

JAMAICA TOURIST BOARD

- IN JANUARY 2008.....**
- Stopover arrivals up by 10.1%
 - US Market up by 6%
 - Canada increased by 27.1%
 - Europe increased by 3.4%
 - Cruise Passenger arrivals up by 0.7%

TOURIST (Stopover Arrivals)

Stopover arrivals in January 2008 were **142,861**, an increase of **10.1%** over the **129,756** recorded in January 2007.

United States

Stopover arrivals from the United States market increased by **6%** in January with a total of **83,813** visitors compared to the **79,081** visitors who came in January 2007. All marketing regions recorded increases. The South increased by **10.4%**, the Northeast by **7.1%**, the West by **5.9%** and the Midwest by **0.9%**.

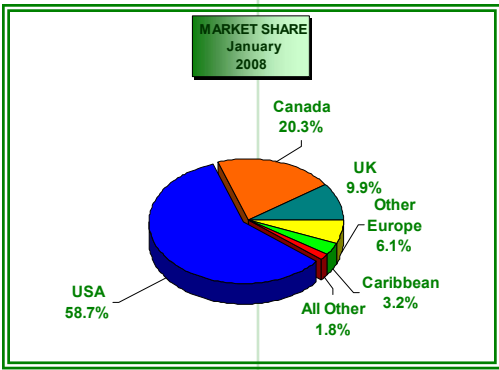
Canada

In January, the Canadian market grew by a remarkable **27.1%**. Total stopovers from the Canadian market were **29,025** compared to **22,843** in January 2007.

The leading province of Ontario increased by **24.1%**, while the second most important visitor-producing province of Quebec increased by **21.9%**. Increases were also recorded for the provinces of Alberta up by **44.8%**, Saskatchewan up by **47%** and British Columbia up by **17.3%**.

Europe

The European market recorded a **3.4%** increase in January 2008. The market provided a total of **22,927** stopover visitors compared to the **22,166** recorded in January 2007. In the Northern European market region the main visitor producing country, United Kingdom with **14,186** arrivals increased by **8.9%**. In the South/Western Europe region the main visitor producing countries, Germany with **2,001** declined by **8.6%**, Italy with **1,892** declined by **2.2%**. In the third market region, Central/East Europe with **1,051** arrivals, increased by **4%**.



Latin America

The Latin American market increased by **25.3%** in January with a total of **1,398** stopovers compared to **1,116** in January 2007.

From the Central American region, Mexico with **303** arrivals increased by **26.3%** and Panama with **98** declined by **21.6%**.

From South America, Colombia with **268** arrivals increased by **81.1%**, Argentina with **206** up by **49.3%** and Brazil with **165** up by **3.1%**.

The Caribbean

Visitors to Jamaica from the Caribbean region increased by **23.6%** in January with a total of **4,587** visitors, compared to **3,712** in January 2007.

The major Caribbean countries which provided visitors to Jamaica in January were: the Cayman Islands (**1,345**), Trinidad and Tobago (**685**), the Bahamas (**367**) Barbados (**352**), Dominican Republic (**334**) and Bermuda (**246**).

Asia

The Asian market increased by **61.6%** in January with a total of **622** stopovers compared to **385** in January 2007.

The major Asian countries which provided visitors to Jamaica in January were: Japan (**283**) up **26.9%**, India (**116**) up **182.9%**, and China (**112**) up **96.5%**.

Other Countries

Of the other countries, Australia with **193** increased by **14.9%** and Israel with **113** stopovers in January declined by **5%** against the **168** and **119** respectively who came in 2007.

Market Share

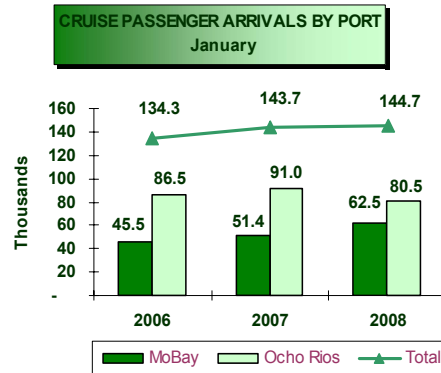
The market share of stopover visitors for January were as follows:

USA **58.7%**; Canada **20.3%**; UK **9.9%**; Continental Europe **6.1%**, the Caribbean **3.2%**;

Latin America **1%**; Asia **0.5%** and Other Countries **0.3%**.

Cruise Passengers

A total of **144,671** cruise passengers visited Jamaica in January 2008. This represents a **0.7%** increase against the **143,728** recorded for January 2007.



A total of **80,495** cruise passengers visited the port of Ocho Rios in January, a decrease of **11.5%** over the **90,958** recorded for January 2007.

Montego Bay recorded a total of **62,471** cruise passengers for the month, an increase of **21.6%** against the **51,363** recorded for 2007.

Length of Stay

The average length of stay of **Foreign National** arrivals in January was **9.5** nights compared to the **10.2** nights in January 2007. The average length of stay in hotels was **7.3** nights compared to **7.4** nights in January 2007.

The average length of stay of **Non-Resident Jamaican** arrivals in January was **17.7** nights compared to the **17.1** nights in January 2007. The average length of stay in hotels was **8.2** nights compared to **7.6** nights in January 2007.

Purpose of Visit

During January 2008, **77.9%** or **104,556** of the **134,248** Foreign Nationals who visited Jamaica were visiting for the purpose of Leisure, **7.1%** were on Business, **7.4%** were Visiting Friends & Relatives, and the remaining **7.6%** were on Other purposes of travel.

A total of **2,820** or **32.8%** of the **8,613** Non-Resident Jamaicans who travelled to Jamaica in January 2008 were visiting for Leisure, **30.8%** were visiting Friends & Relatives, **8.6%** were on Business and the remaining **27.8%** were on Other purposes of travel.

Intended Resort Area of Stay

Of the **142,861** stopover arrivals visiting Jamaica in January 2007, the resort area of Montego Bay welcomed **39,236** arrivals or **27.5%**. Ocho Rios received **38,285** or **26.8%**, Negril got **30,238** or **21.2%**, and Kingston got **16,347** or **11.4%**. The remaining **13.1%** stayed in the Mandeville/Southcoast, Port Antonio resort regions and Other areas in Jamaica.

TABLE 1
TOURIST ARRIVALS
 January
2008

Month	Foreign Nationals	<----- Stopovers ----->				Total Stopover Arrivals	+/- 2008/07	+/- 2008/06	
		+/- 2008/07	+/- 2008/06	Non-Resident Jamaicans	+/- 2008/07				+/- 2008/06
January	134,248	8.1%	7.6%	8,613	55.0%	46.0%	142,861	10.1%	9.3%

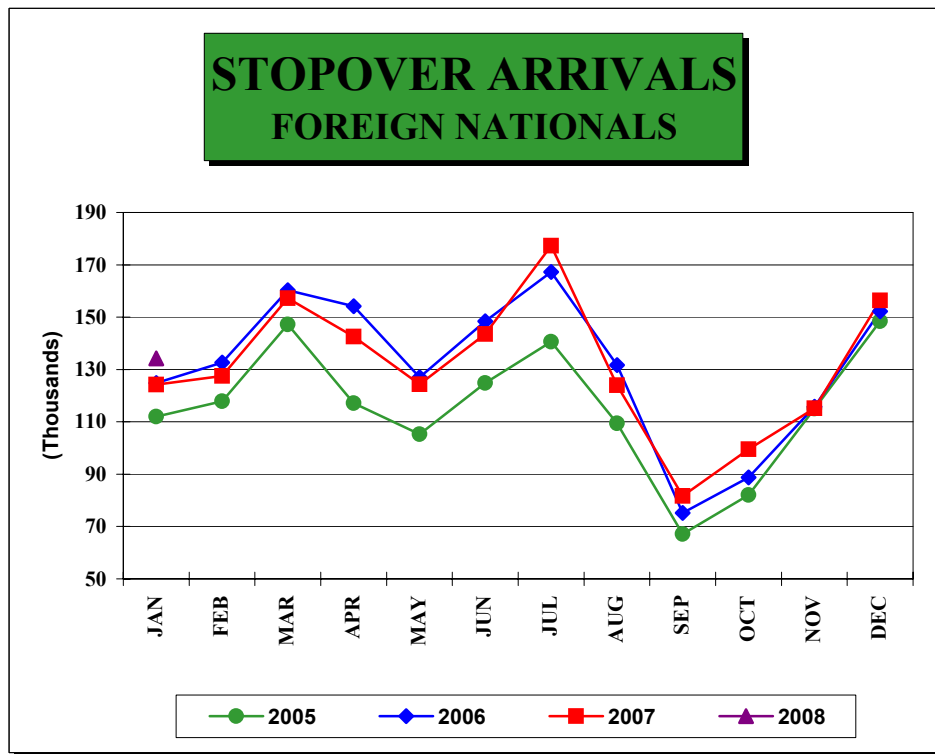


FIG. 1

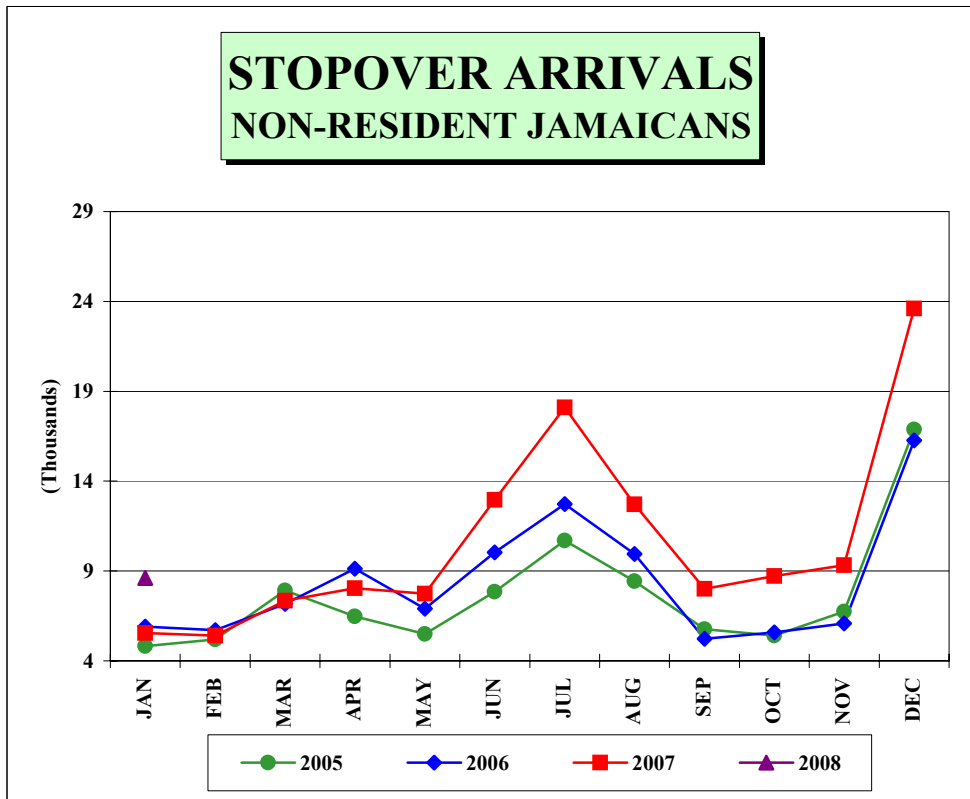


FIG. 1a

**STOPOVER ARRIVALS BY PURPOSE OF VISIT
JANUARY
2008**

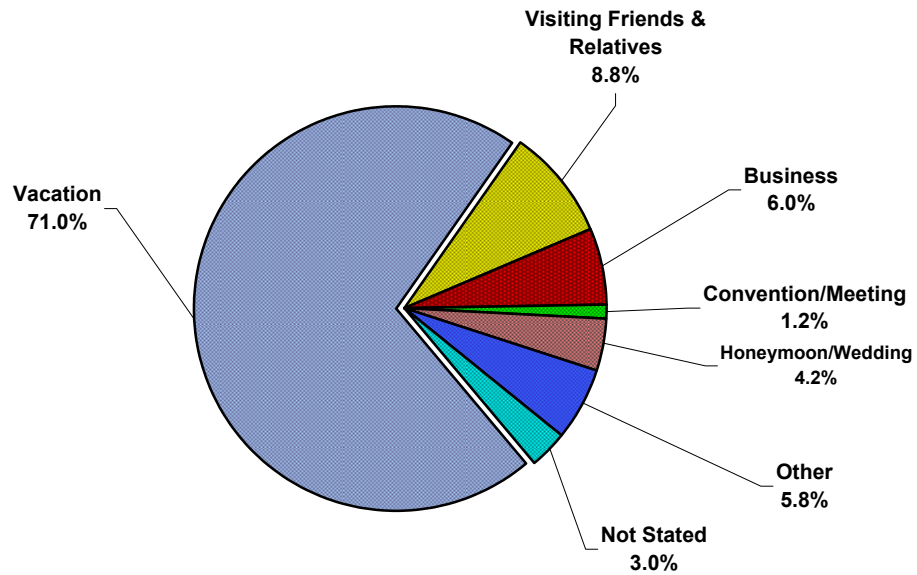


Fig. 1b

STOPOVER ARRIVALS BY PURPOSE OF VISIT						
January 2008	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	98,697	73.5%	2,685	31.2%	101,382	71.0%
Visiting Friends & Relatives	9,934	7.4%	2,655	30.8%	12,589	8.8%
Business	7,926	5.9%	661	7.7%	8,587	6.0%
Convention/Meeting	1,638	1.2%	83	1.0%	1,721	1.2%
Honeymoon/Wedding	5,859	4.4%	135	1.6%	5,994	4.2%
Other	7,045	5.2%	1,218	14.1%	8,263	5.8%
Not Stated	3,149	2.3%	1,176	13.7%	4,325	3.0%
TOTAL	134,248	100.0%	8,613	100.0%	142,861	100.0%

TABLE 1.2

**STOPOVER ARRIVALS BY MARKET REGION
AND MONTH OF ARRIVAL 2008**

	U.S.A.					Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West	Total							
January	35,511	22,144	18,699	7,459	83,813	29,025	22,927	1,398	4,587	622	489	142,861
+/- %	7.1%	0.9%	10.4%	5.9%	6.0%	27.1%	3.4%	25.3%	23.6%	61.6%	7.9%	10.1%

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	JANUARY				% C h a n g e		
	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	2008/07	2008/06	2008/05
U.S.A.							
<u>NORTHEAST (NEW YORK)</u>							
Connecticut	1,772	1,910	1,774	1,948	9.8	2.0	9.9
Delaware	376	441	365	370	1.4	-16.1	-1.6
Maine	267	366	274	310	13.1	-15.3	16.1
Maryland	2,823	3,182	3,300	3,279	-0.6	3.0	16.2
Massachusetts	2,989	2,742	2,163	2,431	12.4	-11.3	-18.7
New Hamshire	481	445	420	437	4.0	-1.8	-9.1
New Jersey	4,454	4,866	4,354	4,439	2.0	-8.8	-0.3
New York	11,648	13,737	13,133	14,398	9.6	4.8	23.6
Pennsylvania	4,445	4,599	4,537	4,943	8.9	7.5	11.2
Rhode Island	282	401	354	298	-15.8	-25.7	5.7
Vermont	156	185	191	185	-3.1	0.0	18.6
Virginia	1,833	2,194	1,695	1,877	10.7	-14.4	2.4
Washington D.C.	336	463	359	395	10.0	-14.7	17.6
West Virginia	123	165	228	201	-11.8	21.8	63.4
Total	31,985	35,696	33,147	35,511	7.1	-0.5	11.0
<u>MIDWEST (CHICAGO)</u>							
Illinois	4,205	5,015	4,321	4,929	14.1	-1.7	17.2
Indiana	1,250	1,335	1,459	1,087	-25.5	-18.6	-13.0
Iowa	1,122	1,543	1,302	1,413	8.5	-8.4	25.9
Kansas	445	576	450	526	16.9	-8.7	18.2
Kentucky	393	548	520	460	-11.5	-16.1	17.0
Michigan	2,569	2,757	2,166	2,341	8.1	-15.1	-8.9
Minnesota	4,223	3,503	2,979	2,645	-11.2	-24.5	-37.4
Missouri	1,741	1,845	1,644	1,404	-14.6	-23.9	-19.4
Nebraska	353	706	581	610	5.0	-13.6	72.8
North Dakota	322	371	565	458	-18.9	23.5	42.2
Ohio	1,624	2,199	1,703	1,761	3.4	-19.9	8.4
South Dakota	398	473	484	415	-14.3	-12.3	4.3
Wisconsin	4,297	4,466	3,782	4,095	8.3	-8.3	-4.7
Total	22,942	25,337	21,956	22,144	0.9	-12.6	-3.5

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	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2008/07</u>	<u>2008/06</u>	<u>2008/05</u>
<u>SOUTH (MIAMI)</u>							
Alabama	391	375	348	341	-2.0	-9.1	-12.8
Arkansas	199	268	271	270	-0.4	0.7	35.7
Florida	7,113	11,529	10,283	11,696	13.7	1.4	64.4
Georgia	1,866	2,662	2,640	2,761	4.6	3.7	48.0
Louisiana	230	439	367	319	-13.1	-27.3	38.7
Mississippi	120	170	160	154	-3.8	-9.4	28.3
North Carolina	1,543	1,622	1,335	1,473	10.3	-9.2	-4.5
Oklahoma	148	282	233	299	28.3	6.0	102.0
South Carolina	613	603	571	623	9.1	3.3	1.6
Tennessee	686	811	729	763	4.7	-5.9	11.2
Total	12,909	18,761	16,937	18,699	10.4	-0.3	44.9
<u>WEST (LOS ANGELES)</u>							
Alaska	43	58	55	72	30.9	24.1	67.4
Arizona	324	405	362	417	15.2	3.0	28.7
California	2,621	3,253	2,824	2,751	-2.6	-15.4	5.0
Colorado	418	638	640	687	7.3	7.7	64.4
Hawaii	13	24	15	61	306.7	154.2	369.2
Idaho	103	144	151	174	15.2	20.8	68.9
Montana	103	172	123	103	-16.3	-40.1	0.0
Nevada	210	212	179	229	27.9	8.0	9.0
New Mexico	47	110	91	73	-19.8	-33.6	55.3
Oregon	171	236	228	213	-6.6	-9.7	24.6
Texas	1,802	1,705	1,690	1,943	15.0	14.0	7.8
Utah	182	288	170	239	40.6	-17.0	31.3
Washington	321	425	443	389	-12.2	-8.5	21.2
Wyoming	21	62	70	108	54.3	74.2	414.3
Total	6,379	7,732	7,041	7,459	5.9	-3.5	16.9
TOTAL U.S.A.	74,215	87,526	79,081	83,813	6.0	-4.2	12.9

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	JANUARY				% Change		
	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	2008/07	2008/06	2008/05
<u>CANADA (TORONTO)</u>							
Alberta	1,521	1,189	2,173	3,146	44.8	164.6	106.8
British Columbia	803	543	1,171	1,373	17.3	152.9	71.0
Manitoba	504	577	840	1,035	23.2	79.4	105.4
New Brunswick	85	125	117	198	69.2	58.4	132.9
Newfoundland	75	44	61	87	42.6	97.7	16.0
Nova Scotia	112	122	150	207	38.0	69.7	84.8
Ontario	9,713	12,050	13,309	16,520	24.1	37.1	70.1
P.E. Island	13	6	3	16	433.3	166.7	23.1
Quebec	3,080	2,856	3,756	4,579	21.9	60.3	48.7
Saskatchewan	286	240	1,226	1,802	47.0	650.8	530.1
Other Canada	28	41	37	62	67.6	51.2	121.4
Total	16,220	17,793	22,843	29,025	27.1	63.1	78.9
<u>LONDON OFFICE</u>							
<u>Northern Europe</u>							
U.K.	11,076	11,659	13,030	14,186	8.9	21.7	28.1
Denmark	50	88	140	101	-27.9	14.8	102.0
Finland	47	54	34	54	58.8	0.0	14.9
Ireland	206	279	284	312	9.9	11.8	51.5
Norway	84	81	131	95	-27.5	17.3	13.1
Sweden	141	110	196	197	0.5	79.1	39.7
	11,604	12,271	13,815	14,945	8.2	21.8	28.8
<u>Southern Europe</u>							
Greece	24	31	14	23	64.3	-25.8	-4.2
Italy	3,273	1,856	1,935	1,892	-2.2	1.9	-42.2
Portugal	34	18	169	83	-50.9	361.1	144.1
Spain	104	179	637	492	-22.8	174.9	373.1
<u>Western Europe</u>							
Austria	593	519	456	339	-25.7	-34.7	-42.8
Belgium	618	311	630	644	2.2	107.1	4.2
France	485	364	363	383	5.5	5.2	-21.0
Germany	2,384	2,661	2,190	2,001	-8.6	-24.8	-16.1
Luxemburg	12	23	17	19	11.8	-17.4	58.3
Netherlands	617	627	607	817	34.6	30.3	32.4
Switzerland	560	399	322	238	-26.1	-40.4	-57.5
	8,704	6,988	7,340	6,931	-5.6	-0.8	-20.4
<u>Central/East Europe</u>							
Czech Republic	43	55	359	71	-80.2	29.1	65.1
Hungary	95	41	92	115	25.0	180.5	21.1
Poland	66	83	103	118	14.6	42.2	78.8
Russia	251	225	203	451	122.2	100.4	79.7
Ukraine	0	0	39	55	41.0	-	-
Other Europe	222	245	215	241	12.1	-1.6	8.6
	677	649	1,011	1,051	4.0	61.9	55.2
Total	20,985	19,908	22,166	22,927	3.4	15.2	9.3

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	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2008/07</u>	<u>2008/06</u>	<u>2008/05</u>
<u>LATIN AMERICA</u>							
<u>CENTRAL AMERICA</u>							
Mexico	135	129	240	303	26.3	134.9	124.4
Belize	53	41	41	29	-29.3	-29.3	-45.3
Costa Rica	61	51	63	71	12.7	39.2	16.4
El Salvador	11	12	25	28	12.0	133.3	154.5
Guatemala	17	26	27	20	-25.9	-23.1	17.6
Honduras	13	3	13	16	23.1	433.3	23.1
Nicaragua	3	6	8	17	112.5	183.3	466.7
Panama	63	112	125	98	-21.6	-12.5	55.6
Total	356	380	542	582	7.4	53.2	63.5
<u>SOUTH AMERICA</u>							
Argentina	78	148	138	206	49.3	39.2	164.1
Bolivia	3	2	1	15	1400.0	650.0	400.0
Brazil	67	151	160	165	3.1	9.3	146.3
Chile	30	46	46	32	-30.4	-30.4	6.7
Colombia	16	145	148	268	81.1	84.8	1575.0
Ecuador	34	6	2	11	450.0	83.3	-67.6
Paraguay	0	1	4	0	-	-	-
Peru	20	39	27	25	-7.4	-35.9	25.0
Uruguay	3	5	5	10	100.0	100.0	233.3
Venezuela	58	75	43	84	95.3	12.0	44.8
Other South America	5	0	0	0	-	-	-
Total	314	618	574	816	42.2	32.0	159.9
Total Latin America	670	998	1,116	1,398	25.3	40.1	108.7

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	JANUARY				% Change		
	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	2008/07	2008/06	2008/05
<u>CARIBBEAN</u>							
Antigua	131	127	141	136	-3.5	7.1	3.8
Bahamas	196	172	208	367	76.4	113.4	87.2
Barbados	385	394	355	352	-0.8	-10.7	-8.6
Bermuda	153	181	249	246	-1.2	35.9	60.8
British Virgin Is.	41	46	51	61	19.6	32.6	48.8
Cayman Is.	1,135	917	1,121	1,345	20.0	46.7	18.5
Dominica	42	43	17	42	147.1	-2.3	0.0
Grenada	83	68	45	51	13.3	-25.0	-38.6
Guyana	130	189	138	170	23.2	-10.1	30.8
Monsterrat	8	9	6	13	116.7	44.4	62.5
St. Kitts/Nevis/Anguilla	60	68	64	52	-18.8	-23.5	-13.3
St. Lucia	181	107	111	109	-1.8	1.9	-39.8
St. Vincent	48	52	32	61	90.6	17.3	27.1
Turks & Caicos Is.	56	63	111	102	-8.1	61.9	82.1
Trinidad & Tobago	472	658	562	685	21.9	4.1	45.1
Comm. Caribbean	3,121	3,094	3,211	3,792	18.1	22.6	21.5
Aruba	50	22	14	47	235.7	113.6	-6.0
Bonaire	8	0	1	0	-	-	-
Cuba	70	21	23	115	400.0	447.6	64.3
Curacao	79	53	65	62	-4.6	17.0	-21.5
Dominican Republic	131	55	175	334	90.9	507.3	155.0
Guadelope	3	10	5	3	-40.0	-70.0	0.0
Haiti	12	13	15	13	-13.3	0.0	8.3
Puerto Rico	119	62	98	106	8.2	71.0	-10.9
St. Maarten	52	53	37	41	10.8	-22.6	-21.2
Surinam	27	40	25	31	24.0	-22.5	14.8
All other Caribbean	78	70	43	43	0.0	-38.6	-44.9
Other Caribbean	629	399	501	795	58.7	99.2	26.4
TOTAL CARIBBEAN	3,750	3,493	3,712	4,587	23.6	31.3	22.3
<u>ASIA</u>							
India	31	27	41	116	182.9	329.6	274.2
Pakistan	0	0	0	3	-	-	-
Japan	322	399	223	283	26.9	-29.1	-12.1
China	122	33	57	112	96.5	239.4	-8.2
Taiwan	8	1	1	10	900.0	900.0	25.0
Korea	16	35	3	15	400.0	-57.1	-6.3
Philippines	91	26	32	50	56.3	92.3	-45.1
Singapore	19	9	4	12	200.0	33.3	-36.8
Other Asia	43	19	24	21	-12.5	10.5	-51.2
	652	549	385	622	61.6	13.3	-4.6
<u>OTHER COUNTRIES</u>							
African Countries	62	57	47	86	83.0	50.9	38.7
Israel	90	94	119	113	-5.0	20.2	25.6
Saudi Arabia	0	1	0	1	-	0.0	-
Turkey	18	39	51	16	-68.6	-59.0	-11.1
Other Middle East	10	21	38	31	-18.4	47.6	210.0
Australia	153	176	168	193	14.9	9.7	26.1
New Zealand	18	36	25	47	88.0	30.6	161.1
All Other Ctries	1	4	5	2	-60.0	-50.0	100.0
Total	352	428	453	489	7.9	14.3	38.9
GRAND TOTAL	116,844	130,695	129,756	142,861	10.1	9.3	22.3

STOPOVER VISITORS BY MARKET SHARE

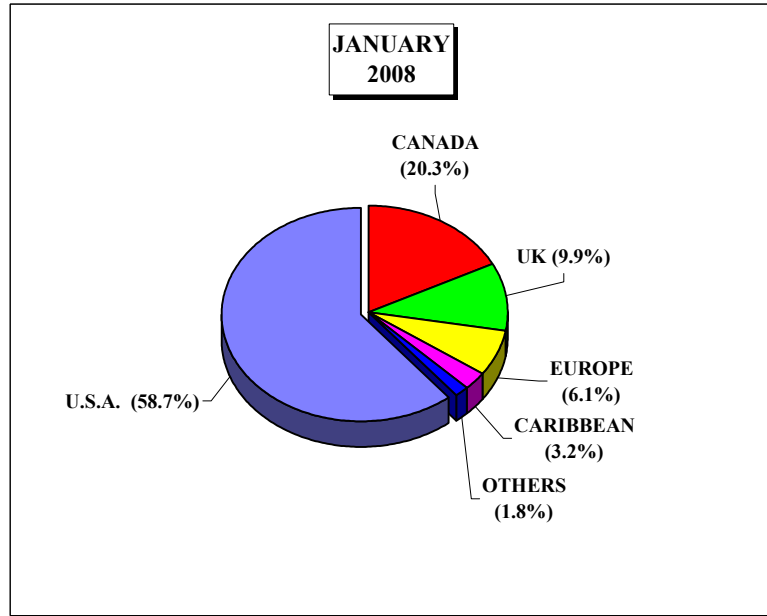


Fig. 2

Country	January 2008	% Share	January 2007	% Share	January 2006	% Share	%Change 2008/07
U.S.A	83,813	58.7%	79,081	60.9%	87,526	67.0%	6.0%
CANADA	29,025	20.3%	22,843	17.6%	17,793	13.6%	27.1%
U.K.	14,186	9.9%	13,030	10.0%	11,659	8.9%	8.9%
EUROPE	8,741	6.1%	9,136	7.0%	8,249	6.3%	-4.3%
CARIBBEAN	4,587	3.2%	3,712	2.9%	3,493	2.7%	23.6%
OTHERS	2,509	1.8%	1,954	1.5%	1,975	1.5%	28.4%
Total	142,861	100.0%	129,756	100.0%	130,695	100.0%	10.1%

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	
	2007	2008	2007	2008	2007	2008	2007	2008
	10.2	9.5	7.4	7.3	17.1	17.7	7.6	8.2

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

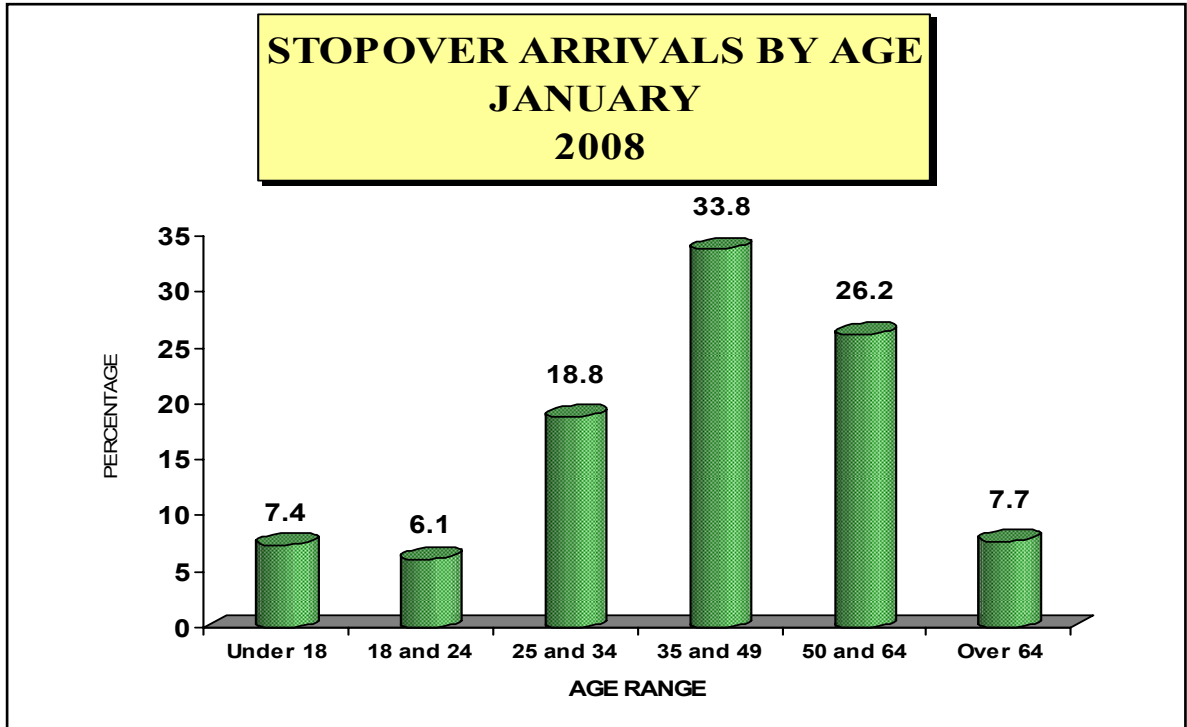


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

Age	JANUARY		JANUARY		JANUARY		%Change 2008/07
	2008	% Share	2007	% Share	2006	% Share	
Under 18	10,864	7.6	9,638	7.4	10,576	8.1	12.7%
18 and 24	8,652	6.1	7,866	6.1	8,484	6.5	10.0%
25 and 34	27,049	18.9	24,458	18.8	25,606	19.6	10.6%
35 and 49	47,083	33.0	43,837	33.8	45,326	34.7	7.4%
50 and 64	37,706	26.4	33,954	26.2	31,815	24.3	11.1%
Over 64	11,507	8.1	10,003	7.7	8,888	6.8	15.0%
Total	142,861	100.0	129,756	100.0	130,695	100.0	10.1%

TABLE 4

CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL
JANUARY

	MONTEGO BAY		% Change 2008/07		OCHO RIOS		% Change 2008/07		2008 TOTAL		2007 TOTAL		% Change 2008/07	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	26	62,472	23.8%	21.6%	29	80,495	-21.6%	-11.5%	58	144,671	60	143,728	-3.3%	0.7%

- * Note:
1. During the month of January two Cruise Ship calls with 3,195 Cruise passengers visited two ports.
 2. Included in the total Cruise passengers for the month of January, 3 calls with 1,704 passengers visited Port Antonio.
 3. During the month of January, 4 calls were cancelled due to strong winds at the port of Ocho Rios.

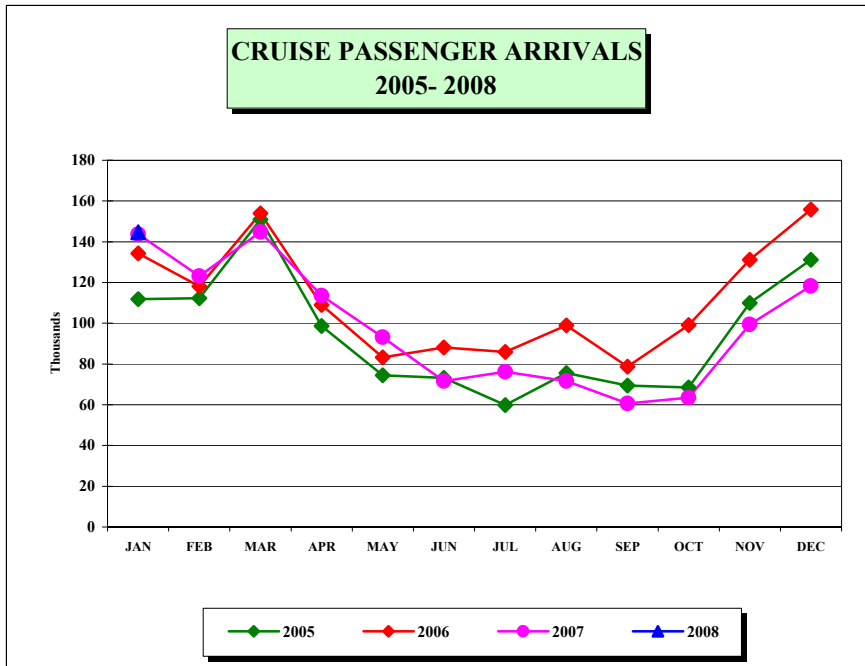


FIG. 4

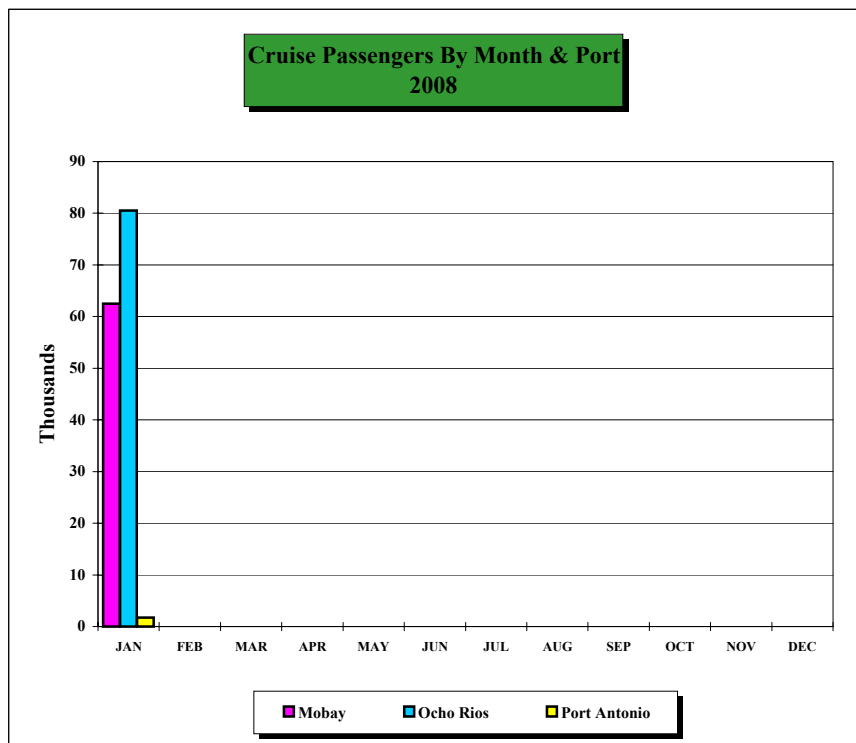


FIG. 4a

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

JANUARY 2008			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
U.S.A.			
<u>NORTHEAST (NEW YORK)</u>			
Connecticut	1,948	0	1,948
Delaware	370	0	370
Maine	304	6	310
Maryland	3,275	4	3,279
Massachusetts	2,429	2	2,431
New Hampshire	436	1	437
New Jersey	4,437	2	4,439
New York	14,368	30	14,398
Pennsylvania	4,634	309	4,943
Rhode Island	298	0	298
Vermont	185	0	185
Virginia	1,875	2	1,877
Washington D.C.	394	1	395
West Virginia	176	25	201
Total	35,129	382	35,511

MIDWEST (CHICAGO)

Illinois	4,305	624	4,929
Indiana	1,055	32	1,087
Iowa	1,311	102	1,413
Kansas	523	3	526
Kentucky	457	3	460
Michigan	1,991	350	2,341
Minnesota	2,258	387	2,645
Missouri	1,017	387	1,404
Nebraska	608	2	610
North Dakota	453	5	458
Ohio	1,664	97	1,761
South Dakota	403	12	415
Wisconsin	2,501	1,594	4,095
Total	18,546	3,598	22,144

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

JANUARY 2008			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>SOUTH (MIAMI)</u>			
Alabama	340	1	341
Arkansas	266	4	270
Florida	11,646	50	11,696
Georgia	2,759	2	2,761
Louisiana	319	0	319
Mississippi	154	0	154
North Carolina	1,470	3	1,473
Oklahoma	298	1	299
South Carolina	623	0	623
Tennessee	762	1	763
Total	18,637	62	18,699
<u>WEST (LOS ANGELES)</u>			
Alaska	72	0	72
Arizona	417	0	417
California	2,741	10	2,751
Colorado	687	0	687
Hawaii	61	0	61
Idaho	173	1	174
Montana	101	2	103
Nevada	228	1	229
New Mexico	72	1	73
Oregon	211	2	213
Texas	1,941	2	1,943
Utah	238	1	239
Washington	387	2	389
Wyoming	108	0	108
Total	7,437	22	7,459
TOTAL U.S.A.	79,749	4,064	83,813

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

JANUARY 2008			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>CANADA (TORONTO)</u>			
Alberta	1,973	1,173	3,146
British Columbia	665	708	1,373
Manitoba	543	492	1,035
New Brunswick	157	41	198
Newfoundland	70	17	87
Nova Scotia	153	54	207
Ontario	6,301	10,219	16,520
P.E. Island	5	11	16
Quebec	1,807	2,772	4,579
Saskatchewan	315	1,487	1,802
Other Canada	43	19	62
Total	12,032	16,993	29,025
<u>EUROPE</u>			
<u>LONDON OFFICE</u>			
<u>Northern Europe</u>			
U.K.	8,532	5,654	14,186
Denmark	101	0	101
Finland	53	1	54
Ireland	159	153	312
Norway	92	3	95
Sweden	191	6	197
Sub-Total	9,128	5,817	14,945
<u>GERMAN OFFICE</u>			
<u>Southern Europe</u>			
Greece	23	0	23
Italy	436	1,456	1,892
Portugal	16	67	83
Spain	131	361	492
<u>Western Europe</u>			
Austria	335	4	339
Belgium	129	515	644
France	257	126	383
Germany	1,977	24	2,001
Luxemburg	8	11	19
Netherlands	299	518	817
Switzerland	228	10	238
Sub-Total	3,839	3,092	6,931
<u>Central/East Europe</u>			
Czechoslovakia	66	5	71
Hungary	113	2	115
Poland	93	25	118
Russia	435	16	451
Ukraine	0	55	55
Other Europe	213	28	241
Sub-Total	920	131	1,051
Total	13,887	9,040	22,927

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

JANUARY 2008			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>OTHER COUNTRIES</u>			
<u>CENTRAL AMERICA</u>			
Mexico	301	2	303
Belize	27	2	29
Costa Rica	71	0	71
El Salvador	28	0	28
Guatemala	20	0	20
Honduras	15	1	16
Nicaragua	17	0	17
Panama	98	0	98
Sub-Total	577	5	582
<u>SOUTH AMERICA</u>			
Argentina	204	2	206
Bolivia	15	0	15
Brazil	155	10	165
Chile	32	0	32
Colombia	145	123	268
Ecuador	11	0	11
Paraguay	0	0	0
Peru	25	0	25
Uruguay	10	0	10
Venezuela	65	19	84
Other South America	0	0	0
Sub-Total	662	154	816
Total Latin America	1,239	159	1,398

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

JANUARY 2008			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>CARIBBEAN</u>			
Antigua	136	0	136
Bahamas	366	1	367
Barbados	345	7	352
Bermuda	245	1	246
British Virgin Is.	61	0	61
Cayman Is.	1,339	6	1,345
Dominica	40	2	42
Grenada	51	0	51
Guyana	167	3	170
Montserrat	12	1	13
St. Kitts/Nevis/Anguilla	52	0	52
St. Lucia	109	0	109
St. Vincent	61	0	61
Turks & Caicos Is.	51	51	102
Trinidad & Tobago	675	10	685
Comm. Caribbean	3,710	82	3,792
Aruba	47	0	47
Bonaire	0	0	0
Cuba	112	3	115
Curacao	62	0	62
Dominican Republic	92	242	334
Guadelope	3	0	3
Haiti	13	0	13
Puerto Rico	106	0	106
St. Maarten	41	0	41
Surinam	31	0	31
All other Caribbean	43	0	43
Other Caribbean	550	245	795
TOTAL CARIBBEAN	4,260	327	4,587
<u>OTHER COUNTRIES</u>			
India	110	6	116
Pakistan	3	0	3
Japan	281	2	283
China	112	0	112
Taiwan	9	1	10
Korea	15	0	15
Philippines	50	0	50
Singapore	12	0	12
Other Asia	21	0	21
Asia	613	9	622
African Countries	78	8	86
Israel	110	3	113
Saudi Arabia	1	0	1
Turkey	14	2	16
Other Middle East	28	3	31
Australia	190	3	193
New Zealand	47	0	47
All Other Ctries	2	0	2
Total	470	19	489
GRAND TOTAL	112,250	30,611	142,861

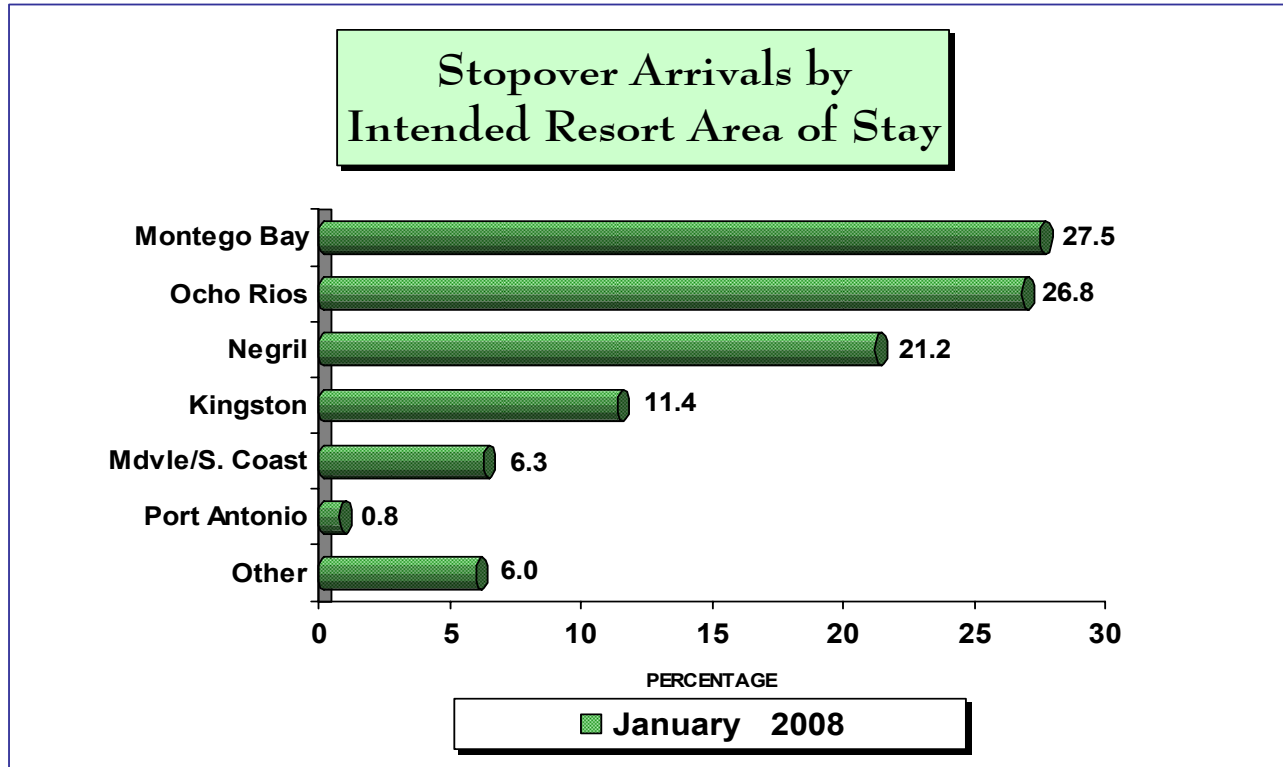


Fig. 5

STOPOVER ARRIVALS BY INTENDED AREA OF STAY

Area	JANUARY			JANUARY			JANUARY			%Change 2008/07 ARRIVALS
	2008	%Share	LENGTH OF STAY	2007	%Share	LENGTH OF STAY	2006	%Share	LENGTH OF STAY	
Montego Bay	39,236	27.5%	7.9	33,145	25.5%	8.5	37,390	28.6%	7.4	18.4%
Ocho Rios	38,285	26.8%	8.7	34,397	26.5%	8.9	32,273	24.7%	8.3	11.3%
Negril	30,238	21.2%	9.2	29,842	23.0%	9.1	29,815	22.8%	8.9	1.3%
Kingston	16,347	11.4%	12.6	15,168	11.7%	13.8	15,125	11.6%	14.9	7.8%
Mdvle/S. Coast	9,064	6.3%	14.3	7,799	6.0%	15.1	7,484	5.7%	13.3	16.2%
Port Antonio	1,117	0.8%	7.9	1,122	0.9%	20.7	1,015	0.8%	18.1	-0.4%
Other	8,574	6.0%	17.3	8,283	6.4%	18.4	7,593	5.8%	18.8	3.5%
Total	142,861	100.0%	10.0	129,756	100.0%	10.5	130,695	100.0%	9.9	10.1%

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