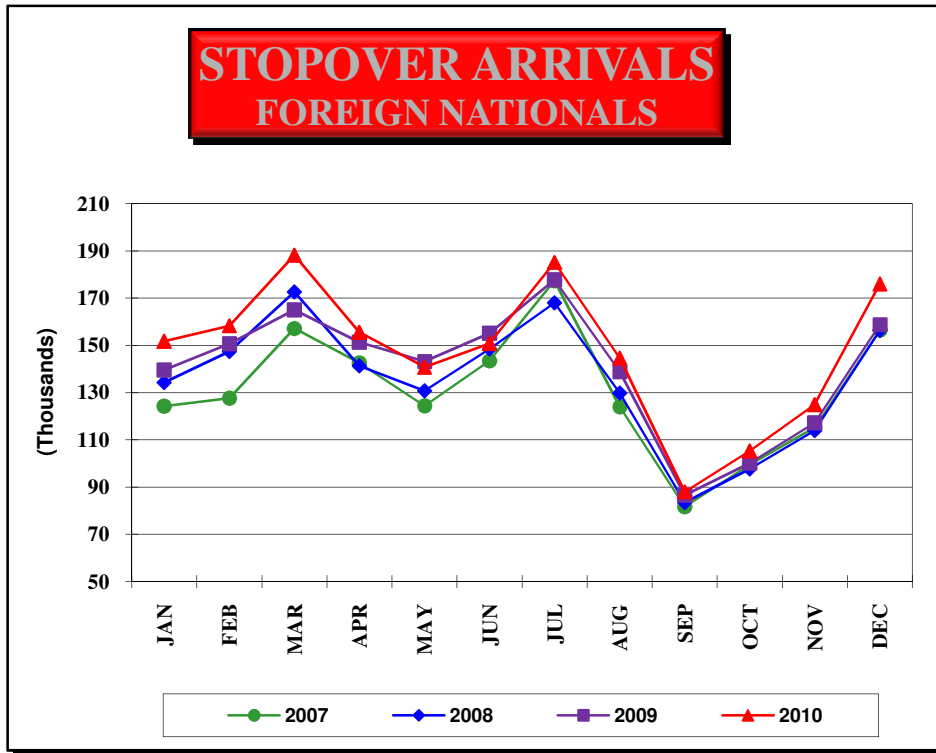


FIG. 1

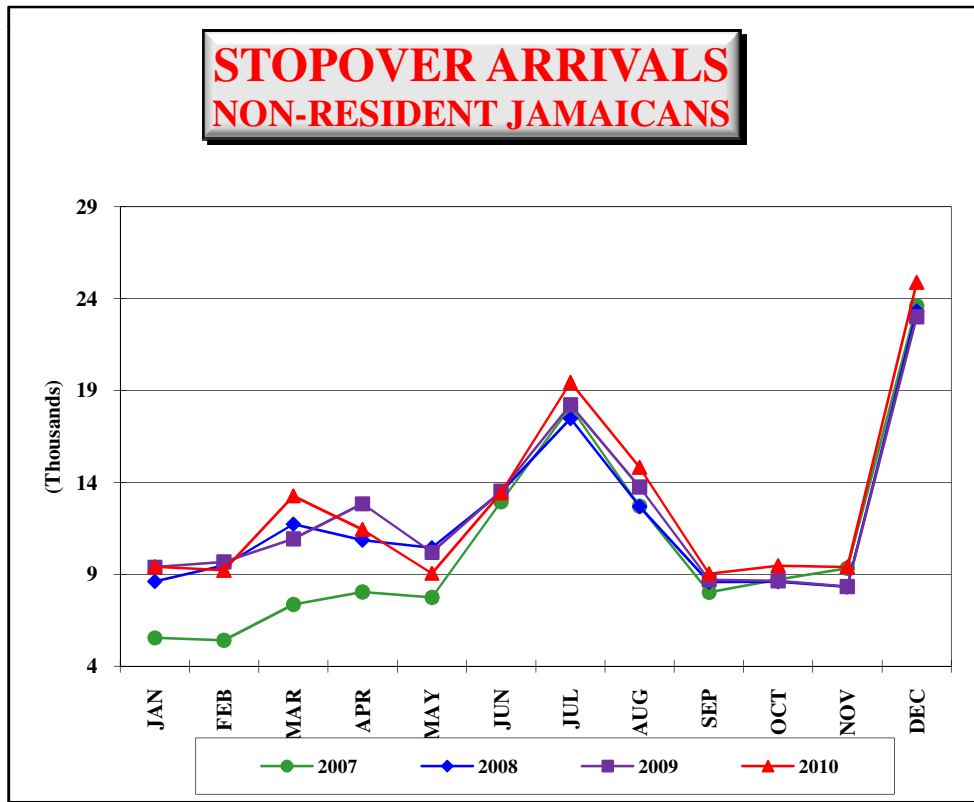


FIG. 1a

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

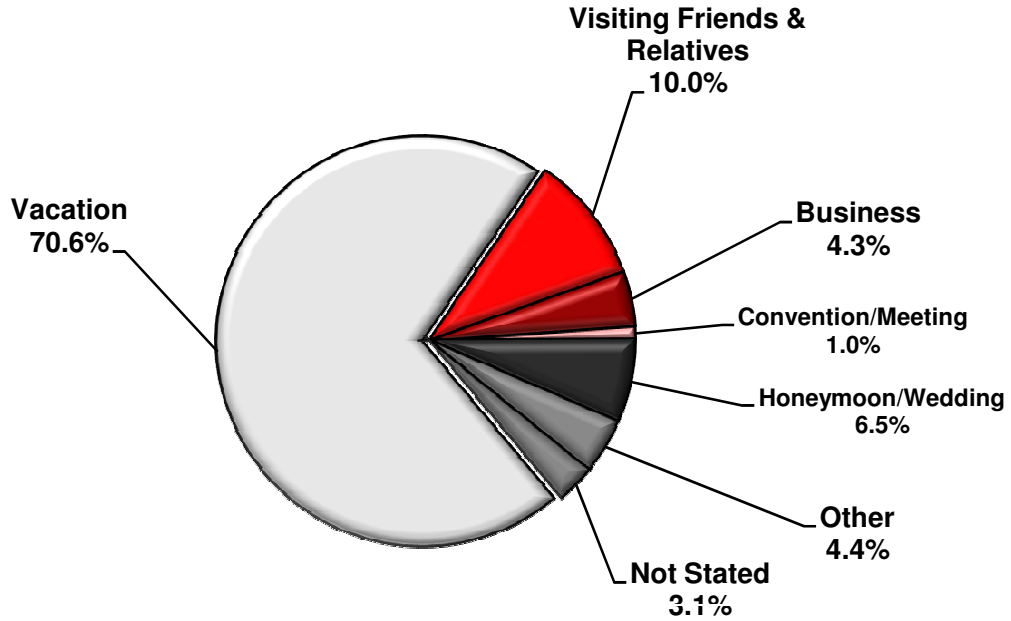


Fig. 1b

STOPOVER ARRIVALS BY PURPOSE OF VISIT						
January - December 2010	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	1,299,203	73.5%	58,322	38.2%	1,357,525	70.6%
Visiting Friends & Relatives	148,460	8.4%	44,657	29.2%	193,117	10.0%
Business	75,409	4.3%	7,960	5.2%	83,369	4.3%
Convention/Meeting	18,061	1.0%	1,313	0.9%	19,374	1.0%
Honeymoon/Wedding	122,704	6.9%	2,750	1.8%	125,454	6.5%
Other	69,931	4.0%	14,289	9.3%	84,220	4.4%
Not Stated	35,042	2.0%	23,577	15.4%	58,619	3.1%
TOTAL	1,768,810	100.0%	152,868	100.0%	1,921,678	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
September	25,529	8,909	19,774	6,410	60,622	9,893	20,385	1,052	4,250	476	332	97,010
October	32,367	12,745	22,285	7,269	74,666	13,192	20,178	1,300	4,460	523	380	114,699
November	37,030	13,838	20,246	7,958	79,072	25,974	22,919	972	4,528	536	319	134,320
December	54,774	19,853	32,583	11,294	118,504	48,895	24,437	1,017	6,989	558	446	200,846
May - Dec.	373,517	122,355	229,530	90,221	815,623	165,763	186,012	9,146	41,249	3,860	3,136	1,224,789
Jan. - Dec.	574,548	221,951	322,602	123,842	1,242,943	325,191	271,315	13,442	58,299	5,791	4,697	1,921,678
+/- %	9.5%	3.9%	2.7%	2.7%	6.0%	12.0%	-2.0%	-7.2%	-10.8%	-6.0%	-9.0%	4.9%

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	DECEMBER							JANUARY - DECEMBER						
	2007	2008	2009	2010	% Change			2007	2008	2009	2010	% Change		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
U.S.A.														
<u>NORTHEAST (NEW YORK)</u>														
Connecticut	3,520	3,253	3,307	3,768	13.9	15.8	7.0	29,703	30,644	30,088	34,027	13.1	11.0	14.6
Delaware	421	451	558	455	-18.5	0.9	8.1	5,815	5,483	5,525	6,234	12.8	13.7	7.2
Maine	226	209	331	329	-0.6	57.4	45.6	3,103	3,138	3,707	4,483	20.9	42.9	44.5
Maryland	4,601	4,508	4,106	4,448	8.3	-1.3	-3.3	46,659	45,179	44,019	47,932	8.9	6.1	2.7
Massachusetts	3,325	3,198	3,540	3,526	-0.4	10.3	6.0	28,684	29,853	34,823	36,910	6.0	23.6	28.7
New Hampshire	342	323	389	368	-5.4	13.9	7.6	4,592	4,620	5,251	5,843	11.3	26.5	27.2
New Jersey	6,517	5,863	6,411	6,683	4.2	14.0	2.5	69,565	66,906	69,958	75,096	7.3	12.2	8.0
New York	24,364	21,809	24,582	25,549	3.9	17.1	4.9	202,447	204,934	219,948	242,787	10.4	18.5	19.9
Pennsylvania	5,155	5,715	5,209	5,764	10.7	0.9	11.8	59,385	63,284	68,475	74,656	9.0	18.0	25.7
Rhode Island	321	268	240	289	20.4	7.8	-10.0	3,530	3,269	3,899	3,999	2.6	22.3	13.3
Vermont	136	148	151	175	15.9	18.2	28.7	1,925	1,867	1,880	2,409	28.1	29.0	25.1
Virginia	2,300	2,389	2,304	2,485	7.9	4.0	8.0	26,419	27,377	27,422	30,392	10.8	11.0	15.0
Washington D.C.	753	842	698	764	9.5	-9.3	1.5	6,371	5,994	6,332	6,389	0.9	6.6	0.3
West Virginia	168	213	204	171	-16.2	-19.7	1.8	2,368	2,695	3,149	3,391	7.7	25.8	43.2
Total	52,149	49,189	52,030	54,774	5.3	11.4	5.0	490,566	495,243	524,476	574,548	9.5	16.0	17.1
<u>MIDWEST (CHICAGO)</u>														
Illinois	5,650	5,920	4,952	5,374	8.5	-9.2	-4.9	49,875	51,455	49,571	50,873	2.6	-1.1	2.0
Indiana	1,267	1,103	1,075	1,531	42.4	38.8	20.8	15,135	15,005	14,652	16,615	13.4	10.7	9.8
Iowa	760	847	704	916	30.1	8.1	20.5	8,561	9,658	10,749	10,696	-0.5	10.7	24.9
Kansas	424	486	501	466	-7.0	-4.1	9.9	5,687	5,834	6,525	6,882	5.5	18.0	21.0
Kentucky	473	396	524	522	-0.4	31.8	10.4	7,137	7,097	7,392	7,545	2.1	6.3	5.7
Michigan	2,641	2,318	2,677	2,826	5.6	21.9	7.0	24,798	26,539	28,831	31,037	7.7	16.9	25.2
Minnesota	1,684	1,731	1,408	1,846	31.1	6.6	9.6	18,556	19,052	18,393	20,168	9.7	5.9	8.7
Missouri	1,209	1,329	1,319	1,446	9.6	8.8	19.6	19,141	16,735	19,104	18,088	-5.3	8.1	-5.5
Nebraska	505	498	477	449	-5.9	-9.8	-11.1	5,837	6,056	6,419	5,679	-11.5	-6.2	-2.7
North Dakota	252	197	191	224	17.3	13.7	-11.1	2,269	2,346	2,389	2,385	-0.2	1.7	5.1
Ohio	1,953	1,983	1,943	2,254	16.0	13.7	15.4	21,259	23,251	24,175	24,834	2.7	6.8	16.8
South Dakota	200	210	191	226	18.3	7.6	13.0	2,157	2,366	2,545	2,544	0.0	7.5	17.9
Wisconsin	1,664	1,970	1,527	1,773	16.1	-10.0	6.6	23,541	25,192	22,868	24,605	7.6	-2.3	4.5
Total	18,682	18,988	17,489	19,853	13.5	4.6	6.3	203,953	210,586	213,613	221,951	3.9	5.4	8.8

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	DECEMBER							JANUARY - DECEMBER						
	2007	2008	2009	2010	% Change			2007	2008	2009	2010	% Change		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
SOUTH (MIAMI)														
Alabama	520	577	563	609	8.2	5.5	17.1	7,705	8,153	8,043	8,035	-0.1	-1.4	4.3
Arkansas	295	292	277	314	13.4	7.5	6.4	3,876	4,275	4,373	4,159	-4.9	-2.7	7.3
Florida	21,523	20,476	18,377	20,547	11.8	0.3	-4.5	188,125	186,704	182,281	185,742	1.9	-0.5	-1.3
Georgia	5,257	4,959	5,067	5,814	14.7	17.2	10.6	53,466	55,605	51,733	56,093	8.4	0.9	4.9
Louisiana	508	436	369	568	53.9	30.3	11.8	7,449	6,758	6,923	7,151	3.3	5.8	-4.0
Mississippi	257	320	353	311	-11.9	-2.8	21.0	3,417	3,573	3,765	3,962	5.2	10.9	15.9
North Carolina	1,869	1,800	2,096	2,100	0.2	16.7	12.4	22,089	23,954	25,479	26,149	2.6	9.2	18.4
Oklahoma	334	390	324	378	16.7	-3.1	13.2	5,290	5,455	5,845	5,294	-9.4	-3.0	0.1
South Carolina	855	876	880	924	5.0	5.5	8.1	9,936	11,699	11,470	11,469	0.0	-2.0	15.4
Tennessee	947	966	1,040	1,018	-2.1	5.4	7.5	13,343	14,995	14,287	14,548	1.8	-3.0	9.0
Total	32,365	31,092	29,346	32,583	11.0	4.8	0.7	314,696	321,171	314,199	322,602	2.7	0.4	2.5
WEST (LOS ANGELES)														
Alaska	54	70	73	81	11.0	15.7	50.0	399	533	470	529	12.6	-0.8	32.6
Arizona	595	587	634	555	-12.5	-5.5	-6.7	6,650	6,995	6,419	7,811	21.7	11.7	17.5
California	4,824	4,059	4,262	4,017	-5.7	-1.0	-16.7	49,274	46,988	41,607	41,186	-1.0	-12.3	-16.4
Colorado	825	859	889	1,000	12.5	16.4	21.2	8,594	8,920	8,989	9,572	6.5	7.3	11.4
Hawaii	53	23	37	21	-43.2	-8.7	-60.4	330	351	316	327	3.5	-6.8	-0.9
Idaho	76	87	123	95	-22.8	9.2	25.0	1,122	1,274	1,089	1,096	0.6	-14.0	-2.3
Montana	74	88	104	74	-28.8	-15.9	0.0	893	856	996	1,070	7.4	25.0	19.8
Nevada	316	289	342	305	-10.8	5.5	-3.5	3,289	3,621	3,977	3,860	-2.9	6.6	17.4
New Mexico	115	116	131	122	-6.9	5.2	6.1	1,506	1,485	1,541	1,550	0.6	4.4	2.9
Oregon	358	337	319	303	-5.0	-10.1	-15.4	2,867	3,001	2,692	2,884	7.1	-3.9	0.6
Texas	2,842	3,062	3,011	3,801	26.2	24.1	33.7	39,533	40,097	42,633	43,810	2.8	9.3	10.8
Utah	160	192	226	203	-10.2	5.7	26.9	2,091	2,540	2,747	2,597	-5.5	2.2	24.2
Washington	642	574	667	666	-0.1	16.0	3.7	6,037	6,457	6,192	6,760	9.2	4.7	12.0
Wyoming	62	114	100	51	-49.0	-55.3	-17.7	732	824	888	790	-11.0	-4.1	7.9
Total	10,996	10,457	10,918	11,294	3.4	8.0	2.7	123,317	123,942	120,556	123,842	2.7	-0.1	0.4
TOTAL U.S.A.	114,192	109,726	109,783	118,504	7.9	8.0	3.8	1,132,532	1,150,942	1,172,844	1,242,943	6.0	8.0	9.7

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>DECEMBER</u>			<u>% Change</u>				<u>JANUARY - DECEMBER</u>			<u>% Change</u>			
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2010/09</u>	<u>2010/08</u>	<u>2010/07</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2010/09</u>	<u>2010/08</u>	<u>2010/07</u>
<u>CANADA (TORONTO)</u>														
Alberta	2,302	2,997	3,346	4,559	36.3	52.1	98.0	14,762	19,139	25,623	26,614	3.9	39.1	80.3
British Columbia	1,137	2,012	1,701	2,010	18.2	-0.1	76.8	7,914	10,500	14,775	13,121	-11.2	25.0	65.8
Manitoba	669	850	851	1,520	78.6	78.8	127.2	4,122	5,281	6,593	7,601	15.3	43.9	84.4
New Brunswick	110	200	201	329	63.7	64.5	199.1	2,076	2,997	3,603	4,676	29.8	56.0	125.2
Newfoundland	53	71	74	76	2.7	7.0	43.4	820	1,555	2,246	3,000	33.6	92.9	265.9
Nova Scotia	180	226	258	358	38.8	58.4	98.9	3,446	4,442	5,345	7,739	44.8	74.2	124.6
Ontario	20,145	22,615	23,544	31,294	32.9	38.4	55.3	127,847	150,994	179,334	204,025	13.8	35.1	59.6
P.E. Island	8	25	14	42	200.0	68.0	425.0	319	343	495	646	30.5	88.3	102.5
Quebec	4,088	5,347	5,517	6,767	22.7	26.6	65.5	25,033	34,011	44,730	48,273	7.9	41.9	92.8
Saskatchewan	826	788	1,064	1,863	75.1	136.4	125.5	4,008	6,566	7,101	9,055	27.5	37.9	125.9
Northwest Territories	43	64	46	77	67.4	20.3	79.1	303	365	462	441	-4.5	20.8	45.5
Total	29,561	35,195	36,616	48,895	33.5	38.9	65.4	190,650	236,193	290,307	325,191	12.0	37.7	70.6
<u>LONDON OFFICE</u>														
<u>Northern Europe</u>														
U.K.	18,360	17,981	18,046	16,989	-5.9	-5.5	-7.5	185,657	188,436	184,512	184,355	-0.1	-2.2	-0.7
Denmark	94	108	85	55	-35.3	-49.1	-41.5	1,076	851	794	772	-2.8	-9.3	-28.3
Finland	42	80	72	51	-29.2	-36.3	21.4	279	404	526	427	-18.8	5.7	53.0
Ireland	222	236	158	125	-20.9	-47.0	-43.7	3,940	3,431	2,838	2,737	-3.6	-20.2	-30.5
Norway	78	104	108	78	-27.8	-25.0	0.0	831	1,061	958	915	-4.5	-13.8	10.1
Sweden	247	282	251	247	-1.6	-12.4	0.0	1,359	1,803	1,597	1,619	1.4	-10.2	19.1
	19,043	18,791	18,720	17,545	-6.3	-6.6	-7.9	193,142	195,986	191,225	190,825	-0.2	-2.6	-1.2
<u>Southern Europe</u>														
Greece	22	47	25	14	-44.0	-70.2	-36.4	187	390	291	249	-14.4	-36.2	33.2
Italy	2,151	1,355	1,789	1,173	-34.4	-13.4	-45.5	17,394	14,563	14,588	13,700	-6.1	-5.9	-21.2
Portugal	102	27	630	352	-44.1	1203.7	245.1	11,907	9,649	9,056	10,076	11.3	4.4	-15.4
Spain	715	207	272	197	-27.6	-4.8	-72.4	17,882	15,510	12,768	10,082	-21.0	-35.0	-43.6
<u>Western Europe</u>														
Austria	301	285	407	355	-12.8	24.6	17.9	2,551	2,252	2,623	2,641	0.7	17.3	3.5
Belgium	642	554	574	480	-16.4	-13.4	-25.2	6,338	6,187	6,610	5,228	-20.9	-15.5	-17.5
France	285	423	413	369	-10.7	-12.8	29.5	3,587	3,916	3,779	3,762	-0.4	-3.9	4.9
Germany	1,994	2,060	2,153	2,089	-3.0	1.4	4.8	19,895	18,962	20,220	18,857	-6.7	-0.6	-5.2
Luxemburg	22	30	24	38	58.3	26.7	72.7	242	210	248	207	-16.5	-1.4	-14.5
Netherlands	611	653	686	632	-7.9	-3.2	3.4	7,804	7,541	7,023	6,677	-4.9	-11.5	-14.4
Switzerland	240	209	341	457	34.0	118.7	90.4	2,155	2,100	2,345	2,861	22.0	36.2	32.8
	7,085	5,850	7,314	6,156	-15.8	5.2	-13.1	89,942	81,280	79,551	74,340	-6.6	-8.5	-17.3
<u>Central/East Europe</u>														
Czech Republic	39	57	58	70	20.7	22.8	79.5	653	680	578	473	-18.2	-30.4	-27.6
Hungary	27	54	42	34	-19.0	-37.0	25.9	316	722	276	389	40.9	-46.1	23.1
Poland	101	121	99	110	11.1	-9.1	8.9	903	1,326	1,294	1,299	0.4	-2.0	43.9
Russia	216	234	185	186	0.5	-20.5	-13.9	1,302	1,881	1,744	1,945	11.5	3.4	49.4
Ukraine	40	49	54	84	55.6	-	-	287	432	444	427	-3.8	-	-
Other Europe	177	219	225	252	12.0	15.1	42.4	2,349	2,393	1,687	1,617	-4.1	-32.4	-31.2
	600	734	663	736	11.0	0.3	22.7	5,810	7,434	6,023	6,150	2.1	-17.3	5.9
Total	26,728	25,375	26,697	24,437	-8.5	-3.7	-8.6	288,894	284,700	276,799	271,315	-2.0	-4.7	-6.1

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>DECEMBER</u>			<u>% Change</u>				<u>JANUARY - DECEMBER</u>			<u>% Change</u>			
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2010/09</u>	<u>2010/08</u>	<u>2010/07</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2010/09</u>	<u>2010/08</u>	<u>2010/07</u>
LATIN AMERICA														
CENTRAL AMERICA														
Mexico	197	240	164	167	1.8	-30.4	-15.2	2,301	3,602	2,187	1,984	-9.3	-44.9	-13.8
Belize	30	39	39	32	-17.9	-17.9	6.7	524	582	592	481	-18.8	-17.4	-8.2
Costa Rica	55	38	56	43	-23.2	13.2	-21.8	710	812	799	758	-5.1	-6.7	6.8
El Salvador	16	7	12	7	-41.7	0.0	-56.3	213	299	177	142	-19.8	-52.5	-33.3
Guatemala	9	21	21	24	14.3	14.3	166.7	306	284	348	527	51.4	85.6	72.2
Honduras	15	14	16	7	-56.3	-50.0	-53.3	147	361	156	131	-16.0	-63.7	-10.9
Nicaragua	6	1	5	8	60.0	700.0	33.3	69	90	85	76	-10.6	-15.6	10.1
Panama	103	120	119	96	-19.3	-20.0	-6.8	1,160	1,181	1,284	1,136	-11.5	-3.8	-2.1
Total	431	480	432	384	-11.1	-20.0	-10.9	5,430	7,211	5,628	5,235	-7.0	-27.4	-3.6
SOUTH AMERICA														
Argentina	76	109	111	162	45.9	48.6	113.2	1,164	1,762	1,695	1,779	5.0	1.0	52.8
Bolivia	0	2	0	7	-	-	-	34	52	34	51	50.0	-1.9	50.0
Brazil	133	179	171	171	0.0	-4.5	28.6	1,454	1,865	1,550	1,683	8.6	-9.8	15.7
Chile	58	33	43	71	65.1	115.2	22.4	529	812	893	741	-17.0	-8.7	40.1
Colombia	238	118	172	125	-27.3	5.9	-47.5	1,878	1,045	1,001	1,110	10.9	6.2	-40.9
Ecuador	16	46	17	21	23.5	-54.3	31.3	343	1,865	1,844	1,481	-19.7	-20.6	331.8
Paraguay	0	2	0	0	-	-	-	29	17	30	22	-26.7	29.4	-24.1
Peru	27	31	28	19	-32.1	-38.7	-29.6	341	482	465	393	-15.5	-18.5	15.2
Uruguay	2	6	8	6	-25.0	0.0	200.0	82	148	190	139	-26.8	-6.1	69.5
Venezuela	69	55	72	50	-30.6	-9.1	-27.5	873	852	1,145	786	-31.4	-7.7	-10.0
Other South America	1	3	1	1	0.0	-66.7	-	12	11	17	22	29.4	100.0	83.3
Total	620	584	623	633	1.6	8.4	2.1	6,739	8,911	8,864	8,207	-7.4	-7.9	21.8
Total Latin America	1,051	1,064	1,055	1,017	-3.6	-4.4	-3.2	12,169	16,122	14,492	13,442	-7.2	-16.6	10.5

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	DECEMBER							JANUARY - DECEMBER						
	2007	2008	2009	2010	% Change			2007	2008	2009	2010	% Change		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
CARIBBEAN														
Antigua	336	374	289	259	-10.4	-30.7	-22.9	2,236	2,799	2,554	2,235	-12.5	-20.2	0.0
Bahamas	689	612	500	707	41.4	15.5	2.6	5,586	4,378	5,031	4,884	-2.9	11.6	-12.6
Barbados	610	539	480	521	8.5	-3.3	-14.6	5,383	6,107	5,027	4,469	-11.1	-26.8	-17.0
Bermuda	642	637	697	659	-5.5	3.5	2.6	3,208	3,393	3,369	3,112	-7.6	-8.3	-3.0
British Virgin Is.	183	130	165	167	1.2	28.5	-8.7	939	966	1,025	1,054	2.8	9.1	12.2
Cayman Is.	2,469	2,697	2,413	2,507	3.9	-7.0	1.5	19,685	20,287	23,384	18,409	-21.3	-9.3	-6.5
Dominica	36	27	34	34	0.0	25.9	-5.6	398	584	543	387	-28.7	-33.7	-2.8
Grenada	117	98	62	29	-53.2	-70.4	-75.2	796	1,010	640	450	-29.7	-55.4	-43.5
Guyana	175	176	173	144	-16.8	-18.2	-17.7	2,160	2,295	2,079	1,827	-12.1	-20.4	-15.4
Monsterrat	7	12	13	24	84.6	100.0	242.9	111	146	154	149	-3.2	2.1	34.2
St. Kitts/Nevis/Anguilla	85	110	89	91	2.2	-17.3	7.1	864	1,068	1,103	950	-13.9	-11.0	10.0
St. Lucia	184	101	88	88	0.0	-12.9	-52.2	1,492	1,712	1,308	990	-24.3	-42.2	-33.6
St. Vincent	52	34	58	32	-44.8	-5.9	-38.5	632	841	595	445	-25.2	-47.1	-29.6
Turks & Caicos Is.	252	224	183	179	-2.2	-20.1	-29.0	1,765	1,815	1,445	1,545	6.9	-14.9	-12.5
Trinidad & Tobago	808	757	788	878	11.4	16.0	8.7	9,684	10,621	9,622	10,330	7.4	-2.7	6.7
Comm. Caribbean	6,645	6,528	6,032	6,319	4.8	-3.2	-4.9	54,939	58,022	57,879	51,236	-11.5	-11.7	-6.7
Aruba	52	72	44	63	43.2	-12.5	21.2	397	508	400	398	-0.5	-21.7	0.3
Cuba	110	112	51	75	47.1	-33.0	-31.8	1,083	839	1,067	562	-47.3	-33.0	-48.1
Curacao	97	171	119	118	-0.8	-31.0	21.6	902	1,910	1,279	778	-39.2	-59.3	-13.7
Dominican Rep.	106	48	53	83	56.6	72.9	-21.7	1,851	1,595	1,111	1,038	-6.6	-34.9	-43.9
Guadeloupe	8	44	9	11	22.2	-75.0	37.5	148	194	121	185	52.9	-4.6	25.0
Haiti	17	32	14	11	-21.4	-65.6	-35.3	264	273	288	447	55.2	63.7	69.3
Puerto Rico	94	115	88	73	-17.0	-36.5	-22.3	1,454	1,693	1,346	1,447	7.5	-14.5	-0.5
St. Maarten	102	113	108	123	13.9	8.8	20.6	804	950	789	941	19.3	-0.9	17.0
Surinam	12	26	31	36	16.1	38.5	200.0	418	469	431	441	2.3	-6.0	5.5
All other Caribbean	55	84	56	77	37.5	-8.3	40.0	707	778	622	826	32.8	6.2	16.8
Other Caribbean	653	817	573	670	16.9	-18.0	2.6	8,028	9,209	7,454	7,063	-5.2	-23.3	-12.0
TOTAL CARIBBEAN	7,298	7,345	6,605	6,989	5.8	-4.8	-4.2	62,967	67,231	65,333	58,299	-10.8	-13.3	-7.4
ASIA														
India	96	77	90	125	38.9	62.3	30.2	1,525	904	1,232	1,127	-8.5	24.7	-26.1
Pakistan	0	0	1	0	-	-	-	79	19	16	25	56.3	31.6	-68.4
Japan	282	246	279	168	-39.8	-31.7	-40.4	3,049	2,846	2,511	1,950	-22.3	-31.5	-36.0
China	114	45	68	137	101.5	204.4	20.2	1,077	935	1,142	1,302	14.0	39.3	20.9
Taiwan	19	1	4	6	50.0	500.0	-68.4	54	118	69	76	10.1	-35.6	40.7
Korea	13	9	16	22	37.5	144.4	69.2	238	211	291	375	28.9	77.7	57.6
Philippines	42	34	16	40	150.0	17.6	-4.8	366	441	322	479	48.8	8.6	30.9
Singapore	6	3	8	17	112.5	466.7	-	137	118	128	108	-15.6	-8.5	-21.2
Other Asia	28	22	31	43	38.7	95.5	53.6	520	411	457	349	-23.6	-15.1	-32.9
	600	437	513	558	8.8	27.7	-7.0	7,045	6,003	6,168	5,791	-6.1	-3.5	-17.8
OTHER COUNTRIES														
African Countries	131	109	163	147	-9.8	34.9	12.2	1,449	1,213	1,237	1,169	-5.5	-3.6	-19.3
Israel	118	66	54	34	-37.0	-48.5	-71.2	1,135	1,135	879	683	-22.3	-39.8	-39.8
Saudi Arabia	9	6	1	8	700.0	33.3	-11.1	19	28	19	16	-15.8	-42.9	-15.8
Turkey	53	29	8	13	62.5	-55.2	-75.5	240	307	253	141	-44.3	-54.1	-41.3
Other Middle East	37	47	58	34	-41.4	-27.7	-8.1	458	549	513	526	2.5	-4.2	14.8
Australia	214	197	235	184	-21.7	-6.6	-14.0	2,729	2,439	1,903	1,869	-1.8	-23.4	-31.5
New Zealand	32	17	21	20	-4.8	17.6	-37.5	450	344	315	252	-20.0	-26.7	-44.0
All Other Ctries	2	1	7	6	-14.3	500.0	200.0	48	65	35	41	17.1	-36.9	-14.6
Total	596	472	547	446	-18.5	-5.5	-25.2	6,528	6,080	5,154	4,697	-8.9	-22.7	-28.0
GRAND TOTAL	180,026	179,614	181,816	200,846	10.5	11.8	11.6	1,700,785	1,767,271	1,831,097	1,921,678	4.9	8.7	13.0

STOPOVER VISITORS BY MARKET SHARE

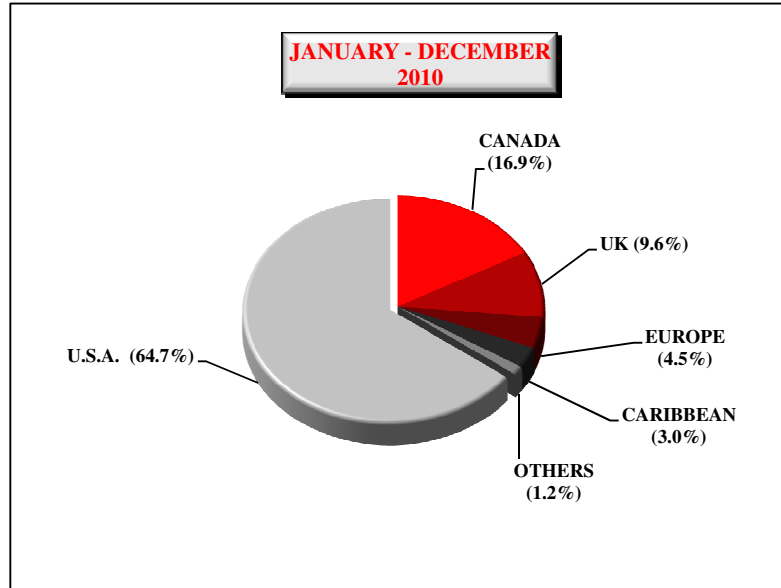


Fig. 2

Country	December 2010	% Share	Jan. - Dec. 2010	% Share	Jan. - Dec. 2009	% Share	% Change 2010/09
U.S.A	118,504	59.0%	1,242,943	64.7%	1,172,844	64.1%	6.0%
CANADA	48,895	24.3%	325,191	16.9%	290,307	15.9%	12.0%
U.K.	16,989	8.5%	184,355	9.6%	184,512	10.1%	-0.1%
EUROPE	7,448	3.7%	86,960	4.5%	92,287	5.0%	-5.8%
CARIBBEAN	6,989	3.5%	58,299	3.0%	65,333	3.6%	-10.8%
OTHERS	2,021	1.0%	23,930	1.2%	25,814	1.4%	-7.3%
Total	200,846	100.0%	1,921,678	100.0%	1,831,097	100.0%	4.9%

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	8.9
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
September	9.5	9.3	7.0	6.9	15.8	15.9	7.2	7.8
October	8.9	8.7	6.9	6.8	15.7	15.1	6.8	6.9
November	9.6	9.2	7.0	7.0	20.1	19.4	8.5	7.9
December	10.9	10.4	7.4	7.2	19.1	18.5	10.6	9.2
Jan.-Dec.	9.2	9.0	7.0	6.9	16.5	16.4	8.2	8.2

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

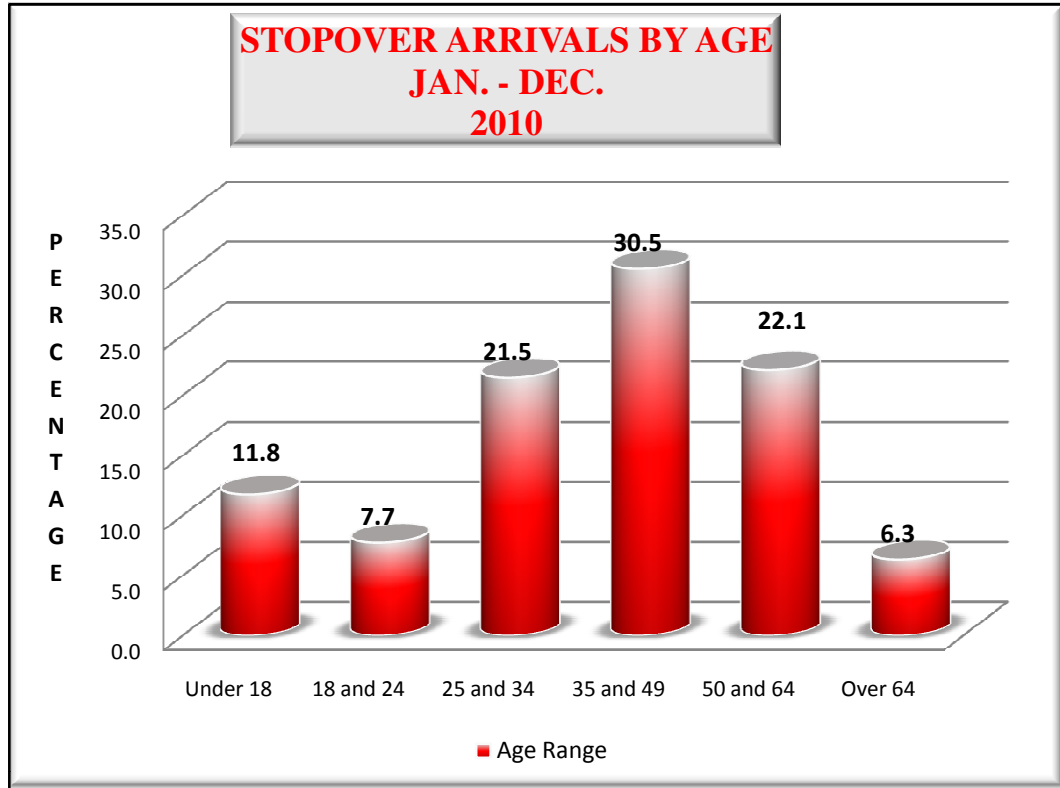


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

Age Range	DECEMBER		JAN. - DEC.		JAN. - DEC.		% Change 2010/09
	2010	% Share	2010	% Share	2009	% Share	
Under 18	30,130	15.0	226,211	11.8	214,576	11.7	5.4%
18 and 24	18,004	9.0	148,845	7.7	150,976	8.2	-1.4%
25 and 34	37,890	18.9	413,154	21.5	401,386	21.9	2.9%
35 and 49	58,949	29.4	586,846	30.5	561,532	30.7	4.5%
50 and 64	42,581	21.2	425,007	22.1	389,181	21.3	9.2%
Over 64	13,292	6.6	121,615	6.3	113,446	6.2	7.2%
Total	200,846	100.0	1,921,678	100.0	1,831,097	100.0	4.9%

TABLE 4

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL
JANUARY - DECEMBER 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%
September	3	7,311	-25.0%	-43.2%	14	48,092	55.6%	49.7%	17	55,403	15	45,101	13.3%	22.8%
October	7	20,882	40.0%	52.8%	14	38,516	0.0%	-12.1%	21	59,398	19	57,478	10.5%	3.3%
November	13	30,537	62.5%	77.6%	16	41,064	-11.1%	-20.7%	29	71,601	26	68,971	11.5%	3.8%
December	18	49,804	12.5%	66.7%	24	62,432	9.1%	1.1%	42	112,236	40	92,314	5.0%	21.6%
May - Dec	67	175,198	17.5%	22.5%	119	377,008	6.3%	3.5%	186	552,206	173	508,145	7.5%	8.7%
Jan. - Dec.	121	299,698	5.2%	6.1%	201	609,153	-4.3%	-4.5%	325	909,619	334	922,349	-2.7%	-1.4%

- * 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.
 4. During the month of September one Cruise Ship call to the port of Montego Bay was cancelled due to the passage of Tropical Storm Nicole

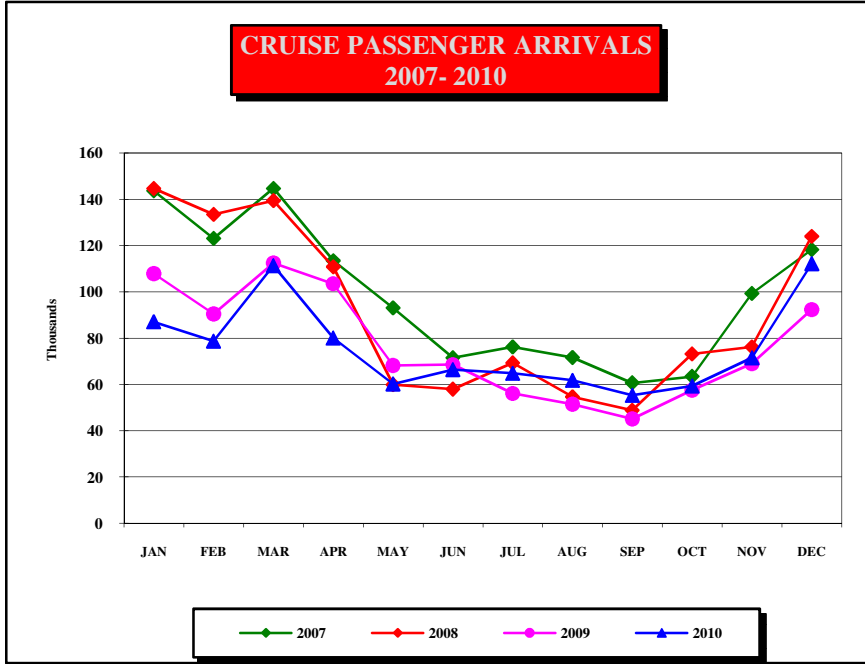


FIG. 4

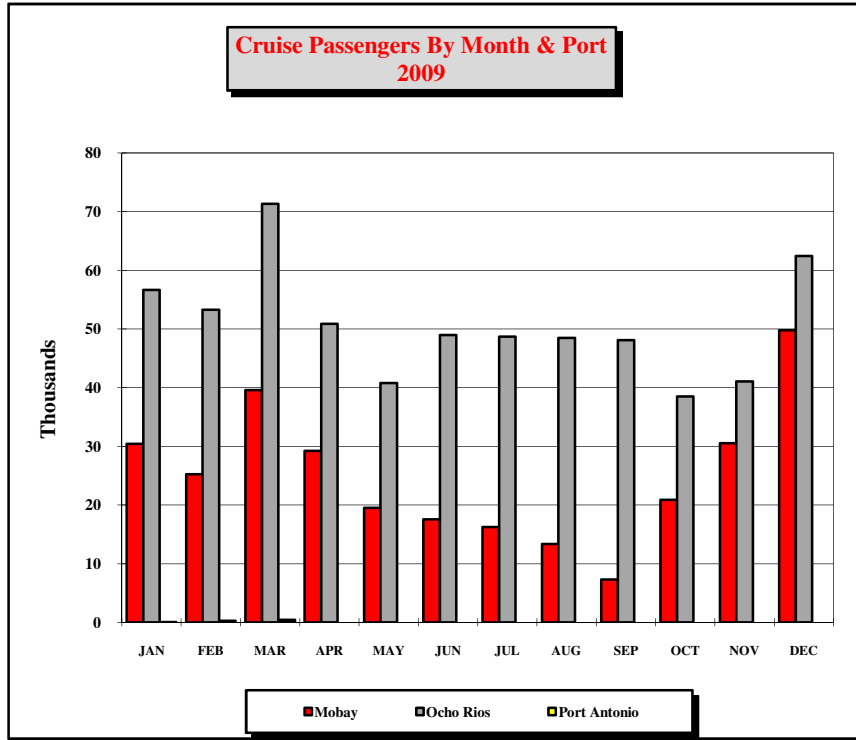


FIG. 4a

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

	DECEMBER 2010			JANUARY - DECEMBER 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
U.S.A.						
<u>NORTHEAST (NEW YORK)</u>						
Connecticut	3,764	4	3,768	34,008	19	34,027
Delaware	452	3	455	6,228	6	6,234
Maine	327	2	329	4,288	195	4,483
Maryland	4,447	1	4,448	47,891	41	47,932
Massachusetts	3,522	4	3,526	36,879	31	36,910
New Hampshire	365	3	368	5,832	11	5,843
New Jersey	6,675	8	6,683	75,066	30	75,096
New York	25,523	26	25,549	242,191	594	242,785
Pennsylvania	5,760	4	5,764	74,614	43	74,657
Rhode Island	288	1	289	3,997	3	4,000
Vermont	173	2	175	2,401	8	2,409
Virginia	2,477	8	2,485	30,357	35	30,392
Washington D.C.	762	2	764	6,380	9	6,389
West Virginia	169	2	171	3,389	2	3,391
Total	54,704	70	54,774	573,521	1,027	574,548
<u>MIDWEST (CHICAGO)</u>						
Illinois	5,298	76	5,374	49,998	875	50,873
Indiana	1,494	37	1,531	16,555	60	16,615
Iowa	900	16	916	10,389	307	10,696
Kansas	466	0	466	6,854	28	6,882
Kentucky	513	9	522	7,513	31	7,544
Michigan	2,735	91	2,826	30,895	143	31,038
Minnesota	1,629	217	1,846	18,026	2,142	20,168
Missouri	1,312	134	1,446	16,383	1,705	18,088
Nebraska	442	7	449	5,659	20	5,679
North Dakota	222	2	224	2,333	52	2,385
Ohio	2,246	8	2,254	24,805	29	24,834
South Dakota	217	9	226	2,463	81	2,544
Wisconsin	1,736	37	1,773	22,755	1,850	24,605
Total	19,210	643	19,853	214,628	7,323	221,951

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

DECEMBER 2010			JANUARY - DECEMBER 2010		
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS

SOUTH (MIAMI)

Alabama	609	0	609	8,031	10	8,041
Arkansas	313	1	314	4,149	4	4,153
Florida	20,502	45	20,547	185,212	530	185,742
Georgia	5,809	5	5,814	56,009	84	56,093
Louisiana	568	0	568	7,151	0	7,151
Mississippi	311	0	311	3,952	10	3,962
North Carolina	2,098	2	2,100	26,118	31	26,149
Oklahoma	378	0	378	5,286	8	5,294
South Carolina	924	0	924	11,453	16	11,469
Tennessee	1,006	12	1,018	14,525	23	14,548
Total	32,518	65	32,583	321,886	716	322,602

WEST (LOS ANGELES)

Alaska	81	0	81	529	0	529
Arizona	555	0	555	7,806	5	7,811
California	4,009	8	4,017	41,110	76	41,186
Colorado	1,000	0	1,000	9,553	19	9,572
Hawaii	21	0	21	327	0	327
Idaho	95	0	95	1,096	0	1,096
Montana	74	0	74	1,067	3	1,070
Nevada	303	2	305	3,856	4	3,860
New Mexico	122	0	122	1,548	2	1,550
Oregon	295	8	303	2,865	19	2,884
Texas	3,799	2	3,801	43,737	73	43,810
Utah	202	1	203	2,593	4	2,597
Washington	660	6	666	6,737	23	6,760
Wyoming	51	0	51	788	2	790
Total	11,267	27	11,294	123,612	230	123,842
TOTAL U.S.A.	117,699	805	118,504	1,233,647	9,296	1,242,943

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

	DECEMBER 2010			JANUARY - DECEMBER 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
::						
<u>CANADA (TORONTO)</u>						
Alberta	3,288	1,271	4,559	19,127	7,487	26,614
British Columbia	1,690	320	2,010	11,067	2,054	13,121
Manitoba	1,173	347	1,520	5,010	2,591	7,601
New Brunswick	204	125	329	2,585	2,091	4,676
Newfoundland	66	10	76	2,599	401	3,000
Nova Scotia	223	135	358	3,385	4,354	7,739
Ontario	17,870	13,424	31,294	128,070	75,956	204,026
P.E. Island	21	21	42	224	422	646
Quebec	3,211	3,556	6,767	19,545	28,728	48,273
Saskatchewan	1,125	738	1,863	4,097	4,957	9,054
Other Canada	66	11	77	340	101	441
Total	28,937	19,958	48,895	196,049	129,142	325,191
<u>EUROPE</u>						
<u>LONDON OFFICE</u>						
<u>Northern Europe</u>						
U.K.	11,927	5,062	16,989	116,654	67,701	184,355
Denmark	55	0	55	740	32	772
Finland	49	2	51	409	18	427
Ireland	107	18	125	2,136	601	2,737
Norway	76	2	78	881	34	915
Sweden	244	3	247	1,565	54	1,619
Sub-Total	12,458	5,087	17,545	122,385	68,440	190,825
<u>GERMAN OFFICE</u>						
<u>Southern Europe</u>						
Greece	14	0	14	245	4	249
Italy	929	244	1,173	13,364	336	13,700
Portugal	14	338	352	291	9,785	10,076
Spain	149	48	197	1,830	8,252	10,082
<u>Western Europe</u>						
Austria	355	0	355	2,633	8	2,641
Belgium	469	11	480	5,194	34	5,228
France	360	9	369	3,638	124	3,762
Germany	2,079	10	2,089	18,735	122	18,857
Luxemburg	36	2	38	202	5	207
Netherlands	625	7	632	6,598	79	6,677
Switzerland	449	8	457	2,810	51	2,861
Sub-Total	5,479	677	6,156	55,540	18,800	74,340
<u>Central/East Europe</u>						
Czechoslovakia	68	2	70	457	16	473
Hungary	34	0	34	380	9	389
Poland	110	0	110	1,176	123	1,299
Russia	179	7	186	1,663	282	1,945
Ukraine	77	7	84	408	19	427
Other Europe	228	24	252	1,383	234	1,617
Sub-Total	696	40	736	5,467	683	6,150
Total	18,633	5,804	24,437	183,392	87,923	271,315
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TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

DECEMBER 2010			JANUARY - DECEMBER 2010		
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS

OTHER COUNTRIES

CENTRAL AMERICA

Mexico	167	0	167	1,968	16	1,984
Belize	32	0	32	481	0	481
Costa Rica	37	6	43	749	9	758
El Salvador	7	0	7	141	1	142
Guatemala	24	0	24	507	20	527
Honduras	7	0	7	131	0	131
Nicaragua	7	1	8	67	9	76
Panama	95	1	96	1,133	3	1,136
Total	376	8	384	5,177	58	5,235

SOUTH AMERICA

Argentina	162	0	162	1,775	4	1,779
Bolivia	7	0	7	51	0	51
Brazil	151	20	171	1,600	83	1,683
Chile	70	1	71	733	8	741
Colombia	125	0	125	982	128	1,110
Ecuador	20	1	21	144	1,337	1,481
Paraguay	0	0	0	22	0	22
Peru	19	0	19	391	2	393
Uruguay	6	0	6	138	1	139
Venezuela	40	9	49	666	115	781
Other South America	1	1	2	26	1	27
Total	601	32	633	6,528	1,679	8,207
Total Latin America	977	40	1,017	11,705	1,737	13,442

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TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

	DECEMBER 2010			JANUARY - DECEMBER 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
CARIBBEAN						
Antigua	256	3	259	2,212	23	2,235
Bahamas	651	56	707	4,006	878	4,884
Barbados	508	13	521	4,300	169	4,469
Bermuda	581	78	659	3,028	84	3,112
British Virgin Is.	166	1	167	1,050	4	1,054
Cayman Is.	2,496	11	2,507	18,329	80	18,409
Dominica	33	1	34	378	9	387
Grenada	29	0	29	443	7	450
Guyana	141	3	144	1,759	68	1,827
Montserrat	24	0	24	149	0	149
St. Kitts/Nevis/Anguilla	91	0	91	940	10	950
St. Lucia	79	9	88	953	37	990
St. Vincent	31	1	32	426	19	445
Turks & Caicos Is.	178	1	179	1,513	32	1,545
Trinidad & Tobago	872	6	878	10,029	301	10,330
Comm. Caribbean	6,136	183	6,319	49,515	1,721	51,236
Aruba	2	61	63	166	232	398
Bonaire	0	0	0	0	0	0
Cuba	28	45	73	358	172	530
Curacao	13	105	118	389	389	778
Dominican Republic	76	7	83	998	40	1,038
Guadelope	9	2	11	183	2	185
Haiti	11	0	11	212	235	447
Puerto Rico	73	0	73	1,445	2	1,447
St. Maarten	122	1	123	935	6	941
Surinam	23	13	36	354	87	441
All other Caribbean	76	3	79	734	124	858
Other Caribbean	433	237	670	5,774	1,289	7,063
TOTAL CARIBBEAN	6,569	420	6,989	55,289	3,010	58,299
OTHER COUNTRIES						
India	111	14	125	1,078	49	1,127
Pakistan	0	0	0	19	6	25
Japan	168	0	168	1,944	6	1,950
China	135	2	137	1,275	27	1,302
Taiwan	4	2	6	72	4	76
Korea	19	3	22	369	6	375
Philippines	40	0	40	475	4	479
Singapore	17	0	17	108	0	108
Other Asia	32	11	43	326	23	349
Asia	526	32	558	5,666	125	5,791
African Countries	142	5	147	1,126	43	1,169
Israel	30	4	34	661	22	683
Saudi Arabia	8	0	8	14	2	16
Turkey	13	0	13	138	3	141
Other Middle East	33	1	34	496	30	526
Australia	177	7	184	1,817	52	1,869
New Zealand	20	0	20	249	3	252
All Other Ctries	6	0	6	39	2	41
Total	429	17	446	4,540	157	4,697
GRAND TOTAL	173,770	27,076	200,846	1,690,288	231,390	1,921,678

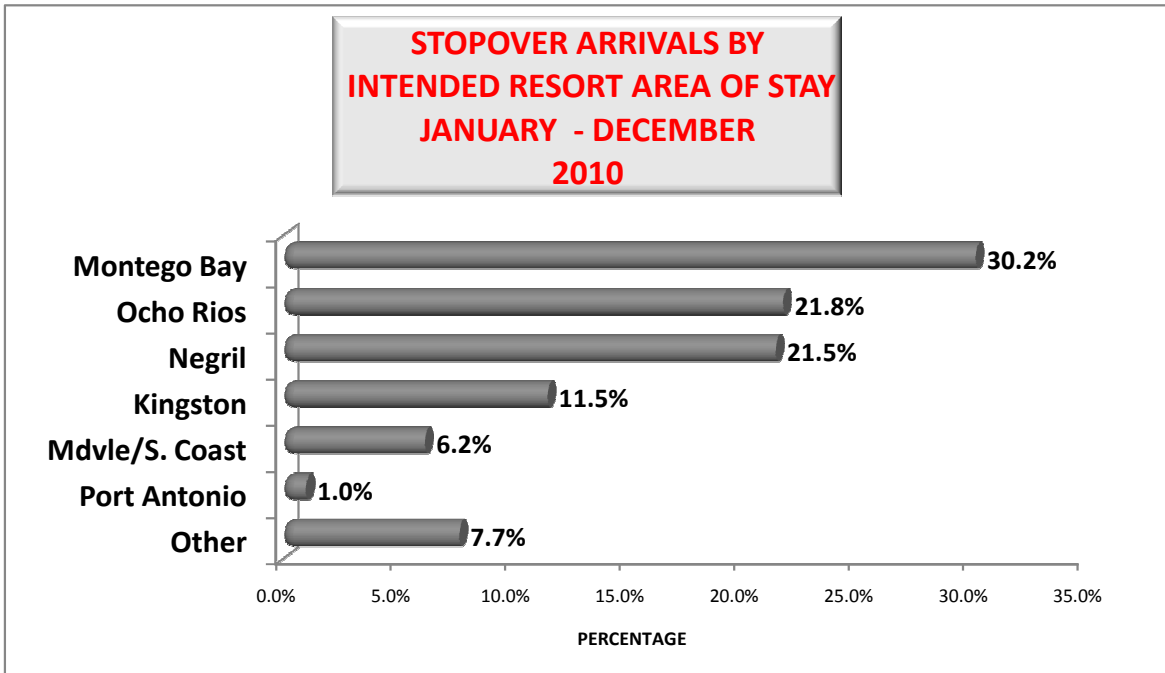


Fig. 5

STOPOVER ARRIVALS BY INTENDED AREA OF STAY

Area	DECEMBER			JANUARY - DECEMBER			JANUARY - DECEMBER			% Change 2010/09 ARRIVALS
	2010	% Share	LENGTH OF STAY	2010	% Share	LENGTH OF STAY	2009	% Share	LENGTH OF STAY	
Montego Bay	59,151	29.5%	8.4	581,220	30.2%	7.6	518,968	28.3%	7.9	12.0%
Ocho Rios	39,847	19.8%	10.0	419,750	21.8%	8.8	422,630	23.1%	8.8	-0.7%
Negril	36,380	18.1%	9.5	413,356	21.5%	8.1	396,848	21.7%	8.2	4.2%
Kingston	25,734	12.8%	14.3	221,779	11.5%	11.9	224,230	12.2%	12.0	-1.1%
Mdvle/S. Coast	15,308	7.6%	15.8	119,009	6.2%	13.9	106,592	5.8%	14.9	11.6%
Port Antonio	2,677	1.3%	17.4	19,094	1.0%	16.3	17,594	1.0%	16.8	8.5%
Other	21,749	10.8%	17.8	147,470	7.7%	15.8	144,235	7.9%	16.2	2.2%
Total	200,846	100.0%	11.4	1,921,678	100.0%	9.6	1,831,097	100.0%	9.8	4.9%