

JAMAICA TOURIST BOARD

- IN January 2010.....**
- Stopover arrivals up by 8.2 %
 - US Market up by 7.2%
 - Canada increased by 16.5%
 - Europe decreased by 2.8%
 - Cruise Passenger decrease by 19.2%

TOURIST (Stopover Arrivals)

Stopover arrivals in January 2010 were **161,094** an increase of **8.2%** over the **148,886** recorded in January 2009.

United States

Stopover arrivals from the United States market increased by **7.2%** in January with a total of **85,993** visitors compared to the **80,190** visitors who came in January 2009. The Northeast with **40,019**, Midwest with **21,900** and the West with **6,929** stopovers all recorded increases of **18.0%**, **1.7%** and **1.2%** respectively. While, the South declined by **4.2%** with **17,145** stopover arrivals.

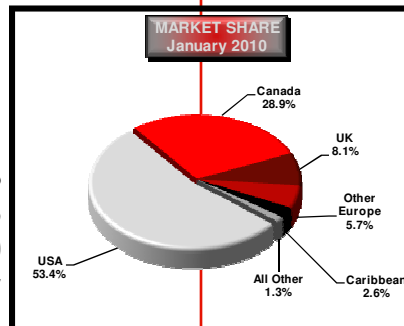
Canada

In January, the Canadian market grew by **16.5%**. Stopovers arrivals from the Canadian market were **46,573** compared to **39,960** in January 2009.

The leading province of Ontario increased by **19.2%**, while the second most important visitor-producing province of Quebec increased by **11.8%**. Increases were also recorded for the provinces of Alberta up by **17.4%**, Saskatchewan **35.3%**, Manitoba **17.4%**.

Europe

The European market recorded a **2.8%** increase in January 2010. The market provided a total of **22,193** stopover arrivals compared to the **21,594** recorded in January 2009.



In the Northern European market region the main visitor producing country, United Kingdom with **13,077** arrivals decreased by **2.3%**. In the South/Western European region the main visitor producing countries, Italy with **2,231** increased by **30.7%** and Germany with **1,861** decreased by **8.6%**. In the third market region, Central/East Europe with **1,229** arrivals, increased by **19.8%**.

Latin America

The Latin American market decreased by **9.4%** in January 2010, with a total of **1,208** stopovers compared to **1,334** in January 2009.

From the Central American region a total of **425** arrivals increased by **7.9%**. Mexico with **165** arrivals decreased by **2.9%** and Panama with **103** increased by **51.5%**.

From the South American region a total of **783** arrivals recording a decrease of **16.7%**, Argentina with **293** arrivals increased by **28.5%**, Colombia with **193** up **47.3%** and Brazil with **160** up **10.9%** compared to January 2009.

The Caribbean

Visitors to Jamaica from the Caribbean region decreased by **11.0%** in January 2010 with a total of **4,223** visitors, compared to **4,746** in January 2009.

The major Caribbean countries which provided visitors to Jamaica in January were: the Cayman Islands (**1,294**), Trinidad and Tobago (**795**), the Barbados (**368**) Bahamas (**324**), Bermuda (**219**), Antigua (**189**), and Guyana (**133**).

Asia

The Asian market decreased by **18.9%** in January with a total of **438** stopovers compared to **540** in January 2009.

The major Asian countries which provided visitors to Jamaica in January were: Japan (**150**) down **31.5%**, India (**105**) up **1.9%**, and China (**88**) up **3.5%**.

Other Countries

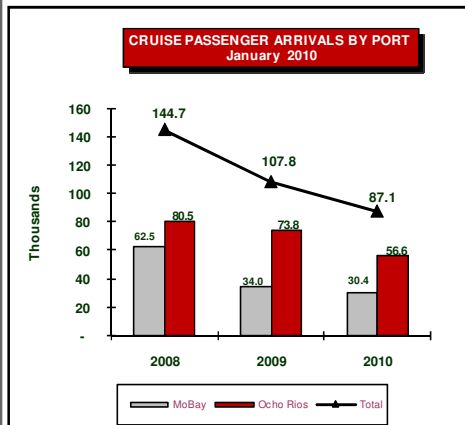
Of the other countries, Australia with **200** decreased by **3.8%** and Israel with **54** stopovers in January declined by **46.5%**.

Market Share

The market share of stopover visitors for January were as follows: USA **53.4%**; Canada **28.9%**; UK **8.1%**; Continental Europe **5.7%**, the Caribbean **2.6%**; Latin America **0.7%**; Asia **0.4%** and Other Countries **0.2%**.

Cruise Passengers

A total of **87,132** cruise passengers visited Jamaica in January 2010. This represents a **19.2%** decrease against the **107,827** recorded for January 2009.



A total of **56,637** cruise passengers visited the port of Ocho Rios in January, a decrease of **23.3%** over the **73,813** recorded for January 2009.

Montego Bay recorded a total of **30,439** cruise passengers for the month, a decrease of **10.4%** against the **33,958** recorded for 2009.

Length of Stay

The average length of stay of **Foreign National** arrivals in January was **9.4** nights compared to the **9.5** nights in January 2009. The average length of stay in hotels was **7.3** nights compared to the **7.0** nights in January 2009.

The average length of stay of **Non-Resident Jamaican** arrivals in January 2010 was **17.4** nights compared to the **16.1** nights in January 2009. The average length of stay in hotels was **8.9** nights compared to **8.2** in January 2009.

Purpose of Visit

During January 2010, **81.7%** or **123,808** of the **151,681** Foreign Nationals who visited Jamaica were visiting for the purpose of Leisure, **5.5%** were on Business, **6.6%** were Visiting Friends & Relatives, and the remaining **6.2%** were on Other purposes of travel.

A total of **3,066** or **32.6%** of the **9,413 Non-Resident Jamaicans** who travelled to Jamaica in January 2010 were visiting for Leisure, **29.7%** were visiting Friends & Relatives, **7.6%** were on Business and the remaining **30.2%** were on Other purposes of travel.

Intended Resort Area of Stay

Of the **161,094** stopover arrivals visiting Jamaica in January 2010, the resort area of Montego Bay welcomed **44,660** arrivals or **27.7%**. Ocho Rios received **39,705** or **24.6%**, Negril got **39,932** or **24.8%**, and Kingston got **16,804** or **10.4%**. The remaining **12.4%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

Type of Airlines used

Of the **161,094** stopovers arrivals visiting Jamaica in January 2010, **122,108** or **75.8%** used scheduled airlines, while **38,986** or **24.2%** used chartered flights

During the corresponding period in 2009 the percentage distribution was **74.2%** used scheduled airlines, while **25.8%** used chartered flights..

TABLE 1

TOURIST ARRIVALS

January

2010

Month	<----- Stopovers ----->						Total Stopover Arrivals	+/- 2010/09	+/- 2010/08
	Foreign Nationals	+/- 2010/09	+/- 2010/08	Non-Resident Jamaicans	+/- 2010/09	+/- 2010/08			
January	151,681	8.7%	13.0%	9,413	0.1%	9.3%	161,094	8.2%	12.8%

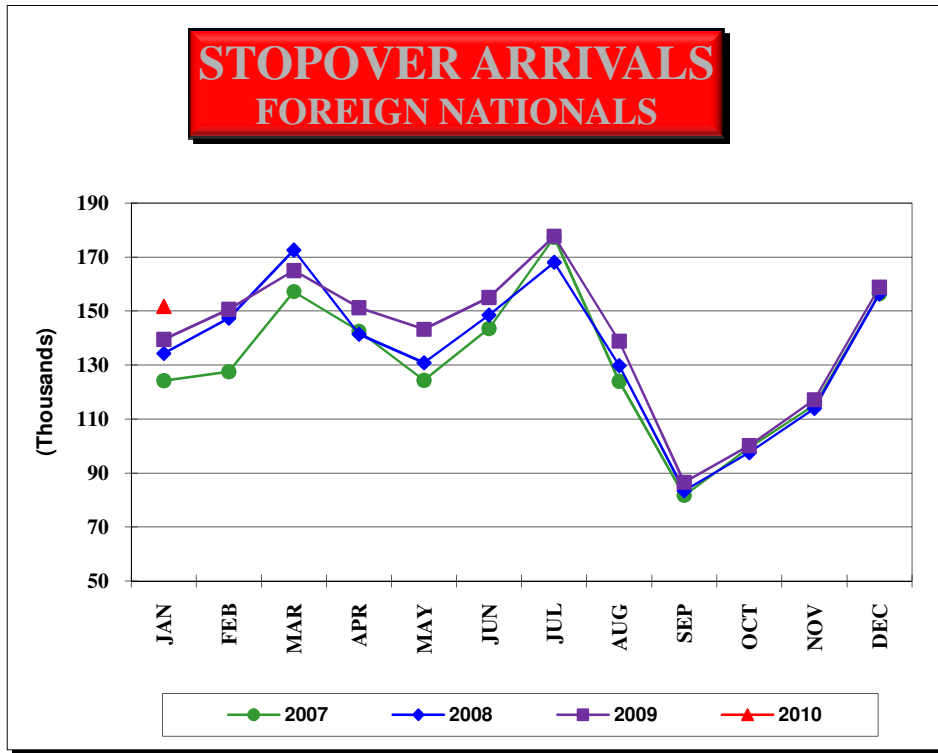


FIG. 1

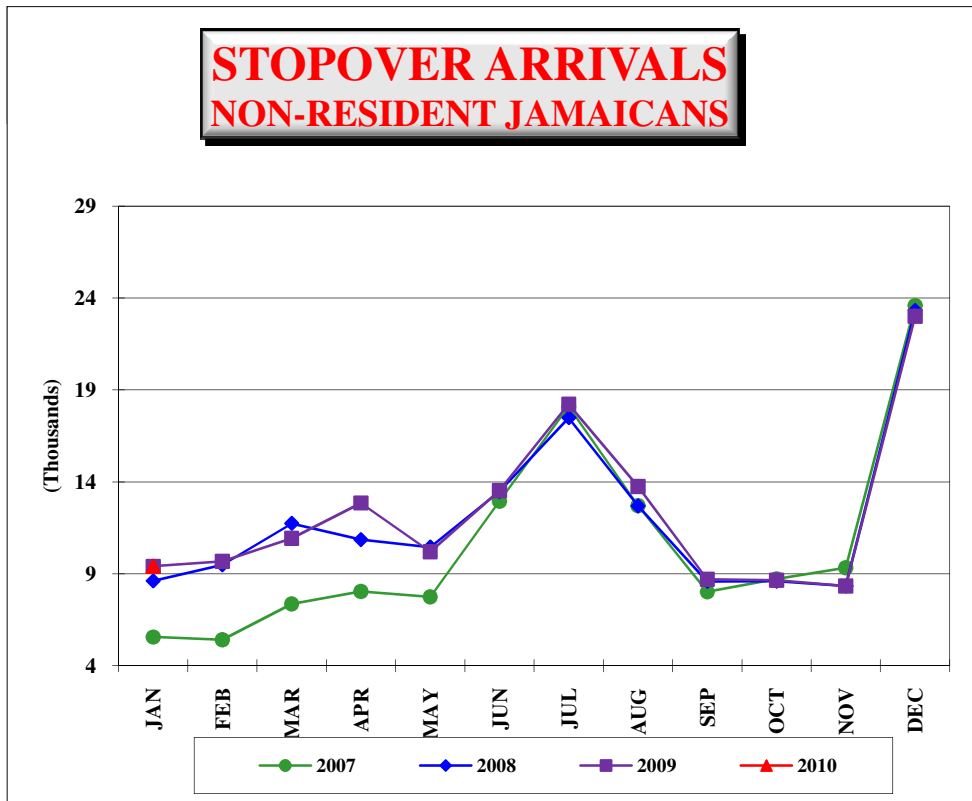


FIG. 1a

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

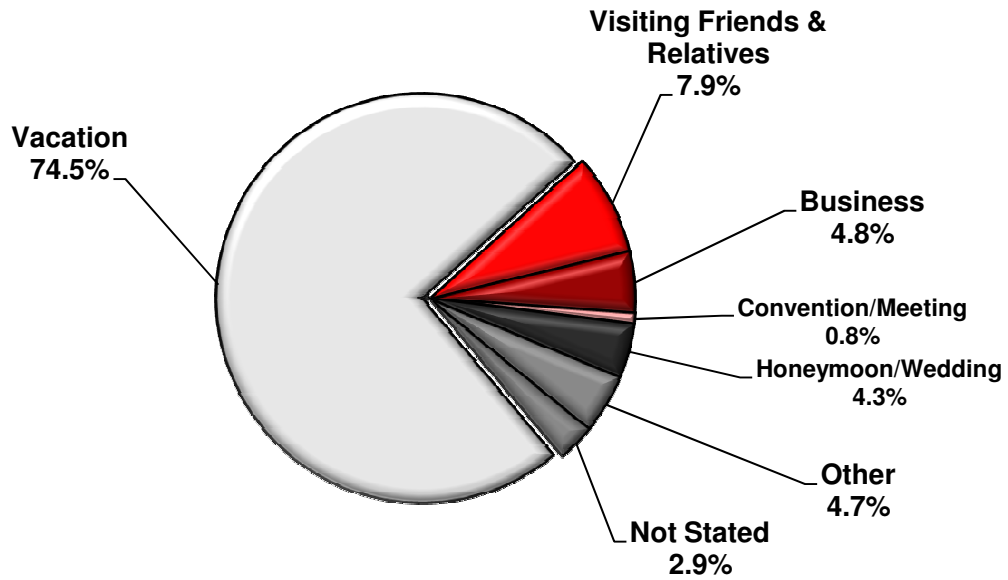


Fig. 1b

STOPOVER ARRIVALS BY PURPOSE OF VISIT						
January 2010	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	117,032	77.2%	2,928	31.1%	119,960	74.5%
Visiting Friends & Relatives	9,976	6.6%	2,797	29.7%	12,773	7.9%
Business	7,145	4.7%	619	6.6%	7,764	4.8%
Convention/Meeting	1,270	0.8%	92	1.0%	1,362	0.8%
Honeymoon/Wedding	6,776	4.5%	138	1.5%	6,914	4.3%
Other	6,407	4.2%	1,175	12.5%	7,582	4.7%
Not Stated	3,075	2.0%	1,664	17.7%	4,739	2.9%
TOTAL	151,681	100.0%	9,413	100.0%	161,094	100.0%

TABLE 1.2**STOPOVER ARRIVALS BY MARKET REGION
AND MONTH OF ARRIVAL 2010**

	U.S.A.					Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West	Total							
January	40,019	21,900	17,145	6,929	85,993	46,573	22,193	1,208	4,223	438	466	161,094
+/- %	18.0%	1.7%	-4.2%	-1.2%	7.2%	16.5%	2.8%	-9.4%	-11.0%	-18.9%	-10.7%	8.2%

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	JANUARY				% C h a n g e		
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	2010/09	2010/08	2010/07
U.S.A.							
<u>NORTHEAST (NEW YORK)</u>							
Connecticut	1,774	1,948	1,806	2,164	19.8	11.1	22.0
Delaware	365	370	401	482	20.2	30.3	32.1
Maine	274	310	416	458	10.1	47.7	67.2
Maryland	3,300	3,279	2,984	3,092	3.6	-5.7	-6.3
Massachusetts	2,163	2,431	2,760	3,393	22.9	39.6	56.9
New Hampshire	420	437	416	630	51.4	44.2	50.0
New Jersey	4,354	4,439	4,023	4,604	14.4	3.7	5.7
New York	13,133	14,398	13,383	16,597	24.0	15.3	26.4
Pennsylvania	4,537	4,943	4,796	5,472	14.1	10.7	20.6
Rhode Island	354	298	335	374	11.6	25.5	5.6
Vermont	191	185	166	232	39.8	25.4	21.5
Virginia	1,695	1,877	1,815	1,845	1.7	-1.7	8.8
Washington D.C.	359	395	437	404	-7.6	2.3	12.5
West Virginia	228	201	177	272	53.7	35.3	19.3
Total	33,147	35,511	33,915	40,019	18.0	12.7	20.7
<u>MIDWEST (CHICAGO)</u>							
Illinois	4,321	4,929	4,373	4,270	-2.4	-13.4	-1.2
Indiana	1,459	1,087	1,146	977	-14.7	-10.1	-33.0
Iowa	1,302	1,413	1,494	1,645	10.1	16.4	26.3
Kansas	450	526	528	495	-6.3	-5.9	10.0
Kentucky	520	460	474	538	13.5	17.0	3.5
Michigan	2,166	2,341	2,243	2,552	13.8	9.0	17.8
Minnesota	2,979	2,645	2,902	2,902	0.0	9.7	-2.6
Missouri	1,644	1,404	1,411	1,465	3.8	4.3	-10.9
Nebraska	581	610	638	711	11.4	16.6	22.4
North Dakota	565	458	514	534	3.9	16.6	-5.5
Ohio	1,703	1,761	1,652	1,570	-5.0	-10.8	-7.8
South Dakota	484	415	575	510	-11.3	22.9	5.4
Wisconsin	3,782	4,095	3,579	3,731	4.2	-8.9	-1.3
Total	21,956	22,144	21,529	21,900	1.7	-1.1	-0.3

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	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	2010/09	2010/08	2010/07
<u>SOUTH (MIAMI)</u>							
Alabama	348	341	308	359	16.6	5.3	3.2
Arkansas	271	270	276	362	31.2	34.1	33.6
Florida	10,283	11,696	11,340	10,435	-8.0	-10.8	1.5
Georgia	2,640	2,761	2,572	2,216	-13.8	-19.7	-16.1
Louisiana	367	319	317	289	-8.8	-9.4	-21.3
Mississippi	160	154	137	112	-18.2	-27.3	-30.0
North Carolina	1,335	1,473	1,336	1,601	19.8	8.7	19.9
Oklahoma	233	299	312	303	-2.9	1.3	30.0
South Carolina	571	623	564	619	9.8	-0.6	8.4
Tennessee	729	763	738	849	15.0	11.3	16.5
Total	16,937	18,699	17,900	17,145	-4.2	-8.3	1.2
<u>WEST (LOS ANGELES)</u>							
Alaska	55	72	45	54	20.0	-25.0	-1.8
Arizona	362	417	387	481	24.3	15.3	32.9
California	2,824	2,751	2,585	2,484	-3.9	-9.7	-12.0
Colorado	640	687	587	725	23.5	5.5	13.3
Hawaii	15	61	28	41	46.4	-32.8	173.3
Idaho	151	174	93	99	6.5	-43.1	-34.4
Montana	123	103	130	112	-13.8	8.7	-8.9
Nevada	179	229	228	233	2.2	1.7	30.2
New Mexico	91	73	109	107	-1.8	46.6	17.6
Oregon	228	213	183	225	23.0	5.6	-1.3
Texas	1,690	1,943	1,774	1,685	-5.0	-13.3	-0.3
Utah	170	239	173	202	16.8	-15.5	18.8
Washington	443	389	469	428	-8.7	10.0	-3.4
Wyoming	70	108	55	53	-3.6	-50.9	-24.3
Total	7,041	7,459	6,846	6,929	1.2	-7.1	-1.6
TOTAL U.S.A.	79,081	83,813	80,190	85,993	7.2	2.6	8.7

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	JANUARY				% Change		
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	2010/09	2010/08	2010/07
<u>CANADA (TORONTO)</u>							
Alberta	2,173	3,146	4,126	4,842	17.4	53.9	122.8
British Columbia	1,171	1,373	2,563	2,243	-12.5	63.4	91.5
Manitoba	840	1,035	1,602	1,880	17.4	81.6	123.8
New Brunswick	117	198	211	300	42.2	51.5	156.4
Newfoundland	61	87	132	221	67.4	154.0	262.3
Nova Scotia	150	207	256	331	29.3	59.9	120.7
Ontario	13,309	16,520	21,245	25,315	19.2	53.2	90.2
P.E. Island	3	16	28	27	-3.6	68.8	800.0
Quebec	3,756	4,579	7,676	8,578	11.8	87.3	128.4
Saskatchewan	1,226	1,802	2,047	2,769	35.3	53.7	125.9
Northwest Territories	37	62	74	67	-9.5	8.1	81.1
Total	22,843	29,025	39,960	46,573	16.5	60.5	103.9
<u>LONDON OFFICE</u>							
<u>Northern Europe</u>							
U.K.	13,030	14,186	13,382	13,077	-2.3	-7.8	0.4
Denmark	140	101	107	101	-5.6	0.0	-27.9
Finland	34	54	87	71	-18.4	31.5	108.8
Ireland	284	312	249	315	26.5	1.0	10.9
Norway	131	95	146	98	-32.9	3.2	-25.2
Sweden	196	197	280	235	-16.1	19.3	19.9
	13,815	14,945	14,251	13,897	-2.5	-7.0	0.6
<u>Southern Europe</u>							
Greece	14	23	27	27	0.0	17.4	92.9
Italy	1,935	1,892	1,707	2,231	30.7	17.9	15.3
Portugal	169	83	23	518	2152.2	524.1	206.5
Spain	637	492	230	230	0.0	-53.3	-63.9
<u>Western Europe</u>							
Austria	456	339	368	392	6.5	15.6	-14.0
Belgium	630	644	530	450	-15.1	-30.1	-28.6
France	363	383	448	478	6.7	24.8	31.7
Germany	2,190	2,001	2,035	1,861	-8.6	-7.0	-15.0
Luxemburg	17	19	16	19	18.8	0.0	11.8
Netherlands	607	817	724	601	-17.0	-26.4	-1.0
Switzerland	322	238	209	260	24.4	9.2	-19.3
	7,340	6,931	6,317	7,067	11.9	2.0	-3.7
<u>Central/East Europe</u>							
Czech Republic	359	71	67	53	-20.9	-25.4	-85.2
Hungary	92	115	60	123	105.0	7.0	33.7
Poland	103	118	132	265	100.8	124.6	157.3
Russia	203	451	466	441	-5.4	-2.2	117.2
Ukraine	39	55	85	64	-24.7	16.4	64.1
Other Europe	215	241	216	283	31.0	17.4	31.6
	1,011	1,051	1,026	1,229	19.8	16.9	21.6
Total	22,166	22,927	21,594	22,193	2.8	-3.2	0.1

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	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	2010/09	2010/08	2010/07
<u>LATIN AMERICA</u>							
<u>CENTRAL AMERICA</u>							
Mexico	240	303	170	165	-2.9	-45.5	-31.3
Belize	41	29	38	35	-7.9	20.7	-14.6
Costa Rica	63	71	72	72	0.0	1.4	14.3
El Salvador	25	28	13	8	-38.5	-71.4	-68.0
Guatemala	27	20	10	28	180.0	40.0	3.7
Honduras	13	16	18	8	-55.6	-50.0	-38.5
Nicaragua	8	17	5	6	20.0	-64.7	-25.0
Panama	125	98	68	103	51.5	5.1	-17.6
Total	542	582	394	425	7.9	-27.0	-21.6
<u>SOUTH AMERICA</u>							
Argentina	138	206	228	293	28.5	42.2	112.3
Bolivia	1	15	6	3	-50.0	-80.0	200.0
Brazil	160	165	145	160	10.3	-3.0	0.0
Chile	46	32	72	67	-6.9	109.4	45.7
Colombia	148	268	131	193	47.3	-28.0	30.4
Ecuador	2	11	247	6	-97.6	-45.5	200.0
Paraguay	4	0	4	3	-25.0	-	-25.0
Peru	27	25	33	17	-48.5	-32.0	-37.0
Uruguay	5	10	3	14	366.7	40.0	180.0
Venezuela	43	84	69	27	-60.9	-67.9	-37.2
Other South America	0	0	2	0	-	-	-
Total	574	816	940	783	-16.7	-4.0	36.4
Total Latin America	1,116	1,398	1,334	1,208	-9.4	-13.6	8.2

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	JANUARY				% Change		
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	2010/09	2010/08	2010/07
<u>CARIBBEAN</u>							
Antigua	141	136	175	189	8.0	39.0	34.0
Bahamas	208	367	420	324	-22.9	-11.7	55.8
Barbados	355	352	386	368	-4.7	4.5	3.7
Bermuda	249	246	244	219	-10.2	-11.0	-12.0
British Virgin Is.	51	61	51	48	-5.9	-21.3	-5.9
Cayman Is.	1,121	1,345	1,671	1,294	-22.6	-3.8	15.4
Dominica	17	42	45	53	17.8	26.2	211.8
Grenada	45	51	90	42	-53.3	-17.6	-6.7
Guyana	138	170	135	133	-1.5	-21.8	-3.6
Monsterrat	6	13	8	14	75.0	7.7	133.3
St. Kitts/Nevis/Anguilla	64	52	85	75	-11.8	44.2	17.2
St. Lucia	111	109	103	70	-32.0	-35.8	-36.9
St. Vincent	32	61	52	56	7.7	-8.2	75.0
Turks & Caicos Is.	111	102	94	93	-1.1	-8.8	-16.2
Trinidad & Tobago	562	685	650	795	22.3	16.1	41.5
Comm. Caribbean	3,211	3,792	4,209	3,773	-10.4	-0.5	17.5
Aruba	14	47	18	19	5.6	-59.6	35.7
Cuba	23	115	145	72	-50.3	-37.4	213.0
Curacao	65	62	80	41	-48.8	-33.9	-36.9
Dominican Republic	175	334	107	53	-50.5	-84.1	-69.7
Guadelope	5	3	9	7	-22.2	133.3	40.0
Haiti	15	13	10	92	820.0	607.7	513.3
Puerto Rico	98	106	63	80	27.0	-24.5	-18.4
St. Maarten	37	41	37	32	-13.5	-22.0	-13.5
Surinam	25	31	25	26	4.0	-16.1	4.0
All other Caribbean	44	43	43	28	-34.9	-34.9	-36.4
Other Caribbean	501	795	537	450	-16.2	-43.4	-10.2
TOTAL CARIBBEAN	3,712	4,587	4,746	4,223	-11.0	-7.9	13.8
<u>ASIA</u>							
India	41	116	103	105	1.9	-9.5	156.1
Pakistan	0	3	3	0	-	-	-
Japan	223	283	219	150	-31.5	-47.0	-32.7
China	57	112	85	88	3.5	-21.4	54.4
Taiwan	1	10	4	17	325.0	70.0	1600.0
Korea	3	15	44	22	-50.0	46.7	633.3
Philippines	32	50	37	32	-13.5	-36.0	0.0
Singapore	4	12	18	2	-88.9	-83.3	-50.0
Other Asia	24	21	27	22	-18.5	4.8	-8.3
	385	622	540	438	-18.9	-29.6	13.8
<u>OTHER COUNTRIES</u>							
African Countries	47	86	119	122	2.5	41.9	159.6
Israel	119	113	101	54	-46.5	-52.2	-54.6
Saudi Arabia	0	1	2	2	0.0	100.0	-
Turkey	51	16	29	15	-48.3	-6.3	-70.6
Other Middle East	38	31	40	49	22.5	58.1	28.9
Australia	168	193	208	200	-3.8	3.6	19.0
New Zealand	25	47	20	22	10.0	-53.2	-12.0
All Other Ctries	5	2	3	2	-33.3	0.0	-60.0
Total	453	489	522	466	-10.7	-4.7	2.9
GRAND TOTAL	129,756	142,861	148,886	161,094	8.2	12.8	24.2

STOPOVER VISITORS BY MARKET SHARE

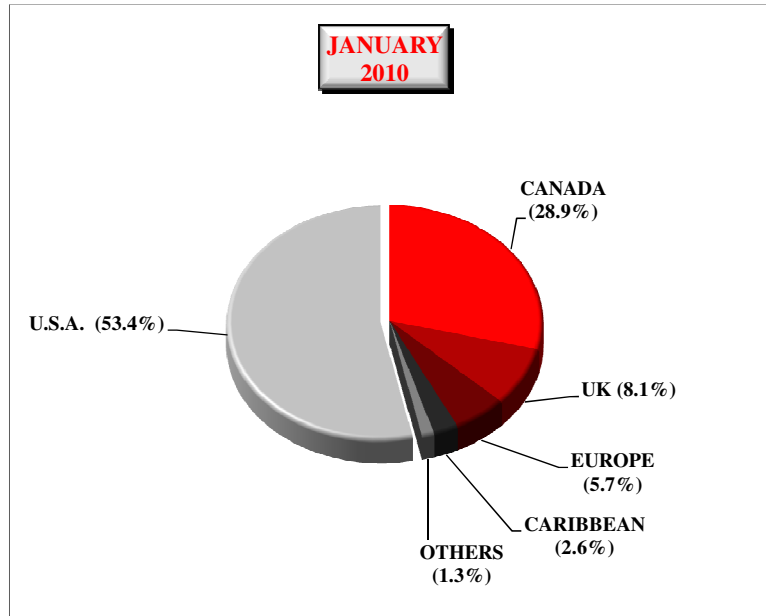


Fig. 2

Country	January 2010	% Share	January 2009	% Share	January 2008	% Share	% Change 2010/09
U.S.A	85,993	53.4%	80,190	53.9%	83,813	58.7%	7.2%
CANADA	46,573	28.9%	39,960	26.8%	29,025	20.3%	16.5%
U.K.	13,077	8.1%	13,382	9.0%	14,186	9.9%	-2.3%
EUROPE	9,116	5.7%	8,212	5.5%	8,741	6.1%	11.0%
CARIBBEAN	4,223	2.6%	4,746	3.2%	4,587	3.2%	-11.0%
OTHERS	2,112	1.3%	2,396	1.6%	2,509	1.8%	-11.9%
Total	161,094	100.0%	148,886	100.0%	142,861	100.0%	8.2%

TABLE 3

AVERAGE LENGTH OF STAY (Nights)									
<u>FOREIGN NATIONALS</u>				<u>NON-RESIDENT JAMAICANS</u>					
	All Types of Accommodation		Hotel			All Types of Accommodation		Hotel	
	2009	2010	2009	2010		2009	2010	2009	2010
January	9.5	9.4	7.0	7.3		16.1	17.4	8.2	8.9

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

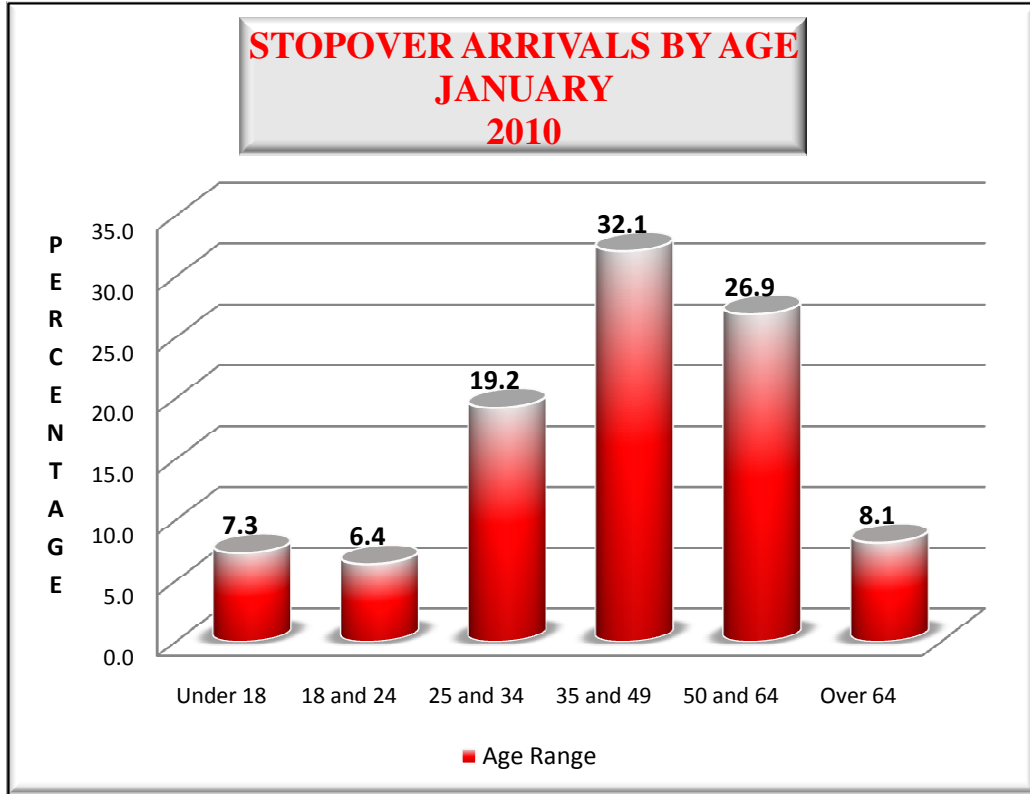


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

Age Range	JANUARY		JANUARY		JANUARY		% Change 2010/09
	2010	% Share	2009	% Share	2008	% Share	
Under 18	12,140	7.5	10,839	7.3	10,864	7.6	12.0%
18 and 24	10,031	6.2	9,487	6.4	8,652	6.1	5.7%
25 and 34	30,553	19.0	28,618	19.2	27,049	18.9	6.8%
35 and 49	49,612	30.8	47,765	32.1	47,083	33.0	3.9%
50 and 64	44,912	27.9	40,065	26.9	37,706	26.4	12.1%
Over 64	13,846	8.6	12,112	8.1	11,507	8.1	14.3%
Total	161,094	100.0	148,886	100.0	142,861	100.0	8.2%

TABLE 4

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

	MONTEGO BAY		% Change 2010/09		OCHO RIOS		% Change 2010/09		2010 TOTAL		2009 TOTAL		% Change 2010/09	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	13	30,439	-18.8%	-10.4%	21	56,637	-19.2%	-23.3%	35	87,132	43	107,827	-18.6%	-19.2%

* Note: 1. During the month of January one Cruise Ship called with 60 Cruise passengers visited Port Antonio.

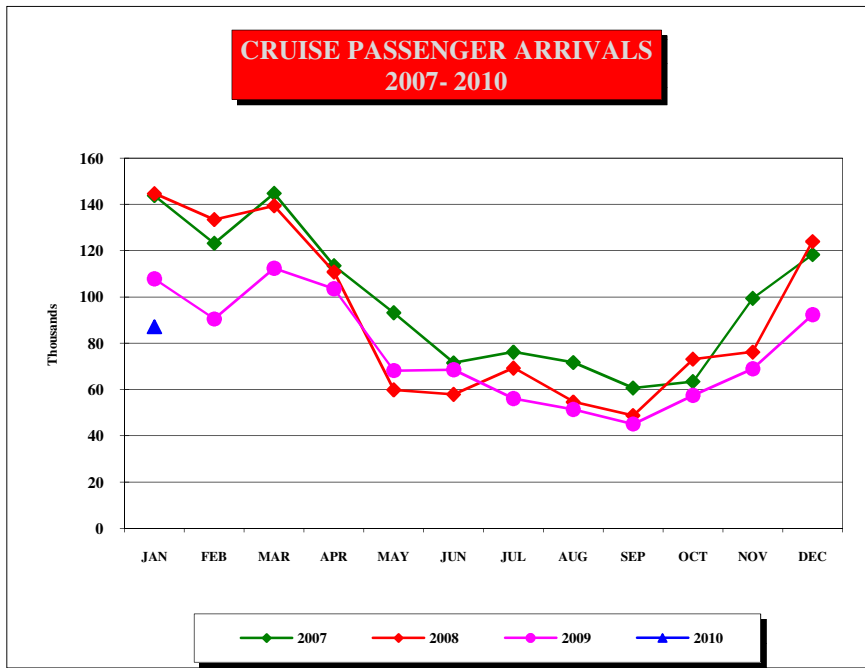


FIG. 4

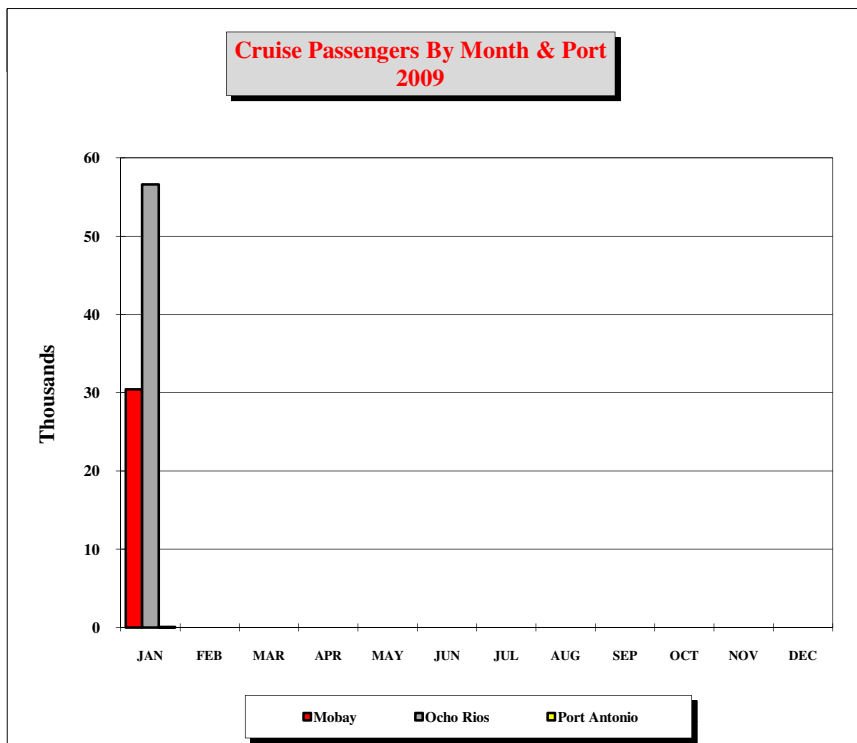


FIG. 4a

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

JANUARY 2010			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
U.S.A.			
<u>NORTHEAST (NEW YORK)</u>			
Connecticut	2,159	5	2,164
Delaware	482	0	482
Maine	457	1	458
Maryland	3,085	7	3,092
Massachusetts	3,393	0	3,393
New Hampshire	630	0	630
New Jersey	4,601	3	4,604
New York	16,465	132	16,597
Pennsylvania	5,455	17	5,472
Rhode Island	374	0	374
Vermont	230	2	232
Virginia	1,841	4	1,845
Washington D.C.	401	3	404
West Virginia	272	0	272
Total	39,845	174	40,019

MIDWEST (CHICAGO)

Illinois	3,196	1,074	4,270
Indiana	904	73	977
Iowa	1,476	169	1,645
Kansas	493	2	495
Kentucky	530	8	538
Michigan	2,223	329	2,552
Minnesota	2,452	450	2,902
Missouri	892	573	1,465
Nebraska	709	2	711
North Dakota	504	30	534
Ohio	1,538	32	1,570
South Dakota	464	46	510
Wisconsin	2,140	1,591	3,731
Total	17,521	4,379	21,900

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

JANUARY 2010			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>SOUTH (MIAMI)</u>			
Alabama	359	0	359
Arkansas	361	1	362
Florida	10,378	57	10,435
Georgia	2,204	12	2,216
Louisiana	289	0	289
Mississippi	112	0	112
North Carolina	1,601	0	1,601
Oklahoma	302	1	303
South Carolina	619	0	619
Tennessee	845	4	849
Total	17,070	75	17,145
<u>WEST (LOS ANGELES)</u>			
Alaska	54	0	54
Arizona	481	0	481
California	2,466	18	2,484
Colorado	718	7	725
Hawaii	40	1	41
Idaho	99	0	99
Montana	112	0	112
Nevada	232	1	233
New Mexico	107	0	107
Oregon	224	1	225
Texas	1,668	17	1,685
Utah	199	3	202
Washington	424	4	428
Wyoming	52	1	53
Total	6,876	53	6,929
TOTAL U.S.A.	81,312	4,681	85,993

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

JANUARY 2010			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>CANADA (TORONTO)</u>			
Alberta	2,780	2,062	4,842
British Columbia	1,650	593	2,243
Manitoba	925	955	1,880
New Brunswick	246	54	300
Newfoundland	168	53	221
Nova Scotia	287	44	331
Ontario	10,792	14,523	25,315
P.E. Island	22	5	27
Quebec	2,098	6,480	8,578
Saskatchewan	524	2,245	2,769
Other Canada	49	18	67
Total	19,541	27,032	46,573
<u>EUROPE</u>			
<u>LONDON OFFICE</u>			
<u>Northern Europe</u>			
U.K.	9,009	4,068	13,077
Denmark	95	6	101
Finland	69	2	71
Ireland	252	63	315
Norway	97	1	98
Sweden	232	3	235
Sub-Total	9,754	4,143	13,897
<u>GERMAN OFFICE</u>			
<u>Southern Europe</u>			
Greece	24	3	27
Italy	1,491	740	2,231
Portugal	10	508	518
Spain	176	54	230
<u>Western Europe</u>			
Austria	392	0	392
Belgium	425	25	450
France	453	25	478
Germany	1,805	56	1,861
Luxemburg	19	0	19
Netherlands	175	426	601
Switzerland	252	8	260
Sub-Total	5,222	1,845	7,067
<u>Central/East Europe</u>			
Czechoslovakia	51	2	53
Hungary	122	1	123
Poland	236	29	265
Russia	321	120	441
Ukraine	64	0	64
Other Europe	239	44	283
Sub-Total	1,033	196	1,229
Total	16,009	6,184	22,193

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

JANUARY 2010			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>OTHER COUNTRIES</u>			
<u>CENTRAL AMERICA</u>			
Mexico	163	2	165
Belize	35	0	35
Costa Rica	72	0	72
El Salvador	8	0	8
Guatemala	24	4	28
Honduras	8	0	8
Nicaragua	6	0	6
Panama	103	0	103
Sub-Total	419	6	425
<u>SOUTH AMERICA</u>			
Argentina	292	1	293
Bolivia	3	0	3
Brazil	160	0	160
Chile	67	0	67
Colombia	81	112	193
Ecuador	6	0	6
Paraguay	3	0	3
Peru	17	0	17
Uruguay	14	0	14
Venezuela	27	0	27
Other South America	0	0	0
Sub-Total	670	113	783
Total Latin America	1,089	119	1,208

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

JANUARY 2010			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>CARIBBEAN</u>			
Antigua	185	4	189
Bahamas	323	1	324
Barbados	339	29	368
Bermuda	219	0	219
British Virgin Is.	47	1	48
Cayman Is.	1,281	13	1,294
Dominica	52	1	53
Grenada	42	0	42
Guyana	128	5	133
Montserrat	14	0	14
St. Kitts/Nevis/Anguilla	68	7	75
St. Lucia	68	2	70
St. Vincent	54	2	56
Turks & Caicos Is.	93	0	93
Trinidad & Tobago	784	11	795
Comm. Caribbean	3,697	76	3,773
Aruba	19	0	19
Bonaire	0	0	0
Cuba	66	1	67
Curacao	41	0	41
Dominican Republic	50	3	53
Guadelope	7	0	7
Haiti	20	72	92
Puerto Rico	80	0	80
St. Maarten	32	0	32
Surinam	25	1	26
All other Caribbean	27	6	33
Other Caribbean	367	83	450
TOTAL CARIBBEAN	4,064	159	4,223
<u>OTHER COUNTRIES</u>			
India	103	2	105
Pakistan	0	0	0
Japan	150	0	150
China	87	1	88
Taiwan	17	0	17
Korea	20	2	22
Philippines	31	1	32
Singapore	2	0	2
Other Asia	17	5	22
Asia	427	11	438
African Countries	109	13	122
Israel	48	6	54
Saudi Arabia	2	0	2
Turkey	14	1	15
Other Middle East	43	6	49
Australia	196	4	200
New Zealand	22	0	22
All Other Ctries	2	0	2
Total	436	30	466
GRAND TOTAL	122,878	38,216	161,094

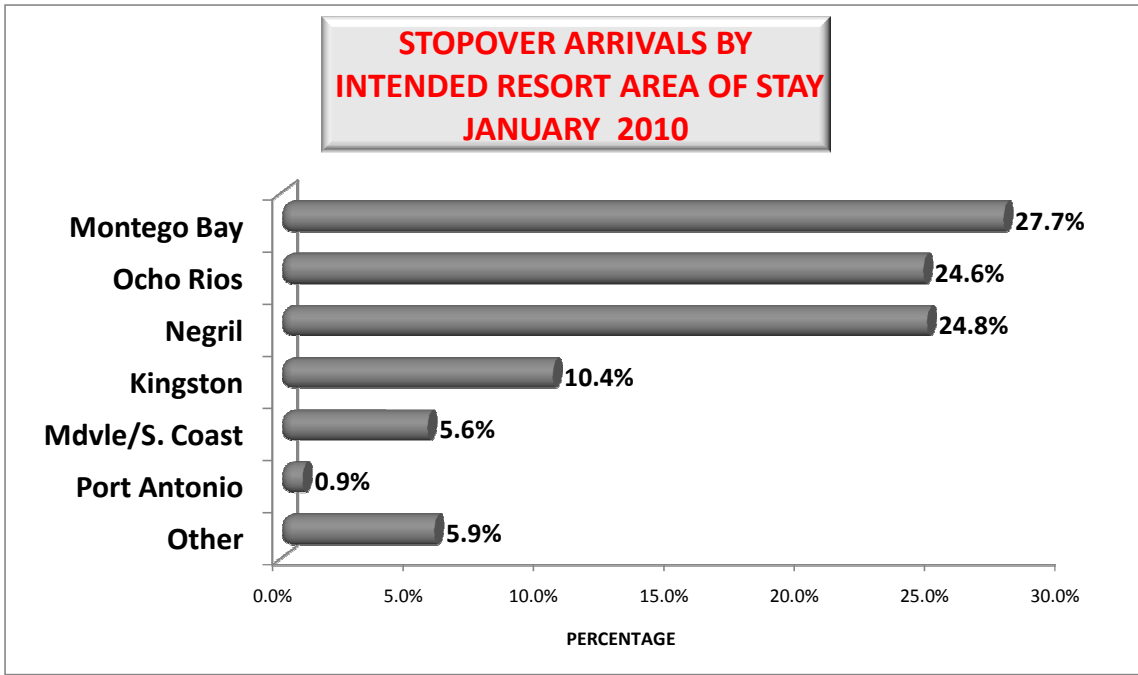


Fig. 5

STOPOVER ARRIVALS BY INTENDED AREA OF STAY

Area	JANUARY			JANUARY			JANUARY			% Change 2010/09 ARRIVALS
	2010	%Share	LENGTH OF STAY	2009	%Share	LENGTH OF STAY	2008	%Share	LENGTH OF STAY	
Montego Bay	44,660	27.7%	8.0	42,279	28.4%	7.9	39,236	27.5%	7.9	5.6%
Ocho Rios	39,705	24.6%	8.9	35,658	23.9%	8.9	38,285	26.8%	8.7	11.3%
Negril	39,932	24.8%	8.7	35,995	24.2%	8.9	30,238	21.2%	9.2	10.9%
Kingston	16,804	10.4%	12.8	15,683	10.5%	12.7	16,347	11.4%	12.6	7.1%
Mdvle/S. Coast	9,089	5.6%	14.8	8,794	5.9%	14.4	9,064	6.3%	13.9	3.4%
Port Antonio	1,389	0.9%	17.8	1,152	0.8%	19.2	1,117	0.8%	17.9	20.6%
Other	9,515	5.9%	16.8	9,325	6.3%	16.7	8,574	6.0%	17.3	2.0%
Total	161,094	100.0%	9.9	148,886	100.0%	9.9	142,861	100.0%	10.0	8.2%

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