

# JAMAICA TOURIST BOARD

**IN February 2010.....**

- Stopover arrivals up by 4.5 %
- US Market up by 3.8%
- Canada increased by 11.6%
- Europe increased by 4.1%
- Cruise Passenger decrease by 12.9%

## TOURIST (Stopover Arrivals)

Stopover arrivals in February 2010 were **167,462** an increase of **4.5%** over the **160,282** recorded in February 2009.

For the January to February period, arrivals increased by **6.3%** with **328,556** compared to **309,168** in 2009

### United States

Stopover arrivals from the United States market increased by **3.8%** in February with a total of **96,843** visitors compared to the **93,302** visitors who came in February 2009. The Northeast with **46,318**, Midwest with **25,930** and the West with **6,162** stopovers all recorded increases of **9.9%**, **1.8%** and **3.1%** respectively. While, the South declined by **6.4%** with **18,433** stopover arrivals.

For the January to February period, the US market has recorded an increase of **5.4%**. Total visitors from this market was **182,836** compared to **173,492** in 2009. The Northeast increased by **13.5%**, West by **2.1%** and Midwest by **1.7%**. While the South recorded a **5.3%** decline.

### Canada

In February, the Canadian market grew by **11.6%**. Stopovers arrivals from the Canadian market were **43,814** compared to **39,244** in February 2009.

The leading province of Ontario increased by **14.2%**, while the second most important visitor-producing province of Quebec increased by **11.5%**. Increases were also recorded for the provinces of Saskatchewan up by **32.6%**, Manitoba **6.3%**, Nova Scotia **68.7%**.

Cumulatively, the Canadian market continued on its growth trend recording an increase of **14.1%** in January

to February period with a total of **90,387** stopovers compared to **79,204** in 2009. The top visitor producing provinces of Ontario with **49,492** and Quebec with **16,167** increase by **16.7%** and **11.6%** respectively. The provinces of Alberta, Saskatchewan and Manitoba increased by **6.8%**, **34.0%** and **12.2%** respectively.

### Europe

The European market recorded a **4.1%** increase in February 2010. The market provided a total of **21,247** stopover arrivals compared to the **20,403** recorded in February 2009.

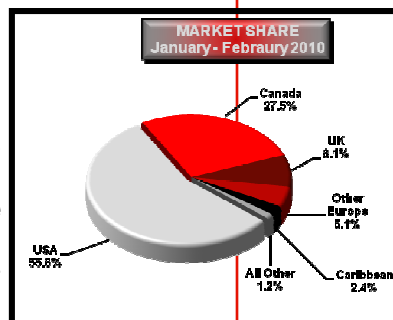
In the Northern European market region the main visitor producing country, United Kingdom with **13,659** arrivals increased by **1.0%**. In the South/Western European region the main visitor producing countries, Italy with **1,937** increased by **26.9%** and Germany with **1,733** decreased by **2.4%**. In the third market region, Central/East Europe with **716** arrivals, increased by **9.0%**.

For January to February period, the European market increased by **3.4%**. Total stopover was **43,440** compared to **41,997** in 2009. Northern European market region arrivals decreased by **0.4%** to **28,260**. From the South Western Europe region, **13,235** arrivals an increase of **10.9%**. From the third market region, Central/East Europe **1,945** arrivals, an increase of **15.6%**.

### Latin America

The Latin American market decreased by **3.9%** in February 2010, with a total of **1,198** stopovers compared to **1,246** in February 2009. From the Central American region a total of **395** arrivals, a decrease of **16.3%**. From South America, **803** arrivals, increase by **3.7%**

Cumulatively, for the January to February period, the Latin American market decreased by **6.7%** with a total of **2,406** for the corresponding period 2009.



## The Caribbean

Visitors to Jamaica from the Caribbean region decreased by **25.6%** in February 2010 with a total of **3,616** visitors, compared to **4,863** in February 2009.

The major Caribbean countries which provided visitors to Jamaica in February were: the Cayman Islands (**1,178**), Trinidad and Tobago (**673**), Barbados (**345**) the Bahamas (**189**), Bermuda (**183**), Antigua (**140**), and Guyana (**118**).

Cumulatively the Caribbean stopover arrivals in the January to February period decreased by **18.4%**, moving from **9,609** in 2009 to **7,839** 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 **2,472** visitors followed by Trinidad and Tobago **1,468**, Barbados **713** and Bahamas Island with **513** visitors.

## Asia

The Asian market decreased by **44.2%** in February with a total of **471** stopovers compared to **844** in February 2009.

The major Asian countries which provided visitors to Jamaica in February were: Japan (**272**) down **12.5%**, China (**70**) down **68.2%**, and India (**42**) down **75.0%**.

Year-to-date, January to February the Asian market declined by **34.3%** with **909** arrivals compared to **1,384** arrivals in 2009.

## Other Countries

Of the other countries, Australia with **122** decreased by **15.9%** and Israel declined by **4.5%** with **63** stopovers in February against the **145** and **66** who came in 2009.

Collectively January to February Other Countries recorded a decline of **18.1%** with **739** arrivals in 2010 compared to **902** in 2009.

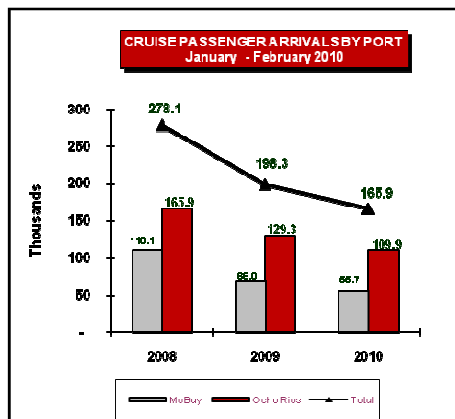
## Market Share

The market share of stopover visitors for January to February were as follows: USA **55.6%**; Canada **27.5%**; UK **8.1%**; Continental Europe **5.1%**, the Caribbean **2.4%**; Latin America **0.7%**; Asia **0.3%** and Other Countries **0.2%**.

## Cruise Passengers

A total of **78,805** cruise passengers visited Jamaica in February 2010. This represents a **12.9%** decrease against the **90,477** recorded for February 2009.

A total of **53,295** cruise passengers visited the port of Ocho Rios in February, a decrease of **4.0%** over the **55,536** recorded for February 2009.



Year-to-date cruise passenger arrivals visiting the port of Ocho Rios decreased by **15.0%** with **109,932** passengers compared to the corresponding period in 2009.

Montego Bay recorded a total of **25,235** cruise passengers for the month, a decrease of **25.9%** against the **34,071** recorded for 2009.

Year-to-date cruise passenger arrivals visiting the port of Montego Bay decreased by **18.2%** with **55,674** passengers compared to the corresponding period in 2009.

## Length of Stay

The average length of stay of **Foreign National** arrivals in February was **8.3** nights compared to the **8.4** nights in February 2009. The average length of stay in hotels was **7** nights which was the same level recorded in 2009.

Cumulatively, the average length of stay for the January to February period was **8.9** nights which is the same level recorded for 2009. In hotels the average length of stay during the period under review was **7.1** nights which was the same level recorded in 2009.

The average length of stay of **Non-Resident Jamaican** arrivals in February 2010 was **14.4** nights compared to the **14.2** nights in February 2009. The average length of stay in hotels was **7.3** nights compared to **7.4** in February 2009.

Cumulatively, the average length of stay for the January to February period was **15.9** nights compared to the **15.1** nights in February 2009. In hotels the average length of stay during the period under review was **8.2** as against the **7.8** nights recorded in 2009.

## Purpose of Visit

Year-to-date January to February 2010, **82.4%** or **255,533** of the **309,924** Foreign Nationals who visited Jamaica were visiting for the purpose of Leisure, **5.3%** were on Business, **6.5%** were Visiting Friends & Relatives, and the remaining **5.6%** were on Other purposes of travel.

A total of **6,111** or **32.8%** of the **18,632** **Non-Resident Jamaicans** who travelled to Jamaica in January to February 2010 were visiting for Leisure, **30.4%** were visiting Friends & Relatives, **7.7%** were on Business and the remaining **29.1%** were on Other purposes of travel.

## Intended Resort Area of Stay

Of the **328,556** stopover arrivals visiting Jamaica in January to February 2010, the resort area of Montego Bay welcomed **95,310** arrivals or **29.0%**. Ocho Rios received **80,471** or **24.5%**, Negril got **80,767** or **24.6%**, and Kingston got **32,491** or **9.9%**. The remaining **12.0%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

## Type of Airlines used

Of the **328,556** stopovers arrivals visiting Jamaica during the period January to February 2010, **262,519** or **79.9%** used scheduled airlines, while **66,037** or **20.1%** used chartered flights

During the corresponding period in 2009 the percentage distribution was **75.6%** used scheduled airlines, while **24.4%** used chartered flights..

**TABLE 1**  
**TOURIST ARRIVALS**  
 January - February  
2010

Month	Foreign Nationals	<----- Stopovers ----->				Total Stopover Arrivals	+/- 2010/09	+/- 2010/08	
		+/- 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%
<b>Jan.-Feb.</b>	<b>309,924</b>	<b>6.8%</b>	<b>10.1%</b>	<b>18,632</b>	<b>-2.3%</b>	<b>3.0%</b>	<b>328,556</b>	<b>6.3%</b>	<b>9.6%</b>

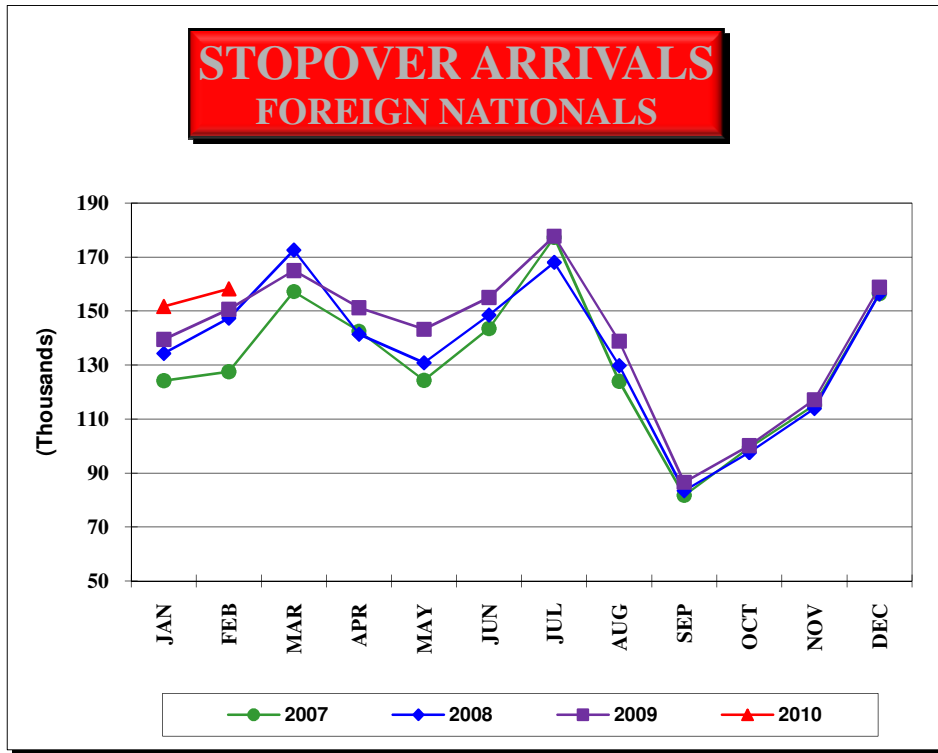


FIG. 1

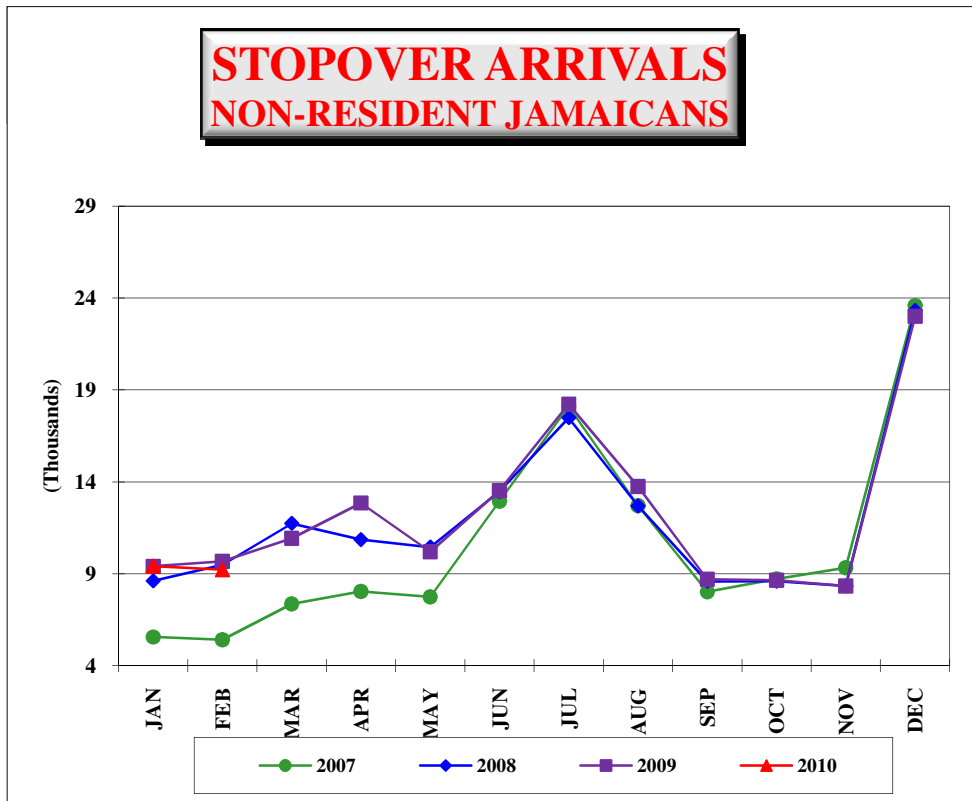
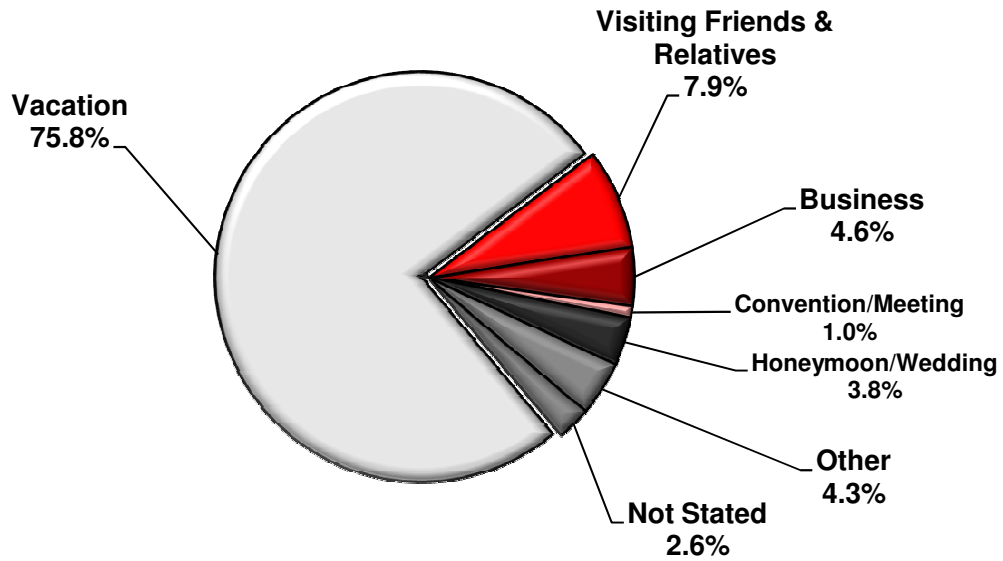


FIG. 1a

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



**Fig. 1b**

<b>STOPOVER ARRIVALS BY PURPOSE OF VISIT</b>						
<b>January - February 2010</b>	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	243,328	78.5%	5,829	31.3%	249,157	75.8%
Visiting Friends & Relatives	20,237	6.5%	5,669	30.4%	25,906	7.9%
Business	13,771	4.4%	1,236	6.6%	15,007	4.6%
Convention/Meeting	2,921	0.9%	204	1.1%	3,125	1.0%
Honeymoon/Wedding	12,205	3.9%	282	1.5%	12,487	3.8%
Other	11,906	3.8%	2,341	12.6%	14,247	4.3%
Not Stated	5,556	1.8%	3,071	16.5%	8,627	2.6%
<b>TOTAL</b>	<b>309,924</b>	<b>100.0%</b>	<b>18,632</b>	<b>100.0%</b>	<b>328,556</b>	<b>100.0%</b>

**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							
<b>January</b>	40,019	21,900	17,145	6,929	<b>85,993</b>	46,573	22,193	1,208	4,223	438	466	<b>161,094</b>
<b>February</b>	46,318	25,930	18,433	6,162	<b>96,843</b>	43,814	21,247	1,198	3,616	471	273	<b>167,462</b>
<b>Jan. - Feb.</b>	<b>86,337</b>	<b>47,830</b>	<b>35,578</b>	<b>13,091</b>	<b>182,836</b>	<b>90,387</b>	<b>43,440</b>	<b>2,406</b>	<b>7,839</b>	<b>909</b>	<b>739</b>	<b>328,556</b>
<b>+/- %</b>	<b>13.5%</b>	<b>1.7%</b>	<b>-5.3%</b>	<b>2.1%</b>	<b>5.4%</b>	<b>14.1%</b>	<b>3.4%</b>	<b>-6.7%</b>	<b>-18.4%</b>	<b>-34.3%</b>	<b>-18.1%</b>	<b>6.3%</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>FEBRUARY</u>							<u>JANUARY - FEBRUARY</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
<b>U.S.A.</b>														
<b><u>NORTHEAST (NEW YORK)</u></b>														
Connecticut	2,521	2,949	2,687	2,849	6.0	-3.4	13.0	4,295	4,897	4,493	5,013	11.6	2.4	16.7
Delaware	374	351	394	365	-7.4	4.0	-2.4	739	721	795	847	6.5	17.5	14.6
Maine	417	434	468	625	33.5	44.0	49.9	691	744	884	1,083	22.5	45.6	56.7
Maryland	2,707	3,244	2,960	2,891	-2.3	-10.9	6.8	6,007	6,523	5,944	5,983	0.7	-8.3	-0.4
Massachusetts	3,159	3,478	4,013	4,181	4.2	20.2	32.4	5,322	5,909	6,773	7,574	11.8	28.2	42.3
New Hampshire	703	706	845	971	14.9	37.5	38.1	1,123	1,143	1,261	1,601	27.0	40.1	42.6
New Jersey	4,768	5,082	4,983	5,267	5.7	3.6	10.5	9,122	9,521	9,006	9,871	9.6	3.7	8.2
New York	15,210	18,148	17,268	19,663	13.9	8.3	29.3	28,343	32,546	30,651	36,260	18.3	11.4	27.9
Pennsylvania	4,614	5,266	5,452	6,005	10.1	14.0	30.1	9,151	10,209	10,248	11,477	12.0	12.4	25.4
Rhode Island	419	368	399	536	34.3	45.7	27.9	773	666	734	910	24.0	36.6	17.7
Vermont	324	330	310	516	66.5	56.4	59.3	515	515	476	748	57.1	45.2	45.2
Virginia	1,633	2,160	1,748	1,835	5.0	-15.0	12.4	3,328	4,037	3,563	3,680	3.3	-8.8	10.6
Washington D.C.	445	513	442	374	-15.4	-27.1	-16.0	804	908	879	778	-11.5	-14.3	-3.2
West Virginia	148	190	191	240	25.7	26.3	62.2	376	391	368	512	39.1	30.9	36.2
<b>Total</b>	<b>37,442</b>	<b>43,219</b>	<b>42,160</b>	<b>46,318</b>	<b>9.9</b>	<b>7.2</b>	<b>23.7</b>	<b>70,589</b>	<b>78,730</b>	<b>76,075</b>	<b>86,337</b>	<b>13.5</b>	<b>9.7</b>	<b>22.3</b>
<b><u>MIDWEST (CHICAGO)</u></b>														
Illinois	4,251	5,429	4,521	4,468	-1.2	-17.7	5.1	8,572	10,358	8,894	8,738	-1.8	-15.6	1.9
Indiana	1,511	1,460	1,225	1,443	17.8	-1.2	-4.5	2,970	2,547	2,371	2,420	2.1	-5.0	-18.5
Iowa	1,198	1,524	1,878	1,971	5.0	29.3	64.5	2,500	2,937	3,372	3,616	7.2	23.1	44.6
Kansas	379	362	439	485	10.5	34.0	28.0	829	888	967	980	1.3	10.4	18.2
Kentucky	560	443	502	452	-10.0	2.0	-19.3	1,080	903	976	990	1.4	9.6	-8.3
Michigan	3,474	3,670	3,971	4,142	4.3	12.9	19.2	5,640	6,011	6,214	6,694	7.7	11.4	18.7
Minnesota	3,338	3,673	3,659	3,939	7.7	7.2	18.0	6,317	6,318	6,561	6,841	4.3	8.3	8.3
Missouri	1,475	1,487	1,559	1,376	-11.7	-7.5	-6.7	3,119	2,891	2,970	2,841	-4.3	-1.7	-8.9
Nebraska	717	673	794	699	-12.0	3.9	-2.5	1,298	1,283	1,432	1,410	-1.5	9.9	8.6
North Dakota	381	530	514	489	-4.9	-7.7	28.3	946	988	1,028	1,023	-0.5	3.5	8.1
Ohio	1,672	2,091	1,894	2,051	8.3	-1.9	22.7	3,375	3,852	3,546	3,621	2.1	-6.0	7.3
South Dakota	292	487	493	487	-1.2	0.0	66.8	776	902	1,068	997	-6.6	10.5	28.5
Wisconsin	3,887	4,466	4,030	3,928	-2.5	-12.0	1.1	7,669	8,561	7,609	7,659	0.7	-10.5	-0.1
<b>Total</b>	<b>23,135</b>	<b>26,295</b>	<b>25,479</b>	<b>25,930</b>	<b>1.8</b>	<b>-1.4</b>	<b>12.1</b>	<b>45,091</b>	<b>48,439</b>	<b>47,008</b>	<b>47,830</b>	<b>1.7</b>	<b>-1.3</b>	<b>6.1</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>FEBRUARY</u>			<u>% Change</u>				<u>JANUARY - FEBRUARY</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
<b><u>SOUTH (MIAMI)</u></b>														
Alabama	285	376	424	330	-22.2	-12.2	15.8	633	717	732	689	-5.9	-3.9	8.8
Arkansas	184	224	190	184	-3.2	-17.9	0.0	455	494	466	546	17.2	10.5	20.0
Florida	9,677	12,132	12,131	11,088	-8.6	-8.6	14.6	19,960	23,828	23,471	21,523	-8.3	-9.7	7.8
Georgia	2,769	3,369	3,242	2,975	-8.2	-11.7	7.4	5,409	6,130	5,814	5,191	-10.7	-15.3	-4.0
Louisiana	278	320	365	317	-13.2	-0.9	14.0	645	639	682	606	-11.1	-5.2	-6.0
Mississippi	85	167	140	138	-1.4	-17.4	62.4	245	321	277	250	-9.7	-22.1	2.0
North Carolina	1,286	1,580	1,422	1,597	12.3	1.1	24.2	2,621	3,053	2,758	3,198	16.0	4.7	22.0
Oklahoma	223	286	329	228	-30.7	-20.3	2.2	456	585	641	531	-17.2	-9.2	16.4
South Carolina	515	659	619	714	15.3	8.3	38.6	1,086	1,282	1,183	1,333	12.7	4.0	22.7
Tennessee	631	803	824	862	4.6	7.3	36.6	1,360	1,566	1,562	1,711	9.5	9.3	25.8
<b>Total</b>	<b>15,933</b>	<b>19,916</b>	<b>19,686</b>	<b>18,433</b>	<b>-6.4</b>	<b>-7.4</b>	<b>15.7</b>	<b>32,870</b>	<b>38,615</b>	<b>37,586</b>	<b>35,578</b>	<b>-5.3</b>	<b>-7.9</b>	<b>8.2</b>
<b><u>WEST (LOS ANGELES)</u></b>														
Alaska	47	45	59	51	-13.6	13.3	8.5	102	117	104	105	1.0	-10.3	2.9
Arizona	372	432	372	433	16.4	0.2	16.4	734	849	759	914	20.4	7.7	24.5
California	2,179	2,658	1,957	1,941	-0.8	-27.0	-10.9	5,003	5,409	4,542	4,425	-2.6	-18.2	-11.6
Colorado	506	690	566	621	9.7	-10.0	22.7	1,146	1,377	1,153	1,346	16.7	-2.3	17.5
Hawaii	11	13	17	20	17.6	53.8	81.8	26	74	45	61	35.6	-17.6	134.6
Idaho	133	147	93	105	12.9	-28.6	-21.1	284	321	186	204	9.7	-36.4	-28.2
Montana	108	82	133	116	-12.8	41.5	7.4	231	185	263	228	-13.3	23.2	-1.3
Nevada	155	170	176	198	12.5	16.5	27.7	334	399	404	431	6.7	8.0	29.0
New Mexico	99	91	79	113	43.0	24.2	14.1	190	164	188	220	17.0	34.1	15.8
Oregon	268	228	170	224	31.8	-1.8	-16.4	496	441	353	449	27.2	1.8	-9.5
Texas	1,544	1,864	1,670	1,599	-4.3	-14.2	3.6	3,234	3,807	3,444	3,284	-4.6	-13.7	1.5
Utah	162	192	174	192	10.3	0.0	18.5	332	431	347	394	13.5	-8.6	18.7
Washington	501	593	419	485	15.8	-18.2	-3.2	944	982	888	913	2.8	-7.0	-3.3
Wyoming	64	97	92	64	-30.4	-34.0	0.0	134	205	147	117	-20.4	-42.9	-12.7
<b>Total</b>	<b>6,149</b>	<b>7,302</b>	<b>5,977</b>	<b>6,162</b>	<b>3.1</b>	<b>-15.6</b>	<b>0.2</b>	<b>13,190</b>	<b>14,761</b>	<b>12,823</b>	<b>13,091</b>	<b>2.1</b>	<b>-11.3</b>	<b>-0.8</b>
<b>TOTAL U.S.A.</b>	<b>82,659</b>	<b>96,732</b>	<b>93,302</b>	<b>96,843</b>	<b>3.8</b>	<b>0.1</b>	<b>17.2</b>	<b>161,740</b>	<b>180,545</b>	<b>173,492</b>	<b>182,836</b>	<b>5.4</b>	<b>1.3</b>	<b>13.0</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>FEBRUARY</u>							<u>JANUARY - FEBRUARY</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
<b><u>CANADA (TORONTO)</u></b>														
Alberta	2,684	3,082	4,031	3,868	-4.0	25.5	44.1	4,857	6,228	8,157	8,710	6.8	39.9	79.3
British Columbia	1,000	1,129	2,242	1,516	-32.4	34.3	51.6	2,171	2,502	4,805	3,759	-21.8	50.2	73.1
Manitoba	998	1,243	1,374	1,460	6.3	17.5	46.3	1,838	2,278	2,976	3,340	12.2	46.6	81.7
New Brunswick	333	482	671	949	41.4	96.9	185.0	450	680	882	1,249	41.6	83.7	177.6
Newfoundland	106	156	215	364	69.3	133.3	243.4	167	243	347	585	68.6	140.7	250.3
Nova Scotia	640	803	846	1,427	68.7	77.7	123.0	790	1,010	1,102	1,758	59.5	74.1	122.5
Ontario	12,929	16,966	21,178	24,177	14.2	42.5	87.0	26,238	33,486	42,423	49,492	16.7	47.8	88.6
P.E. Island	47	64	75	93	24.0	45.3	97.9	50	80	103	120	16.5	50.0	140.0
Quebec	3,283	4,781	6,805	7,589	11.5	58.7	131.2	7,039	9,360	14,481	16,167	11.6	72.7	129.7
Saskatchewan	1,082	1,904	1,756	2,328	32.6	22.3	115.2	2,308	3,706	3,803	5,097	34.0	37.5	120.8
Northwest Territories	42	36	51	43	-15.7	19.4	2.4	79	98	125	110	-12.0	12.2	39.2
<b>Total</b>	<b>23,144</b>	<b>30,646</b>	<b>39,244</b>	<b>43,814</b>	<b>11.6</b>	<b>43.0</b>	<b>89.3</b>	<b>45,987</b>	<b>59,671</b>	<b>79,204</b>	<b>90,387</b>	<b>14.1</b>	<b>51.5</b>	<b>96.5</b>
<b><u>LONDON OFFICE</u></b>														
<b><u>Northern Europe</u></b>														
U.K.	14,227	14,534	13,524	13,659	1.0	-6.0	-4.0	27,257	28,720	26,906	26,736	-0.6	-6.9	-1.9
Denmark	129	81	74	100	35.1	23.5	-22.5	269	182	181	201	11.0	10.4	-25.3
Finland	19	33	78	60	-23.1	81.8	215.8	53	87	165	131	-20.6	50.6	147.2
Ireland	213	220	192	200	4.2	-9.1	-6.1	497	532	441	515	16.8	-3.2	3.6
Norway	100	124	113	111	-1.8	-10.5	11.0	231	219	259	209	-19.3	-4.6	-9.5
Sweden	142	248	145	233	60.7	-6.0	64.1	338	445	425	468	10.1	5.2	38.5
	<b>14,830</b>	<b>15,240</b>	<b>14,126</b>	<b>14,363</b>	<b>1.7</b>	<b>-5.8</b>	<b>-3.1</b>	<b>28,645</b>	<b>30,185</b>	<b>28,377</b>	<b>28,260</b>	<b>-0.4</b>	<b>-6.4</b>	<b>-1.3</b>
<b><u>Southern Europe</u></b>														
Greece	27	75	56	31	-44.6	-58.7	14.8	41	98	83	58	-30.1	-40.8	41.5
Italy	1,847	1,934	1,526	1,937	26.9	0.2	4.9	3,782	3,826	3,233	4,168	28.9	8.9	10.2
Portugal	85	97	22	414	1781.8	326.8	387.1	254	180	45	932	1971.1	417.8	266.9
Spain	400	494	245	177	-27.8	-64.2	-55.8	1,037	986	475	407	-14.3	-58.7	-60.8
	<b>6,603</b>	<b>6,668</b>	<b>5,620</b>	<b>6,168</b>	<b>9.8</b>	<b>-7.5</b>	<b>-6.6</b>	<b>13,943</b>	<b>13,599</b>	<b>11,937</b>	<b>13,235</b>	<b>10.9</b>	<b>-2.7</b>	<b>-5.1</b>
<b><u>Western Europe</u></b>														
Austria	331	314	307	311	1.3	-1.0	-6.0	787	653	675	703	4.1	7.7	-10.7
Belgium	317	434	373	337	-9.7	-22.4	6.3	947	1,078	903	787	-12.8	-27.0	-16.9
France	462	504	514	488	-5.1	-3.2	5.6	825	887	962	966	0.4	8.9	17.1
Germany	2,205	1,937	1,776	1,733	-2.4	-10.5	-21.4	4,395	3,938	3,811	3,594	-5.7	-8.7	-18.2
Luxemburg	34	16	14	14	0.0	-12.5	-58.8	51	35	30	33	10.0	-5.7	-35.3
Netherlands	680	625	573	476	-16.9	-23.8	-30.0	1,287	1,442	1,297	1,077	-17.0	-25.3	-16.3
Switzerland	215	238	214	250	16.8	5.0	16.3	537	476	423	510	20.6	7.1	-5.0
	<b>6,603</b>	<b>6,668</b>	<b>5,620</b>	<b>6,168</b>	<b>9.8</b>	<b>-7.5</b>	<b>-6.6</b>	<b>13,943</b>	<b>13,599</b>	<b>11,937</b>	<b>13,235</b>	<b>10.9</b>	<b>-2.7</b>	<b>-5.1</b>
<b><u>Central/East Europe</u></b>														
Czech Republic	26	75	120	78	-35.0	4.0	200.0	385	146	187	131	-29.9	-10.3	-66.0
Hungary	64	52	58	89	53.4	71.2	39.1	156	167	118	212	79.7	26.9	35.9
Poland	54	110	136	161	18.4	46.4	198.1	157	228	268	426	59.0	86.8	171.3
Russia	46	89	139	219	57.6	146.1	376.1	249	540	605	660	9.1	22.2	165.1
Ukraine	16	65	51	31	-39.2	-52.3	93.8	55	120	136	95	-30.1	-20.8	72.7
Other Europe	575	573	153	138	-9.8	-75.9	-76.0	790	814	369	421	14.1	-48.3	-46.7
	<b>781</b>	<b>964</b>	<b>657</b>	<b>716</b>	<b>9.0</b>	<b>-25.7</b>	<b>-8.3</b>	<b>1,792</b>	<b>2,015</b>	<b>1,683</b>	<b>1,945</b>	<b>15.6</b>	<b>-3.5</b>	<b>8.5</b>
<b>Total</b>	<b>22,214</b>	<b>22,872</b>	<b>20,403</b>	<b>21,247</b>	<b>4.1</b>	<b>-7.1</b>	<b>-4.4</b>	<b>44,380</b>	<b>45,799</b>	<b>41,997</b>	<b>43,440</b>	<b>3.4</b>	<b>-5.2</b>	<b>-2.1</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>FEBRUARY</u>			<u>% Change</u>				<u>JANUARY - FEBRUARY</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
<b><u>LATIN AMERICA</u></b>														
<b><u>CENTRAL AMERICA</u></b>														
Mexico	150	182	162	163	0.6	-10.4	8.7	390	485	332	328	-1.2	-32.4	-15.9
Belize	40	42	45	45	0.0	7.1	12.5	81	71	83	80	-3.6	12.7	-1.2
Costa Rica	43	104	85	49	-42.4	-52.9	14.0	106	175	157	121	-22.9	-30.9	14.2
El Salvador	12	15	13	15	15.4	0.0	25.0	37	43	26	23	-11.5	-46.5	-37.8
Guatemala	29	12	22	28	27.3	133.3	-3.4	56	32	32	56	75.0	75.0	0.0
Honduras	8	22	17	5	-70.6	-77.3	-37.5	21	38	35	13	-62.9	-65.8	-38.1
Nicaragua	1	6	10	6	-40.0	0.0	500.0	9	23	15	12	-20.0	-47.8	33.3
Panama	54	111	118	84	-28.8	-24.3	55.6	179	209	186	187	0.5	-10.5	4.5
<b>Total</b>	<b>337</b>	<b>494</b>	<b>472</b>	<b>395</b>	<b>-16.3</b>	<b>-20.0</b>	<b>17.2</b>	<b>879</b>	<b>1,076</b>	<b>866</b>	<b>820</b>	<b>-5.3</b>	<b>-23.8</b>	<b>-6.7</b>
<b><u>SOUTH AMERICA</u></b>														
Argentina	70	153	204	170	-16.7	11.1	142.9	208	359	432	463	7.2	29.0	122.6
Bolivia	2	3	5	1	-80.0	-66.7	-50.0	3	18	11	4	-63.6	-77.8	33.3
Brazil	58	152	148	223	50.7	46.7	284.5	218	317	293	383	30.7	20.8	75.7
Chile	42	73	86	85	-1.2	16.4	102.4	88	105	158	152	-3.8	44.8	72.7
Colombia	14	73	50	9	-82.0	-87.7	-35.7	162	341	181	202	11.6	-40.8	24.7
Ecuador	5	31	161	204	26.7	558.1	3980.0	7	42	408	210	-48.5	400.0	2900.0
Paraguay	2	1	0	1	-	0.0	-50.0	6	1	4	4	0.0	300.0	-33.3
Peru	13	30	39	47	20.5	56.7	261.5	40	55	72	64	-11.1	16.4	60.0
Uruguay	8	18	15	5	-66.7	-72.2	-37.5	13	28	18	19	5.6	-32.1	46.2
Venezuela	36	44	66	58	-12.1	31.8	61.1	79	128	135	85	-37.0	-33.6	7.6
Other South America	0	0	0	0	-	-	-	0	0	2	0	-	-	-
<b>Total</b>	<b>250</b>	<b>578</b>	<b>774</b>	<b>803</b>	<b>3.7</b>	<b>38.9</b>	<b>221.2</b>	<b>824</b>	<b>1,394</b>	<b>1,714</b>	<b>1,586</b>	<b>-7.5</b>	<b>13.8</b>	<b>92.5</b>
<b>Total Latin America</b>	<b>587</b>	<b>1,072</b>	<b>1,246</b>	<b>1,198</b>	<b>-3.9</b>	<b>11.8</b>	<b>104.1</b>	<b>1,703</b>	<b>2,470</b>	<b>2,580</b>	<b>2,406</b>	<b>-6.7</b>	<b>-2.6</b>	<b>41.3</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>FEBRUARY</u>							<u>JANUARY - FEBRUARY</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
<b>CARIBBEAN</b>														
Antigua	133	114	141	140	-0.7	22.8	5.3	274	250	316	329	4.1	31.6	20.1
Bahamas	200	303	378	189	-50.0	-37.6	-5.5	408	670	798	513	-35.7	-23.4	25.7
Barbados	338	349	468	345	-26.3	-1.1	2.1	693	701	854	713	-16.5	1.7	2.9
Bermuda	176	205	199	183	-8.0	-10.7	4.0	425	451	443	402	-9.3	-10.9	-5.4
British Virgin Is.	46	47	61	65	6.6	38.3	41.3	97	108	112	113	0.9	4.6	16.5
Cayman Is.	1,267	1,378	2,008	1,178	-41.3	-14.5	-7.0	2,388	2,723	3,679	2,472	-32.8	-9.2	3.5
Dominica	21	36	40	25	-37.5	-30.6	19.0	38	78	85	78	-8.2	0.0	105.3
Grenada	46	49	68	37	-45.6	-24.5	-19.6	91	100	158	79	-50.0	-21.0	-13.2
Guyana	124	140	123	118	-4.1	-15.7	-4.8	262	310	258	251	-2.7	-19.0	-4.2
Monsterrat	11	7	11	8	-27.3	14.3	-27.3	17	20	19	22	15.8	10.0	29.4
St. Kitts/Nevis/Anguilla	54	48	62	65	4.8	35.4	20.4	118	100	147	140	-4.8	40.0	18.6
St. Lucia	68	97	73	66	-9.6	-32.0	-2.9	179	206	176	136	-22.7	-34.0	-24.0
St. Vincent	40	37	28	39	39.3	5.4	-2.5	72	98	80	95	18.8	-3.1	31.9
Turks & Caicos Is.	65	62	72	70	-2.8	12.9	7.7	176	164	166	163	-1.8	-0.6	-7.4
Trinidad & Tobago	537	880	595	673	13.1	-23.5	25.3	1,099	1,565	1,245	1,468	17.9	-6.2	33.6
<b>Comm. Caribbean</b>	<b>3,126</b>	<b>3,752</b>	<b>4,327</b>	<b>3,201</b>	<b>-26.0</b>	<b>-14.7</b>	<b>2.4</b>	<b>6,337</b>	<b>7,544</b>	<b>8,536</b>	<b>6,974</b>	<b>-18.3</b>	<b>-7.6</b>	<b>10.1</b>
Aruba	27	15	15	19	26.7	26.7	-29.6	41	62	33	38	15.2	-38.7	-7.3
Cuba	19	127	81	20	-75.3	-84.3	5.3	42	242	226	92	-59.3	-62.0	119.0
Curacao	60	53	79	74	-6.3	39.6	23.3	125	115	159	115	-27.7	0.0	-8.0
Dominican Rep.	68	137	107	42	-60.7	-69.3	-38.2	243	471	214	95	-55.6	-79.8	-60.9
Guadelope	6	11	6	5	-16.7	-54.5	-16.7	11	14	15	12	-20.0	-14.3	9.1
Haiti	5	19	26	28	7.7	47.4	460.0	20	32	36	120	233.3	275.0	500.0
Puerto Rico	126	118	118	98	-16.9	-16.9	-22.2	224	224	181	178	-1.7	-20.5	-20.5
St. Maarten	49	41	34	52	52.9	26.8	6.1	86	82	71	84	18.3	2.4	-2.3
Surinam	32	41	32	39	21.9	-4.9	21.9	57	72	57	65	14.0	-9.7	14.0
All other Caribbean	32	52	38	38	0.0	-26.9	18.8	76	95	81	66	-18.5	-30.5	-13.2
<b>Other Caribbean</b>	<b>424</b>	<b>614</b>	<b>536</b>	<b>415</b>	<b>-22.6</b>	<b>-32.4</b>	<b>-2.1</b>	<b>925</b>	<b>1,409</b>	<b>1,073</b>	<b>865</b>	<b>-19.4</b>	<b>-38.6</b>	<b>-6.5</b>
<b>TOTAL CARIBBEAN</b>	<b>3,550</b>	<b>4,366</b>	<b>4,863</b>	<b>3,616</b>	<b>-25.6</b>	<b>-17.2</b>	<b>1.9</b>	<b>7,262</b>	<b>8,953</b>	<b>9,609</b>	<b>7,839</b>	<b>-18.4</b>	<b>-12.4</b>	<b>7.9</b>
<b>ASIA</b>														
India	40	105	168	42	-75.0	-60.0	5.0	81	221	271	147	-45.8	-33.5	81.5
Pakistan	1	2	0	0	-	-	-	1	5	3	0	-	-	-
Japan	335	347	311	272	-12.5	-21.6	-18.8	558	630	530	422	-20.4	-33.0	-24.4
China	22	79	220	70	-68.2	-11.4	218.2	79	191	305	158	-48.2	-17.3	100.0
Taiwan	3	26	0	8	-	-69.2	166.7	4	36	4	25	525.0	-30.6	525.0
Korea	9	33	33	4	-87.9	-87.9	-55.6	12	48	77	26	-66.2	-45.8	116.7
Philippines	18	42	34	43	26.5	2.4	138.9	50	92	71	75	5.6	-18.5	50.0
Singapore	14	21	25	7	-72.0	-66.7	-50.0	18	33	43	9	-79.1	-72.7	-50.0
Other Asia	22	35	53	25	-52.8	-28.6	13.6	46	56	80	47	-41.3	-16.1	2.2
	<b>464</b>	<b>690</b>	<b>844</b>	<b>471</b>	<b>-44.2</b>	<b>-31.7</b>	<b>1.5</b>	<b>849</b>	<b>1,312</b>	<b>1,384</b>	<b>909</b>	<b>-34.3</b>	<b>-30.7</b>	<b>7.1</b>
<b>OTHER COUNTRIES</b>														
African Countries	26	82	83	32	-61.4	-61.0	23.1	73	168	202	154	-23.8	-8.3	111.0
Israel	78	110	66	63	-4.5	-42.7	-19.2	197	223	167	117	-29.9	-47.5	-40.6
Saudi Arabia	2	1	1	1	0.0	0.0	-50.0	2	2	3	3	0.0	50.0	50.0
Turkey	31	24	33	17	-48.5	-29.2	-45.2	82	40	62	32	-48.4	-20.0	-61.0
Other Middle East	12	37	34	28	-17.6	-24.3	133.3	50	68	74	77	4.1	13.2	54.0
Australia	157	173	145	122	-15.9	-29.5	-22.3	325	366	353	322	-8.8	-12.0	-0.9
New Zealand	21	21	14	8	-42.9	-61.9	-61.9	46	68	34	30	-11.8	-55.9	-34.8
All Other Ctries	4	5	4	2	-50.0	-60.0	-50.0	9	7	7	4	-42.9	-42.9	-55.6
<b>Total</b>	<b>331</b>	<b>453</b>	<b>380</b>	<b>273</b>	<b>-28.2</b>	<b>-39.7</b>	<b>-17.5</b>	<b>784</b>	<b>942</b>	<b>902</b>	<b>739</b>	<b>-18.1</b>	<b>-21.5</b>	<b>-5.7</b>
<b>GRAND TOTAL</b>	<b>132,949</b>	<b>156,831</b>	<b>160,282</b>	<b>167,462</b>	<b>4.5</b>	<b>6.8</b>	<b>26.0</b>	<b>262,705</b>	<b>299,692</b>	<b>309,168</b>	<b>328,556</b>	<b>6.3</b>	<b>9.6</b>	<b>25.1</b>

## STOPOVER VISITORS BY MARKET SHARE

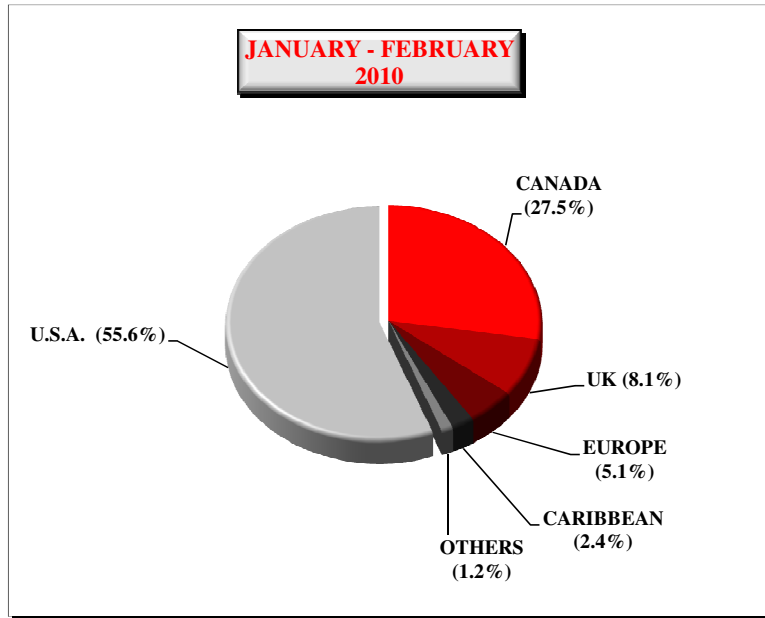


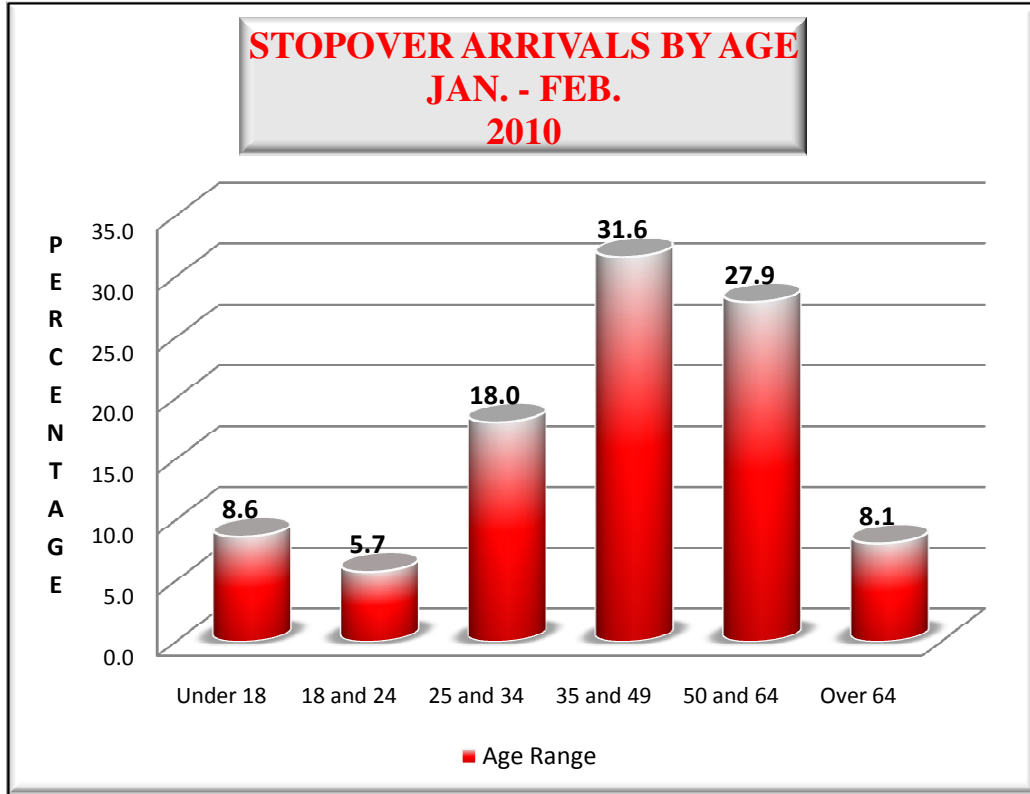
Fig. 2

Country	February 2010	% Share	Jan.Feb. 2010	% Share	January 2009	% Share	% Change 2010/09
U.S.A	96,843	57.8%	182,836	55.6%	173,492	56.1%	5.4%
CANADA	43,814	26.2%	90,387	27.5%	79,204	25.6%	14.1%
U.K.	13,659	8.2%	26,736	8.1%	26,906	8.7%	-0.6%
EUROPE	7,588	4.5%	16,704	5.1%	15,091	4.9%	10.7%
CARIBBEAN	3,616	2.2%	7,839	2.4%	9,609	3.1%	-18.4%
OTHERS	1,942	1.2%	4,054	1.2%	4,866	1.6%	-16.7%
<b>Total</b>	<b>167,462</b>	<b>100.0%</b>	<b>328,556</b>	<b>100.0%</b>	<b>309,168</b>	<b>100.0%</b>	<b>6.3%</b>

**TABLE 3**

<b>AVERAGE LENGTH OF STAY (Nights)</b>								
<b><u>FOREIGN NATIONALS</u></b>					<b><u>NON-RESIDENT JAMAICANS</u></b>			
	<b>All Types of Accommodation</b>		<b>Hotel</b>		<b>All Types of Accommodation</b>		<b>Hotel</b>	
	2009	2010	2009	2010	2009	2010	2009	2010
<b>January</b>	9.5	9.4	7.3	7.3	16.1	17.4	8.2	8.9
<b>February</b>	8.4	8.3	7.0	7.0	14.2	14.4	7.4	7.3
<b>Jan.-Feb.</b>	8.9	8.9	7.1	7.1	15.1	15.9	7.8	8.2

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



**Fig. 3**

**AGE DISTRIBUTION OF STOPOVER ARRIVALS**

Age Range	FEBRUARY		JAN. - FEB.		JAN. - FEB.		% Change 2010/09
	2010	% Share	2010	% Share	2009	% Share	
Under 18	16,165	9.7	28,305	8.6	26,049	8.4	8.7%
18 and 24	8,826	5.3	18,857	5.7	18,280	5.9	3.2%
25 and 34	28,672	17.1	59,225	18.0	56,472	18.3	4.9%
35 and 49	54,306	32.4	103,918	31.6	100,818	32.6	3.1%
50 and 64	46,801	27.9	91,713	27.9	83,420	27.0	9.9%
Over 64	12,702	7.6	26,548	8.1	24,129	7.8	10.0%
<b>Total</b>	<b>167,472</b>	<b>100.0</b>	<b>328,566</b>	<b>100.0</b>	<b>309,168</b>	<b>100.0</b>	<b>6.3%</b>

**TABLE 4**

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL  
JANUARY - FEBRUARY 2010**

	MONTEGO BAY		% Change 2009/08		OCHO RIOS		% Change 2009/08		2010 TOTAL		2009 TOTAL		% Change 2009/08	
	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%
Jan. - Feb.	<b>24</b>	<b>55,674</b>	<b>-22.6%</b>	<b>-18.2%</b>	<b>40</b>	<b>109,932</b>	<b>-14.9%</b>	<b>-15.0%</b>	<b>66</b>	<b>165,941</b>	<b>81</b>	<b>198,304</b>	<b>-18.5%</b>	<b>-16.3%</b>

- \* 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.

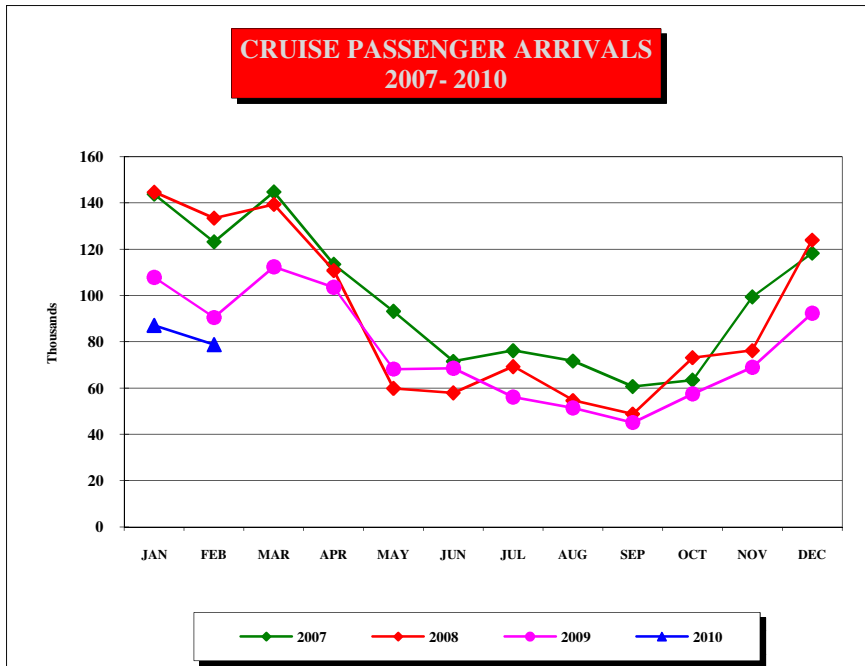


FIG. 4

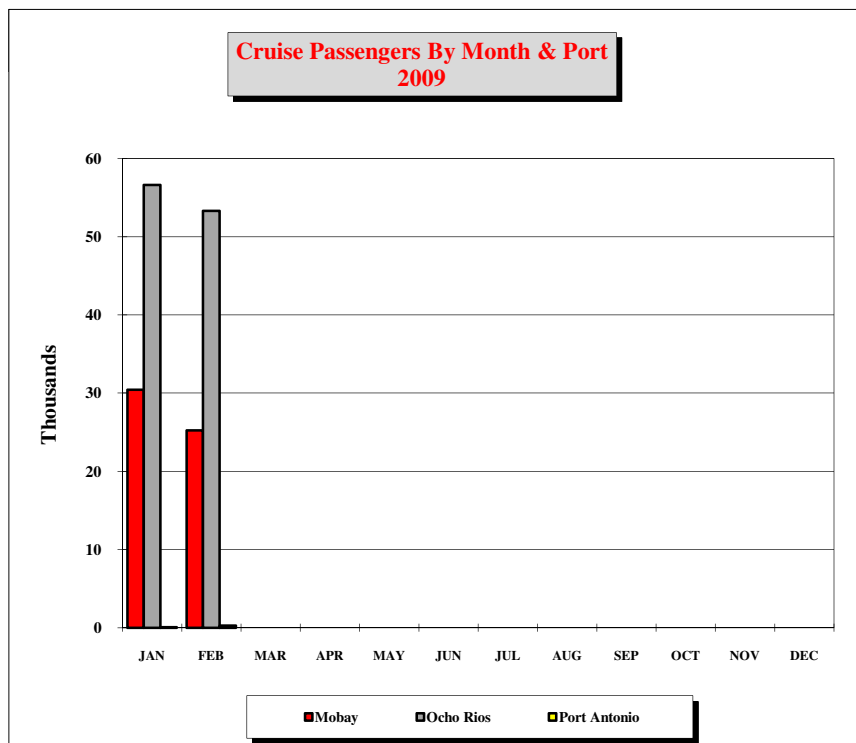


FIG. 4a

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

	FEBRUARY 2010			JANUARY - FEBRUARY 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>U.S.A.</b>						
<b><u>NORTHEAST (NEW YORK)</u></b>						
Connecticut	2,846	3	2,849	5,005	8	5,013
Delaware	365	0	365	847	0	847
Maine	620	5	625	1,077	6	1,083
Maryland	2,889	2	2,891	5,974	9	5,983
Massachusetts	4,175	6	4,181	7,568	6	7,574
New Hampshire	971	0	971	1,601	0	1,601
New Jersey	5,260	7	5,267	9,861	10	9,871
New York	19,574	89	19,663	36,039	221	36,260
Pennsylvania	6,005	0	6,005	11,462	15	11,477
Rhode Island	536	0	536	910	0	910
Vermont	513	3	516	743	5	748
Virginia	1,832	3	1,835	3,674	6	3,680
Washington D.C.	374	0	374	775	3	778
West Virginia	240	0	240	512	0	512
<b>Total</b>	<b>46,200</b>	<b>118</b>	<b>46,318</b>	<b>86,048</b>	<b>289</b>	<b>86,337</b>
<b><u>MIDWEST (CHICAGO)</u></b>						
Illinois	4,238	230	4,468	8,323	415	8,738
Indiana	1,441	2	1,443	2,413	7	2,420
Iowa	1,812	159	1,971	3,378	238	3,616
Kansas	480	5	485	975	5	980
Kentucky	452	0	452	986	4	990
Michigan	4,132	10	4,142	6,671	23	6,694
Minnesota	3,205	734	3,939	5,657	1,184	6,841
Missouri	1,129	247	1,376	2,247	594	2,841
Nebraska	696	3	699	1,405	5	1,410
North Dakota	484	5	489	988	35	1,023
Ohio	2,049	2	2,051	3,613	8	3,621
South Dakota	470	17	487	934	63	997
Wisconsin	3,625	303	3,928	6,180	1,479	7,659
<b>Total</b>	<b>24,213</b>	<b>1,717</b>	<b>25,930</b>	<b>43,770</b>	<b>4,060</b>	<b>47,830</b>

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

FEBRUARY 2010		
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS

JANUARY - FEBRUARY 2010		
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS

**SOUTH (MIAMI)**

Alabama	330	0	330	689	0	689
Arkansas	184	0	184	545	1	546
Florida	11,052	36	11,088	21,432	91	21,523
Georgia	2,973	2	2,975	5,177	14	5,191
Louisiana	317	0	317	606	0	606
Mississippi	135	3	138	247	3	250
North Carolina	1,585	12	1,597	3,186	12	3,198
Oklahoma	224	4	228	526	5	531
South Carolina	713	1	714	1,332	1	1,333
Tennessee	862	0	862	1,710	1	1,711
<b>Total</b>	<b>18,375</b>	<b>58</b>	<b>18,433</b>	<b>35,450</b>	<b>128</b>	<b>35,578</b>

**WEST (LOS ANGELES)**

Alaska	51	0	51	105	0	105
Arizona	433	0	433	914	0	914
California	1,937	4	1,941	4,403	22	4,425
Colorado	620	1	621	1,340	6	1,346
Hawaii	20	0	20	61	0	61
Idaho	105	0	105	204	0	204
Montana	116	0	116	228	0	228
Nevada	198	0	198	430	1	431
New Mexico	112	1	113	219	1	220
Oregon	224	0	224	448	1	449
Texas	1,588	11	1,599	3,256	28	3,284
Utah	192	0	192	393	1	394
Washington	484	1	485	908	5	913
Wyoming	63	1	64	115	2	117
<b>Total</b>	<b>6,143</b>	<b>19</b>	<b>6,162</b>	<b>13,024</b>	<b>67</b>	<b>13,091</b>
<b>TOTAL U.S.A.</b>	<b>94,931</b>	<b>1,912</b>	<b>96,843</b>	<b>178,292</b>	<b>4,544</b>	<b>182,836</b>

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

	FEBRUARY 2010			JANUARY - FEBRUARY 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
::						
<b><u>CANADA (TORONTO)</u></b>						
Alberta	2,451	1,417	3,868	5,233	3,477	8,710
British Columbia	1,250	266	1,516	2,900	859	3,759
Manitoba	701	759	1,460	1,626	1,714	3,340
New Brunswick	468	481	949	714	535	1,249
Newfoundland	305	59	364	473	112	585
Nova Scotia	627	800	1,427	914	844	1,758
Ontario	11,018	13,159	24,177	22,014	27,478	49,492
P.E. Island	37	56	93	59	61	120
Quebec	2,152	5,437	7,589	4,251	11,916	16,167
Saskatchewan	562	1,766	2,328	1,086	4,011	5,097
Other Canada	26	17	43	75	35	110
<b>Total</b>	<b>19,597</b>	<b>24,217</b>	<b>43,814</b>	<b>39,345</b>	<b>51,042</b>	<b>90,387</b>
<b><u>EUROPE</u></b>						
<b><u>LONDON OFFICE</u></b>						
<b><u>Northern Europe</u></b>						
U.K.	9,555	4,104	13,659	18,565	8,171	26,736
Denmark	98	2	100	193	8	201
Finland	60	0	60	129	2	131
Ireland	159	41	200	411	104	515
Norway	110	1	111	207	2	209
Sweden	227	6	233	461	7	468
<b>Sub-Total</b>	<b>10,209</b>	<b>4,154</b>	<b>14,363</b>	<b>19,966</b>	<b>8,294</b>	<b>28,260</b>
<b><u>GERMAN OFFICE</u></b>						
<b><u>Southern Europe</u></b>						
Greece	31	0	31	56	2	58
Italy	1,917	20	1,937	4,138	30	4,168
Portugal	21	393	414	31	901	932
Spain	137	40	177	313	94	407
<b><u>Western Europe</u></b>						
Austria	311	0	311	703	0	703
Belgium	331	6	337	779	8	787
France	473	15	488	929	37	966
Germany	1,729	4	1,733	3,549	45	3,594
Luxemburg	14	0	14	33	0	33
Netherlands	474	2	476	1,068	9	1,077
Switzerland	243	7	250	499	11	510
<b>Sub-Total</b>	<b>5,681</b>	<b>487</b>	<b>6,168</b>	<b>12,098</b>	<b>1,137</b>	<b>13,235</b>
<b><u>Central/East Europe</u></b>						
Czechoslovakia	78	0	78	129	2	131
Hungary	88	1	89	210	2	212
Poland	144	17	161	384	42	426
Russia	131	88	219	454	206	660
Ukraine	31	0	31	95	0	95
Other Europe	91	47	138	341	80	421
<b>Sub-Total</b>	<b>563</b>	<b>153</b>	<b>716</b>	<b>1,613</b>	<b>332</b>	<b>1,945</b>
<b>Total</b>	<b>16,453</b>	<b>4,794</b>	<b>21,247</b>	<b>33,677</b>	<b>9,763</b>	<b>43,440</b>

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

FEBRUARY 2010		
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS

JANUARY - FEBRUARY 2010		
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS

**OTHER COUNTRIES**

**CENTRAL AMERICA**

Mexico	163	0	163	326	2	328
Belize	45	0	45	80	0	80
Costa Rica	49	0	49	121	0	121
El Salvador	15	0	15	23	0	23
Guatemala	22	6	28	46	10	56
Honduras	5	0	5	13	0	13
Nicaragua	5	1	6	11	1	12
Panama	84	0	84	187	0	187
<b>Total</b>	<b>388</b>	<b>7</b>	<b>395</b>	<b>807</b>	<b>13</b>	<b>820</b>

**SOUTH AMERICA**

Argentina	170	0	170	462	1	463
Bolivia	1	0	1	4	0	4
Brazil	222	1	223	382	1	383
Chile	85	0	85	152	0	152
Colombia	9	0	9	90	112	202
Ecuador	2	202	204	8	202	210
Paraguay	1	0	1	4	0	4
Peru	47	0	47	64	0	64
Uruguay	5	0	5	19	0	19
Venezuela	27	31	58	54	31	85
Other South America	0	0	0	0	0	0
<b>Total</b>	<b>569</b>	<b>234</b>	<b>803</b>	<b>1,239</b>	<b>347</b>	<b>1,586</b>
<b>Total Latin America</b>	<b>957</b>	<b>241</b>	<b>1,198</b>	<b>2,046</b>	<b>360</b>	<b>2,406</b>

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

	FEBRUARY 2010			JANUARY - FEBRUARY 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>CARIBBEAN</b>						
Antigua	136	4	140	321	8	329
Bahamas	176	13	189	499	14	513
Barbados	297	48	345	636	77	713
Bermuda	183	0	183	402	0	402
British Virgin Is.	65	0	65	112	1	113
Cayman Is.	1,174	4	1,178	2,455	17	2,472
Dominica	21	4	25	73	5	78
Grenada	37	0	37	79	0	79
Guyana	114	4	118	242	9	251
Montserrat	8	0	8	22	0	22
St. Kitts/Nevis/Anguilla	65	0	65	133	7	140
St. Lucia	64	2	66	132	4	136
St. Vincent	39	0	39	93	2	95
Turks & Caicos Is.	69	1	70	162	1	163
Trinidad & Tobago	665	8	673	1,449	19	1,468
<b>Comm. Caribbean</b>	<b>3,113</b>	<b>88</b>	<b>3,201</b>	<b>6,810</b>	<b>164</b>	<b>6,974</b>
Aruba	19	0	19	38	0	38
Bonaire	0	0	0	0	0	0
Cuba	20	0	20	86	1	87
Curacao	74	0	74	115	0	115
Dominican Republic	38	4	42	88	7	95
Guadelope	5	0	5	12	0	12
Haiti	3	25	28	23	97	120
Puerto Rico	98	0	98	178	0	178
St. Maarten	52	0	52	84	0	84
Surinam	39	0	39	64	1	65
All other Caribbean	38	0	38	65	6	71
<b>Other Caribbean</b>	<b>386</b>	<b>29</b>	<b>415</b>	<b>753</b>	<b>112</b>	<b>865</b>
<b>TOTAL CARIBBEAN</b>	<b>3,499</b>	<b>117</b>	<b>3,616</b>	<b>7,563</b>	<b>276</b>	<b>7,839</b>
<b>OTHER COUNTRIES</b>						
India	42	0	42	147	0	147
Pakistan	0	0	0	0	0	0
Japan	272	0	272	422	0	422
China	70	0	70	157	1	158
Taiwan	7	1	8	24	1	25
Korea	4	0	4	24	2	26
Philippines	41	2	43	72	3	75
Singapore	7	0	7	9	0	9
Other Asia	22	3	25	39	8	47
<b>Asia</b>	<b>465</b>	<b>6</b>	<b>471</b>	<b>894</b>	<b>15</b>	<b>909</b>
African Countries	31	1	32	141	13	154
Israel	59	4	63	107	10	117
Saudi Arabia	1	0	1	3	0	3
Turkey	16	1	17	30	2	32
Other Middle East	26	2	28	69	8	77
Australia	119	3	122	318	4	322
New Zealand	8	0	8	30	0	30
All Other Ctries	2	0	2	4	0	4
<b>Total</b>	<b>262</b>	<b>11</b>	<b>273</b>	<b>702</b>	<b>37</b>	<b>739</b>
<b>GRAND TOTAL</b>	<b>136,164</b>	<b>31,298</b>	<b>167,462</b>	<b>262,519</b>	<b>66,037</b>	<b>328,556</b>

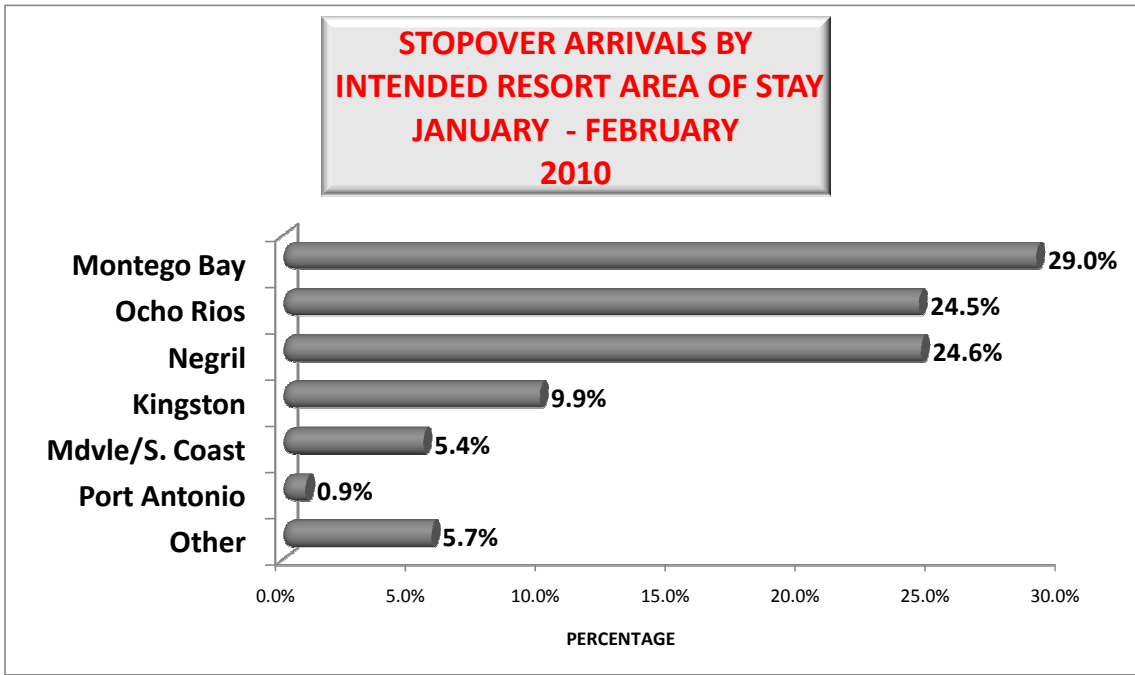


Fig. 5

**STOPOVER ARRIVALS BY INTENDED AREA OF STAY**

Area	FEBRUARY			JANUARY - FEBRUARY			JANUARY - FEBRUARY			% Change 2010/09 ARRIVALS
	2010	%Share	LENGTH OF STAY	2010	%Share	LENGTH OF STAY	2009	%Share	LENGTH OF STAY	
Montego Bay	50,650	30.2%	7.3	95,310	29.0%	7.7	89,535	29.0%	7.6	6.4%
Ocho Rios	40,766	24.3%	8.1	80,471	24.5%	8.5	71,507	23.1%	8.6	12.5%
Negril	40,835	24.4%	8.1	80,767	24.6%	8.4	76,177	24.6%	8.4	6.0%
Kingston	15,687	9.4%	10.6	32,491	9.9%	11.7	33,025	10.7%	11.3	-1.6%
Mdvle/S. Coast	8,702	5.2%	12.0	17,791	5.4%	13.4	17,387	5.6%	13.5	2.3%
Port Antonio	1,532	0.9%	14.4	2,921	0.9%	16.0	2,615	0.8%	16.6	11.7%
Other	9,290	5.5%	14.0	18,805	5.7%	15.4	18,922	6.1%	15.4	-0.6%
<b>Total</b>	<b>167,462</b>	<b>100.0%</b>	<b>8.7</b>	<b>328,556</b>	<b>100.0%</b>	<b>9.3</b>	<b>309,168</b>	<b>100.0%</b>	<b>9.3</b>	<b>6.3%</b>

Note: LENGTH OF STAY IS BASED ON "INTENDED" LENGTH OF STAY FOR TOTAL STOPOVER ARRIVALS