

JAMAICA TOURIST BOARD

- IN JANUARY 2009.....
- Stopover arrivals up by 4.2%
 - US Market down by 4.3%
 - Canada increased by 37.7%
 - Europe decreased by 5.8%
 - Cruise Passenger arrivals up by 0.7%

TOURIST (Stopover Arrivals)

Stopover arrivals in January 2009 were **148,886**, an increase of **4.2%** over the **142,861** recorded in January 2008.

United States

Stopover arrivals from the United States market decreased by **4.3%** in January with a total of **80,190** visitors compared to the **83,831** visitors who came in January 2008. All marketing regions recorded decreases. The Midwest decreased by **2.8%**, the South by **4.3%**, the Northeast by **4.5%**, and the West by **8.2%**.

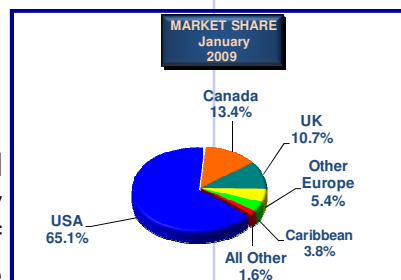
Canada

In January, the Canadian market grew by an outstanding **37.7%**. Total stopovers from the Canadian market were **30,960** compared to **29,025** in January 2009.

The leading province of Ontario increased by **28.6%**, while the second most important visitor-producing province of Quebec increased by **67.6%**. Increases were also recorded for the provinces of Alberta up by **31.2%**, Saskatchewan up by **13.6%** and British Columbia up by **86.7%**.

Europe

The European market recorded a **5.8%** decrease in January 2009. The market provided a total of **21,594** stopover visitors compared to the **22,927** recorded in January 2008. In the Northern European market region the main visitor producing country, United Kingdom with **13,382** arrivals decreased by **5.7%**. In the South/Western Europe region the main visitor producing countries, Germany with **2,035** increase by **1.7%**, Italy with **1,707** declined by **9.8%**. In the third market region, Central/East Europe with **1,026** arrivals, decreased by **2.4%**.



Latin America

The Latin American market decreased by **4.6%** in January 2009, with a total of **1,334** stopovers compared to **1,398** in January 2008.

From the Central American region, Mexico with **170** arrivals decreased by **43.9%** and Panama with **68** declined by **30.6%**.

From South America, Argentina with **228** arrivals increased by **10.7%**, Ecuador with **247** arrivals compared to **11** in 2008, Columbia with **131** down by **51.1%** and Brazil with **145** down by **12.1%**.

The Caribbean

Visitors to Jamaica from the Caribbean region increased by **3.5%** in January with a total of **4,746** visitors, compared to **4,587** in January 2008.

The major Caribbean countries which provided visitors to Jamaica in January were: the Cayman Islands (**1,671**), Trinidad and Tobago (**650**), the Bahamas (**420**), Barbados (**386**), Bermuda (**244**), Cuba (**145**), Guyana (**135**), Dominican Republic (**107**)

Asia

The Asian market decreased by **13.2%** in January with a total of **540** stopovers compared to **622** in January 2008.

The major Asian countries which provided visitors to Jamaica in January were: Japan (**219**) down **22.6%**, India (**103**) down **11.2%**, and China (**85**) down **24.1%**.

Other Countries

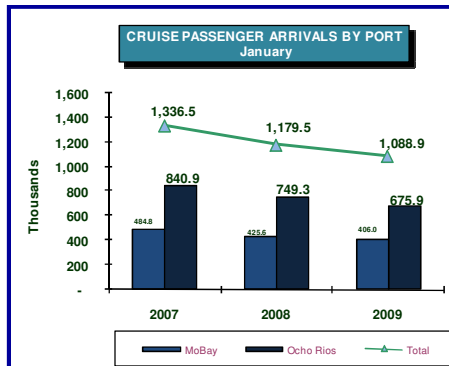
Of the other countries, Australia with **208** increased by **7.8%** and Israel with **101** stopovers in January declined by **10.6%** against the **113** who came in 2008.

Market Share

The market share of stopover visitors for January were as follows: USA **53.9%**; Canada **26.8%**; UK **9%**; Continental Europe **5.5%**, the Caribbean **3.2%**; Latin America **1%**; Asia **0.5%** and Other Countries **0.3%**.

Cruise Passengers

A total of **107,827** cruise passengers visited Jamaica in January 2009. This represents a **25.5%** decrease against the **144,671** recorded for January 2008.



A total of **73,813** cruise passengers visited the port of Ocho Rios in January, a decrease of **8.3%** over the **80,495** recorded for January 2008.

Montego Bay recorded a total of **33,958** cruise passengers for the month, a decrease of **45.6%** against the **62,472** recorded for 2008.

Length of Stay

The average length of stay of **Foreign National** arrivals in January was **9.5** nights this was at the same level as in January 2008. The average length of stay in hotels was **7.3** nights this was also at the same level as in January 2008.

The average length of stay of **Non-Resident Jamaican** arrivals in January was **16.1** nights compared to the **17.7** nights in January 2008. The average length of stay in hotels was **8.2** nights this

was at the same level as in January 2008.

Purpose of Visit

During January 2009, **79.7%** or **111,096** of the **139,481** Foreign Nationals who visited Jamaica were visiting for the purpose of Leisure, **6.3%** were on Business, **7.1%** were Visiting Friends & Relatives, and the remaining **7%** were on Other purposes of travel.

A total of **2,908** or **32.1%** of the **9,405** Non-Resident Jamaicans who travelled to Jamaica in January 2009 were visiting for Leisure, **29.4%** were visiting Friends & Relatives, **8.3%** were on Business and the remaining **30.2%** were on Other purposes of travel.

Intended Resort Area of Stay

Of the **148,886** stopover arrivals visiting Jamaica in January 2009, the resort area of Montego Bay welcomed **42,279** arrivals or **28.4%**. Ocho Rios received **35,658** or **23.9%**, Negril got **35,995** or **24.2%**, and Kingston got **15,683** or **10.5%**. The remaining **13%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

Type of Airlines used

Of the **148,886** stopovers arrivals visiting Jamaica in January 2008, **110,459** or **74.2%** used scheduled airlines, while **38,427** or **25.8%** used chartered flights.

TABLE 1
TOURIST ARRIVALS
 January
2009

Month	Foreign Nationals	<----- Stopovers ----->		Non-Resident Jamaicans	+/- 2009/08	+/- 2009/07	Total Stopover Arrivals	+/- 2009/08	+/- 2009/07
		+/- 2009/08	+/- 2009/07						
January	139,481	3.9%	12.3%	9,405	9.2%	69.2%	148,886	4.2%	14.7%

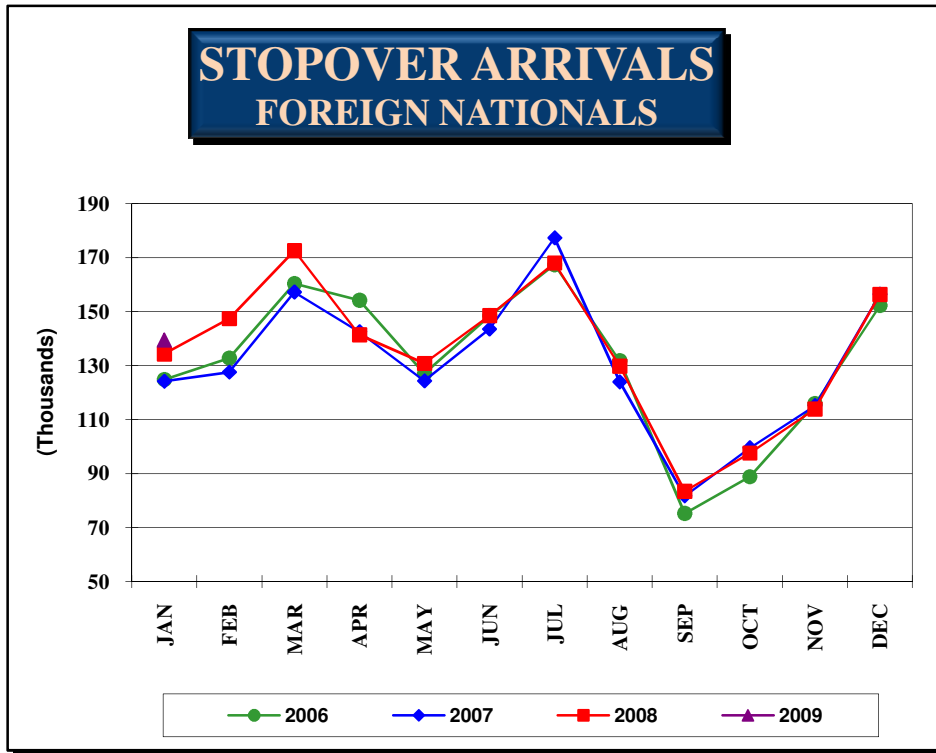


FIG. 1

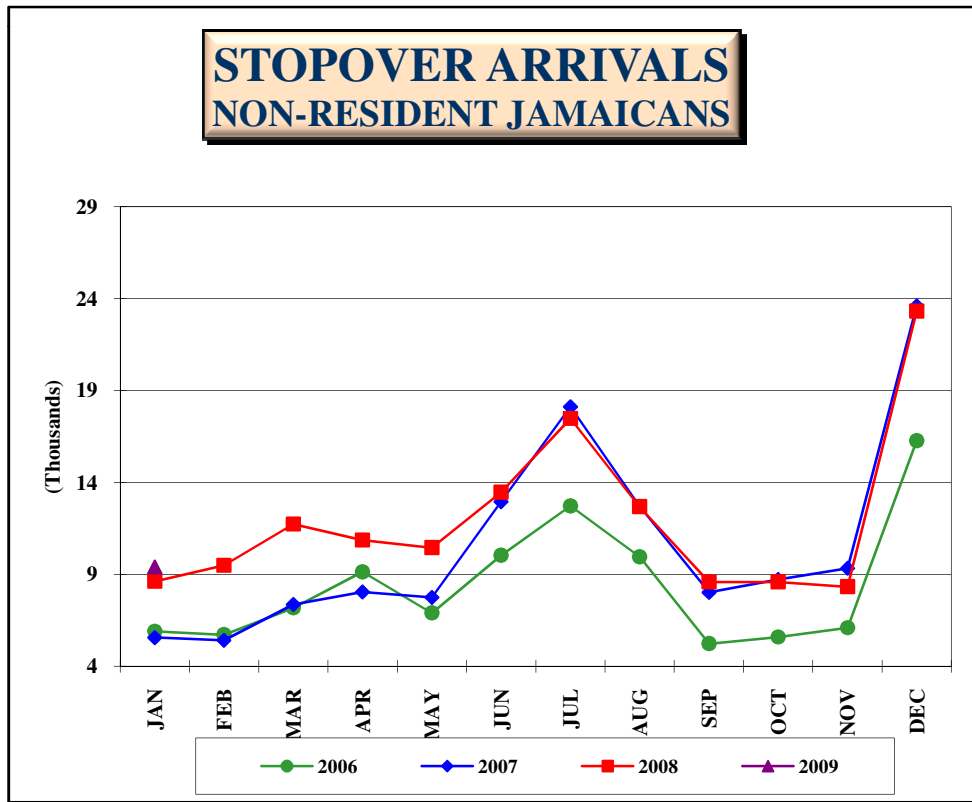


FIG. 1a

**STOPOVER ARRIVALS BY PURPOSE OF VISIT
JANUARY
2009**

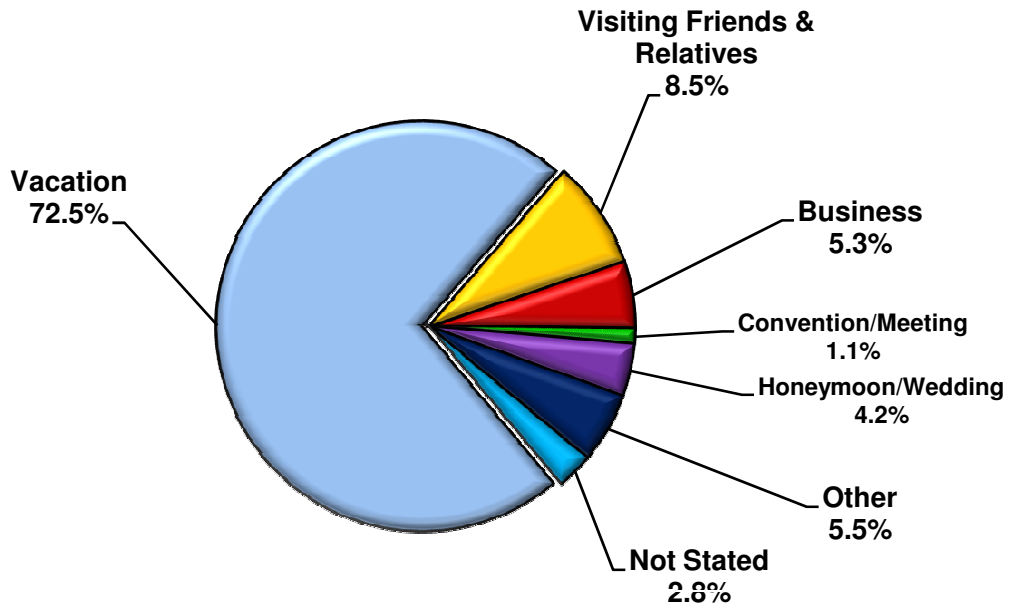


Fig. 1b

STOPOVER ARRIVALS BY PURPOSE OF VISIT						
January 2009	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	104,988	75.3%	2,908	30.9%	107,896	72.5%
Visiting Friends & Relatives	9,947	7.1%	2,761	29.4%	12,708	8.5%
Business	7,199	5.2%	699	7.4%	7,898	5.3%
Convention/Meeting	1,600	1.1%	83	0.9%	1,683	1.1%
Honeymoon/Wedding	6,108	4.4%	112	1.2%	6,220	4.2%
Other	6,911	5.0%	1,340	14.2%	8,251	5.5%
Not Stated	2,728	2.0%	1,502	16.0%	4,230	2.8%
TOTAL	139,481	100.0%	9,405	100.0%	148,886	100.0%

TABLE 1.2

**STOPOVER ARRIVALS BY MARKET REGION
AND MONTH OF ARRIVAL 2009**

	U.S.A.					Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West	Total							
January	33,915	21,529	17,900	6,846	80,190	39,960	21,594	1,334	4,746	540	522	148,886
+/- %	-4.5%	-2.8%	-4.3%	-8.2%	-4.3%	37.7%	-1.5%	-4.6%	3.5%	-13.2%	6.7%	4.2%

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	JANUARY				<u>% C h a n g e</u>		
	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	2009/08	2009/07	2009/06
U.S.A.							
<u>NORTHEAST (NEW YORK)</u>							
Connecticut	1,910	1,774	1,948	1,806	-7.3	1.8	-5.4
Delaware	441	365	370	401	8.4	9.9	-9.1
Maine	366	274	310	416	34.2	51.8	13.7
Maryland	3,182	3,300	3,279	2,984	-9.0	-9.6	-6.2
Massachusetts	2,742	2,163	2,431	2,760	13.5	27.6	0.7
New Hampshire	445	420	437	416	-4.8	-1.0	-6.5
New Jersey	4,866	4,354	4,439	4,023	-9.4	-7.6	-17.3
New York	13,737	13,133	14,398	13,383	-7.0	1.9	-2.6
Pennsylvania	4,599	4,537	4,943	4,796	-3.0	5.7	4.3
Rhode Island	401	354	298	335	12.4	-5.4	-16.5
Vermont	185	191	185	166	-10.3	-13.1	-10.3
Virginia	2,194	1,695	1,877	1,815	-3.3	7.1	-17.3
Washington D.C.	463	359	395	437	10.6	21.7	-5.6
West Virginia	165	228	201	177	-11.9	-22.4	7.3
Total	35,696	33,147	35,511	33,915	-4.5	2.3	-5.0
<u>MIDWEST (CHICAGO)</u>							
Illinois	5,015	4,321	4,929	4,373	-11.3	1.2	-12.8
Indiana	1,335	1,459	1,087	1,146	5.4	-21.5	-14.2
Iowa	1,543	1,302	1,413	1,494	5.7	14.7	-3.2
Kansas	576	450	526	528	0.4	17.3	-8.3
Kentucky	548	520	460	474	3.0	-8.8	-13.5
Michigan	2,757	2,166	2,341	2,243	-4.2	3.6	-18.6
Minnesota	3,503	2,979	2,645	2,902	9.7	-2.6	-17.2
Missouri	1,845	1,644	1,404	1,411	0.5	-14.2	-23.5
Nebraska	706	581	610	638	4.6	9.8	-9.6
North Dakota	371	565	458	514	12.2	-9.0	38.5
Ohio	2,199	1,703	1,761	1,652	-6.2	-3.0	-24.9
South Dakota	473	484	415	575	38.6	18.8	21.6
Wisconsin	4,466	3,782	4,095	3,579	-12.6	-5.4	-19.9
Total	25,337	21,956	22,144	21,529	-2.8	-1.9	-15.0

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<u>SOUTH (MIAMI)</u>							
Alabama	375	348	341	308	-9.7	-11.5	-17.9
Arkansas	268	271	270	276	2.2	1.8	3.0
Florida	11,529	10,283	11,696	11,340	-3.0	10.3	-1.6
Georgia	2,662	2,640	2,761	2,572	-6.8	-2.6	-3.4
Louisiana	439	367	319	317	-0.6	-13.6	-27.8
Mississippi	170	160	154	137	-11.0	-14.4	-19.4
North Carolina	1,622	1,335	1,473	1,336	-9.3	0.1	-17.6
Oklahoma	282	233	299	312	4.3	33.9	10.6
South Carolina	603	571	623	564	-9.5	-1.2	-6.5
Tennessee	811	729	763	738	-3.3	1.2	-9.0
Total	18,761	16,937	18,699	17,900	-4.3	5.7	-4.6
<u>WEST (LOS ANGELES)</u>							
Alaska	58	55	72	45	-37.5	-18.2	-22.4
Arizona	405	362	417	387	-7.2	6.9	-4.4
California	3,253	2,824	2,751	2,585	-6.0	-8.5	-20.5
Colorado	638	640	687	587	-14.6	-8.3	-8.0
Hawaii	24	15	61	28	-54.1	86.7	16.7
Idaho	144	151	174	93	-46.6	-38.4	-35.4
Montana	172	123	103	130	26.2	5.7	-24.4
Nevada	212	179	229	228	-0.4	27.4	7.5
New Mexico	110	91	73	109	49.3	19.8	-0.9
Oregon	236	228	213	183	-14.1	-19.7	-22.5
Texas	1,705	1,690	1,943	1,774	-8.7	5.0	4.0
Utah	288	170	239	173	-27.6	1.8	-39.9
Washington	425	443	389	469	20.6	5.9	10.4
Wyoming	62	70	108	55	-49.1	-21.4	-11.3
Total	7,732	7,041	7,459	6,846	-8.2	-2.8	-11.5
TOTAL U.S.A.	87,526	79,081	83,813	80,190	-4.3	1.4	-8.4

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	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	2009/08	2009/07	2009/06
<u>CANADA (TORONTO)</u>							
Alberta	1,189	2,173	3,146	4,126	31.2	89.9	247.0
British Columbia	543	1,171	1,373	2,563	86.7	118.9	372.0
Manitoba	577	840	1,035	1,602	54.8	90.7	177.6
New Brunswick	125	117	198	211	6.6	80.3	68.8
Newfoundland	44	61	87	132	51.7	116.4	200.0
Nova Scotia	122	150	207	256	23.7	70.7	109.8
Ontario	12,050	13,309	16,520	21,245	28.6	59.6	76.3
P.E. Island	6	3	16	28	75.0	833.3	366.7
Quebec	2,856	3,756	4,579	7,676	67.6	104.4	168.8
Saskatchewan	240	1,226	1,802	2,047	13.6	67.0	752.9
Other Canada	41	37	62	74	19.4	100.0	80.5
Total	17,793	22,843	29,025	39,960	37.7	74.9	124.6
<u>LONDON OFFICE</u>							
<u>Northern Europe</u>							
U.K.	11,659	13,030	14,186	13,382	-5.7	2.7	14.8
Denmark	88	140	101	107	5.9	-23.6	21.6
Finland	54	34	54	87	61.1	155.9	61.1
Ireland	279	284	312	249	-20.2	-12.3	-10.8
Norway	81	131	95	146	53.7	11.5	80.2
Sweden	110	196	197	280	42.1	42.9	154.5
	12,271	13,815	14,945	14,251	-4.6	3.2	16.1
<u>Southern Europe</u>							
Greece	31	14	23	27	17.4	92.9	-12.9
Italy	1,856	1,935	1,892	1,707	-9.8	-11.8	-8.0
Portugal	18	169	83	23	-72.3	-86.4	27.8
Spain	179	637	492	230	-53.3	-63.9	28.5
<u>Western Europe</u>							
Austria	519	456	339	368	8.6	-19.3	-29.1
Belgium	311	630	644	530	-17.7	-15.9	70.4
France	364	363	383	448	17.0	23.4	23.1
Germany	2,661	2,190	2,001	2,035	1.7	-7.1	-23.5
Luxemburg	23	17	19	16	-15.8	-5.9	-30.4
Netherlands	627	607	817	724	-11.4	19.3	15.5
Switzerland	399	322	238	209	-12.2	-35.1	-47.6
	6,988	7,340	6,931	6,317	-8.9	-13.9	-9.6
<u>Central/East Europe</u>							
Czech Republic	55	359	71	67	-5.6	-81.3	21.8
Hungary	41	92	115	60	-47.8	-34.8	46.3
Poland	83	103	118	132	11.9	28.2	59.0
Russia	225	203	451	466	3.3	129.6	107.1
Ukraine	0	39	55	85	54.5	117.9	-
Other Europe	245	215	241	216	-10.4	0.5	-11.8
	649	1,011	1,051	1,026	-2.4	1.5	58.1
Total	19,908	22,166	22,927	21,594	-5.8	-2.6	8.5

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	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	2009/08	2009/07	2009/06
<u>LATIN AMERICA</u>							
<u>CENTRAL AMERICA</u>							
Mexico	129	240	303	170	-43.9	-29.2	31.8
Belize	41	41	29	38	31.0	-7.3	-7.3
Costa Rica	51	63	71	72	1.4	14.3	41.2
El Salvador	12	25	28	13	-53.6	-48.0	8.3
Guatemala	26	27	20	10	-50.0	-63.0	-61.5
Honduras	3	13	16	18	12.5	38.5	500.0
Nicaragua	6	8	17	5	-70.6	-37.5	-16.7
Panama	112	125	98	68	-30.6	-45.6	-39.3
Total	380	542	582	394	-32.3	-27.3	3.7
<u>SOUTH AMERICA</u>							
Argentina	148	138	206	228	10.7	65.2	54.1
Bolivia	2	1	15	6	-60.0	500.0	200.0
Brazil	151	160	165	145	-12.1	-9.4	-4.0
Chile	46	46	32	72	125.0	56.5	56.5
Colombia	145	148	268	131	-51.1	-11.5	-9.7
Ecuador	6	2	11	247	2145.5	12250.0	4016.7
Paraguay	1	4	0	4	-	0.0	300.0
Peru	39	27	25	33	32.0	22.2	-15.4
Uruguay	5	5	10	3	-70.0	-40.0	-40.0
Venezuela	75	43	84	69	-17.9	60.5	-8.0
Other South America	0	0	0	2	-	-	-
Total	618	574	816	940	15.2	63.8	52.1
Total Latin America	998	1,116	1,398	1,334	-4.6	19.5	33.7

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	JANUARY				% Change		
	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	2009/08	2009/07	2009/06
<u>CARIBBEAN</u>							
Antigua	127	141	136	175	28.7	24.1	37.8
Bahamas	172	208	367	420	14.4	101.9	144.2
Barbados	394	355	352	386	9.7	8.7	-2.0
Bermuda	181	249	246	244	-0.8	-2.0	34.8
British Virgin Is.	46	51	61	51	-16.4	0.0	10.9
Cayman Is.	917	1,121	1,345	1,671	24.2	49.1	82.2
Dominica	43	17	42	45	7.1	164.7	4.7
Grenada	68	45	51	90	76.5	100.0	32.4
Guyana	189	138	170	135	-20.6	-2.2	-28.6
Monsterrat	9	6	13	8	-38.5	33.3	-11.1
St. Kitts/Nevis/Anguilla	68	64	52	85	63.5	32.8	25.0
St. Lucia	107	111	109	103	-5.5	-7.2	-3.7
St. Vincent	52	32	61	52	-14.8	62.5	0.0
Turks & Caicos Is.	63	111	102	94	-7.8	-15.3	49.2
Trinidad & Tobago	658	562	685	650	-5.1	15.7	-1.2
Comm. Caribbean	3,094	3,211	3,792	4,209	11.0	31.1	36.0
Aruba	22	14	47	18	-61.7	28.6	-18.2
Bonaire	0	1	0	0	-	-	-
Cuba	21	23	115	145	26.1	530.4	590.5
Curacao	53	65	62	80	29.0	23.1	50.9
Dominican Republic	55	175	334	107	-68.0	-38.9	94.5
Guadelope	10	5	3	9	200.0	80.0	-10.0
Haiti	13	15	13	10	-23.1	-33.3	-23.1
Puerto Rico	62	98	106	63	-40.6	-35.7	1.6
St. Maarten	53	37	41	37	-9.8	0.0	-30.2
Surinam	40	25	31	25	-19.4	0.0	-37.5
All other Caribbean	70	43	43	43	0.0	0.0	-38.6
Other Caribbean	399	501	795	537	-32.5	7.2	34.6
TOTAL CARIBBEAN	3,493	3,712	4,587	4,746	3.5	27.9	35.9
<u>ASIA</u>							
India	27	41	116	103	-11.2	151.2	281.5
Pakistan	0	0	3	3	0.0	-	-
Japan	399	223	283	219	-22.6	-1.8	-45.1
China	33	57	112	85	-24.1	49.1	157.6
Taiwan	1	1	10	4	-60.0	300.0	300.0
Korea	35	3	15	44	193.3	1366.7	25.7
Philippines	26	32	50	37	-26.0	15.6	42.3
Singapore	9	4	12	18	50.0	350.0	100.0
Other Asia	19	24	21	27	28.6	12.5	42.1
	549	385	622	540	-13.2	40.3	-1.6
<u>OTHER COUNTRIES</u>							
African Countries	57	47	86	119	38.4	153.2	108.8
Israel	94	119	113	101	-10.6	-15.1	7.4
Saudi Arabia	1	0	1	2	100.0	-	100.0
Turkey	39	51	16	29	81.3	-43.1	-25.6
Other Middle East	21	38	31	40	29.0	5.3	90.5
Australia	176	168	193	208	7.8	23.8	18.2
New Zealand	36	25	47	20	-57.4	-20.0	-44.4
All Other Ctries	4	5	2	3	50.0	-40.0	-25.0
Total	428	453	489	522	6.7	15.2	22.0
GRAND TOTAL	130,695	129,756	142,861	148,886	4.2	14.7	13.9

STOPOVER VISITORS BY MARKET SHARE

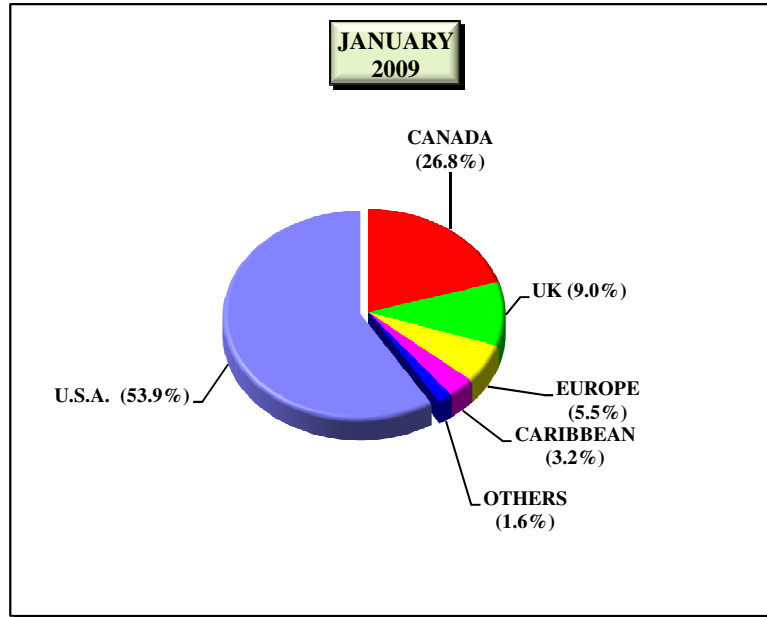


Fig. 2

Country	January 2009	% Share	January 2008	% Share	January 2007	% Share	% Change 2009/08
U.S.A	80,190	53.9%	83,813	58.7%	79,081	60.9%	-4.3%
CANADA	39,960	26.8%	29,025	20.3%	22,843	17.6%	37.7%
U.K.	13,382	9.0%	14,186	9.9%	13,030	10.0%	-5.7%
EUROPE	8,212	5.5%	8,741	6.1%	9,136	7.0%	-6.1%
CARIBBEAN	4,746	3.2%	4,587	3.2%	3,712	2.9%	3.5%
OTHERS	2,396	1.6%	2,509	1.8%	1,954	1.5%	-4.5%
Total	148,886	100.0%	142,861	100.0%	129,756	100.0%	4.2%

TABLE 3

AVERAGE LENGTH OF STAY (Nights)								
January	<u>FOREIGN NATIONALS</u>				<u>NON-RESIDENT JAMAICANS</u>			
	All Types of Accommodation		Hotel		All Types of Accommodation		Hotel	
	2008	2009	2008	2009	2008	2009	2008	2009
	9.5	9.5	7.3	7.3	17.7	16.1	8.2	8.2

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

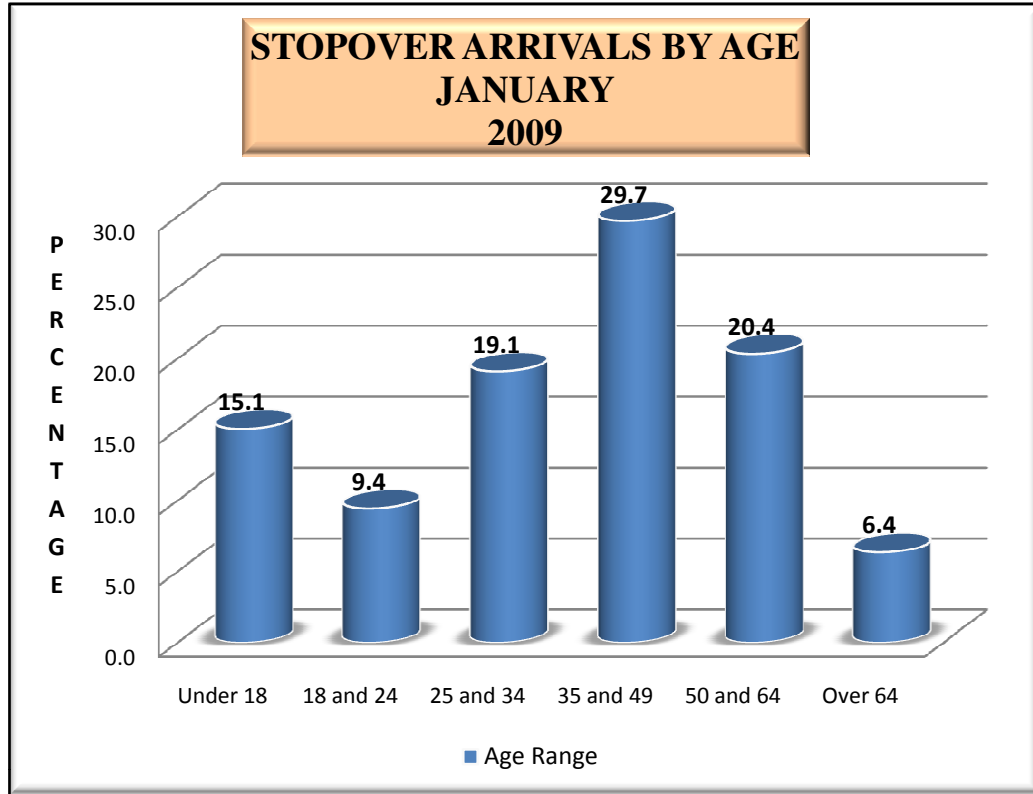


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

Age Range	JANUARY		JANUARY		JANUARY		% Change 2009/08
	2009	% Share	2008	% Share	2007	% Share	
Under 18	27,045	15.1	212,834	12.0	209,034	12.3	1.8%
18 and 24	16,933	9.4	145,352	8.2	138,004	8.1	5.3%
25 and 34	34,323	19.1	377,148	21.3	360,276	21.2	4.7%
35 and 49	53,334	29.7	555,038	31.4	544,346	32.0	2.0%
50 and 64	36,568	20.4	369,886	20.9	348,628	20.5	6.1%
Over 64	11,411	6.4	107,013	6.1	100,497	5.9	6.5%
Total	179,614	100.0	1,767,271	100.0	1,700,785	100.0	3.9%

TABLE 4**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL
JANUARY 2009**

	MONTEGO BAY		% Change 2009/08		OCHO RIOS		% Change 2009/08		2009 TOTAL		2008 TOTAL		% Change 2009/08	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	16	33,958	-38.5%	-45.6%	26	73,813	-10.3%	-8.3%	43	107,827	58	144,671	-25.9%	-25.5%

* Note:
 1. During the month of January two Cruise Ship calls with 3,195 Cruise passengers visited two ports.
 2. During the month of January one Cruise Ship call with 56 Cruise passengers visited Port Antonio.

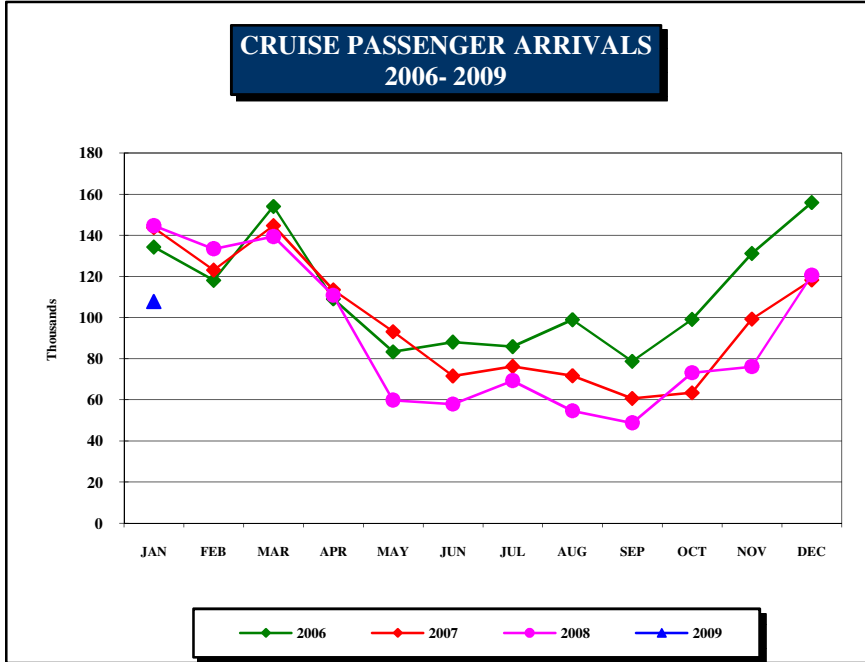


FIG. 4

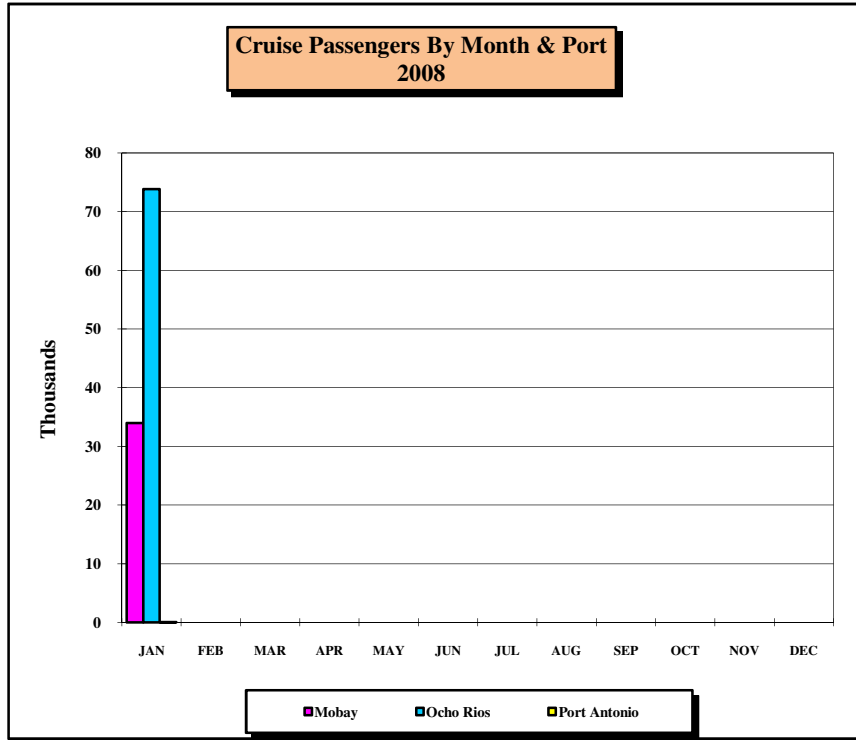


FIG. 4a

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

JANUARY 2009			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
U.S.A.			
<u>NORTHEAST (NEW YORK)</u>			
Connecticut	1,805	1	1,806
Delaware	401	0	401
Maine	416	0	416
Maryland	2,980	4	2,984
Massachusetts	2,760	0	2,760
New Hampshire	416	0	416
New Jersey	4,019	4	4,023
New York	13,333	50	13,383
Pennsylvania	4,504	292	4,796
Rhode Island	335	0	335
Vermont	165	1	166
Virginia	1,813	2	1,815
Washington D.C.	437	0	437
West Virginia	158	19	177
Total	33,542	373	33,915

MIDWEST (CHICAGO)

Illinois	3,896	477	4,373
Indiana	1,132	14	1,146
Iowa	1,402	92	1,494
Kansas	524	4	528
Kentucky	471	3	474
Michigan	2,132	111	2,243
Minnesota	2,418	484	2,902
Missouri	1,053	358	1,411
Nebraska	637	1	638
North Dakota	498	16	514
Ohio	1,498	154	1,652
South Dakota	573	2	575
Wisconsin	2,165	1,414	3,579
Total	18,399	3,130	21,529

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

JANUARY 2009			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>SOUTH (MIAMI)</u>			
Alabama	308	0	308
Arkansas	272	4	276
Florida	11,326	14	11,340
Georgia	2,568	4	2,572
Louisiana	316	1	317
Mississippi	137	0	137
North Carolina	1,335	1	1,336
Oklahoma	310	2	312
South Carolina	563	1	564
Tennessee	738	0	738
Total	17,873	27	17,900
<u>WEST (LOS ANGELES)</u>			
Alaska	43	2	45
Arizona	384	3	387
California	2,576	9	2,585
Colorado	587	0	587
Hawaii	28	0	28
Idaho	93	0	93
Montana	130	0	130
Nevada	228	0	228
New Mexico	109	0	109
Oregon	183	0	183
Texas	1,774	0	1,774
Utah	161	12	173
Washington	466	3	469
Wyoming	55	0	55
Total	6,817	29	6,846
TOTAL U.S.A.	76,631	3,559	80,190

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

JANUARY 2009			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>CANADA (TORONTO)</u>			
Alberta	2,010	2,116	4,126
British Columbia	1,185	1,378	2,563
Manitoba	634	968	1,602
New Brunswick	153	58	211
Newfoundland	89	43	132
Nova Scotia	181	75	256
Ontario	6,338	14,907	21,245
P.E. Island	18	10	28
Quebec	1,839	5,837	7,676
Saskatchewan	611	1,436	2,047
Other Canada	33	41	74
Total	13,091	26,869	39,960
<u>EUROPE</u>			
<u>LONDON OFFICE</u>			
<u>Northern Europe</u>			
U.K.	8,521	4,861	13,382
Denmark	80	27	107
Finland	78	9	87
Ireland	115	134	249
Norway	104	42	146
Sweden	221	59	280
Sub-Total	9,119	5,132	14,251
<u>GERMAN OFFICE</u>			
<u>Southern Europe</u>			
Greece	26	1	27
Italy	576	1,131	1,707
Portugal	18	5	23
Spain	195	35	230
<u>Western Europe</u>			
Austria	360	8	368
Belgium	35	495	530
France	298	150	448
Germany	1,997	38	2,035
Luxemburg	12	4	16
Netherlands	153	571	724
Switzerland	202	7	209
Sub-Total	3,872	2,445	6,317
<u>Central/East Europe</u>			
Czechoslovakia	63	4	67
Hungary	49	11	60
Poland	122	10	132
Russia	459	7	466
Ukraine	83	2	85
Other Europe	209	7	216
Sub-Total	985	41	1,026
Total	13,976	7,618	21,594

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

JANUARY 2009			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>OTHER COUNTRIES</u>			
<u>CENTRAL AMERICA</u>			
Mexico	169	1	170
Belize	38	0	38
Costa Rica	72	0	72
El Salvador	13	0	13
Guatemala	10	0	10
Honduras	18	0	18
Nicaragua	4	1	5
Panama	68	0	68
Sub-Total	392	2	394
<u>SOUTH AMERICA</u>			
Argentina	228	0	228
Bolivia	6	0	6
Brazil	142	3	145
Chile	72	0	72
Colombia	88	43	131
Ecuador	16	231	247
Paraguay	4	0	4
Peru	33	0	33
Uruguay	3	0	3
Venezuela	66	3	69
Other South America	2	0	2
Sub-Total	660	280	940
Total Latin America	1,052	282	1,334

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

JANUARY 2009			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>CARIBBEAN</u>			
Antigua	175	0	175
Bahamas	412	8	420
Barbados	386	0	386
Bermuda	244	0	244
British Virgin Is.	51	0	51
Cayman Is.	1,659	12	1,671
Dominica	45	0	45
Grenada	90	0	90
Guyana	135	0	135
Montserrat	8	0	8
St. Kitts/Nevis/Anguilla	85	0	85
St. Lucia	103	0	103
St. Vincent	52	0	52
Turks & Caicos Is.	94	1	95
Trinidad & Tobago	640	9	649
Comm. Caribbean	4,179	30	4,209
Aruba	18	0	18
Bonaire	0	0	0
Cuba	135	4	139
Curacao	80	0	80
Dominican Republic	96	11	107
Guadelope	9	0	9
Haiti	10	0	10
Puerto Rico	63	0	63
St. Maarten	37	0	37
Surinam	25	0	25
All other Caribbean	48	1	49
Other Caribbean	521	16	537
TOTAL CARIBBEAN	4,700	46	4,746
<u>OTHER COUNTRIES</u>			
India	103	0	103
Pakistan	3	0	3
Japan	217	2	219
China	78	7	85
Taiwan	4	0	4
Korea	44	0	44
Philippines	36	1	37
Singapore	10	8	18
Other Asia	25	2	27
Asia	520	20	540
African Countries	108	11	119
Israel	97	4	101
Saudi Arabia	1	1	2
Turkey	25	4	29
Other Middle East	37	3	40
Australia	198	10	208
New Zealand	20	0	20
All Other Ctries	3	0	3
Total	489	33	522
GRAND TOTAL	110,459	38,427	148,886

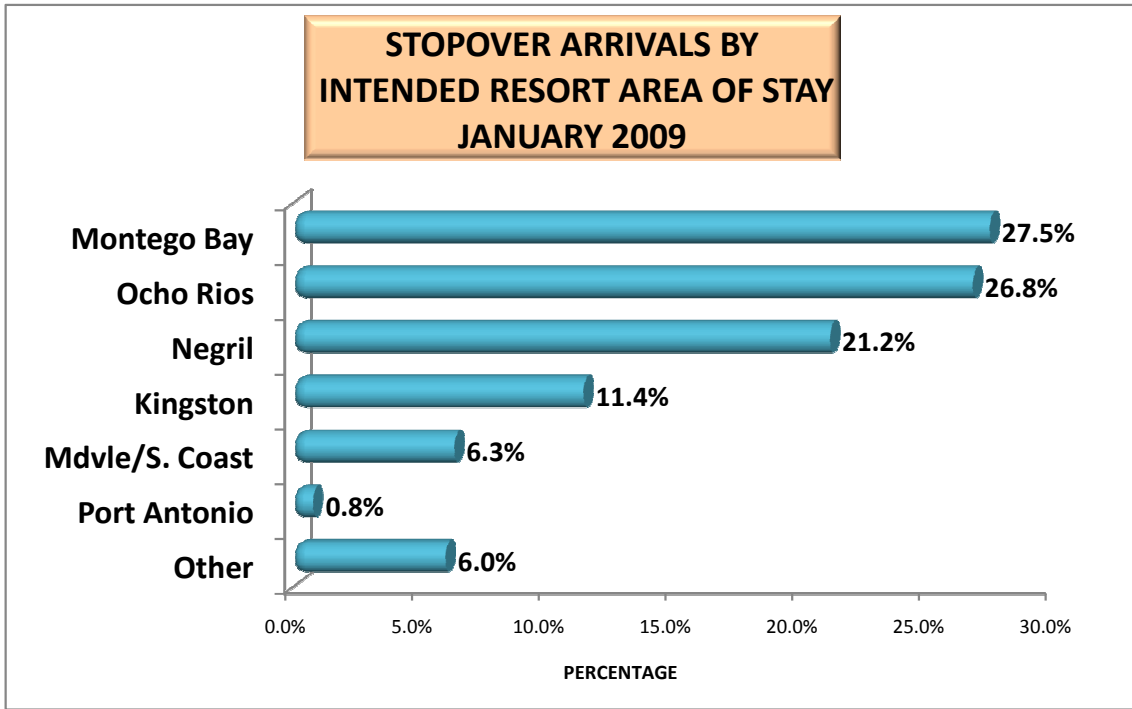


Fig. 5

STOPOVER ARRIVALS BY INTENDED AREA OF STAY

Area	JANUARY			JANUARY			JANUARY			%Change 2009/08 ARRIVALS
	2009	%Share	LENGTH OF STAY	2008	%Share	LENGTH OF STAY	2007	%Share	LENGTH OF STAY	
Montego Bay	42,279	28.4%	7.9	39,236	27.5%	7.9	33,145	25.5%	8.5	7.8%
Ocho Rios	35,658	23.9%	8.9	38,285	26.8%	8.7	34,397	26.5%	8.9	-6.9%
Negril	35,995	24.2%	8.9	30,238	21.2%	9.2	29,842	23.0%	9.1	19.0%
Kingston	15,683	10.5%	12.7	16,347	11.4%	12.6	15,168	11.7%	13.8	-4.1%
Mdvle/S. Coast	8,794	5.9%	14.4	9,064	6.3%	14.3	7,799	6.0%	15.1	-3.0%
Port Antonio	1,152	0.8%	19.2	1,117	0.8%	17.9	1,122	0.9%	20.7	3.1%
Other	9,325	6.3%	16.7	8,574	6.0%	17.3	8,283	6.4%	18.4	8.8%
Total	148,886	100.0%	9.9	142,861	100.0%	10.0	129,756	100.0%	10.5	4.2%

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