

JANUARY 2007

VOLUME XVII, ISSUE 1

Monthly Statistical Report

JAMAICA TOURIST BOARD

IN JANUARY 2007.....

- Stopover arrivals down by 0.7%
- US Market down by 9.6%
- Canada increased by 28.4%
- Europe increased by 11.3%
- Cruise Passenger arrivals up by 7.0%

TOURIST (Stopover Arrivals)

Stopover arrivals in January 2007 were **129,756**, a marginal decline of **0.7%** over the **130,695** recorded in January 2006.

United States

Stopover arrivals from the United States market decreased by **9.6%** in January with a total of **79,081** visitors compared to the **87,526** visitors who came in January 2006. All marketing regions recorded decreases. The Midwest decreased by **13.3%**, the West by **11.2%**, the South by **9.0%** and the Northeast by **7.1%**.

Canada

In January, the Canadian market has continued on its positive trend with an increase of **28.4%**. Total stopovers from the Canadian market in January were **22,843** compared to **17,793** in 2006.

The leading province of Ontario increased by **10.4%**, while the second most important visitor-producing province of Quebec increased by **31.5%**.

Europe

The European market recorded a **11.3%** increase in January 2007. The market provided a total of **22,166** stopover visitors compared to the **19,908** recorded in

January 2006. In the Northern European market region the main visitor producing country, United Kingdom with **13,030** arrivals increased by **11.8%**. In the South/Western Europe region the main visitor producing countries, Germany with **2,190** declined by **17.7%**, Italy with **1,931** increased by **4.0%**, and Spain with **637** increased by over **250%**. In the third market region, Central/East Europe with **1,011** arrivals, increased by **55.8%**.

Latin America

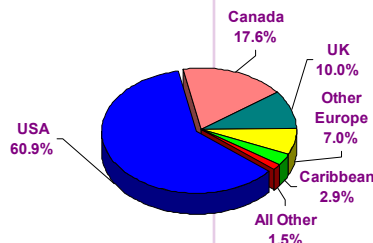
The Latin American market increased by **11.8%** in January with a total of **1,116** stopovers compared to **998** in January 2006. From the Central American region, Mexico with **240** arrivals increased by **86.0%** and Panama with **125** increased by **11.6%**. From South America, Brazil with **160** arrivals increased by **6.0%** and Colombia with **148** increased by **2.1%**.

The Caribbean

Visitors to Jamaica from the Caribbean region increased by **6.3%** in January with a total of **3,712** visitors, compared to **3,493** in January 2006.

The major Caribbean countries which provided visitors to Jamaica in January were: the Cayman Islands (**1,121**), Trinidad and Tobago (**562**), Barbados (**355**), Bermuda (**249**), the Bahamas (**208**) and Dominican Republic (**175**).

MARKET SHARE
January 2007



Japan

The Japanese market decreased by **44.1%** in January with a total of **223** stopovers compared to **399** in January 2006.

Other Countries

Of the other countries, Australia with **168** decreased by **4.5%** and Israel with **119** stopovers in January increased by **26.6%** against the **176** and **94** respectively who came in 2006.

Market Share

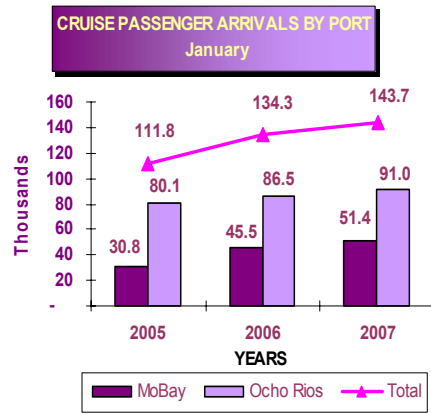
The market share of stopover visitors for January were as follows:

USA **60.9%**; Canada **17.6%**; UK **10%**; Continental Europe **7%**, the Caribbean **2.9%**; Latin America **0.9%**; Japan **0.2%** and Other Countries **0.5%**.

Cruise Passengers

A total of **143,728** cruise passengers visited Jamaica in January 2007. This represents a **7%** increase against the **134,279** recorded for January 2006.

A total of **90,958** cruise passengers visited the port of Ocho Rios in January, an increase of **5.2%** over the **86,498** recorded for January 2006.



Montego Bay recorded a total of **51,363** cruise passengers for the month, an increase of **12.8%** against the **45,538** recorded for 2006.

Length of Stay

The average length of stay of **Foreign National** arrivals in January was **10.2** nights compared to the **9.5** nights in January 2006. The average length of stay in hotels was **7.42** nights compared to **7.2** nights in January 2006.

The average length of stay of **Non-Resident Jamaican** arrivals in January was **17.1** nights compared to the **18.1** nights in January 2006. The average length of stay in hotels was **7.6** nights compared to **8.1** nights in January 2006.

Purpose of Visit

During January 2007, **80.4%** or **99,897** of the **124,199** Foreign Nationals who visited Jamaica were visiting for the purpose of Leisure, **7.1%** were on Business, **5.9%** were Visiting Friends & Relatives, and the remaining **6.6%** were on Other purposes of travel.

A total of **2,254** or **40.6%** of the **5,557** Non-Resident Jamaicans who travelled to Jamaica in January 2007 were visiting for Leisure, **23.7%** were visiting Friends & Relatives, **12.1%** were on Business and the remaining **23.6%** were on Other purposes of travel.

Intended Resort Area of Stay

Of the **129,756** stopover arrivals visiting Jamaica in January 2007, the resort area of Ocho Rios welcomed **34,397** arrivals or **26.5%**. Montego Bay received **33,145** or **25.5%**, Negril got **29,842** or **23%**, and Kingston got **15,168** or **11.7%**. The remaining **13.3%** stayed in the Mandeville/Southcoast, Port Antonio resort regions and Other areas in Jamaica.

TABLE 1
TOURIST ARRIVALS
 January
2007

| Month | Foreign Nationals | <----- Stopovers -----> | | | Non-Resident Jamaicans | Total Stopover Arrivals | | +/- 2007/06 | +/- 2007/05 |
|---------|-------------------|-------------------------|-------------|-------------|------------------------|-------------------------|----------------|--------------|-------------|
| | | +/- 2007/06 | +/- 2007/05 | +/- 2007/06 | | +/- 2007/05 | | | |
| January | 124,199 | -0.5% | 10.9% | 5,557 | -5.8% | 15.5% | 129,756 | -0.7% | 11.1% |

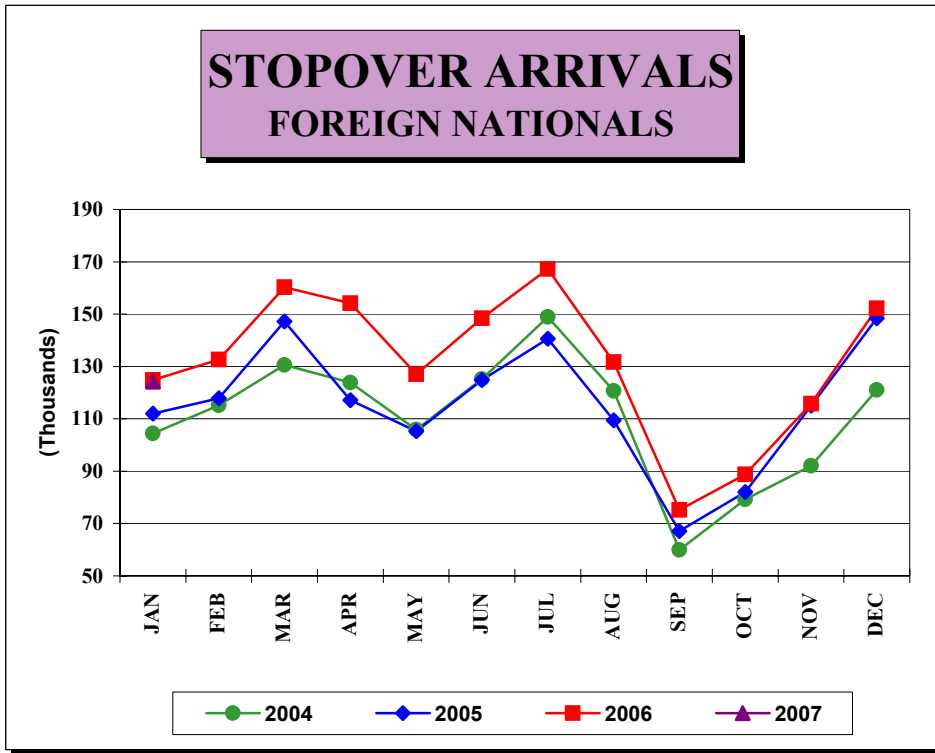


FIG. 1

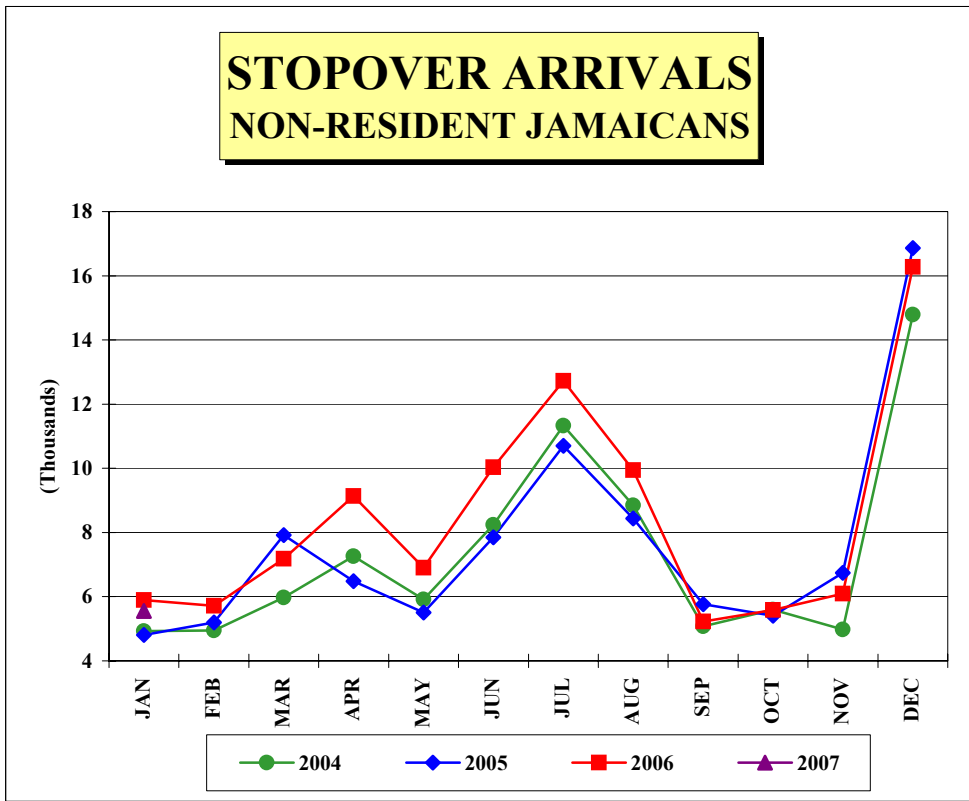


FIG. 1a

**STOPOVER ARRIVALS BY PURPOSE OF VISIT
JANUARY 2007**

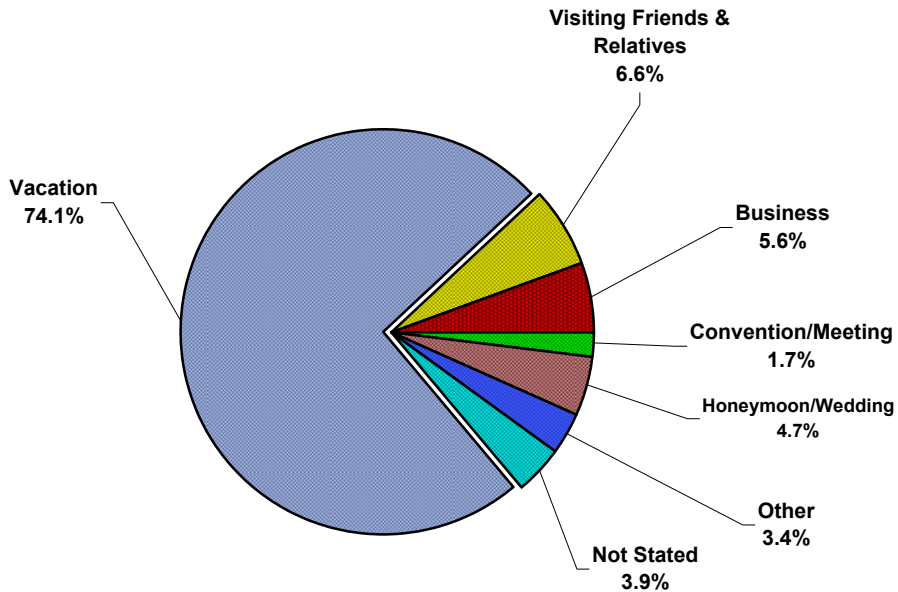


Fig. 1b

| STOPOVER ARRIVALS BY PURPOSE OF VISIT | | | | | | |
|--|----------------------|---------------|---------------------------|---------------|----------------|----------------|
| January 2007 | Foreign Nationals | % Share | Non Resident Jamaicans | % Share | Total | % Share |
| Vacation | 93,945 | 75.6% | 2,142 | 38.5% | 96,087 | 74.1% |
| Visiting Friends & Relatives | 7,251 | 5.8% | 1,318 | 23.7% | 8,569 | 6.6% |
| Business | 6,750 | 5.4% | 506 | 9.1% | 7,256 | 5.6% |
| Convention/Meeting | 2,098 | 1.7% | 166 | 3.0% | 2,264 | 1.7% |
| Honeymoon/Wedding | 5,952 | 4.8% | 112 | 2.0% | 6,064 | 4.7% |
| Other | 3,979 | 3.2% | 482 | 8.7% | 4,461 | 3.4% |
| Not Stated | 4,224 | 3.4% | 831 | 15.0% | 5,055 | 3.9% |
| TOTAL | 124,199 | 100.0% | 5,557 | 100.0% | 129,756 | 100.0% |

TABLE 1.2
STOPOVER ARRIVALS BY MARKET REGION
AND MONTH OF ARRIVAL 2007

| | U.S.A. | | | | Canada | U.K. Europe | Latin America | Caribbean | Asia | Other Countries | Total |
|----------------|--------------|---------------|--------------|---------------|--------------|----------------|------------------|-------------|---------------|--------------------|--------------|
| | Northeast | Mid-West | South | West | | | | | | | |
| January | 33,147 | 21,956 | 18,627 | 5,351 | 22,843 | 22,166 | 1,116 | 3,712 | 385 | 453 | 129,756 |
| +/- % | -7.1% | -13.3% | -9.0% | -11.2% | 28.4% | 11.3% | 11.8% | 6.3% | -29.9% | 5.8% | -0.7% |

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

| | JANUARY | | | | % Change | | |
|------------------------------------|----------------|---------------|---------------|---------------|-----------------|-------------|-------------|
| | <u>2004</u> | <u>2005</u> | <u>2006</u> | <u>2007</u> | 2007/06 | 2007/05 | 2007/04 |
| U.S.A. | | | | | | | |
| <u>NORTHEAST (NEW YORK)</u> | | | | | | | |
| Connecticut | 1,775 | 1,772 | 1,910 | 1,774 | -7.1 | 0.1 | -0.1 |
| Delaware | 400 | 376 | 441 | 365 | -17.2 | -2.9 | -8.8 |
| Maine | 259 | 267 | 366 | 274 | -25.1 | 2.6 | 5.8 |
| Maryland | 2,734 | 2,823 | 3,182 | 3,300 | 3.7 | 16.9 | 20.7 |
| Massachusetts | 2,760 | 2,989 | 2,742 | 2,163 | -21.1 | -27.6 | -21.6 |
| New Hampshire | 429 | 481 | 445 | 420 | -5.6 | -12.7 | -2.1 |
| New Jersey | 4,110 | 4,454 | 4,866 | 4,354 | -10.5 | -2.2 | 5.9 |
| New York | 11,268 | 11,648 | 13,737 | 13,133 | -4.4 | 12.7 | 16.6 |
| Pennsylvania | 4,928 | 4,445 | 4,599 | 4,537 | -1.3 | 2.1 | -7.9 |
| Rhode Island | 321 | 282 | 401 | 354 | -11.7 | 25.5 | 10.3 |
| Vermont | 164 | 156 | 185 | 191 | 3.2 | 22.4 | 16.5 |
| Virginia | 1,597 | 1,833 | 2,194 | 1,695 | -22.7 | -7.5 | 6.1 |
| Washington D.C. | 342 | 336 | 463 | 359 | -22.5 | 6.8 | 5.0 |
| West Virginia | 149 | 123 | 165 | 228 | 38.2 | 85.4 | 53.0 |
| Total | 31,236 | 31,985 | 35,696 | 33,147 | -7.1 | 3.6 | 6.1 |
| <u>MIDWEST (CHICAGO)</u> | | | | | | | |
| Illinois | 5,001 | 4,205 | 5,015 | 4,321 | -13.8 | 2.8 | -13.6 |
| Indiana | 1,107 | 1,250 | 1,335 | 1,459 | 9.3 | 16.7 | 31.8 |
| Iowa | 1,370 | 1,122 | 1,543 | 1,302 | -15.6 | 16.0 | -5.0 |
| Kansas | 455 | 445 | 576 | 450 | -21.9 | 1.1 | -1.1 |
| Kentucky | 366 | 393 | 548 | 520 | -5.1 | 32.3 | 42.1 |
| Michigan | 2,606 | 2,569 | 2,757 | 2,166 | -21.4 | -15.7 | -16.9 |
| Minnesota | 3,115 | 4,223 | 3,503 | 2,979 | -15.0 | -29.5 | -4.4 |
| Missouri | 1,768 | 1,741 | 1,845 | 1,644 | -10.9 | -5.6 | -7.0 |
| Nebraska | 556 | 353 | 706 | 581 | -17.7 | 64.6 | 4.5 |
| North Dakota | 329 | 322 | 371 | 565 | 52.3 | 75.5 | 71.7 |
| Ohio | 1,582 | 1,624 | 2,199 | 1,703 | -22.6 | 4.9 | 7.6 |
| South Dakota | 353 | 398 | 473 | 484 | 2.3 | 21.6 | 37.1 |
| Wisconsin | 4,902 | 4,297 | 4,466 | 3,782 | -15.3 | -12.0 | -22.8 |
| Total | 23,510 | 22,942 | 25,337 | 21,956 | -13.3 | -4.3 | -6.6 |

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

| | JANUARY | | | | % Change | | |
|----------------------------------|----------------|---------------|---------------|---------------|-----------------|-------------|-------------|
| | <u>2004</u> | <u>2005</u> | <u>2006</u> | <u>2007</u> | 2007/06 | 2007/05 | 2007/04 |
| <u>SOUTH (MIAMI)</u> | | | | | | | |
| Alabama | 311 | 391 | 375 | 348 | -7.2 | -11.0 | 11.9 |
| Arkansas | 217 | 199 | 268 | 271 | 1.1 | 36.2 | 24.9 |
| Florida | 6,966 | 7,113 | 11,529 | 10,283 | -10.8 | 44.6 | 47.6 |
| Georgia | 1,949 | 1,866 | 2,662 | 2,640 | -0.8 | 41.5 | 35.5 |
| Louisiana | 262 | 230 | 439 | 367 | -16.4 | 59.6 | 40.1 |
| Mississippi | 110 | 120 | 170 | 160 | -5.9 | 33.3 | 45.5 |
| North Carolina | 1,442 | 1,543 | 1,622 | 1,335 | -17.7 | -13.5 | -7.4 |
| Oklahoma | 240 | 148 | 282 | 233 | -17.4 | 57.4 | -2.9 |
| South Carolina | 479 | 613 | 603 | 571 | -5.3 | -6.9 | 19.2 |
| Tennessee | 704 | 686 | 811 | 729 | -10.1 | 6.3 | 3.6 |
| Texas | 1,428 | 1,802 | 1,705 | 1,690 | -0.9 | -6.2 | 18.3 |
| Total | 14,108 | 14,711 | 20,466 | 18,627 | -9.0 | 26.6 | 32.0 |
| <u>WEST (LOS ANGELES)</u> | | | | | | | |
| Alaska | 50 | 43 | 58 | 55 | -5.2 | 27.9 | 10.0 |
| Arizona | 329 | 324 | 405 | 362 | -10.6 | 11.7 | 10.0 |
| California | 2,410 | 2,621 | 3,253 | 2,824 | -13.2 | 7.7 | 17.2 |
| Colorado | 680 | 418 | 638 | 640 | 0.3 | 53.1 | -5.9 |
| Hawaii | 21 | 13 | 24 | 15 | -37.5 | 15.4 | -28.6 |
| Idaho | 97 | 103 | 144 | 151 | 4.9 | 46.6 | 55.7 |
| Montana | 111 | 103 | 172 | 123 | -28.5 | 19.4 | 10.8 |
| Nevada | 140 | 210 | 212 | 179 | -15.6 | -14.8 | 27.9 |
| New Mexico | 94 | 47 | 110 | 91 | -17.3 | 93.6 | -3.2 |
| Oregon | 181 | 171 | 236 | 228 | -3.4 | 33.3 | 26.0 |
| Utah | 101 | 182 | 288 | 170 | -41.0 | -6.6 | 68.3 |
| Washington | 273 | 321 | 425 | 443 | 4.2 | 38.0 | 62.3 |
| Wyoming | 55 | 21 | 62 | 70 | 12.9 | 233.3 | 27.3 |
| Total | 4,542 | 4,577 | 6,027 | 5,351 | -11.2 | 16.9 | 17.8 |
| TOTAL U.S.A. | 73,396 | 74,215 | 87,526 | 79,081 | -9.6 | 6.6 | 7.7 |

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

| | JANUARY | | | | % Change | | |
|-----------------------------------|----------------|---------------|---------------|---------------|-------------|--------------|-------------|
| | <u>2004</u> | <u>2005</u> | <u>2006</u> | <u>2007</u> | 2007/06 | 2007/05 | 2007/04 |
| <u>CANADA (TORONTO)</u> | | | | | | | |
| Alberta | 1,040 | 1,521 | 1,189 | 2,173 | 82.8 | 42.9 | 108.9 |
| British Columbia | 378 | 803 | 543 | 1,171 | 115.7 | 45.8 | 209.8 |
| Manitoba | 628 | 504 | 577 | 840 | 45.6 | 66.7 | 33.8 |
| New Brunswick | 93 | 85 | 125 | 117 | -6.4 | 37.6 | 25.8 |
| Newfoundland | 29 | 75 | 44 | 61 | 38.6 | -18.7 | 110.3 |
| Nova Scotia | 118 | 112 | 122 | 150 | 23.0 | 33.9 | 27.1 |
| Ontario | 7,858 | 9,713 | 12,050 | 13,309 | 10.4 | 37.0 | 69.4 |
| P.E. Island | 10 | 13 | 6 | 3 | -50.0 | -76.9 | -70.0 |
| Quebec | 1,838 | 3,080 | 2,856 | 3,756 | 31.5 | 21.9 | 104.4 |
| Saskatchewan | 302 | 286 | 240 | 1,226 | 410.8 | 328.7 | 306.0 |
| Other Canada | 42 | 28 | 41 | 37 | -9.8 | 32.1 | -11.9 |
| Total | 12,336 | 16,220 | 17,793 | 22,843 | 28.4 | 40.8 | 85.2 |
| <u>LONDON OFFICE</u> | | | | | | | |
| <u>Northern Europe</u> | | | | | | | |
| U.K. | 10,804 | 11,076 | 11,659 | 13,030 | 11.8 | 17.6 | 20.6 |
| Denmark | 81 | 50 | 88 | 140 | 59.1 | 180.0 | 72.8 |
| Finland | 106 | 47 | 54 | 34 | -37.0 | -27.7 | -67.9 |
| Ireland | 165 | 206 | 279 | 284 | 1.8 | 37.9 | 72.1 |
| Norway | 88 | 84 | 81 | 131 | 61.7 | 56.0 | 48.9 |
| Sweden | 151 | 141 | 110 | 196 | 78.2 | 39.0 | 29.8 |
| | 11,395 | 11,604 | 12,271 | 13,815 | 12.6 | 19.1 | 21.2 |
| <u>Southern Europe</u> | | | | | | | |
| Greece | 6 | 24 | 31 | 14 | -54.8 | -41.7 | 133.3 |
| Italy | 3,050 | 3,273 | 1,856 | 1,931 | 4.0 | -41.0 | -36.7 |
| Portugal | 12 | 34 | 18 | 169 | 838.9 | 397.1 | 1308.3 |
| Spain | 80 | 104 | 179 | 637 | 255.9 | 512.5 | 696.3 |
| <u>Western Europe</u> | | | | | | | |
| Austria | 516 | 593 | 519 | 456 | -12.1 | -23.1 | -11.6 |
| Belgium | 152 | 618 | 311 | 630 | 102.6 | 1.9 | 314.5 |
| France | 274 | 485 | 364 | 363 | -0.3 | -25.2 | 32.5 |
| Germany | 2,076 | 2,384 | 2,661 | 2,190 | -17.7 | -8.1 | 5.5 |
| Luxemburg | 11 | 12 | 23 | 17 | -26.1 | 41.7 | 54.5 |
| Netherlands | 306 | 617 | 627 | 611 | -2.6 | -1.0 | 99.7 |
| Switzerland | 530 | 560 | 399 | 322 | -19.3 | -42.5 | -39.2 |
| | 7,013 | 8,704 | 6,988 | 7,340 | 5.0 | -15.7 | 4.7 |
| <u>Central/East Europe</u> | | | | | | | |
| Czechoslovakia | 44 | 43 | 55 | 359 | 552.7 | 734.9 | 715.9 |
| Hungary | 52 | 95 | 41 | 92 | 124.4 | -3.2 | 76.9 |
| Poland | 117 | 66 | 83 | 103 | 24.1 | 56.1 | -12.0 |
| Russia | 182 | 251 | 225 | 203 | -9.8 | -19.1 | 11.5 |
| Ukraine | 0 | 0 | 0 | 39 | - | - | - |
| Other Europe | 156 | 222 | 245 | 215 | -12.2 | -3.2 | 37.8 |
| | 551 | 677 | 649 | 1,011 | 55.8 | 49.3 | 83.5 |
| Total | 18,959 | 20,985 | 19,908 | 22,166 | 11.3 | 5.6 | 16.9 |

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

| | <u>JANUARY</u> | | | | <u>% Change</u> | | |
|-------------------------------|----------------|-------------|-------------|--------------|-----------------|-------------|--------------|
| | <u>2004</u> | <u>2005</u> | <u>2006</u> | <u>2007</u> | 2007/06 | 2007/05 | 2007/04 |
| <u>LATIN AMERICA</u> | | | | | | | |
| <u>CENTRAL AMERICA</u> | | | | | | | |
| Mexico | 120 | 135 | 129 | 240 | 86.0 | 77.8 | 100.0 |
| Belize | 35 | 53 | 41 | 41 | 0.0 | -22.6 | 17.1 |
| Costa Rica | 43 | 61 | 51 | 63 | 23.5 | 3.3 | 46.5 |
| El Salvador | 4 | 11 | 12 | 25 | 108.3 | 127.3 | 525.0 |
| Guatemala | 29 | 17 | 26 | 27 | 3.8 | 58.8 | -6.9 |
| Honduras | 7 | 13 | 3 | 13 | 333.3 | 0.0 | 85.7 |
| Nicaragua | 4 | 3 | 6 | 8 | 33.3 | 166.7 | 100.0 |
| Panama | 89 | 63 | 112 | 125 | 11.6 | 98.4 | 40.4 |
| Total | 331 | 356 | 380 | 542 | 42.6 | 52.2 | 63.7 |
| <u>SOUTH AMERICA</u> | | | | | | | |
| Argentina | 70 | 78 | 148 | 138 | -6.8 | 76.9 | 97.1 |
| Bolivia | 4 | 3 | 2 | 1 | -50.0 | -66.7 | -75.0 |
| Brazil | 62 | 67 | 151 | 160 | 6.0 | 138.8 | 158.1 |
| Chile | 49 | 30 | 46 | 46 | 0.0 | 53.3 | -6.1 |
| Colombia | 38 | 16 | 145 | 148 | 2.1 | 825.0 | 289.5 |
| Ecuador | 9 | 34 | 6 | 2 | -66.7 | -94.1 | -77.8 |
| Paraguay | 0 | 0 | 1 | 4 | 300.0 | - | - |
| Peru | 9 | 20 | 39 | 27 | -30.8 | 35.0 | 200.0 |
| Uruguay | 2 | 3 | 5 | 5 | 0.0 | 66.7 | 150.0 |
| Venezuela | 42 | 58 | 75 | 43 | -42.7 | -25.9 | 2.4 |
| Other South America | 0 | 5 | 0 | 0 | - | - | - |
| Total | 285 | 314 | 618 | 574 | -7.1 | 82.8 | 101.4 |
| Total Latin America | 616 | 670 | 998 | 1,116 | 11.8 | 66.6 | 81.2 |

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

| | JANUARY | | | | | | |
|-------------------------------|----------------|----------------|----------------|----------------|-----------------|--------------|-------------|
| | <u>2004</u> | <u>2005</u> | <u>2006</u> | <u>2007</u> | <u>% Change</u> | | |
| | | | | | 2007/06 | 2007/05 | 2007/04 |
| <u>CARIBBEAN</u> | | | | | | | |
| Antigua | 103 | 131 | 127 | 141 | 11.0 | 7.6 | 36.9 |
| Bahamas | 186 | 196 | 172 | 208 | 20.9 | 6.1 | 11.8 |
| Barbados | 300 | 385 | 394 | 355 | -9.9 | -7.8 | 18.3 |
| Bermuda | 121 | 153 | 181 | 249 | 37.6 | 62.7 | 105.8 |
| British Virgin Is. | 45 | 41 | 46 | 51 | 10.9 | 24.4 | 13.3 |
| Cayman Is. | 941 | 1,135 | 917 | 1,121 | 22.2 | -1.2 | 19.1 |
| Dominica | 17 | 42 | 43 | 17 | -60.5 | -59.5 | 0.0 |
| Grenada | 44 | 83 | 68 | 45 | -33.8 | -45.8 | 2.3 |
| Guyana | 127 | 130 | 189 | 138 | -27.0 | 6.2 | 8.7 |
| Monsterrat | 4 | 8 | 9 | 6 | -33.3 | -25.0 | 50.0 |
| St. Kitts/Nevis/Anguilla | 51 | 60 | 68 | 64 | -5.9 | 6.7 | 25.5 |
| St. Lucia | 121 | 181 | 107 | 111 | 3.7 | -38.7 | -8.3 |
| St. Vincent | 44 | 48 | 52 | 32 | -38.5 | -33.3 | -27.3 |
| Turks & Caicos Is. | 94 | 56 | 63 | 111 | 76.2 | 98.2 | 18.1 |
| Trinidad & Tobago | 485 | 472 | 658 | 562 | -14.6 | 19.1 | 15.9 |
| Comm. Caribbean | 2,683 | 3,121 | 3,094 | 3,211 | 3.8 | 2.9 | 19.7 |
| Aruba | 17 | 50 | 22 | 14 | -36.4 | -72.0 | -17.6 |
| Bonaire | 0 | 8 | 0 | 1 | - | -87.5 | - |
| Cuba | 58 | 70 | 21 | 23 | 9.5 | -67.1 | -60.3 |
| Curacao | 56 | 79 | 53 | 65 | 22.6 | -17.7 | 16.1 |
| Dominican Republic | 72 | 131 | 55 | 175 | 218.2 | 33.6 | 143.1 |
| Guadelope | 0 | 3 | 10 | 5 | -50.0 | 66.7 | - |
| Haiti | 42 | 12 | 13 | 15 | 15.4 | 25.0 | -64.3 |
| Puerto Rico | 108 | 119 | 62 | 98 | 58.1 | -17.6 | -9.3 |
| St. Maarten | 35 | 52 | 53 | 37 | -30.2 | -28.8 | 5.7 |
| Surinam | 23 | 27 | 40 | 25 | -37.5 | -7.4 | 8.7 |
| All other Caribbean | 36 | 78 | 70 | 43 | -38.6 | -44.9 | 19.4 |
| Other Caribbean | 447 | 629 | 399 | 501 | 25.6 | -20.3 | 12.1 |
| TOTAL CARIBBEAN | 3,130 | 3,750 | 3,493 | 3,712 | 6.3 | -1.0 | 18.6 |
| <u>OTHER COUNTRIES</u> | | | | | | | |
| African Countries | 90 | 62 | 57 | 47 | -17.5 | -24.2 | -47.8 |
| Israel | 95 | 90 | 94 | 119 | 26.6 | 32.2 | 25.3 |
| Saudi Arabia | 1 | 0 | 1 | 0 | - | - | - |
| Turkey | 20 | 18 | 39 | 51 | 30.8 | 183.3 | 155.0 |
| Other Middle East | 25 | 10 | 21 | 38 | 81.0 | 280.0 | 52.0 |
| India | 34 | 31 | 27 | 41 | 51.9 | 32.3 | 20.6 |
| Pakistan | 0 | 0 | 0 | 0 | - | - | - |
| Japan | 344 | 322 | 399 | 223 | -44.1 | -30.7 | -35.2 |
| China | 24 | 122 | 33 | 57 | 72.7 | -53.3 | 137.5 |
| Taiwan | 3 | 8 | 1 | 1 | 0.0 | -87.5 | -66.7 |
| Korea | 32 | 16 | 35 | 3 | -91.4 | -81.3 | -90.6 |
| Philippines | 51 | 91 | 26 | 32 | 23.1 | -64.8 | -37.3 |
| Singapore | 6 | 19 | 9 | 4 | -55.6 | -78.9 | -33.3 |
| Other Asia | 27 | 43 | 19 | 24 | 26.3 | -44.2 | -11.1 |
| Australia | 126 | 153 | 176 | 168 | -4.5 | 9.8 | 33.3 |
| New Zealand | 29 | 18 | 36 | 25 | -30.6 | 38.9 | -13.8 |
| All Other Ctries | 6 | 1 | 4 | 5 | 25.0 | 400.0 | -16.7 |
| Total | 913 | 1,004 | 977 | 838 | -14.2 | -16.5 | -8.2 |
| GRAND TOTAL | 109,350 | 116,844 | 130,695 | 129,756 | -0.7 | 11.1 | 18.7 |

STOPOVER VISITORS BY MARKET SHARE

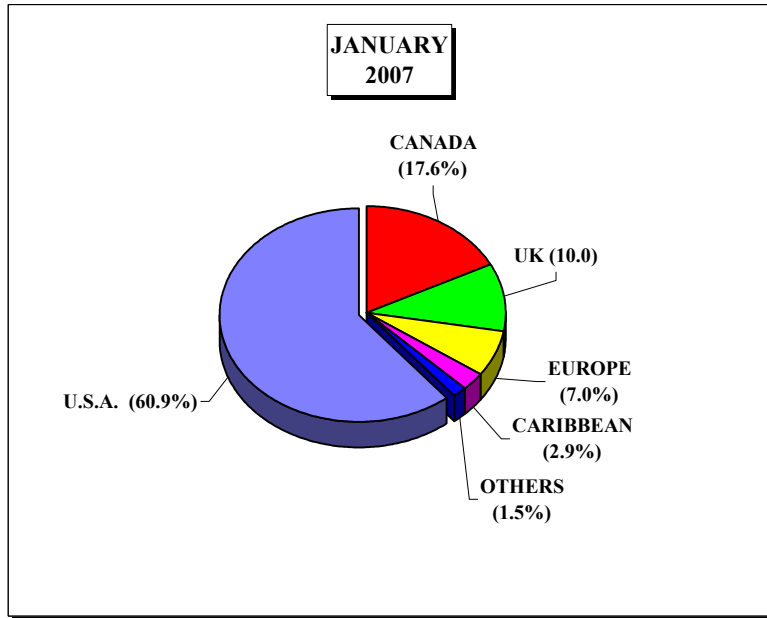


Fig. 2

| Country | January 2007 | % Share | January 2006 | % Share | January 2005 | % Share | %Change 2007/06 |
|--------------|----------------|---------------|----------------|---------------|----------------|---------------|-----------------|
| U.S.A | 79,081 | 60.9% | 87,526 | 67.0% | 74,215 | 63.5% | -9.6% |
| CANADA | 22,843 | 17.6% | 17,793 | 13.6% | 16,220 | 13.9% | 28.4% |
| U.K. | 13,030 | 10.0% | 11,659 | 8.9% | 11,076 | 9.5% | 11.8% |
| EUROPE | 9,136 | 7.0% | 8,249 | 6.3% | 9,909 | 8.5% | 10.8% |
| CARIBBEAN | 3,712 | 2.9% | 3,493 | 2.7% | 3,750 | 3.2% | 6.3% |
| OTHERS | 1,954 | 1.5% | 1,975 | 1.5% | 1,674 | 1.4% | -1.1% |
| Total | 129,756 | 100.0% | 130,695 | 100.0% | 116,844 | 100.0% | -0.7% |

TABLE 3

| AVERAGE LENGTH OF STAY (Nights) | | | | | | | | |
|--|-----------------------------------|------|--------------|--------------------------------------|-----------------------------------|------|--------------|------|
| <u>FOREIGN NATIONALS</u> | | | | <u>NON-RESIDENT JAMAICANS</u> | | | | |
| January | All Types of Accommodation | | Hotel | | All Types of Accommodation | | Hotel | |
| | 2006 | 2007 | 2006 | 2007 | 2006 | 2007 | 2006 | 2007 |
| | 9.5 | 10.2 | 7.2 | 7.4 | 18.1 | 17.1 | 8.1 | 7.6 |

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

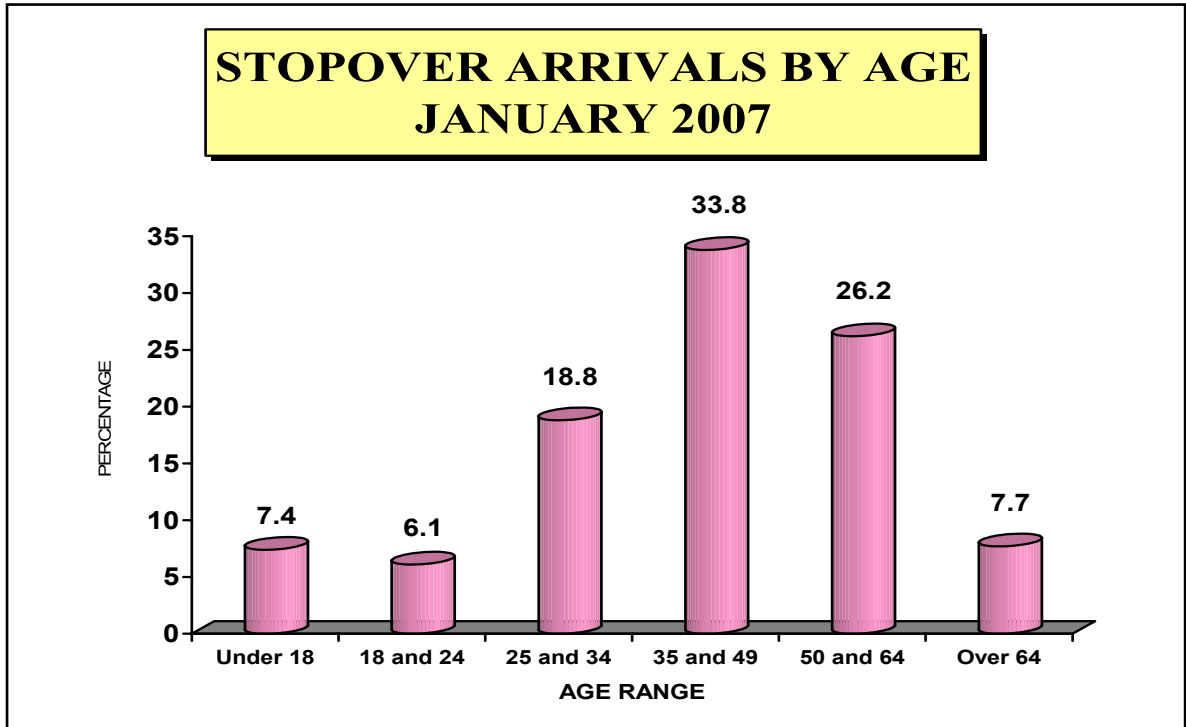


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

| Age | JANUARY | | JANUARY | | JANUARY | | %Change 2007/06 |
|--------------|----------------|--------------|----------------|--------------|----------------|--------------|--------------------|
| | 2007 | % Share | 2006 | % Share | 2005 | % Share | |
| Under 18 | 9,638 | 7.4 | 10,576 | 8.1 | 9,200 | 7.9 | -8.9% |
| 18 and 24 | 7,866 | 6.1 | 8,484 | 6.5 | 7,298 | 6.2 | -7.3% |
| 25 and 34 | 24,458 | 18.8 | 25,606 | 19.6 | 22,832 | 19.5 | -4.5% |
| 35 and 49 | 43,837 | 33.8 | 45,326 | 34.7 | 41,787 | 35.8 | -3.3% |
| 50 and 64 | 33,954 | 26.2 | 31,815 | 24.3 | 27,736 | 23.7 | 6.7% |
| Over 64 | 10,003 | 7.7 | 8,888 | 6.8 | 7,991 | 6.8 | 12.5% |
| Total | 129,756 | 100.0 | 130,695 | 100.0 | 116,844 | 100.0 | -0.7% |

TABLE 4

CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL
January 2007

| | MONTEGO BAY | | % Change 2007/06 | | OCHO RIOS | | % Change 2007/06 | | 2007 TOTAL | | 2006 TOTAL | | % Change 2007/06 | |
|---------|-------------|--------|---------------------|-------|-----------|--------|---------------------|------|---------------|---------|---------------|---------|---------------------|------|
| | CALLS | PAX | CALLS | PAX | CALLS | PAX | CALLS | PAX | CALLS | PAX | CALLS | PAX | CALLS | PAX |
| January | 21 | 51,363 | -22.2% | 12.8% | 37 | 90,958 | 2.8% | 5.2% | 60 | 143,728 | 67 | 134,279 | -10.4% | 7.0% |

- * Note:
1. During the month of January two Cruise Ship calls with 2,484 Cruise passengers visited two ports.
 2. Included in the total Cruise passengers for the month of January, 2 calls with 1,407 passengers visited Port Antonio.

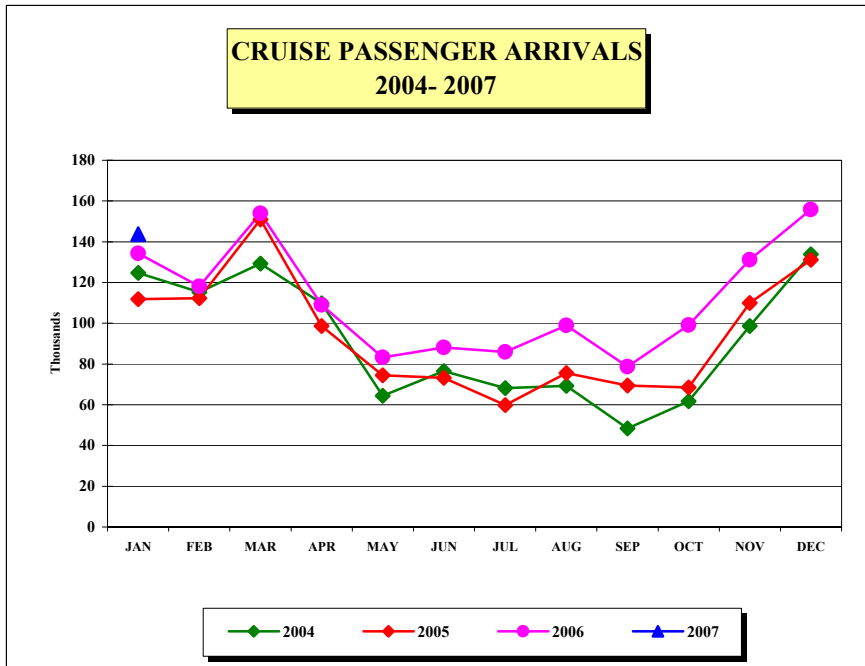


FIG. 4

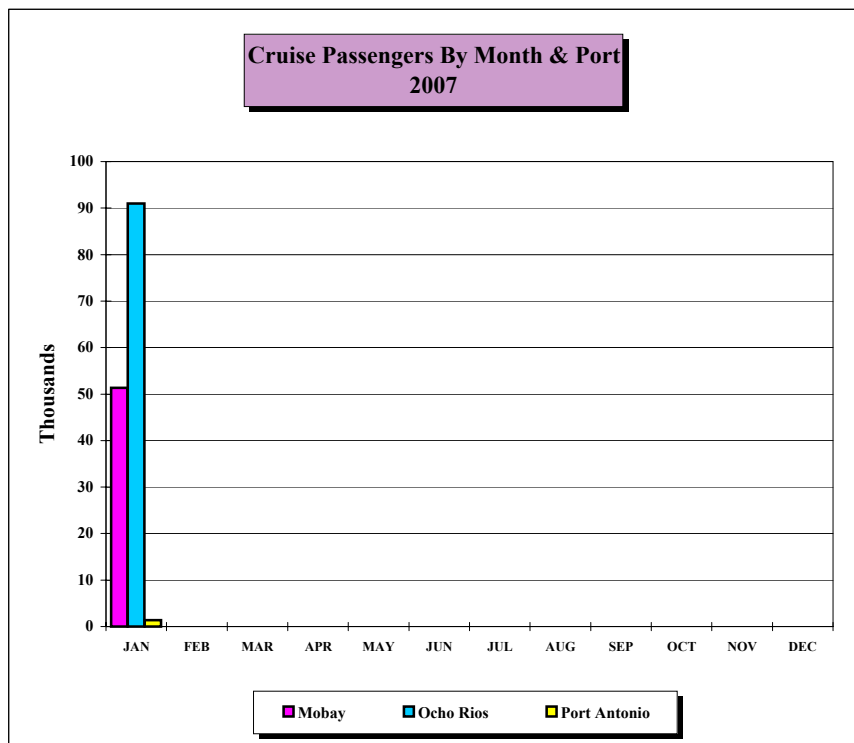


FIG. 4a

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

| JANUARY 2007 | | | |
|------------------------------------|-------------------------------|-------------------------------|----------------------------|
| | SCHEDULED AIRLINES | CHARTERED AIRLINES | TOTAL STOPOVERS |
| U.S.A. | | | |
| <u>NORTHEAST (NEW YORK)</u> | | | |
| Connecticut | 1,773 | 1 | 1,774 |
| Delaware | 364 | 1 | 365 |
| Maine | 272 | 2 | 274 |
| Maryland | 3,299 | 0 | 3,299 |
| Massachusetts | 2,160 | 3 | 2,163 |
| New Hampshire | 419 | 2 | 421 |
| New Jersey | 4,352 | 2 | 4,354 |
| New York | 13,123 | 10 | 13,133 |
| Pennsylvania | 4,537 | 0 | 4,537 |
| Rhode Island | 354 | 0 | 354 |
| Vermont | 190 | 1 | 191 |
| Virginia | 1,695 | 0 | 1,695 |
| Washington D.C. | 359 | 0 | 359 |
| West Virginia | 228 | 0 | 228 |
| Total | 33,125 | 22 | 33,147 |

MIDWEST (CHICAGO)

| | | | |
|--------------|---------------|--------------|---------------|
| Illinois | 3,353 | 968 | 4,321 |
| Indiana | 1,374 | 85 | 1,459 |
| Iowa | 994 | 308 | 1,302 |
| Kansas | 443 | 7 | 450 |
| Kentucky | 514 | 6 | 520 |
| Michigan | 1,774 | 392 | 2,166 |
| Minnesota | 2,362 | 617 | 2,979 |
| Missouri | 738 | 906 | 1,644 |
| Nebraska | 578 | 127 | 705 |
| North Dakota | 441 | 0 | 441 |
| Ohio | 1,596 | 107 | 1,703 |
| South Dakota | 475 | 9 | 484 |
| Wisconsin | 2,125 | 1,657 | 3,782 |
| Total | 16,767 | 5,189 | 21,956 |

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

| JANUARY 2007 | | | |
|----------------------------------|-------------------------------|-------------------------------|----------------------------|
| | SCHEDULED AIRLINES | CHARTERED AIRLINES | TOTAL STOPOVERS |
| <u>SOUTH (MIAMI)</u> | | | |
| Alabama | 348 | 0 | 348 |
| Arkansas | 261 | 10 | 271 |
| Florida | 10,253 | 30 | 10,283 |
| Georgia | 2,627 | 13 | 2,640 |
| Louisiana | 367 | 0 | 367 |
| Mississippi | 157 | 3 | 160 |
| North Carolina | 1,333 | 2 | 1,335 |
| Oklahoma | 231 | 2 | 233 |
| South Carolina | 570 | 1 | 571 |
| Tennessee | 728 | 1 | 729 |
| Texas | 1,684 | 6 | 1,690 |
| Total | 18,559 | 68 | 18,627 |
| <u>WEST (LOS ANGELES)</u> | | | |
| Alaska | 54 | 1 | 55 |
| Arizona | 360 | 2 | 362 |
| California | 2,823 | 1 | 2,824 |
| Colorado | 636 | 4 | 640 |
| Hawaii | 15 | 0 | 15 |
| Idaho | 151 | 0 | 151 |
| Montana | 120 | 3 | 123 |
| Nevada | 177 | 2 | 179 |
| New Mexico | 91 | 0 | 91 |
| Oregon | 227 | 1 | 228 |
| Utah | 168 | 2 | 170 |
| Washington | 442 | 1 | 443 |
| Wyoming | 67 | 3 | 70 |
| Total | 5,331 | 20 | 5,351 |
| TOTAL U.S.A. | 73,782 | 5,299 | 79,081 |

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

| JANUARY 2007 | | | |
|-----------------------------------|-------------------------------|-------------------------------|----------------------------|
| | SCHEDULED AIRLINES | CHARTERED AIRLINES | TOTAL STOPOVERS |
| <u>CANADA (TORONTO)</u> | | | |
| Alberta | 1,121 | 1,052 | 2,173 |
| British Columbia | 567 | 604 | 1,171 |
| Manitoba | 395 | 445 | 840 |
| New Brunswick | 97 | 20 | 117 |
| Newfoundland | 44 | 17 | 61 |
| Nova Scotia | 130 | 20 | 150 |
| Ontario | 6,480 | 6,829 | 13,309 |
| P.E. Island | 3 | 0 | 3 |
| Quebec | 1,203 | 2,553 | 3,756 |
| Saskatchewan | 353 | 873 | 1,226 |
| Other Canada | 30 | 7 | 37 |
| Total | 10,423 | 12,420 | 22,843 |
| <u>EUROPE</u> | | | |
| <u>LONDON OFFICE</u> | | | |
| <u>Northern Europe</u> | | | |
| U.K. | 7,952 | 5,078 | 13,030 |
| Denmark | 132 | 8 | 140 |
| Finland | 32 | 2 | 34 |
| Ireland | 203 | 81 | 284 |
| Norway | 129 | 2 | 131 |
| Sweden | 194 | 2 | 196 |
| Sub-Total | 8,642 | 5,173 | 13,815 |
| <u>GERMAN OFFICE</u> | | | |
| <u>Southern Europe</u> | | | |
| Greece | 14 | 0 | 14 |
| Italy | 336 | 1,599 | 1,935 |
| Portugal | 18 | 151 | 169 |
| Spain | 125 | 512 | 637 |
| <u>Western Europe</u> | | | |
| Austria | 297 | 159 | 456 |
| Belgium | 182 | 448 | 630 |
| France | 258 | 105 | 363 |
| Germany | 2,163 | 27 | 2,190 |
| Luxemburg | 4 | 13 | 17 |
| Netherlands | 265 | 342 | 607 |
| Switzerland | 117 | 205 | 322 |
| Sub-Total | 3,779 | 3,561 | 7,340 |
| <u>Central/East Europe</u> | | | |
| Czechoslovakia | 44 | 315 | 359 |
| Hungary | 72 | 20 | 92 |
| Poland | 95 | 8 | 103 |
| Russia | 200 | 3 | 203 |
| Ukraine | 39 | 0 | 39 |
| Other Europe | 149 | 66 | 215 |
| Sub-Total | 599 | 412 | 1,011 |
| Total | 13,020 | 9,146 | 22,166 |

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

| JANUARY 2007 | | | |
|-------------------------------|-------------------------------|-------------------------------|----------------------------|
| | SCHEDULED AIRLINES | CHARTERED AIRLINES | TOTAL STOPOVERS |
| <u>OTHER COUNTRIES</u> | | | |
| <u>CENTRAL AMERICA</u> | | | |
| Mexico | 237 | 3 | 240 |
| Belize | 41 | 0 | 41 |
| Costa Rica | 63 | 0 | 63 |
| El Salvador | 25 | 0 | 25 |
| Guatemala | 27 | 0 | 27 |
| Honduras | 13 | 0 | 13 |
| Nicaragua | 8 | 0 | 8 |
| Panama | 125 | 0 | 125 |
| Sub-Total | 539 | 3 | 542 |
| <u>SOUTH AMERICA</u> | | | |
| Argentina | 138 | 0 | 138 |
| Bolivia | 1 | 0 | 1 |
| Brazil | 159 | 1 | 160 |
| Chile | 46 | 0 | 46 |
| Colombia | 31 | 117 | 148 |
| Ecuador | 2 | 0 | 2 |
| Paraguay | 4 | 0 | 4 |
| Peru | 27 | 0 | 27 |
| Uruguay | 5 | 0 | 5 |
| Venezuela | 41 | 2 | 43 |
| Other South America | 0 | 0 | 0 |
| Sub-Total | 454 | 120 | 574 |
| Total Latin America | 993 | 123 | 1,116 |

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

| JANUARY 2007 | | | |
|-------------------------------|-------------------------------|-------------------------------|----------------------------|
| | SCHEDULED AIRLINES | CHARTERED AIRLINES | TOTAL STOPOVERS |
| <u>CARIBBEAN</u> | | | |
| Antigua | 138 | 3 | 141 |
| Bahamas | 208 | 0 | 208 |
| Barbados | 354 | 1 | 355 |
| Bermuda | 249 | 0 | 249 |
| British Virgin Is. | 51 | 0 | 51 |
| Cayman Is. | 1,120 | 1 | 1,121 |
| Dominica | 17 | 0 | 17 |
| Grenada | 45 | 0 | 45 |
| Guyana | 135 | 3 | 138 |
| Montserrat | 6 | 0 | 6 |
| St. Kitts/Nevis/Anguilla | 64 | 0 | 64 |
| St. Lucia | 107 | 4 | 111 |
| St. Vincent | 32 | 0 | 32 |
| Turks & Caicos Is. | 70 | 41 | 111 |
| Trinidad & Tobago | 562 | 0 | 562 |
| Comm. Caribbean | 3,158 | 53 | 3,211 |
| Aruba | 14 | 0 | 14 |
| Bonaire | 1 | 0 | 1 |
| Cuba | 23 | 0 | 23 |
| Curacao | 53 | 12 | 65 |
| Dominican Republic | 27 | 148 | 175 |
| Guadelope | 5 | 0 | 5 |
| Haiti | 8 | 7 | 15 |
| Puerto Rico | 98 | 0 | 98 |
| St. Maarten | 37 | 0 | 37 |
| Surinam | 25 | 0 | 25 |
| All other Caribbean | 43 | 0 | 43 |
| Other Caribbean | 334 | 167 | 501 |
| TOTAL CARIBBEAN | 3,492 | 220 | 3,712 |
| <u>OTHER COUNTRIES</u> | | | |
| African Countries | 46 | 1 | 47 |
| Israel | 113 | 6 | 119 |
| Saudi Arabia | 0 | 0 | 0 |
| Turkey | 51 | 0 | 51 |
| Other Middle East | 29 | 9 | 38 |
| India | 41 | 0 | 41 |
| Pakistan | 0 | 1 | 1 |
| Japan | 222 | 0 | 222 |
| China | 57 | 0 | 57 |
| Taiwan | 1 | 0 | 1 |
| Korea | 3 | 0 | 3 |
| Philippines | 32 | 0 | 32 |
| Singapore | 4 | 0 | 4 |
| Other Asia | 24 | 5 | 29 |
| Australia | 163 | 0 | 163 |
| New Zealand | 25 | 0 | 25 |
| All Other Ctries | 5 | 0 | 5 |
| Total | 816 | 22 | 838 |
| GRAND TOTAL | 102,526 | 27,230 | 129,756 |

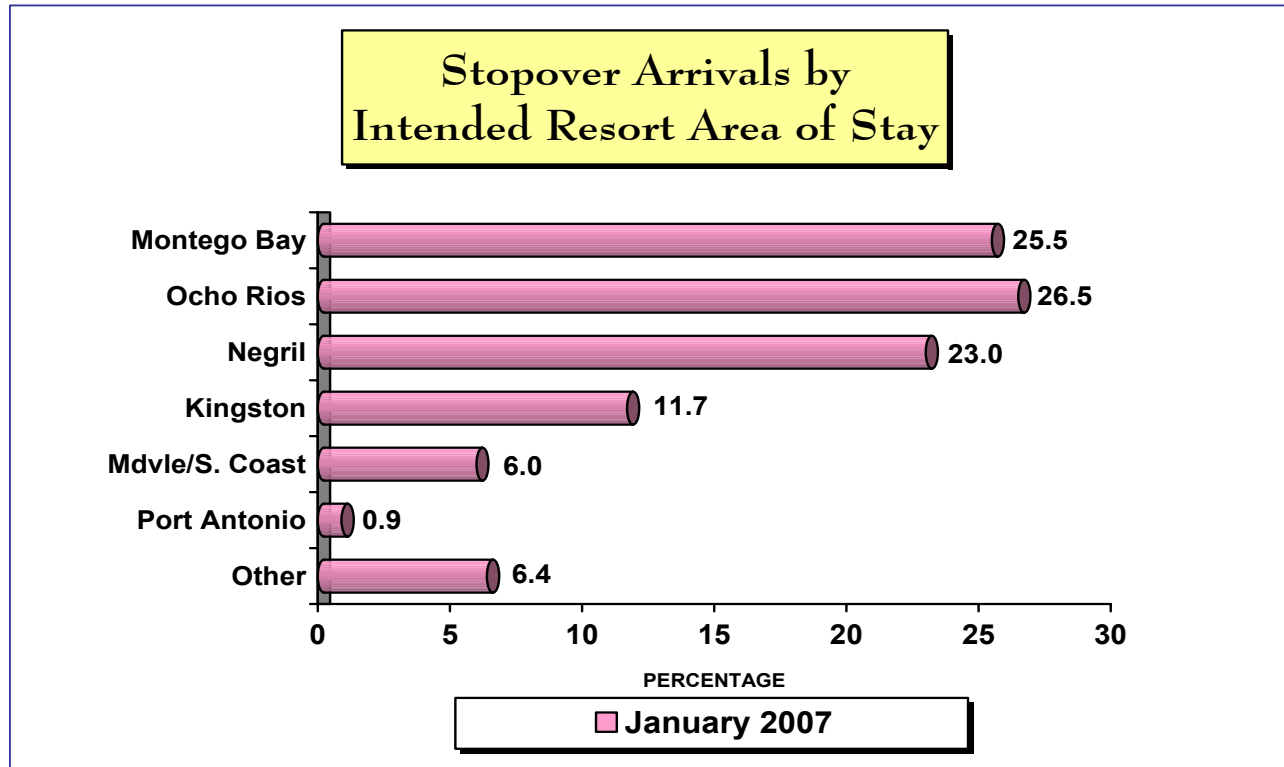


Fig. 5

STOPOVER ARRIVALS BY INTENDED AREA OF STAY

| Area | JANUARY | | | JANUARY | | | JANUARY | | | %Change 2007/06 ARRIVALS |
|----------------|----------------|---------------|----------------|----------------|---------------|----------------|----------------|---------------|----------------|--------------------------------|
| | 2007 | %Share | LENGTH OF STAY | 2006 | %Share | LENGTH OF STAY | 2005 | %Share | LENGTH OF STAY | |
| Montego Bay | 33,145 | 25.5% | 8.5 | 37,390 | 28.6% | 7.4 | 37,293 | 31.9% | 7.3 | -11.4% |
| Ocho Rios | 34,397 | 26.5% | 8.9 | 32,273 | 24.7% | 8.3 | 23,231 | 19.9% | 8.7 | 6.6% |
| Negril | 29,842 | 23.0% | 9.1 | 29,815 | 22.8% | 8.9 | 31,592 | 27.0% | 8.7 | 0.1% |
| Kingston | 15,168 | 11.7% | 13.8 | 15,125 | 11.6% | 14.9 | 13,093 | 11.2% | 16.8 | 0.3% |
| Mdvle/S. Coast | 7,799 | 6.0% | 15.1 | 7,484 | 5.7% | 13.3 | 3,917 | 3.4% | 17.7 | 4.2% |
| Port Antonio | 1,122 | 0.9% | 20.7 | 1,015 | 0.8% | 18.1 | 936 | 0.8% | 20.1 | 10.5% |
| Other | 8,283 | 6.4% | 18.4 | 7,593 | 5.8% | 18.8 | 6,782 | 5.8% | 21.0 | 9.1% |
| Total | 129,756 | 100.0% | 10.5 | 130,695 | 100.0% | 9.9 | 116,844 | 100.0% | 10.3 | -0.7% |

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