

# JAMAICA TOURIST BOARD

**IN JANUARY 2004.....**

- Stopover arrivals up by 8%
- US Market increased by 7%
- Canada increased by 6%
- Europe increased by 16%
- Cruise Passenger arrivals up by 5%.

## TOURIST (Stopovers)

Stopover arrivals in January 2004 were **109,350**, an increase of **8%** over the **101,306** recorded for January 2003.

### United States

Stopover arrivals from the United States market increased by **7%** in January with a total of **73,396** visitors compared to the **68,514** visitors who came in January 2003. Three of the main marketing regions recorded increases. The Northeast and the Midwest increased by **10%** each, and the West by **11%**. The South declined by **3%**.

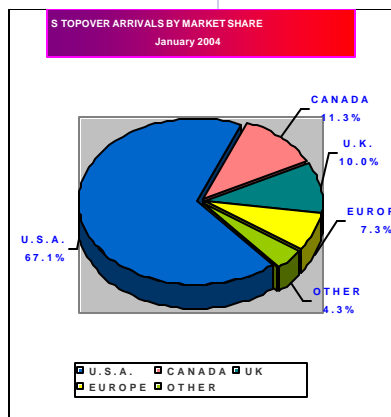
the other main European country markets except Spain and Italy recorded increases. Austria increased by **86%**, the Netherlands by **33%**, Sweden by **47%**, Switzerland by **166%**, and Belgium by **62%**, despite from relatively small bases.

### Latin America

The Latin American market declined by **30%** in January with a total of **766** stopovers compared to **1,087** in January 2003. Except for Colombia which declined by **81%**, all the other the other leading countries recorded increases. Mexico, Argentina, Chile and Brazil increased by **7%**, **1%**, **82%** and **3%** respectively.

### Canada

In January, the Canadian market increased by **6%**. Total stopovers from the Canadian market in January were **12,336** compared to **11,589** in 2003. The leading province of Ontario declined by under **1%**, the second most important visitor-producing province of Quebec increased by **13%**. The other four leading provinces also recorded increases. Manitoba increased by **4%**, Alberta by **71%**, British Columbia by **4%**, and Saskatchewan by **18%**.



### The Caribbean

Visitors to Jamaica from the Caribbean region increased by **3%** in January. A total of **2,980** visitors from other Caribbean countries visited Jamaica, up from **2,903** in January 2003.

The major Caribbean countries which provided visitors to Jamaica in January were: the Cayman Islands (**941**), Trinidad and Tobago (**485**), Barbados (**300**), the Bahamas (**186**), Antigua (**103**), Bermuda (**121**), and

St. Lucia (**121**). Except for the Cayman Islands which increased in January, all the other major Caribbean countries recorded declines against January 2003.

### Europe

The European market continued to perform well, recording a **16%** increase in January 2004. The market provided a total of **18,959** stopover visitors compared to the **16,286** recorded in January 2003. The United Kingdom and Germany increased by **15%** and **24%** respectively. All

## Japan

The Japanese market increased by **8%** in January with a total of **344** stopovers compared to **318** in January 2003

## Other Countries

Of the other countries, Australia with a total of **126** stopovers in January recorded a decline of **6%** against the **134** who came in January 2003.

## Market Share

The market share of stopover visitors for the January period were as follows:

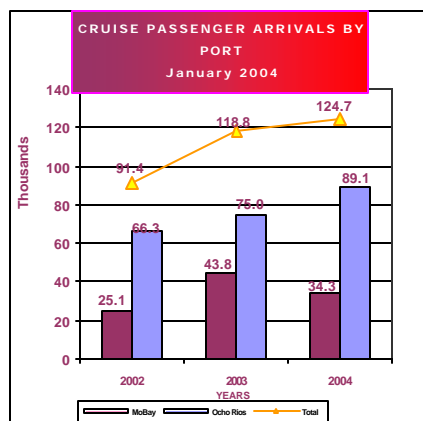
USA **67.1%**; Canada **11.3%**; UK **10.0%**; Continental Europe **7.3%**, the Caribbean **2.7%**; Latin America **0.7%**; Japan **0.3%** and Other Countries **0.5%**.

## Cruise Passengers

A total of **124,650** cruise passengers visited Jamaica in January 2004. This represents a **5%** increase against the **118,834** recorded for January 2003.

A total of **89,072** cruise passengers visited the port of Ocho Rios in January, an increase of **19%** over the **75,007** recorded for January 2003.

Montego Bay recorded a total of **34,283** cruise passengers for the month, a decline of some **22%** against the **43,827** recorded for 2003.



## Length of Stay

The average length of stay of stopovers in January was **9.8** nights against **10.1** for January 2003. The average length of stay in hotels was **6.7** nights compared to **6.6** nights in January 2003.

## First and Repeat Visitors

Approximately **52%** or **54,608** of the **104,425** foreign nationals who visited Jamaica in January were first-time visitors and the other **48%** or **49,817** were repeat guests.

**TABLE 1**

**TOURIST ARRIVALS**

January

2004

Month	Foreign Nationals	<----- Stopovers ----->					Total Stopover Arrivals	+/- 2004/03	+/- 2004/02
		+/- 2004/03	+/- 2004/02	Non-Resident Jamaicans	+/- 2004/03	+/- 2004/02			
January	104,425	8.9%	22.7%	4,925	-9.3%	-1.2%	109,350	7.9%	21.4%

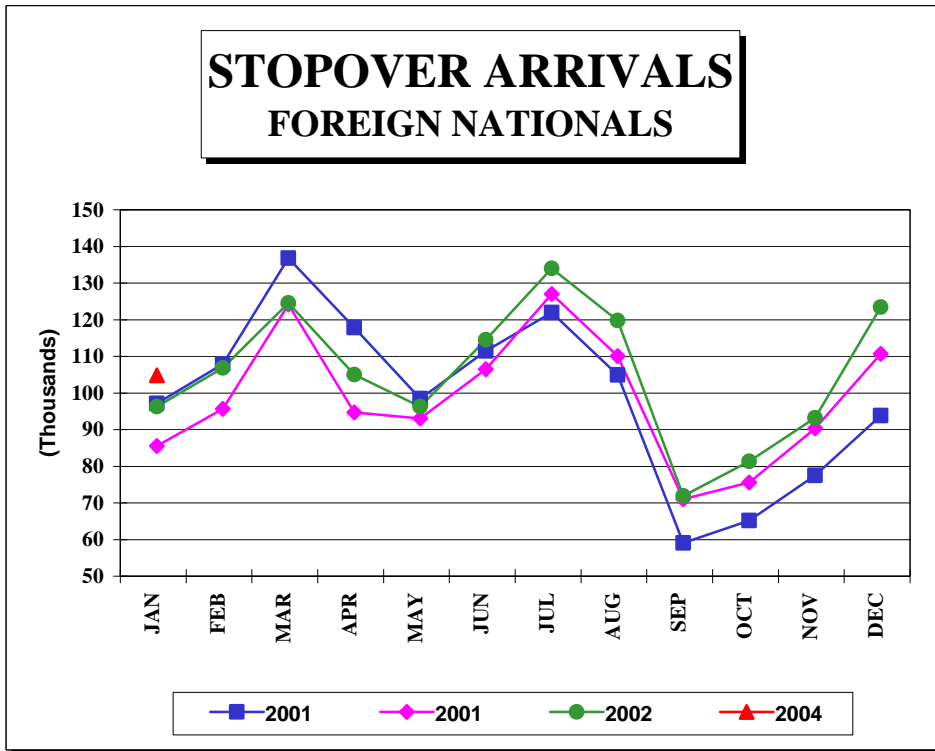


FIG. 1

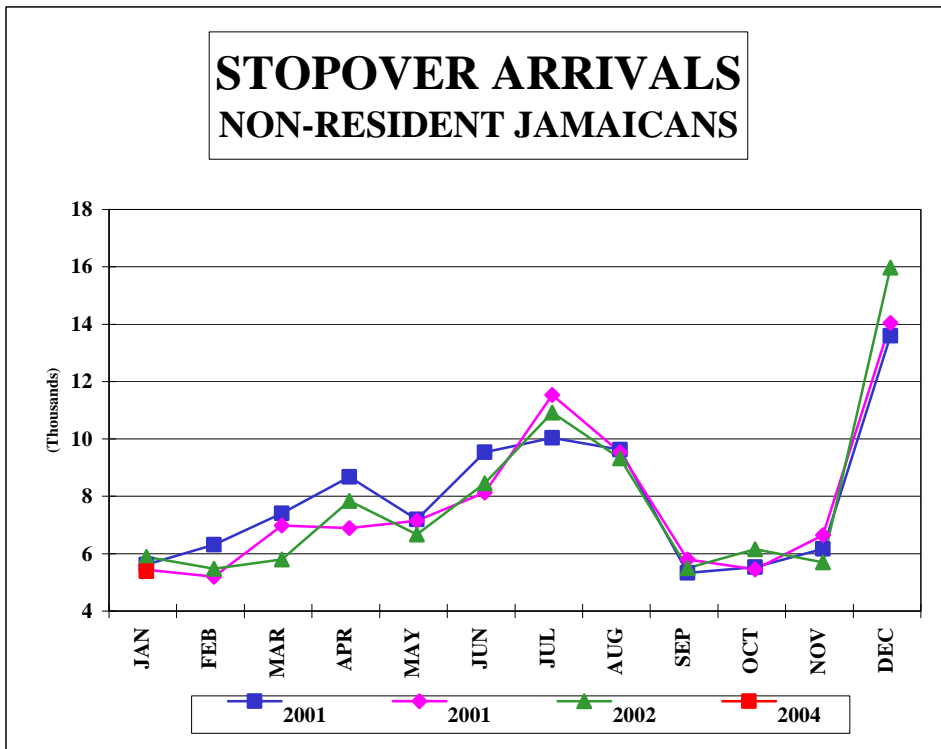


FIG. 1a

**TABLE 1.1**

**First & Repeat Visit to Jamaica**

FOREIGN NATIONALS

2004

	Arrivals				TOTAL	% SHARE	
	First Visit	+/-	Repeat Visit	+/-		First Visit	Repeat Visit
Jan.	54,608	6.3	49,817	12.0	104,425	52.3	47.7

**TABLE 1.2**

**STOPOVER ARRIVALS BY MARKET REGION  
AND MONTH OF ARRIVAL 2004**

	U.S.A.			Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South							
<b>January</b>	31,236	23,510	14,108	4,542	18,959	766	2,980	521	392	109,350
<b>+/- %</b>	<b>9.6%</b>	<b>10.1%</b>	<b>-3.1%</b>	<b>10.5%</b>	<b>16.4%</b>	<b>-29.5%</b>	<b>2.7%</b>	<b>-18.0%</b>	<b>34.3%</b>	<b>7.9%</b>

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JANUARY</u>				<u>% C h a n g e</u>		
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	2004/03	2004/02	2004/01
<b>U.S.A.</b>							
<b><u>NORTHEAST (NEW YORK)</u></b>							
Connecticut	1,333	1,255	1,525	1,775	16.4	41.4	33.2
Delaware	384	311	377	400	6.1	28.6	4.2
Maine	229	204	217	259	19.4	27.0	13.1
Maryland	2,376	2,377	2,426	2,734	12.7	15.0	15.1
Massachusetts	2,729	2,551	2,620	2,760	5.3	8.2	1.1
New Hampshire	476	382	314	429	36.6	12.3	-9.9
New Jersey	3,831	3,713	4,012	4,110	2.4	10.7	7.3
New York	10,197	9,384	10,537	11,268	6.9	20.1	10.5
Pennsylvania	4,199	3,505	4,372	4,928	12.7	40.6	17.4
Rhode Island	233	260	322	321	-0.3	23.5	37.8
Vermont	139	95	100	164	64.0	72.6	18.0
Virginia	1,484	1,298	1,255	1,597	27.3	23.0	7.6
Washington D.C.	347	308	346	342	-1.2	11.0	-1.4
West Virginia	116	79	74	149	101.4	88.6	28.4
Total	28,073	25,722	28,497	31,236	9.6	21.4	11.3
<b><u>MIDWEST (CHICAGO)</u></b>							
Illinois	4,974	4,745	5,017	5,001	-0.3	5.4	0.5
Indiana	1,170	1,003	1,101	1,107	0.5	10.4	-5.4
Iowa	1,148	1,184	1,100	1,370	24.5	15.7	19.3
Kansas	436	280	326	455	39.6	62.5	4.4
Kentucky	321	300	355	366	3.1	22.0	14.0
Michigan	2,464	2,117	2,076	2,606	25.5	23.1	5.8
Minnesota	3,127	2,835	2,959	3,115	5.3	9.9	-0.4
Missouri	1,613	1,394	1,534	1,768	15.3	26.8	9.6
Nebraska	711	376	568	556	-2.1	47.9	-21.8
North Dakota	189	154	166	329	98.2	113.6	74.1
Ohio	1,785	1,330	1,392	1,582	13.6	18.9	-11.4
South Dakota	197	189	253	353	39.5	86.8	79.2
Wisconsin	4,618	4,005	4,504	4,902	8.8	22.4	6.1
Total	22,753	19,912	21,351	23,510	10.1	18.1	3.3

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JANUARY</u>				<u>% C h a n g e</u>		
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2004/03</u>	<u>2004/02</u>	<u>2004/01</u>
<b><u>SOUTH (MIAMI)</u></b>							
Alabama	314	280	358	311	-13.1	11.1	-1.0
Arkansas	147	157	201	217	8.0	38.2	47.6
Florida	6,415	6,709	6,803	6,966	2.4	3.8	8.6
Georgia	2,123	1,896	2,654	1,949	-26.6	2.8	-8.2
Louisiana	295	279	287	262	-8.7	-6.1	-11.2
Mississippi	104	113	136	110	-19.1	-2.7	5.8
North Carolina	1,011	1,063	1,268	1,442	13.7	35.7	42.6
Oklahoma	190	190	216	240	11.1	26.3	26.3
South Carolina	477	394	478	479	0.2	21.6	0.4
Tennessee	536	599	797	704	-11.7	17.5	31.3
Texas	1,169	1,521	1,358	1,428	5.2	-6.1	22.2
Total	12,781	13,201	14,556	14,108	-3.1	6.9	10.4
<b><u>WEST (LOS ANGELES)</u></b>							
Alaska	32	30	38	50	31.6	66.7	56.3
Arizona	464	311	261	329	26.1	5.8	-29.1
California	2,580	2,065	2,226	2,410	8.3	16.7	-6.6
Colorado	566	467	508	680	33.9	45.6	20.1
Hawaii	17	11	9	21	133.3	90.9	23.5
Idaho	201	89	169	97	-42.6	9.0	-51.7
Montana	85	77	77	111	44.2	44.2	30.6
Nevada	140	124	139	140	0.7	12.9	0.0
New Mexico	130	46	58	94	62.1	104.3	-27.7
Oregon	184	145	142	181	27.5	24.8	-1.6
Utah	97	126	172	101	-41.3	-19.8	4.1
Washington	303	280	277	273	-1.4	-2.5	-9.9
Wyoming	27	32	34	55	61.8	71.9	103.7
Total	4,826	3,803	4,110	4,542	10.5	19.4	-5.9
<b>TOTAL U.S.A.</b>	<b>68,433</b>	<b>62,638</b>	<b>68,514</b>	<b>73,396</b>	<b>7.1</b>	<b>17.2</b>	<b>7.3</b>

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JANUARY</u>				<u>% C h a n g e</u>		
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	2004/03	2004/02	2004/01
<b><u>CANADA (TORONTO)</u></b>							
Alberta	604	468	609	1,040	70.8	122.2	72.2
British Columbia	395	354	363	378	4.1	6.8	-4.3
Manitoba	576	291	606	628	3.6	115.8	9.0
New Brunswick	129	119	99	93	-6.1	-21.8	-27.9
Newfoundland	31	53	23	29	26.1	-45.3	-6.5
Nova Scotia	123	152	110	118	7.3	-22.4	-4.1
Ontario	9,614	7,866	7,873	7,858	-0.2	-0.1	-18.3
P.E. Island	17	17	4	10	150.0	-41.2	-41.2
Quebec	2,152	1,671	1,621	1,838	13.4	10.0	-14.6
Saskatchewan	258	151	255	302	18.4	100.0	17.1
Other Canada	55	39	26	42	61.5	7.7	-23.6
<b>Total</b>	<b>13,954</b>	<b>11,181</b>	<b>11,589</b>	<b>12,336</b>	<b>6.4</b>	<b>10.3</b>	<b>-11.6</b>
<b><u>LONDON OFFICE</u></b>							
<b><u>Northern Europe</u></b>							
U.K.	9,156	8,286	9,525	10,969	15.2	32.4	19.8
Denmark	61	56	44	81	84.1	44.6	32.8
Finland	48	44	74	106	43.2	140.9	120.8
Norway	120	57	71	88	23.9	54.4	-26.7
Sweden	136	94	103	151	46.6	60.6	11.0
<b><u>Southern Europe</u></b>							
Greece	22	19	17	6	-64.7	-68.4	-72.7
Italy	1,476	1,181	3,129	3,050	-2.5	158.3	106.6
Portugal	13	11	30	12	-60.0	9.1	-7.7
Spain	153	154	97	80	-17.5	-48.1	-47.7
<b><u>Western Europe</u></b>							
Austria	294	224	277	516	86.3	130.4	75.5
Belgium	76	75	94	152	61.7	102.7	100.0
France	194	230	246	274	11.4	19.1	41.2
Germany	1,818	1,267	1,672	2,076	24.2	63.9	14.2
Luxemburg	9	2	8	11	37.5	450.0	22.2
Netherlands	208	144	231	306	32.5	112.5	47.1
Switzerland	300	143	199	530	166.3	270.6	76.7
<b><u>Central/East Europe</u></b>							
Czechoslovakia	52	8	25	44	76.0	450.0	-15.4
Hungary	23	34	29	52	79.3	52.9	126.1
Poland	65	38	114	117	2.6	207.9	80.0
Russia	162	177	202	182	-9.9	2.8	12.3
Other Europe	102	76	99	156	57.6	105.3	52.9
<b>Total</b>	<b>14,488</b>	<b>12,320</b>	<b>16,286</b>	<b>18,959</b>	<b>16.4</b>	<b>53.9</b>	<b>30.9</b>

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

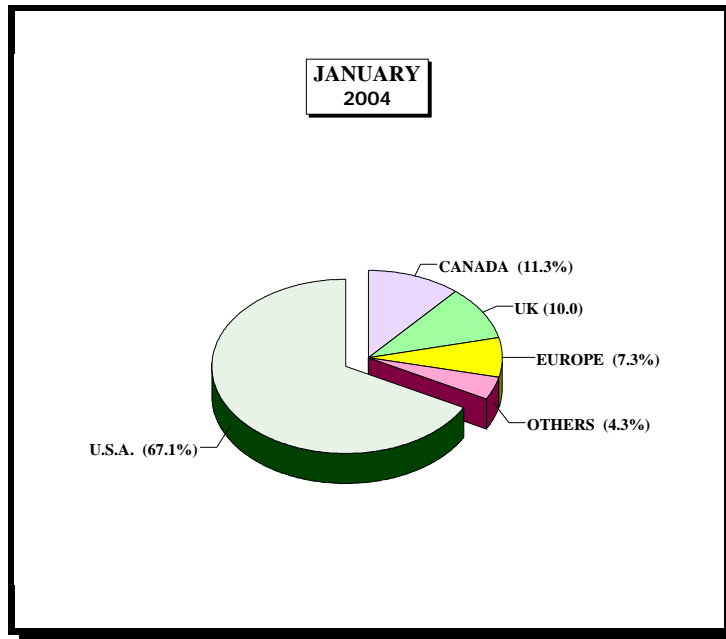
	<u>JANUARY</u>				<u>% C h a n g e</u>		
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2004/03</u>	<u>2004/02</u>	<u>2004/01</u>
<b><u>LATIN AMERICA</u></b>							
<b><u>CENTRAL AMERICA</u></b>							
Mexico	163	94	112	120	7.1	27.7	-26.4
Belize	39	35	127	35	-72.4	0.0	-10.3
Costa Rica	42	87	50	43	-14.0	-50.6	2.4
El Salvador	8	30	10	4	-60.0	-86.7	-50.0
Guatemala	25	27	18	29	61.1	7.4	16.0
Honduras	8	16	17	7	-58.8	-56.3	-12.5
Nicaragua	5	13	3	4	33.3	-69.2	-20.0
Panama	93	86	98	89	-9.2	3.5	-4.3
Total	383	388	435	331	-23.9	-14.7	-13.6
<b><u>SOUTH AMERICA</u></b>							
Argentina	177	62	69	70	1.4	12.9	-60.5
Bolivia	17	5	6	4	-33.3	-20.0	-76.5
Brazil	102	73	60	62	3.3	-15.1	-39.2
Chile	77	63	27	49	81.5	-22.2	-36.4
Colombia	142	76	197	38	-80.7	-50.0	-73.2
Ecuador	12	19	6	9	50.0	-52.6	-25.0
Guyana	128	110	154	127	-17.5	15.5	-0.8
Paraguay	6	1	3	0	-100.0	-100.0	-100.0
Peru	19	22	30	9	-70.0	-59.1	-52.6
Surinam	34	2	25	23	-8.0	1050.0	-32.4
Uruguay	3	10	2	2	0.0	-80.0	-33.3
Venezuela	84	94	73	42	-42.5	-55.3	-50.0
Other South America	0	0	0	0	ERR	ERR	ERR
Total	801	537	652	435	-33.3	-19.0	-45.7
Total Latin America	1,184	925	1,087	766	-29.5	-17.2	-35.3

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	JANUARY				% Change		
	2001	2002	2003	2004	2004/03	2004/02	2004/01
<b><u>CARIBBEAN</u></b>							
Antigua	83	90	110	103	-6.4	14.4	24.1
Bahamas	388	231	196	186	-5.1	-19.5	-52.1
Barbados	279	322	353	300	-15.0	-6.8	7.5
Bermuda	106	99	148	121	-18.2	22.2	14.2
British Virgin Is.	35	16	41	45	9.8	181.3	28.6
Cayman Is.	687	552	763	941	23.3	70.5	37.0
Dominica	28	15	23	17	-26.1	13.3	-39.3
Grenada	45	46	41	44	7.3	-4.3	-2.2
Monsterrat	11	6	7	4	-42.9	-33.3	-63.6
St. Kitts/Nevis/Anguilla	32	38	61	51	-16.4	34.2	59.4
St. Lucia	82	102	140	121	-13.6	18.6	47.6
St. Vincent	26	53	37	44	18.9	-17.0	69.2
Turks & Caicos Is.	42	26	49	94	91.8	261.5	123.8
Trinidad & Tobago	420	425	519	485	-6.6	14.1	15.5
<b>Comm. Caribbean</b>	<b>2,264</b>	<b>2,021</b>	<b>2,488</b>	<b>2,556</b>	<b>2.7</b>	<b>26.5</b>	<b>12.9</b>
Aruba	18	18	31	17	-45.2	-5.6	-5.6
Bonaire	0	0	0	0	ERR	ERR	ERR
Cuba	56	33	77	58	-24.7	75.8	3.6
Curacao	30	43	82	56	-31.7	30.2	86.7
Dominican Republic	79	45	45	72	60.0	60.0	-8.9
Guadelope	1	15	3	0	-100.0	-100.0	-100.0
Haiti	34	42	47	42	-10.6	0.0	23.5
Puerto Rico	135	119	82	108	31.7	-9.2	-20.0
St. Maarten	27	22	21	35	66.7	59.1	29.6
All other Caribbean	22	26	27	36	33.3	38.5	63.6
<b>Other Caribbean</b>	<b>402</b>	<b>363</b>	<b>415</b>	<b>424</b>	<b>2.2</b>	<b>16.8</b>	<b>5.5</b>
<b>TOTAL CARIBBEAN</b>	<b>2,666</b>	<b>2,384</b>	<b>2,903</b>	<b>2,980</b>	<b>2.7</b>	<b>25.0</b>	<b>11.8</b>
<b><u>OTHER COUNTRIES</u></b>							
African Countries	95	68	68	90	32.4	32.4	-5.3
Isreal	102	58	46	95	106.5	63.8	-6.9
Saudi Arabia	9	0	0	1	ERR	ERR	-88.9
Turkey	24	12	16	20	25.0	66.7	-16.7
Other Middle East	34	14	13	25	92.3	78.6	-26.5
India & Pakistan	52	31	24	34	41.7	9.7	-34.6
Japan	495	244	318	344	8.2	41.0	-30.5
China	33	28	91	24	-73.6	-14.3	-27.3
Taiwan	12	7	6	3	-50.0	-57.1	-75.0
Korea	28	10	20	32	60.0	220.0	14.3
Philippines	42	28	151	51	-66.2	82.1	21.4
Singapore	16	2	10	6	-40.0	200.0	-62.5
Other Asia	27	10	15	27	80.0	170.0	0.0
Australia	158	123	134	126	-6.0	2.4	-20.3
New Zealand	20	13	13	29	123.1	123.1	45.0
All Other Ctries	4	1	2	6	200.0	500.0	50.0
Total	1,151	649	927	913	-1.5	40.7	-20.7
<b>GRAND TOTAL</b>	<b>101,876</b>	<b>90,097</b>	<b>101,306</b>	<b>109,350</b>	<b>7.9</b>	<b>21.4</b>	<b>7.3</b>

# STOPOVER VISITORS BY MARKET SHARE



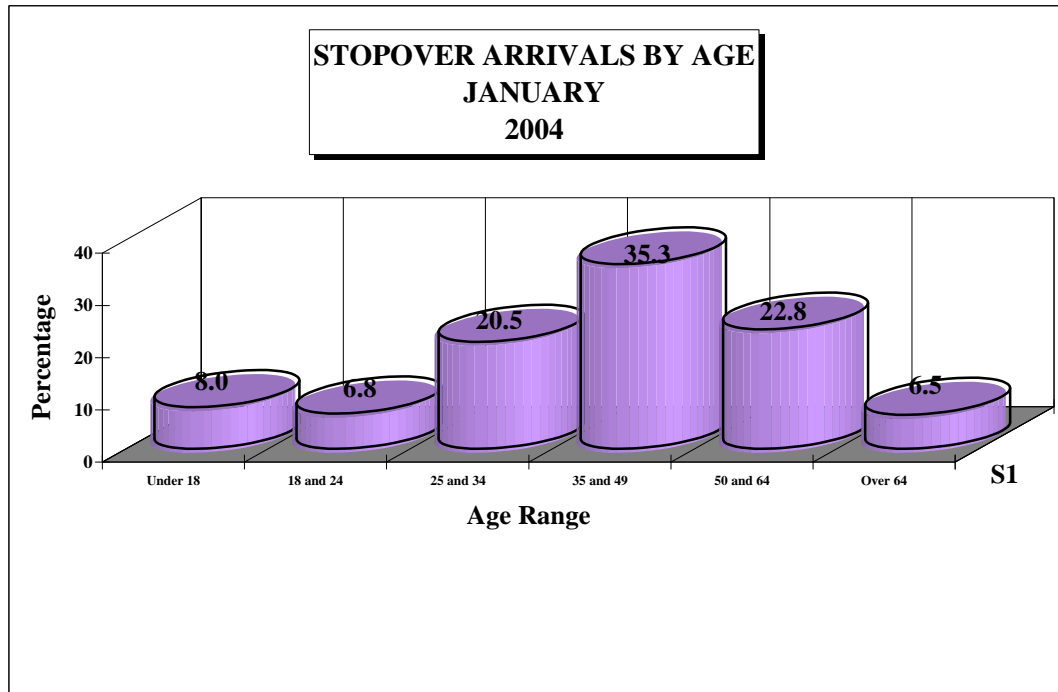
**Fig. 2**

Country	January 2004	% Share	January 2003	% Share	January 2002	% Share	%Change 2003/02
U.S.A	73,396	67.1%	68,514	67.6%	62,638	69.5%	7.1%
CANADA	12,336	11.3%	11,589	11.4%	11,181	12.4%	6.4%
U.K.	10,969	10.0%	9,525	9.4%	8,286	9.2%	15.2%
EUROPE	7,990	7.3%	6,761	6.7%	4,034	4.5%	18.2%
OTHERS	4,659	4.3%	4,917	4.9%	3,958	4.4%	-5.2%
<b>Total</b>	<b>109,350</b>	<b>100.0%</b>	<b>101,306</b>	<b>100.0%</b>	<b>90,097</b>	<b>100.0%</b>	<b>7.9%</b>

**TABLE 3**

<b><u>AVERAGE LENGTH OF STAY (Nights)</u></b>					
<b><u>FOREIGN NATIONALS</u></b>					
	<b>All Types of Accommodation</b>			<b>Hotel</b>	
	2003	2004		2003	2004
<b>January</b>	10.1	9.8		6.6	6.7

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



**Fig. 3**

**AGE DISTRIBUTION OF STOPOVER ARRIVALS**

Age	JANUARY 2004		JANUARY 2003		JANUARY 2002		%Change 2004/03
		% Share		% Share		% Share	
<b>Under 18</b>	8,750	8.0	7,996	7.9	7,203	8.0	9.4%
<b>18 and 24</b>	7,426	6.8	6,934	6.8	5,999	6.7	7.1%
<b>25 and 34</b>	22,422	20.5	20,860	20.6	18,999	21.1	7.5%
<b>35 and 49</b>	38,649	35.3	36,155	35.7	32,517	36.1	6.9%
<b>50 and 64</b>	24,985	22.8	23,007	22.7	19,671	21.8	8.6%
<b>Over 64</b>	7,118	6.5	6,354	6.3	5,708	6.3	12.0%
<b>Total</b>	<b>109,350</b>	<b>100.0</b>	<b>101,306</b>	<b>100.0</b>	<b>90,097</b>	<b>100.0</b>	<b>7.9%</b>

**TABLE 4**

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL  
JANUARY 2004**

	MONTEGO BAY		% Change 2004/03		OCHO RIOS		% Change 2004/03		2004 TOTAL		2003 TOTAL		% Change 2004/03	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	22	34,283	-12.0%	-21.8%	42	89,072	20.0%	18.8%	67	124,650	60	118,834	11.7%	4.9%

\* Note: 1. During the month of January three Cruise Ship calls with 1,668 Cruise passengers visited two ports.  
2. Included in the total Cruise passengers for the month of January, 3 calls with 1,295 passengers visited Port Antoinio.

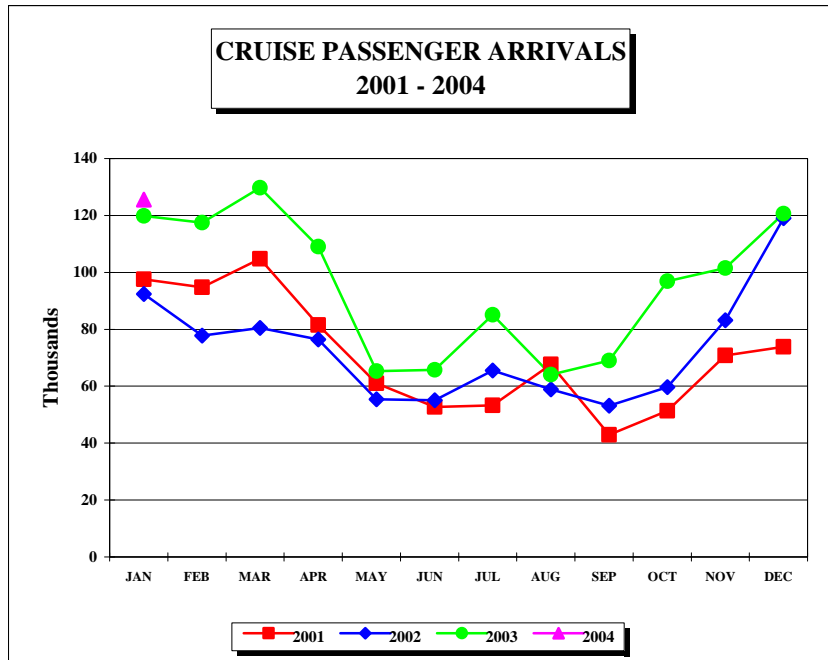


FIG. 4

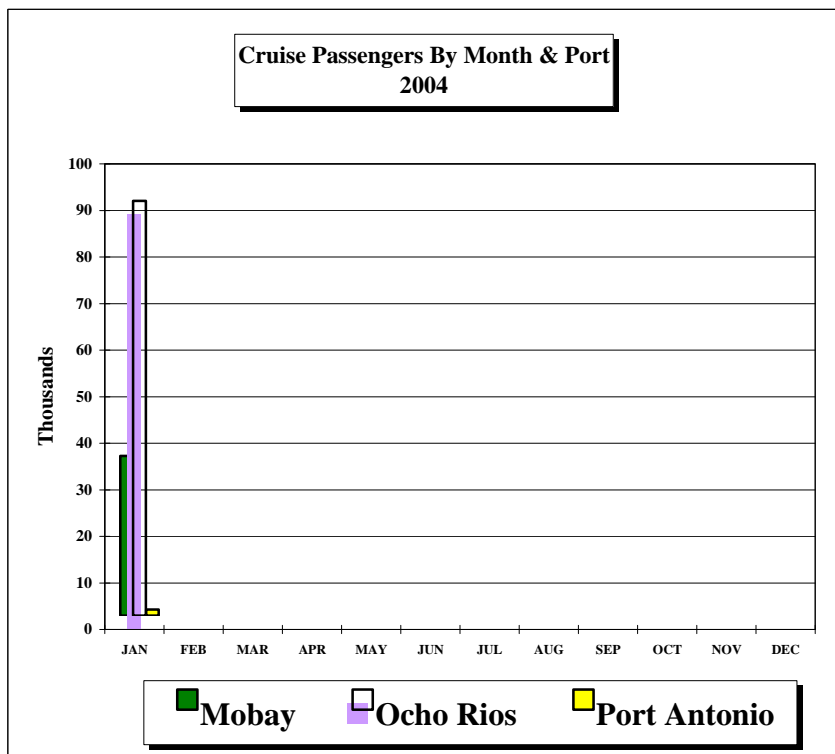


FIG. 4a

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

**JANUARY 2004**

	<u>SCHEDULED AIRLINES</u>	<u>CHARTERED AIRLINES</u>	<u>TOTAL STOPOVERS</u>
<b>U.S.A.</b>			
<b><u>NORTHEAST (NEW YORK)</u></b>			
Connecticut	1,771	4	1,775
Delaware	400	0	400
Maine	258	1	259
Maryland	2,729	5	2,734
Massachusetts	2,757	3	2,760
New Hampshire	429	0	429
New Jersey	4,104	6	4,110
New York	11,215	53	11,268
Pennsylvania	4,903	25	4,928
Rhode Island	321	0	321
Vermont	162	2	164
Virginia	1,595	2	1,597
Washington D.C.	341	0	341
West Virginia	148	2	150
Total	<u>31,133</u>	<u>103</u>	<u>31,236</u>

**MIDWEST (CHICAGO)**

Illinois	2,490	2,511	5,001
Indiana	861	246	1,107
Iowa	881	489	1,370
Kansas	402	53	455
Kentucky	359	7	366
Michigan	2,025	581	2,606
Minnesota	1,621	1,494	3,115
Missouri	588	1,180	1,768
Nebraska	529	27	556
North Dakota	227	102	329
Ohio	1,459	123	1,582
South Dakota	314	39	353
Wisconsin	2,899	2,003	4,902
Total	<u>14,655</u>	<u>8,855</u>	<u>23,510</u>

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

**JANUARY 2004**

	<b><u>SCHEDULED AIRLINES</u></b>	<b><u>CHARTERED AIRLINES</u></b>	<b><u>TOTAL STOPOVERS</u></b>
<b><u>SOUTH (MIAMI)</u></b>			
Alabama	309	2	311
Arkansas	201	16	217
Florida	6,951	15	6,966
Georgia	1,948	1	1,949
Louisiana	261	1	262
Mississippi	109	1	110
North Carolina	1,437	5	1,442
Oklahoma	233	7	240
South Carolina	478	1	479
Tennessee	701	3	704
Texas	1,416	12	1,428
Total	<u>14,044</u>	<u>64</u>	<u>14,108</u>
<b><u>WEST (LOS ANGELES)</u></b>			
Alaska	46	4	50
Arizona	319	10	329
California	2,390	20	2,410
Colorado	382	298	680
Hawaii	20	1	21
Idaho	97	0	97
Montana	108	3	111
Nevada	135	5	140
New Mexico	90	4	94
Oregon	177	4	181
Utah	100	1	101
Washington	264	9	273
Wyoming	34	21	55
Total	<u>4,162</u>	<u>380</u>	<u>4,542</u>
<b>TOTAL U.S.A.</b>	<u>63,994</u>	<u>9,402</u>	<u>73,396</u>

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

**JANUARY 2004**

	<b>SCHEDULED AIRLINES</b>	<b>CHARTERED AIRLINES</b>	<b>TOTAL STOPOVERS</b>
<b><u>CANADA (TORONTO)</u></b>			
Alberta	1,026	14	1,040
British Columbia	368	10	378
Manitoba	608	20	628
New Brunswick	83	10	93
Newfoundland	25	4	29
Nova Scotia	104	14	118
Ontario	4,823	3,035	7,858
P.E. Island	10	0	10
Quebec	1,284	554	1,838
Saskatchewan	299	3	302
Other Canada	32	10	42
Total	8,662	3,674	12,336
<b><u>LONDON OFFICE</u></b>			
<b><u>Northern Europe</u></b>			
U.K.	6,481	4,488	10,969
Denmark	79	2	81
Finland	103	3	106
Norway	87	1	88
Sweden	149	2	151
<b><u>Southern Europe</u></b>			
Greece	5	1	6
Italy	985	2,065	3,050
Portugal	10	2	12
Spain	71	9	80
<b><u>Western Europe</u></b>			
Austria	158	358	516
Belgium	149	3	152
France	257	17	274
Germany	2,032	44	2,076
Luxemburg	11	0	11
Netherlands	305	1	306
Switzerland	151	379	530
<b><u>Central/East Europe</u></b>			
<b>Czechoslovakia</b>	43	1	44
Hungary	46	6	52
Poland	115	2	117
Russia	173	9	182
Other Europe	144	12	156
Total	11,554	7,405	18,959

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

**JANUARY 2004**

	<u>SCHEDULED AIRLINES</u>	<u>CHARTERED AIRLINES</u>	<u>TOTAL STOPOVERS</u>
<b><u>OTHER COUNTRIES</u></b>			
<b><u>CENTRAL AMERICA</u></b>			
Mexico	120	0	120
Belize	35	0	35
Costa Rica	43	0	43
El Salvador	4	0	4
Guatemala	29	0	29
Honduras	7	0	7
Nicaragua	4	0	4
Panama	89	0	89
Total	331	0	331
<b><u>SOUTH AMERICA</u></b>			
Argentina	69	1	70
Bolivia	4	0	4
Brazil	59	3	62
Chile	48	1	49
Colombia	38	0	38
Ecuador	9	0	9
Guyana	127	0	127
Paraguay	0	0	0
Peru	9	0	9
Surinam	23	0	23
Uruguay	2	0	2
Venezuela	42	0	42
Other South America	0	0	0
Total	430	5	435
Total Latin America	761	5	766

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

**JANUARY 2004**

	<u>SCHEDULED AIRLINES</u>	<u>CHARTERED AIRLINES</u>	<u>TOTAL STOPOVERS</u>
<b><u>CARIBBEAN</u></b>			
Antigua	102	1	103
Bahamas	186	0	186
Barbados	300	0	300
Bermuda	121	0	121
British Virgin Is.	45	0	45
Cayman Is.	941	0	941
Dominica	17	0	17
Grenada	44	0	44
Monsterrat	4	0	4
St. Kitts/Nevis/Anguilla	51	0	51
St. Lucia	121	0	121
St. Vincent	44	0	44
Turks & Caicos Is.	94	0	94
Trinidad & Tobago	484	1	485
<b>Comm. Caribbean</b>	<b>2,554</b>	<b>2</b>	<b>2,556</b>
Aruba	17	0	17
Bonaire	0	0	0
Cuba	58	0	58
Curacao	56	0	56
Dominican Republic	72	0	72
Guadelope	0	0	0
Haiti	42	0	42
Puerto Rico	107	1	108
St. Maarten	35	0	35
All other Caribbean	36	0	36
<b>Other Caribbean</b>	<b>423</b>	<b>1</b>	<b>424</b>
<b>TOTAL CARIBBEAN</b>	<b>2,977</b>	<b>3</b>	<b>2,980</b>

**OTHER COUNTRIES**

African Countries	86	4	90
Isreal	95	0	95
Saudi Arabia	1	0	1
Turkey	18	2	20
Other Middle East	19	6	25
India & Pakistan	34	0	34
Japan	342	2	344
China	24	0	24
Taiwan	3	0	3
Korea	30	2	32
Philippines	51	0	51
Singapore	6	0	6
Other Asia	26	1	27
Australia	125	1	126
New Zealand	28	1	29
All Other Ctries	6	0	6
Total	894	19	913

<b>GRAND TOTAL</b>	<b>88,842</b>	<b>20,508</b>	<b>109,350</b>
--------------------	---------------	---------------	----------------

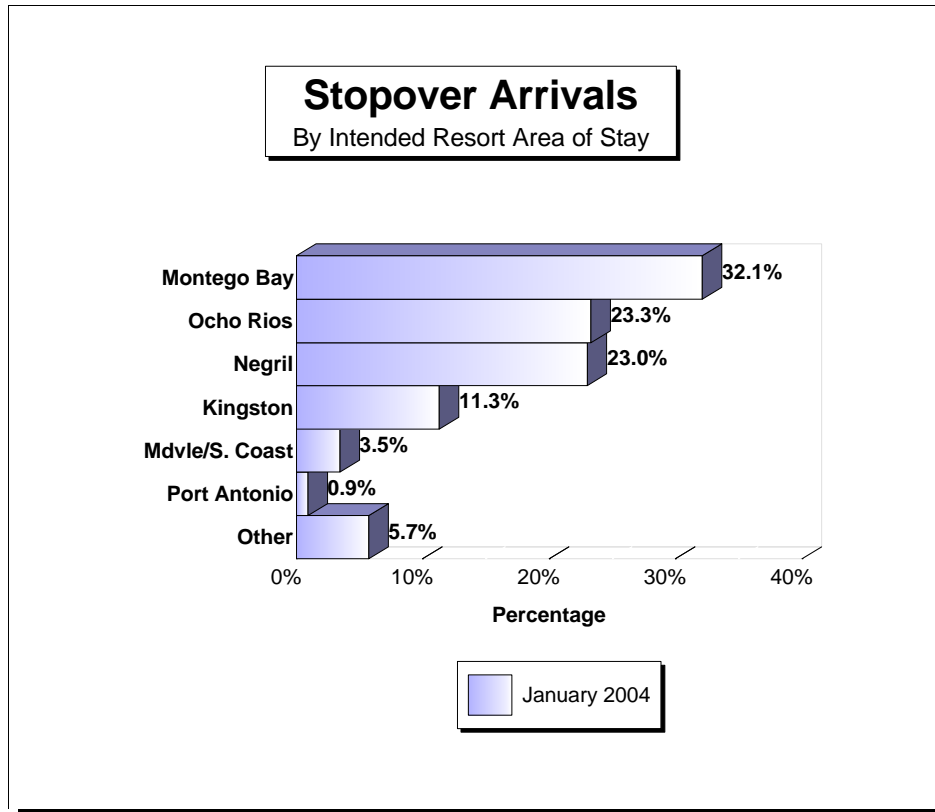


Fig. 5

**STOPOVER ARRIVALS BY INTENDED AREA OF STAY**

Area	JANUARY		JANUARY		JANUARY		%Change 2003/02
	2004	%Share	2003	%Share	2002	%Share	
Montego Bay	35,131	32.1%	34,034	33.6%	28,067	31.2%	3.2%
Ocho Rios	25,503	23.3%	21,266	21.0%	19,431	21.6%	19.9%
Negril	25,205	23.0%	22,728	22.4%	20,403	22.6%	10.9%
Kingston	12,389	11.3%	12,997	12.8%	12,309	13.7%	-4.7%
Mdvle/S. Coast	3,820	3.5%	3,356	3.3%	3,202	3.6%	13.8%
Port Antonio	1,019	0.9%	749	0.7%	936	1.0%	36.0%
Other	6,283	5.7%	6,177	6.1%	5,749	6.4%	1.7%
<b>Total</b>	<b>109,350</b>	<b>100.0%</b>	<b>101,307</b>	<b>100.0%</b>	<b>90,097</b>	<b>100.0%</b>	<b>7.9%</b>