

JAMAICA TOURIST BOARD

IN JANUARY 2011.....

- Stopover arrivals up by 8.1%
- US Market up by 5.7%
- Canada up by 19.1%
- Europe down by 5.8%
- Cruise Passenger up by 10.5%

TOURIST (Stopover Arrivals)

Stopover arrivals in January 2011 were **174,144**, an increase of **8.1%** over the **161,094** recorded in January 2010.

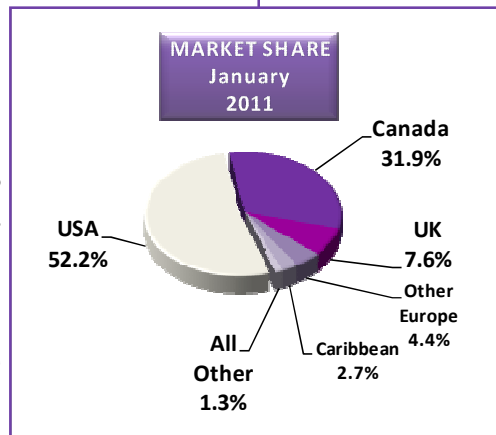
Alberta and Newfoundland, which experienced declines of **0.2%** and **24.4%**, respectively.

United States

Stopover arrivals from the United States market recorded a **5.7%** increase in January 2011 with a total of **90,919** arrivals compared to the **85,993** arrivals who visited in January 2010. All marketing regions, with the exception of the West, recorded increases in arrivals. The North-East with **41,141** increased by **2.8%**, the Mid-west with **24,801** rose by **13.2%**, the South with **18,173** increased by **6.0%** and the West with **6,804** declined by **1.8%**.

Europe

The European market recorded a decrease of **5.8%** in January 2011. This market provided **20,907** stop-over arrivals compared to the **22,193** recorded in January 2010.



In the Northern market, the main visitor-producing country, United Kingdom, with **13,210** arrivals, rose by **1.0%**. In the South-Western European region, visitor arrivals from the two most important

visitor-producing provinces, Germany and Italy, declined by **3.6%** and **25.0%**, respectively. Stopover arrivals from South-Western Europe declined by **15.6%** and those from Central-East Europe fell by **20.9%**.

Canada

In January 2011, the Canadian market recorded an increase of **19.1%**, with **55,488** Stopover arrivals compared to **46,573** in January 2010.

Stopover arrivals from the leading province of Ontario increased by **22.1%**, over 2010 while those from the second most important visitor-producing province of Quebec increased by **15.4%**. All provinces had positive growth in tourist stopover arrivals during January 2011, with the exception of

Latin America

Arrivals from Latin America increased by **13.6%** in January 2011, with a total of **1,372** stopovers compared to **1,208** in January 2010. From the Central American region, stopover arrivals jumped by **21.9%** and in the South American region they rose by **9.1%**.

The Caribbean

Stopover arrivals to Jamaica from the Caribbean region rose by **9.5%** in January 2011 with a total of **4,625** visitors, compared to **4,223** in January 2010.

The Cayman Islands and Trinidad and Tobago continued to be the major visitor producing Caribbean countries in January 2011 with **1,292** and **966** stopover arrivals, respectively.

Asia

The Asian market decreased by **7.1%** in January 2011 with a total of **407** stopovers compared to **438** in January 2010.

Japan, China and India continued to be the major visitor-producing countries with **136**, **104** and **67** stopovers arriving from each country, respectively.

Other Countries

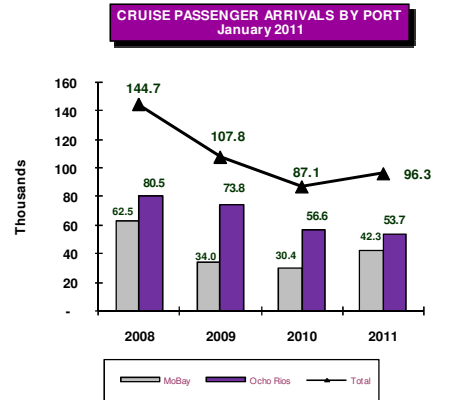
Overall, stopover arrivals from other countries decreased by **8.6%** in January 2011. Of the Other Countries, Australia provided the most stopover arrivals to Jamaica. However, it experienced a decline in stopovers with **187** visitors in January 2011 compared to **200** in January 2010. This represents a decrease of **6.5%** over January 2010.

Market Share

The market share of stopover visitors for January 2011 was as follows: USA **52.2%**; Canada **31.9%**; UK **7.6%**; Continental Europe **4.4%**, the Caribbean **2.7%**; and the others, including Latin America and Asia **1.3%**.

Cruise Passengers

A total of **96,323** cruise passengers visited Jamaica in January 2011. This represented an **10.5%** increase over the **87,136** recorded for January 2010.



For January 2011, Cruise passengers visiting the port of Ocho Rios declined by **5.2%** and those visiting Montego Bay increased by **39.1%**. Cruise passengers visiting Port Antonio quintupled between January 2010 and January 2011, with **60** arrivals in the former and **300** arrivals in the latter year. The Falmouth port was not yet open.

Length of Stay

The average length of stay of **Foreign National** arrivals in January 2011 was **9.2** nights compared to **9.4** nights recorded in January 2010. The average length of stay in hotels was **7.2** nights in 2011 compared to **7.3** in January 2010.

The average length of stay of **Non-Resident Jamaican** arrivals in January 2011 was **15.9** nights compared to **17.4** nights in January 2010. The average length of stay in hotels in January 2011 was **8.1** nights compared to **8.9** nights in January 2010.

Non-Resident Jamaicans spent more time in all types of accommodation (including hotels) than Foreign nationals.

Purpose of Visit

In January 2011, **88.0%** or **144,409** of the **164,155 Foreign Nationals** visited Jamaica for Leisure, **6.0%** were on Business, **4.3%** were on Other purposes of travel and **1.7%** did not state their purpose of travel.

A total of **6,035** or **60.4%** of the **9,989 Non-Resident Jamaicans** were visiting for Leisure, **7.5%** were on Business, **15.4%** were on Other purposes of travel and **16.6%** failed to provide a reason for travel.

Intended Resort Area of Stay

Of the **174,144** stopover arrivals visiting Jamaica in January 2011, the resort area of Montego Bay welcomed **55,883** arrivals or **32.1%**; Ocho Rios welcomed **42,673** or **24.5%**; Negril received **38,335** or **22.0%**, and **16,591** or **9.5%** visited Kingston. The remaining **11.9%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

Type of Airlines used

Of the **174,144** stopover visitors to Jamaica in January 2011, **151,879** or **87.2%** used scheduled airlines, while **22,265** or **12.8%** used chartered flights.

During the corresponding period in 2010 the percentage distribution was: **76.3%** - used scheduled airlines and **23.7%** - used chartered flights.

TABLE 1
TOURIST ARRIVALS
January
2011

Month	Foreign Nationals	<----- Stopovers ----->		Non-Resident Jamaicans	+/- 2011/10	+/- 2011/09	Total Stopover Arrivals	+/- 2011/10	+/- 2011/09
		+/- 2011/10	+/- 2011/09						
January	164,155	8.2%	17.7%	9,989	6.1%	6.2%	174,144	8.1%	17.0%

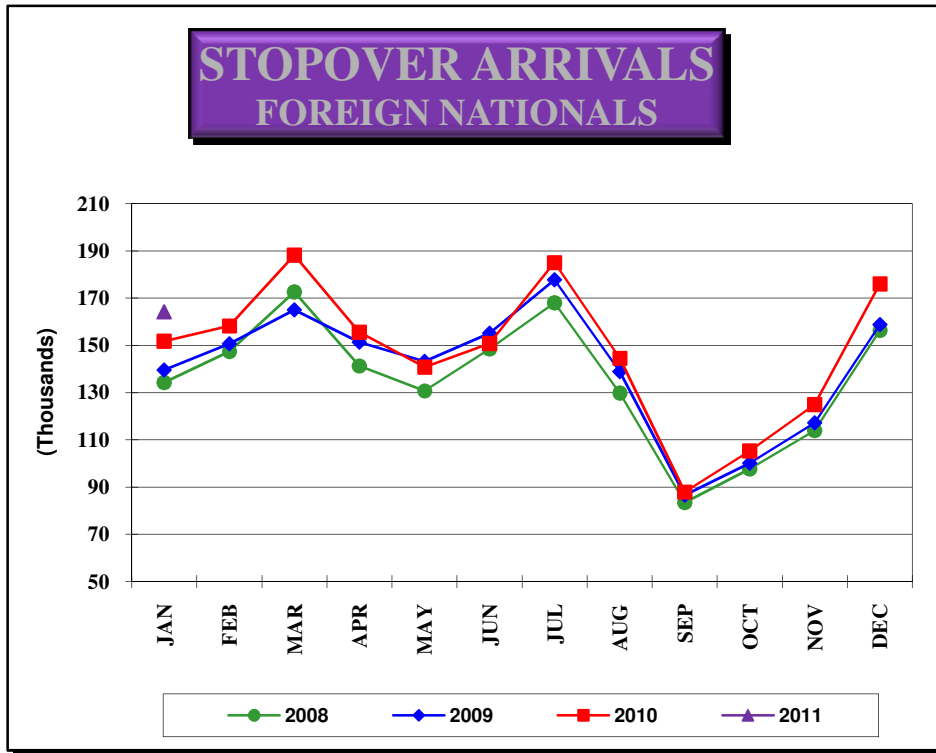


FIG. 1

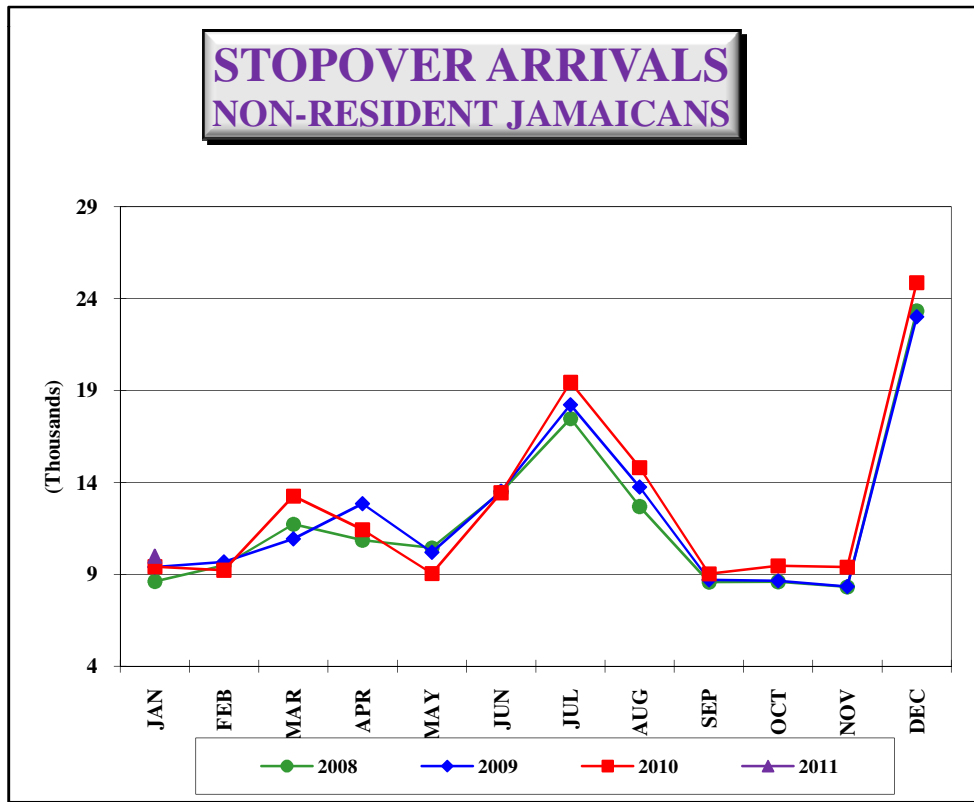


FIG. 1a

**STOPOVER ARRIVALS BY PURPOSE OF VISIT
JANUARY
2011**

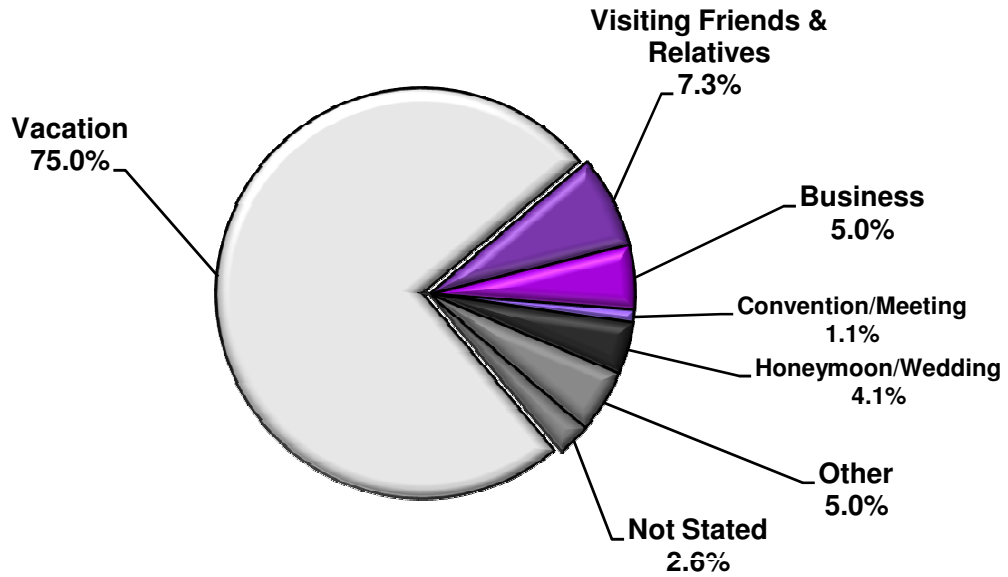


Fig. 1b

STOPOVER ARRIVALS BY PURPOSE OF VISIT						
January 2011	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	127,582	77.7%	3,038	30.4%	130,620	75.0%
Visiting Friends & Relatives	9,835	6.0%	2,848	28.5%	12,683	7.3%
Business	8,051	4.9%	661	6.6%	8,712	5.0%
Convention/Meeting	1,754	1.1%	89	0.9%	1,843	1.1%
Honeymoon/Wedding	6,992	4.3%	149	1.5%	7,141	4.1%
Other	7,120	4.3%	1,543	15.4%	8,663	5.0%
Not Stated	2,821	1.7%	1,661	16.6%	4,482	2.6%
TOTAL	164,155	100.0%	9,989	100.0%	174,144	100.0%

TABLE 1.2**STOPOVER ARRIVALS BY MARKET REGION
AND MONTH OF ARRIVAL 2011**

	U.S.A.					Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West	Total							
January	41,141	24,801	18,173	6,804	90,919	55,488	20,907	1,372	4,625	407	426	174,144
+/- %	2.8%	13.2%	6.0%	-1.8%	5.7%	19.1%	-5.8%	13.6%	9.5%	-7.1%	-8.6%	8.1%

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	JANUARY				<u>% C h a n g e</u>		
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	2011/10	2011/09	2011/08
U.S.A.							
<u>NORTHEAST (NEW YORK)</u>							
Connecticut	1,948	1,806	2,164	2,500	15.5	38.4	28.3
Delaware	370	401	482	490	1.7	22.2	32.4
Maine	310	416	458	485	5.9	16.6	56.5
Maryland	3,279	2,984	3,092	3,234	4.6	8.4	-1.4
Massachusetts	2,431	2,760	3,393	3,357	-1.1	21.6	38.1
New Hamshire	437	416	630	465	-26.2	11.8	6.4
New Jersey	4,439	4,023	4,604	4,749	3.1	18.0	7.0
New York	14,398	13,383	16,597	16,760	1.0	25.2	16.4
Pennsylvania	4,943	4,796	5,472	5,765	5.4	20.2	16.6
Rhode Island	298	335	374	333	-11.0	-0.6	11.7
Vermont	185	166	232	256	10.3	54.2	38.4
Virginia	1,877	1,815	1,845	2,098	13.7	15.6	11.8
Washington D.C.	395	437	404	456	12.9	4.3	15.4
West Virginia	201	177	272	193	-29.0	9.0	-4.0
Total	35,511	33,915	40,019	41,141	2.8	21.3	15.9
<u>MIDWEST (CHICAGO)</u>							
Illinois	4,929	4,373	4,270	4,934	15.6	12.8	0.1
Indiana	1,087	1,146	977	1,423	45.6	24.2	30.9
Iowa	1,413	1,494	1,645	1,767	7.4	18.3	25.1
Kansas	526	528	495	731	47.7	38.4	39.0
Kentucky	460	474	538	594	10.4	25.3	29.1
Michigan	2,341	2,243	2,552	2,593	1.6	15.6	10.8
Minnesota	2,645	2,902	2,902	3,210	10.6	10.6	21.4
Missouri	1,404	1,411	1,465	1,595	8.9	13.0	13.6
Nebraska	610	638	711	588	-17.3	-7.8	-3.6
North Dakota	458	514	534	561	5.1	9.1	22.5
Ohio	1,761	1,652	1,570	1,875	19.4	13.5	6.5
South Dakota	415	575	510	614	20.4	6.8	48.0
Wisconsin	4,095	3,579	3,731	4,316	15.7	20.6	5.4
Total	22,144	21,529	21,900	24,801	13.2	15.2	12.0

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	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	2011/10	2011/09	2011/08
<u>SOUTH (MIAMI)</u>							
Alabama	341	308	359	324	-9.7	5.2	-5.0
Arkansas	270	276	362	257	-29.0	-6.9	-4.8
Florida	11,696	11,340	10,435	11,315	8.4	-0.2	-3.3
Georgia	2,761	2,572	2,216	2,610	17.8	1.5	-5.5
Louisiana	319	317	289	336	16.3	6.0	5.3
Mississippi	154	137	112	212	89.3	54.7	37.7
North Carolina	1,473	1,336	1,601	1,423	-11.1	6.5	-3.4
Oklahoma	299	312	303	319	5.3	2.2	6.7
South Carolina	623	564	619	609	-1.6	8.0	-2.2
Tennessee	763	738	849	768	-9.5	4.1	0.7
Total	18,699	17,900	17,145	18,173	6.0	1.5	-2.8
<u>WEST (LOS ANGELES)</u>							
Alaska	72	45	54	71	31.5	57.8	-1.4
Arizona	417	387	481	381	-20.8	-1.6	-8.6
California	2,751	2,585	2,484	2,224	-10.5	-14.0	-19.2
Colorado	687	587	725	535	-26.2	-8.9	-22.1
Hawaii	61	28	41	21	-48.8	-25.0	-65.6
Idaho	174	93	99	112	13.1	20.4	-35.6
Montana	103	130	112	139	24.1	6.9	35.0
Nevada	229	228	233	188	-19.3	-17.5	-17.9
New Mexico	73	109	107	93	-13.1	-14.7	27.4
Oregon	213	183	225	186	-17.3	1.6	-12.7
Texas	1,943	1,774	1,685	2,098	24.5	18.3	8.0
Utah	239	173	202	215	6.4	24.3	-10.0
Washington	389	469	428	484	13.1	3.2	24.4
Wyoming	108	55	53	57	7.5	3.6	-47.2
Total	7,459	6,846	6,929	6,804	-1.8	-0.6	-8.8
TOTAL U.S.A.	83,813	80,190	85,993	90,919	5.7	13.4	8.5

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<u>CANADA (TORONTO)</u>							
Alberta	3,146	4,126	4,842	4,834	-0.2	17.2	53.7
British Columbia	1,373	2,563	2,243	2,243	0.0	-12.5	63.4
Manitoba	1,035	1,602	1,880	2,407	28.0	50.2	132.6
New Brunswick	198	211	300	655	118.3	210.4	230.8
Newfoundland	87	132	221	167	-24.4	26.5	92.0
Nova Scotia	207	256	331	900	171.9	251.6	334.8
Ontario	16,520	21,245	25,315	30,899	22.1	45.4	87.0
P.E. Island	16	28	27	65	140.7	132.1	306.3
Quebec	4,579	7,676	8,578	9,899	15.4	29.0	116.2
Saskatchewan	1,802	2,047	2,769	3,335	20.4	62.9	85.1
Northwest Territories	62	74	67	84	25.4	13.5	35.5
Total	29,025	39,960	46,573	55,488	19.1	38.9	91.2
<u>LONDON OFFICE</u>							
<u>Northern Europe</u>							
U.K.	14,186	13,382	13,077	13,210	1.0	-1.3	-6.9
Denmark	101	107	101	66	-34.7	-38.3	-34.7
Finland	54	87	71	51	-28.2	-41.4	-5.6
Ireland	312	249	315	335	6.3	34.5	7.4
Norway	95	146	98	119	21.4	-18.5	25.3
Sweden	197	280	235	188	-20.0	-32.9	-4.6
	14,945	14,251	13,897	13,969	0.5	-2.0	-6.5
<u>Southern Europe</u>							
Greece	23	27	27	38	40.7	40.7	65.2
Italy	1,892	1,707	2,231	1,674	-25.0	-1.9	-11.5
Portugal	83	23	518	385	-25.7	1573.9	363.9
Spain	492	230	230	169	-26.5	-26.5	-65.7
<u>Western Europe</u>							
Austria	339	368	392	319	-18.6	-13.3	-5.9
Belgium	644	530	450	356	-20.9	-32.8	-44.7
France	383	448	478	397	-16.9	-11.4	3.7
Germany	2,001	2,035	1,861	1,794	-3.6	-11.8	-10.3
Luxemburg	19	16	19	22	15.8	37.5	15.8
Netherlands	817	724	601	536	-10.8	-26.0	-34.4
Switzerland	238	209	260	276	6.2	32.1	16.0
	6,931	6,317	7,067	5,966	-15.6	-5.6	-13.9
<u>Central/East Europe</u>							
Czech Republic	71	67	53	107	101.9	59.7	50.7
Hungary	115	60	123	77	-37.4	28.3	-33.0
Poland	118	132	265	201	-24.2	52.3	70.3
Russia	451	466	441	284	-35.6	-39.1	-37.0
Ukraine	55	85	64	80	25.0	-5.9	45.5
Other Europe	241	216	283	223	-21.2	3.2	-7.5
	1,051	1,026	1,229	972	-20.9	-5.3	-7.5
Total	22,927	21,594	22,193	20,907	-5.8	-3.2	-8.8

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	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	2011/10	2011/09	2011/08
<u>LATIN AMERICA</u>							
<u>CENTRAL AMERICA</u>							
Mexico	303	170	165	180	9.1	5.9	-40.6
Belize	29	38	35	48	37.1	26.3	65.5
Costa Rica	71	72	72	81	12.5	12.5	14.1
El Salvador	28	13	8	17	112.5	30.8	-39.3
Guatemala	20	10	28	57	103.6	470.0	185.0
Honduras	16	18	8	25	212.5	38.9	56.3
Nicaragua	17	5	6	16	166.7	220.0	-5.9
Panama	98	68	103	94	-8.7	38.2	-4.1
Total	582	394	425	518	21.9	31.5	-11.0
<u>SOUTH AMERICA</u>							
Argentina	206	228	293	338	15.4	48.2	64.1
Bolivia	15	6	3	17	466.7	183.3	13.3
Brazil	165	145	160	156	-2.5	7.6	-5.5
Chile	32	72	67	55	-17.9	-23.6	71.9
Colombia	268	131	193	133	-31.1	1.5	-50.4
Ecuador	11	247	6	24	300.0	-90.3	118.2
Paraguay	0	4	3	26	766.7	550.0	-
Peru	25	33	17	33	94.1	0.0	32.0
Uruguay	10	3	14	1	-92.9	-66.7	-90.0
Venezuela	84	69	27	71	163.0	2.9	-15.5
Other South America	0	2	0	0	-	-	-
Total	816	940	783	854	9.1	-9.1	4.7
Total Latin America	1,398	1,334	1,208	1,372	13.6	2.8	-1.9

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	JANUARY				% Change		
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	2011/10	2011/09	2011/08
<u>CARIBBEAN</u>							
Antigua	136	175	189	155	-18.0	-11.4	14.0
Bahamas	367	420	324	378	16.7	-10.0	3.0
Barbados	352	386	368	347	-5.7	-10.1	-1.4
Bermuda	246	244	219	259	18.3	6.1	5.3
British Virgin Is.	61	51	48	45	-6.3	-11.8	-26.2
Cayman Is.	1,345	1,671	1,294	1,292	-0.2	-22.7	-3.9
Dominica	42	45	53	28	-47.2	-37.8	-33.3
Grenada	51	90	42	48	14.3	-46.7	-5.9
Guyana	170	135	133	178	33.8	31.9	4.7
Monsterrat	13	8	14	8	-42.9	0.0	-38.5
St. Kitts/Nevis/Anguilla	52	85	75	69	-8.0	-18.8	32.7
St. Lucia	109	103	70	90	28.6	-12.6	-17.4
St. Vincent	61	52	56	39	-30.4	-25.0	-36.1
Turks & Caicos Is.	102	94	93	89	-4.3	-5.3	-12.7
Trinidad & Tobago	685	650	795	966	21.5	48.6	41.0
Comm. Caribbean	3,792	4,209	3,773	3,991	5.8	-5.2	5.2
Aruba	47	18	19	35	84.2	94.4	-25.5
Cuba	115	145	72	75	4.2	-48.3	-34.8
Curacao	62	80	41	73	78.0	-8.8	17.7
Dominican Republic	334	107	53	115	117.0	7.5	-65.6
Guadelope	3	9	7	10	42.9	11.1	233.3
Haiti	13	10	92	38	-58.7	280.0	192.3
Puerto Rico	106	63	80	151	88.8	139.7	42.5
St. Maarten	41	37	32	56	75.0	51.4	36.6
Surinam	31	25	26	35	34.6	40.0	12.9
All other Caribbean	43	43	28	46	64.3	7.0	7.0
Other Caribbean	795	537	450	634	40.9	18.1	-20.3
TOTAL CARIBBEAN	4,587	4,746	4,223	4,625	9.5	-2.5	0.8
<u>ASIA</u>							
India	116	103	105	67	-36.2	-35.0	-42.2
Pakistan	3	3	0	0	-	-	-
Japan	283	219	150	136	-9.3	-37.9	-51.9
China	112	85	88	104	18.2	22.4	-7.1
Taiwan	10	4	17	2	-88.2	-50.0	-80.0
Korea	15	44	22	47	113.6	6.8	213.3
Philippines	50	37	32	18	-43.8	-51.4	-64.0
Singapore	12	18	2	11	450.0	-38.9	-8.3
Other Asia	21	27	22	22	0.0	-18.5	4.8
	622	540	438	407	-7.1	-24.6	-34.6
<u>OTHER COUNTRIES</u>							
African Countries	86	119	122	85	-30.3	-28.6	-1.2
Israel	113	101	54	62	14.8	-38.6	-45.1
Saudi Arabia	1	2	2	4	100.0	100.0	300.0
Turkey	16	29	15	8	-46.7	-72.4	-50.0
Other Middle East	31	40	49	53	8.2	32.5	71.0
Australia	193	208	200	187	-6.5	-10.1	-3.1
New Zealand	47	20	22	24	9.1	20.0	-48.9
All Other Ctries	2	3	2	3	50.0	0.0	50.0
Total	489	522	466	426	-8.6	-18.4	-12.9
GRAND TOTAL	142,861	148,886	161,094	174,144	8.1	17.0	21.9

STOPOVER VISITORS BY MARKET SHARE

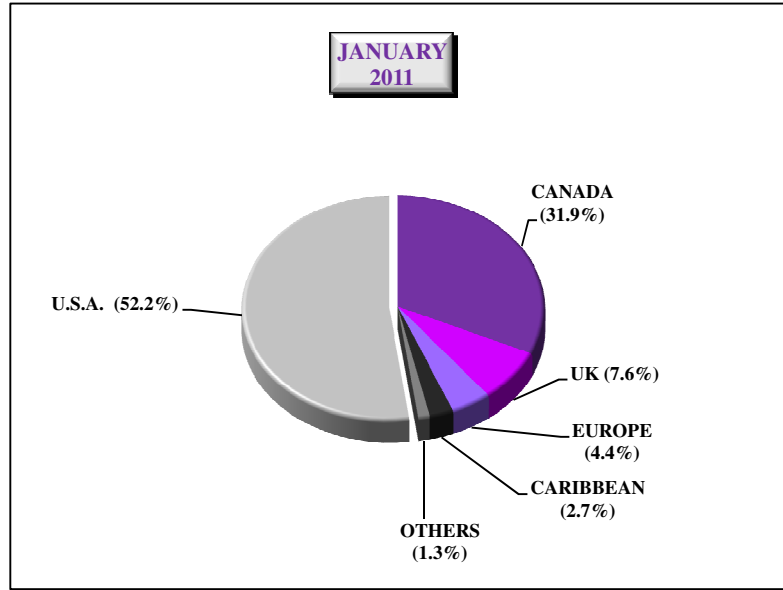


Fig. 2

Country	January 2011	% Share	January 2010	% Share	January 2009	% Share	% Change 2011/10
U.S.A	90,919	52.2%	85,993	53.4%	80,190	53.9%	5.7%
CANADA	55,488	31.9%	46,573	28.9%	39,960	26.8%	19.1%
U.K.	13,210	7.6%	13,077	8.1%	13,382	9.0%	1.0%
EUROPE	7,697	4.4%	9,116	5.7%	8,212	5.5%	-15.6%
CARIBBEAN	4,625	2.7%	4,223	2.6%	4,746	3.2%	9.5%
OTHERS	2,205	1.3%	2,112	1.3%	2,396	1.6%	4.4%
Total	174,144	100.0%	161,094	100.0%	148,886	100.0%	8.1%

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	
	2010	2011	2010	2011	2010	2011	2010	2011
	9.4	9.2	7.3	7.2	17.4	15.9	8.9	8.1

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

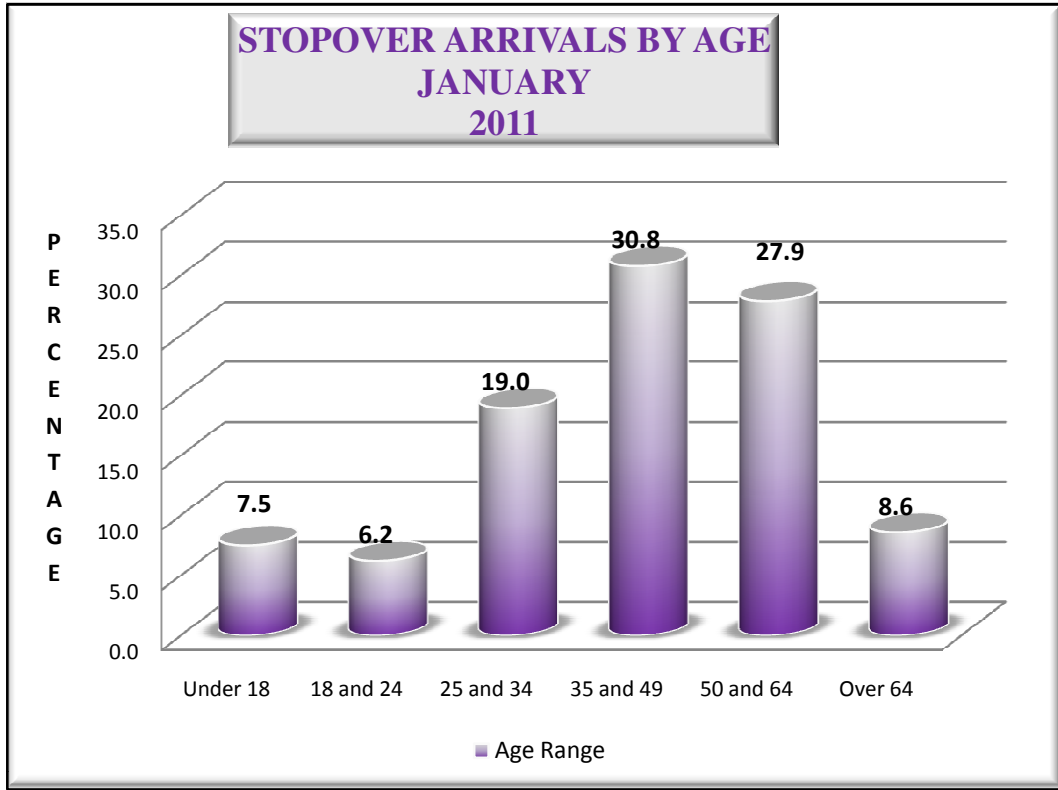


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

Age Range	JANUARY		JANUARY		JANUARY		% Change 2011/10
	2011	% Share	2010	% Share	2009	% Share	
Under 18	12,936	7.4	12,140	7.5	10,839	7.3	6.6%
18 and 24	10,727	6.2	10,031	6.2	9,487	6.4	6.9%
25 and 34	33,528	19.3	30,553	19.0	28,618	19.2	9.7%
35 and 49	52,936	30.4	49,612	30.8	47,765	32.1	6.7%
50 and 64	48,974	28.1	44,912	27.9	40,065	26.9	9.0%
Over 64	15,043	8.6	13,846	8.6	12,112	8.1	8.6%
Total	174,144	100.0	161,094	100.0	148,886	100.0	8.1%

TABLE 4

CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL

JANUARY 2011

	MONTEGO BAY		% Change 2011/10		FALMOUTH		OCHO RIOS		% Change 2011/10		2011 TOTAL		2010 TOTAL		% Change 2011/10	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	16	42,339	23.1%	39.1%	-	-	22	53,684	4.8%	-5.2%	39	96,323	35	87,136	11.4%	10.5%

* Note: 1. During the month of January one Cruise Ship called with 300 Cruise passengers visited Port Antonio.

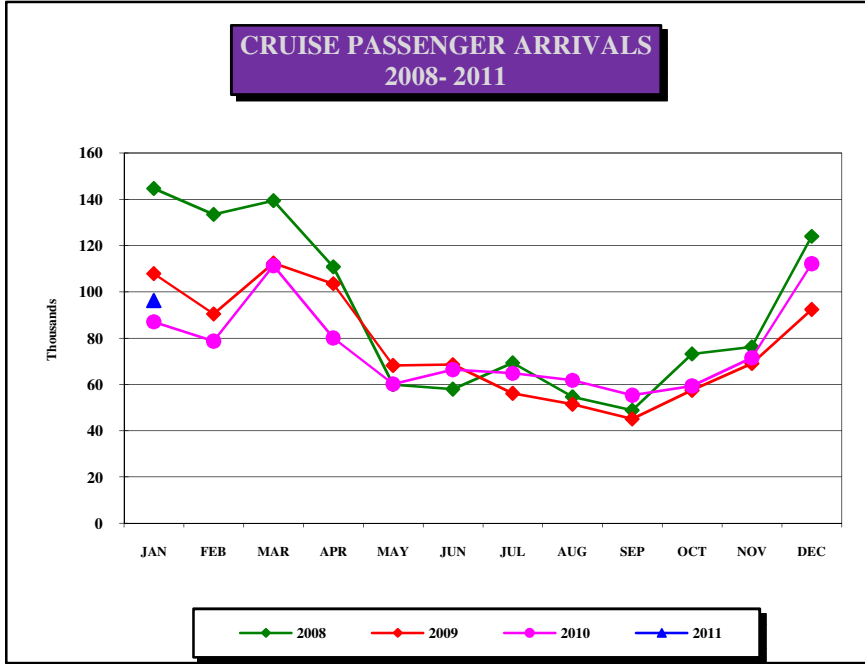


FIG. 4

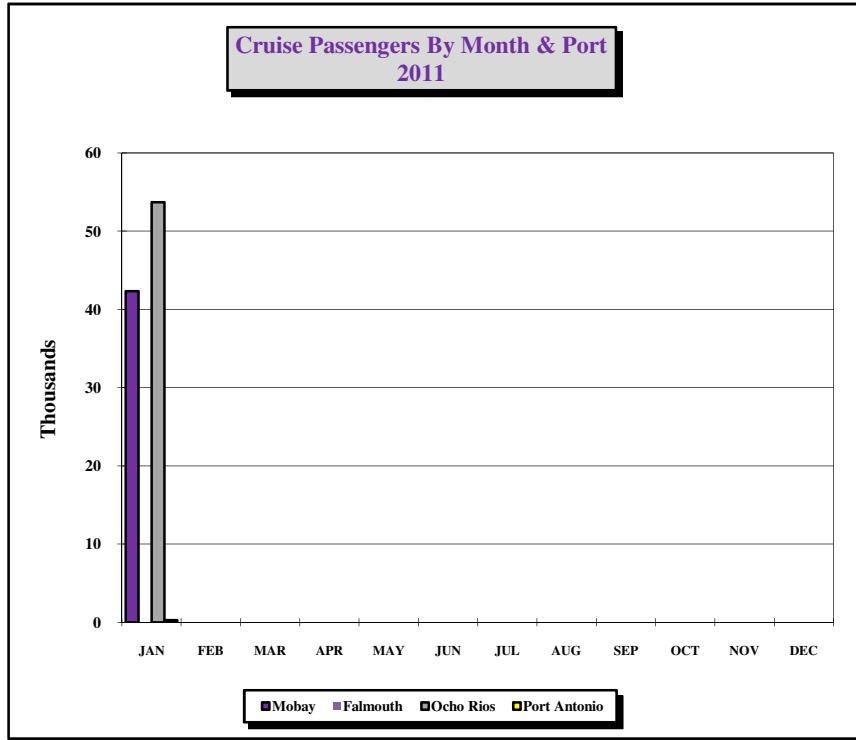


FIG. 4a

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

JANUARY 2011			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
U.S.A.			
<u>NORTHEAST (NEW YORK)</u>			
Connecticut	2,500	0	2,500
Delaware	490	0	490
Maine	483	2	485
Maryland	3,233	1	3,234
Massachusetts	3,356	1	3,357
New Hampshire	463	2	465
New Jersey	4,747	2	4,749
New York	16,743	17	16,760
Pennsylvania	5,764	1	5,765
Rhode Island	333	0	333
Vermont	256	0	256
Virginia	2,097	1	2,098
Washington D.C.	453	3	456
West Virginia	193	0	193
Total	41,111	30	41,141

MIDWEST (CHICAGO)

Illinois	4,689	245	4,934
Indiana	1,409	14	1,423
Iowa	1,660	107	1,767
Kansas	730	1	731
Kentucky	593	1	594
Michigan	2,181	412	2,593
Minnesota	2,658	552	3,210
Missouri	1,291	304	1,595
Nebraska	588	0	588
North Dakota	536	25	561
Ohio	1,872	3	1,875
South Dakota	591	23	614
Wisconsin	4,181	135	4,316
Total	22,979	1,822	24,801

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

JANUARY 2011			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>SOUTH (MIAMI)</u>			
Alabama	324	0	324
Arkansas	255	2	257
Florida	11,284	31	11,315
Georgia	2,607	3	2,610
Louisiana	336	0	336
Mississippi	212	0	212
North Carolina	1,422	1	1,423
Oklahoma	319	0	319
South Carolina	609	0	609
Tennessee	768	0	768
Total	18,136	37	18,173
<u>WEST (LOS ANGELES)</u>			
Alaska	71	0	71
Arizona	381	0	381
California	2,215	9	2,224
Colorado	533	2	535
Hawaii	21	0	21
Idaho	112	0	112
Montana	138	1	139
Nevada	188	0	188
New Mexico	93	0	93
Oregon	186	0	186
Texas	2,096	2	2,098
Utah	215	0	215
Washington	481	3	484
Wyoming	57	0	57
Total	6,787	17	6,804
TOTAL U.S.A.	89,013	1,906	90,919

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

JANUARY 2011			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>CANADA (TORONTO)</u>			
Alberta	4,799	35	4,834
British Columbia	2,219	24	2,243
Manitoba	2,397	10	2,407
New Brunswick	339	316	655
Newfoundland	158	9	167
Nova Scotia	232	668	900
Ontario	21,828	9,071	30,899
P.E. Island	17	48	65
Quebec	5,926	3,973	9,899
Saskatchewan	3,325	10	3,335
Other Canada	83	1	84
Total	41,323	14,165	55,488
<u>EUROPE</u>			
<u>LONDON OFFICE</u>			
<u>Northern Europe</u>			
U.K.	8,343	4,867	13,210
Denmark	65	1	66
Finland	48	3	51
Ireland	305	30	335
Norway	109	10	119
Sweden	176	12	188
Sub-Total	9,046	4,923	13,969
<u>GERMAN OFFICE</u>			
<u>Southern Europe</u>			
Greece	38	0	38
Italy	1,182	492	1,674
Portugal	22	363	385
Spain	120	49	169
<u>Western Europe</u>			
Austria	318	1	319
Belgium	348	8	356
France	382	15	397
Germany	1,792	2	1,794
Luxemburg	20	2	22
Netherlands	519	17	536
Switzerland	259	17	276
Sub-Total	5,000	966	5,966
<u>Central/East Europe</u>			
Czechoslovakia	98	9	107
Hungary	62	15	77
Poland	189	12	201
Russia	280	4	284
Ukraine	75	5	80
Other Europe	150	73	223
Sub-Total	854	118	972
Total	14,900	6,007	20,907

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

JANUARY 2011			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>OTHER COUNTRIES</u>			
<u>CENTRAL AMERICA</u>			
Mexico	180	0	180
Belize	47	1	48
Costa Rica	78	3	81
El Salvador	17	0	17
Guatemala	47	10	57
Honduras	25	0	25
Nicaragua	15	1	16
Panama	93	1	94
Sub-Total	502	16	518
<u>SOUTH AMERICA</u>			
Argentina	338	0	338
Bolivia	17	0	17
Brazil	156	0	156
Chile	55	0	55
Colombia	132	1	133
Ecuador	24	0	24
Paraguay	26	0	26
Peru	33	0	33
Uruguay	1	0	1
Venezuela	68	3	71
Other South America	0	0	0
Sub-Total	850	4	854
Total Latin America	1,352	20	1,372

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

JANUARY 2011			
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<u>CARIBBEAN</u>			
Antigua	154	1	155
Bahamas	376	2	378
Barbados	345	2	347
Bermuda	259	0	259
British Virgin Is.	45	0	45
Cayman Is.	1,288	4	1,292
Dominica	28	0	28
Grenada	47	1	48
Guyana	178	0	178
Montserrat	8	0	8
St. Kitts/Nevis/Anguilla	69	0	69
St. Lucia	89	1	90
St. Vincent	39	0	39
Turks & Caicos Is.	89	0	89
Trinidad & Tobago	959	7	966
Comm. Caribbean	3,973	18	3,991
Aruba	21	14	35
Bonaire	0	0	0
Cuba	34	39	73
Curacao	21	52	73
Dominican Republic	115	0	115
Guadelope	10	0	10
Haiti	35	3	38
Puerto Rico	150	1	151
St. Maarten	54	2	56
Surinam	25	10	35
All other Caribbean	47	1	48
Other Caribbean	512	122	634
TOTAL CARIBBEAN	4,485	140	4,625
<u>OTHER COUNTRIES</u>			
India	58	9	67
Pakistan	0	0	0
Japan	132	4	136
China	96	8	104
Taiwan	2	0	2
Korea	46	1	47
Philippines	17	1	18
Singapore	11	0	11
Other Asia	22	0	22
Asia	384	23	407
African Countries	85	0	85
Israel	61	1	62
Saudi Arabia	4	0	4
Turkey	8	0	8
Other Middle East	53	0	53
Australia	184	3	187
New Zealand	24	0	24
All Other Ctries	3	0	3
Total	422	4	426
GRAND TOTAL	151,879	22,265	174,144

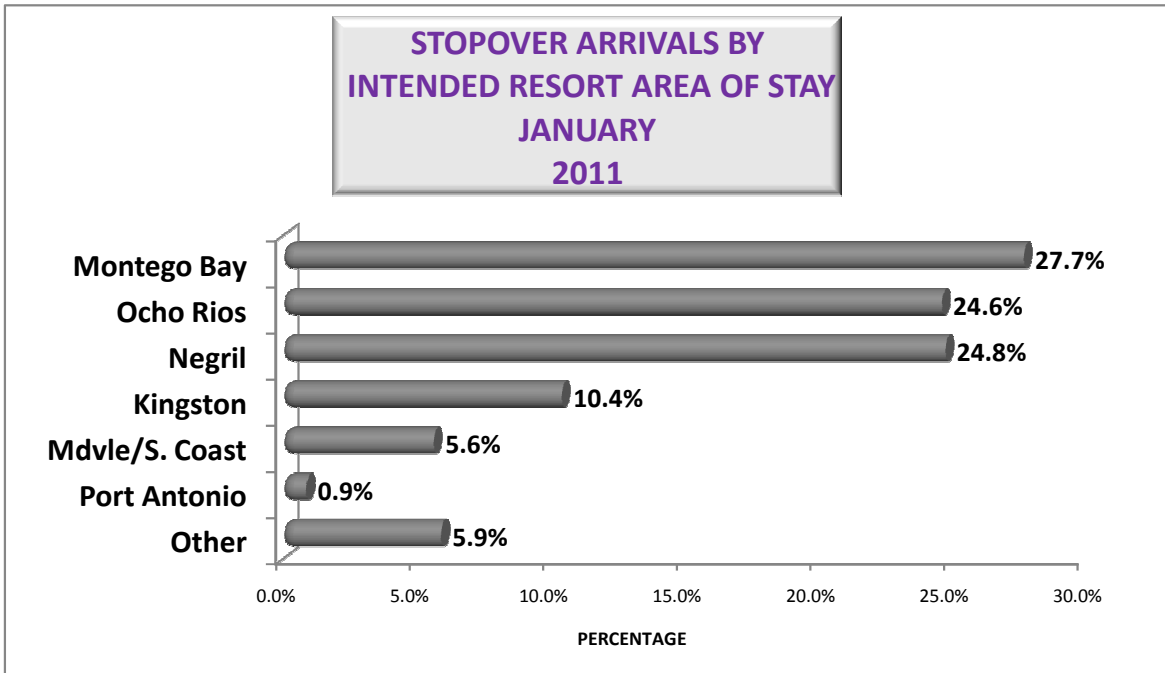


Fig. 5

STOPOVER ARRIVALS BY INTENDED AREA OF STAY

Area	JANUARY			JANUARY			JANUARY			% Change 2010/09 ARRIVALS
	2011	% Share	LENGTH OF STAY	2010	% Share	LENGTH OF STAY	2009	% Share	LENGTH OF STAY	
Montego Bay	55,883	32.1%	7.5	44,660	27.7%	8.0	42,279	28.4%	7.9	25.1%
Ocho Rios	42,673	24.5%	8.5	39,705	24.6%	8.9	35,658	23.9%	8.9	7.5%
Negril	38,335	22.0%	8.6	39,932	24.8%	8.7	35,995	24.2%	8.9	-4.0%
Kingston	16,591	9.5%	12.0	16,804	10.4%	12.8	15,683	10.5%	12.7	-1.3%
Mdvle/S. Coast	9,457	5.4%	13.4	9,089	5.6%	14.8	8,794	5.9%	14.4	4.0%
Port Antonio	1,310	0.8%	15.8	1,389	0.9%	17.8	1,152	0.8%	19.2	-5.7%
Other	9,895	5.7%	15.2	9,515	5.9%	16.8	9,325	6.3%	16.7	4.0%
Total	174,144	100.0%	9.2	161,094	100.0%	9.9	148,886	100.0%	9.9	8.1%