

JULY 2009

VOLUME XIX, ISSUE 7

## Monthly Statistical Report

# JAMAICA TOURIST BOARD

### IN JULY 2009.....

- Stopover arrivals up by 5.7%
- US Market up by 8.1%
- Canada increased by 22.1%
- Europe down by 9.1%
- Cruise Passenger decreased by 19.1%

## TOURIST (Stopover Arrivals)

Stopover arrivals in July 2009 were **195,940** an increase of **5.7%** over the **185,447** recorded in July 2008.

For the January to July period, arrivals increased by **3.8%** with **1,167,131** compared to **1,124,799** in 2008.

### United States

Stopover arrivals from the United States market increased by **8.1%** in July with a total of **138,965** visitors compared to the **128,549** visitors who came in July 2008. All Marketing regions recorded increases. The Northeast increased by **12.3%**, Midwest by **9.3%**, the West by **7.9%** and the South by **1.8%**

For the January to July period, the US market recorded an increase of **1.2%**. Total visitors from this market was **758,035** compared to **748,876** in 2008. The Midwest and the Northeast both recorded increase of **4.5%** and **2.8%** respectively. All other marketing regions recorded decreases, the South by **1.7%**, the West by **3.6%**.

### Canada

In July, the Canadian market grew by an outstanding **22.1%**. Total stopovers from the Canadian market were **18,961** compared to **15,525** in July 2008.

The leading province of Ontario increased by **12.4%**, while the second most important visitor-producing province of Quebec increased by **74.0%**. Other notable performances came from the provinces of Alberta up by **53.5%**, British Columbia up by **35.3%**, and Manitoba up by **51.9%**.

Cumulatively, the Canadian market continued on its exceptional growth trend recording an increase of **27.7%** in the January to July period with a total of **194,326** stop-

over compared to **152,160** in 2008. The top visitor producing provinces of Ontario with **114,296** and Quebec with **30,796** increase by **21.3%** and **42.8%** respectively. The provinces of Alberta, British Columbia, Saskatchewan and Manitoba increased by **39.9%**, **67.6%**, **2.3%** and **30.4%** respectively.

### Europe

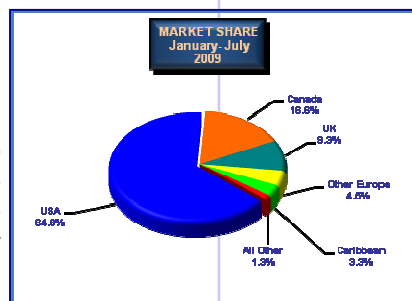
The European market recorded a **9.1%** decrease in July 2009. The market provided a total of **27,105** stopover arrivals compared to the **29,817** recorded in July 2008. In the Northern European market region the main visitor producing country, United Kingdom with **17,466** arrivals decreased by **7.6%**. In the South/Western Europe region the main visitor producing countries, Spain with **2,642** increased by **31.3%**, Germany with **1,527** increased by **23.4%**, and Portugal with **1,089** decreased by **58.4%**. In the third market region, Central/East Europe with **381** arrivals, decreased by **27.6%**.

For January to July period, the European market declined by **4.4%**, Total stopovers was **160,034** compared to **167,412** in 2008. From the Northern European market region arrivals decreased by **3.0%** with a total of **112,365**. From South/Western Europe region, **44,059** arrivals declined by **5.8%**. From the third market region, Central/East Europe **3,610** arrivals declined by **23.7%**

### Latin America

The Latin American market increased by **4.9%** in July 2009, with a total of **1,645** stopovers compared to **1,568** in July 2008. From the Central American region a total of **549** arrivals increased by **1.9%**. From South America, **1,096** arrivals an increase of **6.5%**.

Cumulatively, for the January to July period, the Latin American market decreased by **4.4%** with a total of **8,542** visitors compared to **8,938** for the corresponding period in 2008.



## The Caribbean

Visitors to Jamaica from the Caribbean region decreased by **7.0%** in July with a total of **8,302** visitors, compared to **8,927** in July 2008.

The major Caribbean countries which provided visitors to Jamaica in July were: the Cayman Islands (**2,705**), Trinidad and Tobago (**1,095**), Bahamas Is. (**727**), Barbados (**599**), Bermuda (**404**), Antigua (**344**) Guyana (**276**), and Puerto Rico (**233**)

Cumulatively the Caribbean stopover arrivals in the January to July period decreased by **1.8%**, moving from **39,775** in 2008 to **39,047** in 2009. The Cayman Island is the leading provider of visitors to Jamaica from the Caribbean region. In the period under review, they provided a total of **14,105** visitors followed by Trinidad and Tobago **5,617**, Bahamas Is. with **3,158**, and Barbados with **3,062** visitors.

## Asia

The Asian market decreased by **2.1%** in July with a total of **474** stopovers compared to **484** in July 2008.

The major Asian countries which provided visitors to Jamaica in July were: Japan (**164**) down **15.5%**; China (**111**) up **23.3%**, and India (**86**) up **43.3%**, compared to July 2008

Year-to-date, January to July the Asian market grew by **2.5%** with **4,046** arrivals compared to **3,948** arrivals in 2008.

## Other Countries

Of the other countries, Australia with **137** decreased by **27.1%** and Israel increased by **17.3%** with **95** stopovers in July 2009 against the **188** and **81** respectively who came in July 2008.

Collectively, January to July other countries recorded a decline of **16.0%** with **3,101** arrivals in 2009 compared to **3,690** in 2008.

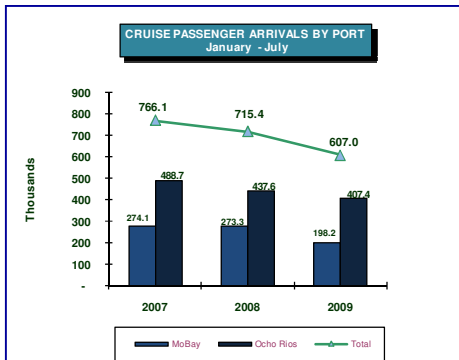
## Market Share

The market share of stopover visitors for year-to-date January to July were as follows: USA **64.9%**; Canada **16.6%**; UK **9.3%**; Continental Europe **4.5%**, the Caribbean **3.3%**; Latin America **0.7%**; Asia **0.3%** and Other Countries **0.3%**.

## Cruise Passengers

A total of **56,112** cruise passengers visited Jamaica in July 2009. This represented a **19.1%** decrease against the **69,343** recorded for July 2008.

Cumulatively, a total of **607,036** cruise passengers visited our shores in January to July 2009 period, a decrease of **15.2%** against the **715,424** recorded for the corresponding period in 2008.



A total of **41,591** cruise passengers visited the port of Ocho Rios in July, an increase of **7.5%** over the **38,689** recorded for July 2008.

Year-to-date cruise passenger arrivals visiting the port of Ocho Rios decreased by **6.9%** with **407,386** passengers compared to the **437,577** during the corresponding period in 2008

The port in Montego Bay recorded a total of **14,521** cruise passengers for July a decrease of **52.6%** against the **30,654** recorded in 2008.

Cumulatively, a total of **198,199** passengers visited Montego Bay a decrease of **27.5%** compared to the **273,282** recorded in 2008.

## Length of Stay

The average length of stay of **Foreign National** arrivals in July was **10.1** nights, the same level as recorded for all types of accommodations in 2008. The average length of stay in hotels was **7.0** nights compared to **7.1** nights in July 2008.

Cumulatively, the average length of stay for the January to July period was **8.9** nights as against **9.0** nights in 2008. The average length of stay in hotels was **6.9** nights the same level as recorded in 2008.

The average length of stay of **Non-Resident Jamaican** arrivals in July 2009 was **17.5** nights compared to the **17.3** nights in July 2008. The average length of stay in hotels was **8.8** nights compared to **9.1** nights in July 2008.

Cumulatively, the average length of stay for January to July period was **15.9** nights as against the **16.9** nights recorded for all accommodations in 2008. In hotels the average length of stay during the period under review was **8** nights compared to **8.7** nights during 2008

## Purpose of Visit

Year-to-date January to July 2009, **80.7%** or **873,236** of the **1,082,318** **Foreign Nationals** who visited Jamaica were visiting for the purpose of Leisure, **8.0%** were Visiting Friends & Relatives, **5.4%** were on Business, and the remaining **5.9%** were on Other purposes of travel.

A total of **33,915** or **40.0%** of the **84,813** **Non-Resident Jamaicans** who travelled to Jamaica during January and July 2009 were visiting for Leisure, **29.1%** were visiting Friends & Relatives, **6.8%** were on Business and the remaining **24.1%** were on Other purposes of travel.

## Intended Resort Area of Stay

Of the **1,167,131** stopover arrivals visiting Jamaica year-to-date, January to July 2009, the resort area of Montego Bay welcomed **332,686** arrivals or **28.5%**. Ocho Rios got **268,925** or **23.0%**, Negril received **261,281** or **22.4%**, and Kingston got **137,543** or **11.8%**. The remaining **14.3%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

## Type of Airlines used

Of the **1,167,131** stopovers arrivals visiting Jamaica during January and July 2009, **962,673** or **82.5%** used scheduled airlines, while **204,458** or **17.5%** used chartered flights.

During the corresponding period in 2008 the percentage distribution was **83.9%** scheduled airlines and **16.1%** chartered airlines.

**TABLE 1**  
**TOURIST ARRIVALS**  
January - July  
**2009**

Month	Foreign Nationals	<----- Stopovers ----->		Non-Resident Jamaicans			Total Stopover Arrivals		
		+/- 2009/08	+/- 2009/07		+/- 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%
February	150,608	2.2%	18.1%	9,674	2.0%	78.9%	160,282	2.2%	20.6%
March	164,997	-4.4%	5.0%	10,932	-6.8%	48.7%	175,929	-4.5%	6.9%
April	151,241	7.0%	6.1%	12,849	18.3%	59.8%	164,090	7.8%	9.0%
<b>Jan.-Apr.</b>	<b>606,327</b>	<b>1.8%</b>	<b>10.0%</b>	<b>42,860</b>	<b>5.3%</b>	<b>62.6%</b>	<b>649,187</b>	<b>2.0%</b>	<b>12.4%</b>
May	143,241	9.5%	15.2%	10,202	-2.4%	31.8%	153,443	8.6%	16.2%
June	155,036	4.4%	8.0%	13,525	0.4%	4.4%	168,561	4.1%	7.7%
July	177,714	5.8%	0.2%	18,226	4.3%	0.7%	195,940	5.7%	0.3%
<b>May - Jul.</b>	<b>475,991</b>	<b>6.4%</b>	<b>6.9%</b>	<b>41,953</b>	<b>1.3%</b>	<b>8.1%</b>	<b>517,944</b>	<b>6.0%</b>	<b>7.0%</b>
<b>Jan. - Jul.</b>	<b>1,082,318</b>	<b>3.8%</b>	<b>8.6%</b>	<b>84,813</b>	<b>3.3%</b>	<b>30.2%</b>	<b>1,167,131</b>	<b>3.8%</b>	<b>9.9%</b>

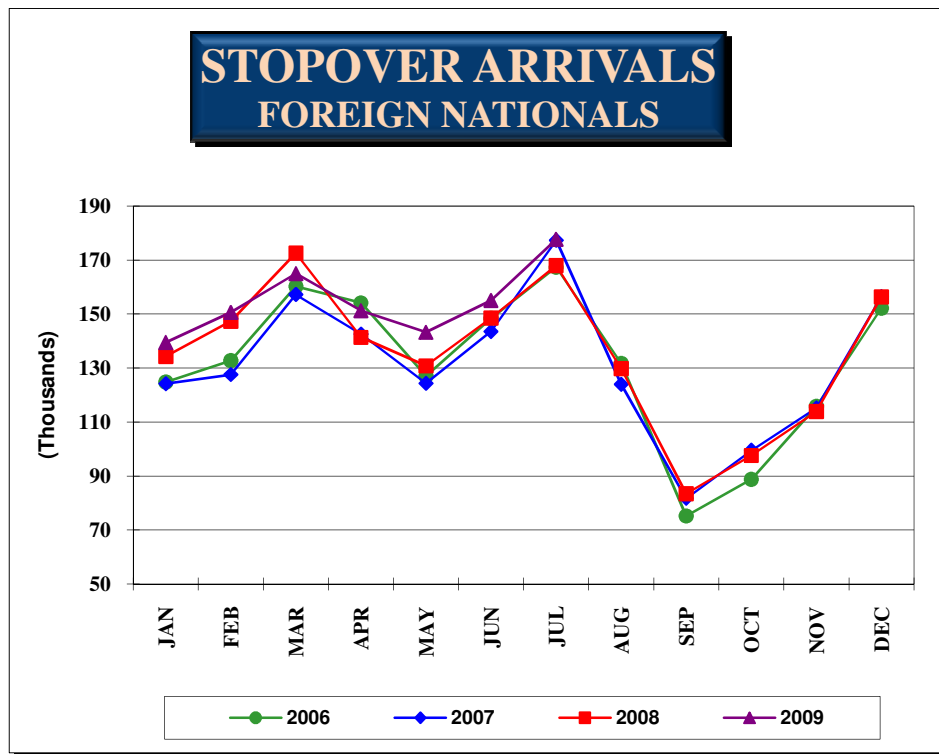


FIG. 1

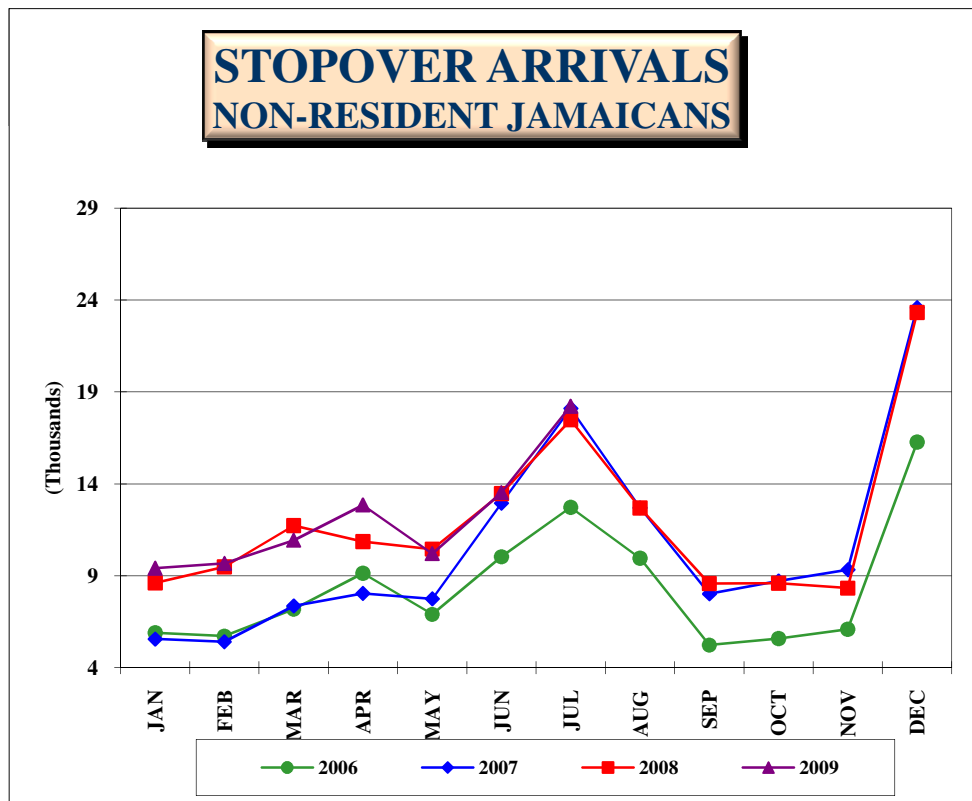
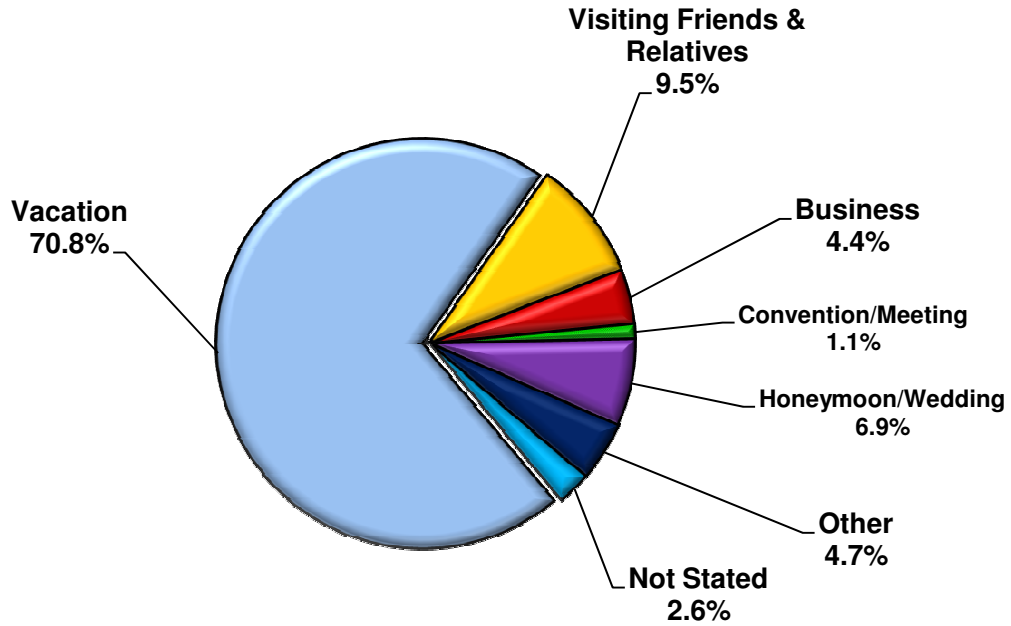


FIG. 1a

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



**Fig. 1b**

<b>STOPOVER ARRIVALS BY PURPOSE OF VISIT</b>						
<b>January - July 2009</b>	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	794,078	73.4%	32,457	38.3%	826,535	70.8%
Visiting Friends & Relatives	86,078	8.0%	24,696	29.1%	110,774	9.5%
Business	46,020	4.3%	4,975	5.9%	50,995	4.4%
Convention/Meeting	11,999	1.1%	779	0.9%	12,778	1.1%
Honeymoon/Wedding	79,158	7.3%	1,458	1.7%	80,616	6.9%
Other	46,234	4.3%	8,702	10.3%	54,936	4.7%
Not Stated	18,751	1.7%	11,746	13.8%	30,497	2.6%
<b>TOTAL</b>	<b>1,082,318</b>	<b>100.0%</b>	<b>84,813</b>	<b>100.0%</b>	<b>1,167,131</b>	<b>100.0%</b>

**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							
<b>January</b>	33,915	21,529	17,900	6,846	<b>80,190</b>	39,960	21,594	1,334	4,746	540	522	<b>148,886</b>
<b>February</b>	42,160	25,479	19,686	5,977	<b>93,302</b>	39,244	20,403	1,246	4,863	844	380	<b>160,282</b>
<b>March</b>	44,518	29,094	24,359	9,969	<b>107,940</b>	39,170	22,247	915	4,529	629	499	<b>175,929</b>
<b>April</b>	51,537	19,751	28,875	9,250	<b>109,413</b>	25,797	20,722	1,310	5,913	558	377	<b>164,090</b>
<b>Jan.-Apr.</b>	<b>172,130</b>	<b>95,853</b>	<b>90,820</b>	<b>32,042</b>	<b>390,845</b>	<b>144,171</b>	<b>84,966</b>	<b>4,805</b>	<b>20,051</b>	<b>2,571</b>	<b>1,778</b>	<b>649,187</b>
<b>May</b>	43,701	19,002	31,037	11,797	<b>105,537</b>	17,975	23,047	1,068	4,896	490	430	<b>153,443</b>
<b>June</b>	46,424	21,069	39,365	15,830	<b>122,688</b>	13,219	24,916	1,024	5,798	511	405	<b>168,561</b>
<b>July</b>	63,837	16,511	41,067	17,550	<b>138,965</b>	18,961	27,105	1,645	8,302	474	488	<b>195,940</b>
<b>May - Jul.</b>	<b>153,962</b>	<b>56,582</b>	<b>111,469</b>	<b>45,177</b>	<b>367,190</b>	<b>50,155</b>	<b>75,068</b>	<b>3,737</b>	<b>18,996</b>	<b>1,475</b>	<b>1,323</b>	<b>517,944</b>
<b>Jan. - Jul.</b>	<b>326,092</b>	<b>152,435</b>	<b>202,289</b>	<b>77,219</b>	<b>758,035</b>	<b>194,326</b>	<b>160,034</b>	<b>8,542</b>	<b>39,047</b>	<b>4,046</b>	<b>3,101</b>	<b>1,167,131</b>
<b>+/- %</b>	<b>2.8%</b>	<b>4.5%</b>	<b>-1.7%</b>	<b>-3.6%</b>	<b>1.2%</b>	<b>27.7%</b>	<b>-4.4%</b>	<b>-4.4%</b>	<b>-1.8%</b>	<b>2.5%</b>	<b>-16.0%</b>	<b>3.8%</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JULY</u>			<u>% Change</u>			<u>JANUARY - JULY</u>			<u>% Change</u>				
	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2009/08</u>	<u>2009/07</u>	<u>2009/06</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2009/08</u>	<u>2009/07</u>	<u>2009/06</u>
<b>U.S.A.</b>														
<b><u>NORTHEAST (NEW YORK)</u></b>														
Connecticut	3,749	3,870	3,465	3,837	10.7	-0.9	2.3	19,639	18,851	20,173	18,823	-6.7	-0.1	-4.2
Delaware	604	549	557	555	-0.4	1.1	-8.1	3,767	3,717	3,458	3,603	4.2	-3.1	-4.4
Maine	107	146	112	138	23.2	-5.5	29.0	2,769	2,289	2,352	2,650	12.7	15.8	-4.3
Maryland	5,809	5,881	5,327	5,311	-0.3	-9.7	-8.6	30,477	28,536	28,288	27,718	-2.0	-2.9	-9.1
Massachusetts	2,083	2,448	2,381	3,269	37.3	33.5	56.9	20,204	18,973	19,675	22,613	14.9	19.2	11.9
New Hampshire	201	257	187	271	44.9	5.4	34.8	3,345	3,255	3,267	3,589	9.9	10.3	7.3
New Jersey	8,206	8,659	7,949	8,978	12.9	3.7	9.4	47,096	42,578	42,317	42,368	0.1	-0.5	-10.0
New York	25,380	27,333	25,998	29,420	13.2	7.6	15.9	125,502	121,983	129,385	131,475	1.6	7.8	4.8
Pennsylvania	6,438	6,333	6,574	7,034	7.0	11.1	9.3	40,219	38,030	41,283	45,502	10.2	19.6	13.1
Rhode Island	222	268	261	344	31.8	28.4	55.0	2,633	2,437	2,254	2,663	18.1	9.3	1.1
Vermont	47	62	90	85	-5.6	37.1	80.9	1,490	1,395	1,434	1,390	-3.1	-0.4	-6.7
Virginia	3,230	3,004	3,037	3,483	14.7	15.9	7.8	19,045	16,747	17,922	17,653	-1.5	5.4	-7.3
Washington D.C.	742	764	582	690	18.6	-9.7	-7.0	4,247	3,864	3,590	3,882	8.1	0.5	-8.6
West Virginia	253	251	304	422	38.8	68.1	66.8	1,791	1,560	1,776	2,163	21.8	38.7	20.8
<b>Total</b>	<b>57,071</b>	<b>59,825</b>	<b>56,824</b>	<b>63,837</b>	<b>12.3</b>	<b>6.7</b>	<b>11.9</b>	<b>322,224</b>	<b>304,215</b>	<b>317,174</b>	<b>326,092</b>	<b>2.8</b>	<b>7.2</b>	<b>1.2</b>
<b><u>MIDWEST (CHICAGO)</u></b>														
Illinois	4,604	4,382	4,002	4,298	7.4	-1.9	-6.6	36,866	32,358	33,275	33,236	-0.1	2.7	-9.8
Indiana	1,859	1,473	1,512	1,458	-3.6	-1.0	-21.6	11,843	10,355	10,279	10,151	-1.2	-2.0	-14.3
Iowa	442	638	567	549	-3.2	-13.9	24.2	6,835	6,137	6,905	8,030	16.3	30.8	17.5
Kansas	571	670	611	711	16.4	6.1	24.5	3,970	3,735	3,788	4,524	19.4	21.1	14.0
Kentucky	1,159	925	847	876	3.4	-5.3	-24.4	6,132	4,852	4,760	5,046	6.0	4.0	-17.7
Michigan	2,169	1,658	1,496	1,749	16.9	5.5	-19.4	21,869	17,297	18,888	20,220	7.1	16.9	-7.5
Minnesota	726	657	599	594	-0.8	-9.6	-18.2	17,599	14,356	14,780	14,641	-0.9	2.0	-16.8
Missouri	2,480	2,462	1,686	2,443	44.9	-0.8	-1.5	13,925	13,655	11,181	13,684	22.4	0.2	-1.7
Nebraska	563	590	534	548	2.6	-7.1	-2.7	3,963	3,897	4,015	4,497	12.0	15.4	13.5
North Dakota	56	125	55	71	29.1	-43.2	26.8	1,673	1,771	1,829	1,895	3.6	7.0	13.3
Ohio	2,501	2,464	2,334	2,399	2.8	-2.6	-4.1	17,670	14,130	15,272	16,290	6.7	15.3	-7.8
South Dakota	127	131	99	86	-13.1	-34.4	-32.3	1,831	1,656	1,770	1,990	12.4	20.2	8.7
Wisconsin	922	925	768	729	-5.1	-21.2	-20.9	21,498	17,895	19,122	18,231	-4.7	1.9	-15.2
<b>Total</b>	<b>18,179</b>	<b>17,100</b>	<b>15,110</b>	<b>16,511</b>	<b>9.3</b>	<b>-3.4</b>	<b>-9.2</b>	<b>165,674</b>	<b>142,094</b>	<b>145,864</b>	<b>152,435</b>	<b>4.5</b>	<b>7.3</b>	<b>-8.0</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JULY</u>							<u>JANUARY - JULY</u>						
	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>% Change</u>			<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>% Change</u>		
					2009/08	2009/07	2009/06					2009/08	2009/07	2009/06
<b><u>SOUTH (MIAMI)</u></b>														
Alabama	1,153	1,166	1,175	1,075	-8.5	-7.8	-6.8	5,870	5,158	5,393	5,657	4.9	9.7	-3.6
Arkansas	532	539	520	538	3.5	-0.2	1.1	2,936	2,628	2,868	3,083	7.5	17.3	5.0
Florida	22,361	24,500	22,661	22,722	0.3	-7.3	1.6	119,926	113,335	116,640	113,770	-2.5	0.4	-5.1
Georgia	7,078	7,457	7,499	7,515	0.2	0.8	6.2	35,815	33,605	36,642	34,193	-6.7	1.7	-4.5
Louisiana	1,250	1,269	1,159	1,118	-3.5	-11.9	-10.6	5,758	5,025	4,605	5,048	9.6	0.5	-12.3
Mississippi	548	473	413	519	25.7	9.7	-5.3	3,018	2,297	2,369	2,557	7.9	11.3	-15.3
North Carolina	2,690	2,940	2,921	3,310	13.3	12.6	23.0	15,606	14,288	15,568	16,512	6.1	15.6	5.8
Oklahoma	916	1,032	786	902	14.8	-12.6	-1.5	4,651	3,740	3,592	4,130	15.0	10.4	-11.2
South Carolina	1,069	1,227	1,265	1,494	18.1	21.8	39.8	6,733	6,319	7,717	7,621	-1.2	20.6	13.2
Tennessee	1,928	1,797	1,946	1,874	-3.7	4.3	-2.8	10,165	8,720	10,370	9,718	-6.3	11.4	-4.4
<b>Total</b>	<b>39,525</b>	<b>42,400</b>	<b>40,345</b>	<b>41,067</b>	<b>1.8</b>	<b>-3.1</b>	<b>3.9</b>	<b>210,478</b>	<b>195,115</b>	<b>205,764</b>	<b>202,289</b>	<b>-1.7</b>	<b>3.7</b>	<b>-3.9</b>
<b><u>WEST (LOS ANGELES)</u></b>														
Alaska	27	19	31	25	-19.4	31.6	-7.4	251	253	343	278	-19.0	9.9	10.8
Arizona	875	874	864	732	-15.3	-16.2	-16.3	4,849	4,378	4,623	4,146	-10.3	-5.3	-14.5
California	7,476	6,814	6,118	6,045	-1.2	-11.3	-19.1	33,129	30,118	29,457	25,461	-13.6	-15.5	-23.1
Colorado	783	898	636	968	52.2	7.8	23.6	6,209	5,667	5,852	5,837	-0.3	3.0	-6.0
Hawaii	41	25	46	44	-4.3	76.0	7.3	193	177	235	198	-15.7	11.9	2.6
Idaho	71	72	68	92	35.3	27.8	29.6	933	785	886	677	-23.6	-13.8	-27.4
Montana	57	52	64	45	-29.7	-13.5	-21.1	819	639	567	682	20.3	6.7	-16.7
Nevada	427	322	406	536	32.0	66.5	25.5	2,367	1,970	2,235	2,454	9.8	24.6	3.7
New Mexico	126	212	174	211	21.3	-0.5	67.5	968	950	1,026	1,070	4.3	12.6	10.5
Oregon	280	310	296	221	-25.3	-28.7	-21.1	1,946	1,817	1,815	1,605	-11.6	-11.7	-17.5
Texas	7,117	7,190	6,712	7,722	15.0	7.4	8.5	29,897	26,439	26,762	28,713	7.3	8.6	-4.0
Utah	180	172	196	306	56.1	77.9	70.0	1,711	1,316	1,719	1,718	-0.1	30.5	0.4
Washington	555	576	617	549	-11.0	-4.7	-1.1	4,170	3,713	4,001	3,768	-5.8	1.5	-9.6
Wyoming	45	85	42	54	28.6	-36.5	20.0	589	518	553	612	10.7	18.1	3.9
<b>Total</b>	<b>18,060</b>	<b>17,621</b>	<b>16,270</b>	<b>17,550</b>	<b>7.9</b>	<b>-0.4</b>	<b>-2.8</b>	<b>88,031</b>	<b>78,740</b>	<b>80,074</b>	<b>77,219</b>	<b>-3.6</b>	<b>-1.9</b>	<b>-12.3</b>
<b>TOTAL U.S.A.</b>	<b>132,835</b>	<b>136,946</b>	<b>128,549</b>	<b>138,965</b>	<b>8.1</b>	<b>1.5</b>	<b>4.6</b>	<b>786,407</b>	<b>720,164</b>	<b>748,876</b>	<b>758,035</b>	<b>1.2</b>	<b>5.3</b>	<b>-3.6</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JULY</u>						<u>JANUARY - JULY</u>							
	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>% Change</u>			<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>% Change</u>		
					<u>2009/08</u>	<u>2009/07</u>	<u>2009/06</u>					<u>2009/08</u>	<u>2009/07</u>	<u>2009/06</u>
<b><u>CANADA (TORONTO)</u></b>														
Alberta	380	641	665	1,021	53.5	59.3	168.7	5,680	10,477	13,119	18,348	39.9	75.1	223.0
British Columbia	315	358	397	537	35.3	50.0	70.5	2,816	5,385	6,215	10,417	67.6	93.4	269.9
Manitoba	93	117	135	205	51.9	75.2	120.4	1,992	3,113	3,923	5,114	30.4	64.3	156.7
New Brunswick	28	34	43	52	20.9	52.9	85.7	1,691	1,716	2,507	2,987	19.1	74.1	76.6
Newfoundland	30	29	77	91	18.2	213.8	203.3	640	548	1,100	1,597	45.2	191.4	149.5
Nova Scotia	51	69	86	99	15.1	43.5	94.1	2,615	2,927	3,666	4,509	23.0	54.0	72.4
Ontario	10,056	11,744	12,361	13,895	12.4	18.3	38.2	67,135	78,470	94,188	114,296	21.3	45.7	70.2
P.E. Island	2	7	3	2	-33.3	-71.4	0.0	200	294	277	440	58.8	49.7	120.0
Quebec	1,281	1,359	1,661	2,890	74.0	112.7	125.6	12,805	16,358	21,566	30,796	42.8	88.3	140.5
Saskatchewan	41	71	89	142	59.6	100.0	246.3	1,042	2,927	5,353	5,476	2.3	87.1	425.5
Other Canada	18	11	8	27	237.5	145.5	50.0	219	192	246	346	40.7	80.2	58.0
<b>Total</b>	<b>12,295</b>	<b>14,440</b>	<b>15,525</b>	<b>18,961</b>	<b>22.1</b>	<b>31.3</b>	<b>54.2</b>	<b>96,835</b>	<b>122,407</b>	<b>152,160</b>	<b>194,326</b>	<b>27.7</b>	<b>58.8</b>	<b>100.7</b>
<b><u>LONDON OFFICE</u></b>														
<b><u>Northern Europe</u></b>														
U.K.	18,472	20,602	18,894	17,466	-7.6	-15.2	-5.4	97,406	109,200	111,108	108,047	-2.8	-1.1	10.9
Denmark	136	154	80	76	-5.0	-50.6	-44.1	694	721	517	515	-0.4	-28.6	-25.8
Finland	21	16	32	102	218.8	537.5	385.7	230	163	216	369	70.8	126.4	60.4
Ireland	565	484	479	266	-44.5	-45.0	-52.9	1,927	2,658	2,204	1,809	-17.9	-31.9	-6.1
Norway	84	93	148	109	-26.4	17.2	29.8	505	553	737	638	-13.4	15.4	26.3
Sweden	73	82	143	115	-19.6	40.2	57.5	702	727	1,105	987	-10.7	35.8	40.6
<b>Total</b>	<b>19,351</b>	<b>21,431</b>	<b>19,776</b>	<b>18,134</b>	<b>-8.3</b>	<b>-15.4</b>	<b>-6.3</b>	<b>101,464</b>	<b>114,022</b>	<b>115,887</b>	<b>112,365</b>	<b>-3.0</b>	<b>-1.5</b>	<b>10.7</b>
<b><u>Southern Europe</u></b>														
Greece	13	16	45	37	-17.8	131.3	184.6	119	110	223	193	-13.5	75.5	62.2
Italy	1,102	1,210	1,227	1,051	-14.3	-13.1	-4.6	10,367	9,279	9,016	8,615	-4.4	-7.2	-16.9
Portugal	917	3,099	2,615	1,089	-58.4	-64.9	18.8	1,394	6,169	5,087	3,662	-28.0	-40.6	162.7
Spain	1,205	3,942	2,012	2,642	31.3	-33.0	119.3	3,609	8,972	7,556	6,020	-20.3	-32.9	66.8
<b>Total</b>	<b>6,281</b>	<b>11,838</b>	<b>9,515</b>	<b>8,590</b>	<b>-9.7</b>	<b>-27.4</b>	<b>36.8</b>	<b>40,066</b>	<b>50,343</b>	<b>46,796</b>	<b>44,059</b>	<b>-5.8</b>	<b>-12.5</b>	<b>10.0</b>
<b><u>Western Europe</u></b>														
Austria	196	184	184	206	12.0	12.0	5.1	1,877	1,706	1,425	1,586	11.3	-7.0	-15.5
Belgium	550	699	729	604	-17.1	-13.6	9.8	2,613	3,694	4,066	4,026	-1.0	9.0	54.1
France	211	256	301	351	16.6	37.1	66.4	1,991	2,428	2,295	2,428	5.8	0.0	21.9
Germany	1,052	1,247	1,237	1,527	23.4	22.5	45.2	11,931	11,972	11,126	11,813	6.2	-1.3	-1.0
Luxemburg	30	17	13	27	107.7	58.8	-10.0	137	133	107	146	36.4	9.8	6.6
Netherlands	766	938	925	803	-13.2	-14.4	4.8	4,136	4,502	4,554	4,168	-8.5	-7.4	0.8
Switzerland	239	230	227	253	11.5	10.0	5.9	1,892	1,378	1,341	1,402	4.5	1.7	-25.9
<b>Total</b>	<b>6,281</b>	<b>11,838</b>	<b>9,515</b>	<b>8,590</b>	<b>-9.7</b>	<b>-27.4</b>	<b>36.8</b>	<b>40,066</b>	<b>50,343</b>	<b>46,796</b>	<b>44,059</b>	<b>-5.8</b>	<b>-12.5</b>	<b>10.0</b>
<b><u>Central/East Europe</u></b>														
Czech Republic	17	30	24	24	0.0	-20.0	41.2	198	514	478	367	-23.2	-28.6	85.4
Hungary	11	18	31	11	-64.5	-38.9	0.0	129	231	592	182	-69.3	-21.2	41.1
Poland	42	114	152	104	-31.6	-8.8	147.6	363	434	687	675	-1.7	55.5	86.0
Russia	35	93	127	75	-40.9	-19.4	114.3	600	635	1,160	1,085	-6.5	70.9	80.8
Ukraine	13	23	32	18	-43.8	-21.7	38.5	70	144	268	281	4.9	95.1	301.4
Other Europe	97	93	160	149	-6.9	60.2	53.6	906	1,297	1,544	1,020	-33.9	-21.4	12.6
<b>Total</b>	<b>215</b>	<b>371</b>	<b>526</b>	<b>381</b>	<b>-27.6</b>	<b>2.7</b>	<b>77.2</b>	<b>2,266</b>	<b>3,255</b>	<b>4,729</b>	<b>3,610</b>	<b>-23.7</b>	<b>10.9</b>	<b>59.3</b>
<b>Total</b>	<b>25,847</b>	<b>33,640</b>	<b>29,817</b>	<b>27,105</b>	<b>-9.1</b>	<b>-19.4</b>	<b>4.9</b>	<b>143,796</b>	<b>167,620</b>	<b>167,412</b>	<b>160,034</b>	<b>-4.4</b>	<b>-4.5</b>	<b>11.3</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JULY</u>			<u>% Change</u>			<u>JANUARY - JULY</u>			<u>% Change</u>				
	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2009/08</u>	<u>2009/07</u>	<u>2009/06</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2009/08</u>	<u>2009/07</u>	<u>2009/06</u>
<b><u>LATIN AMERICA</u></b>														
<b><u>CENTRAL AMERICA</u></b>														
Mexico	206	274	242	222	-8.3	-19.0	7.8	1,259	1,291	1,923	1,223	-36.4	-5.3	-2.9
Belize	118	90	82	98	19.5	8.9	-16.9	392	332	362	366	1.1	10.2	-6.6
Costa Rica	72	61	68	73	7.4	19.7	1.4	389	451	511	476	-6.8	5.5	22.4
El Salvador	10	17	10	13	30.0	-23.5	30.0	57	112	143	88	-38.5	-21.4	54.4
Guatemala	22	24	24	25	4.2	4.2	13.6	190	176	157	209	33.1	18.8	10.0
Honduras	17	11	36	11	-69.4	0.0	-35.3	93	81	151	92	-39.1	13.6	-1.1
Nicaragua	2	6	3	15	400.0	150.0	650.0	34	34	53	53	0.0	55.9	55.9
Panama	111	83	74	92	24.3	10.8	-17.1	720	678	653	703	7.7	3.7	-2.4
<b>Total</b>	<b>558</b>	<b>566</b>	<b>539</b>	<b>549</b>	<b>1.9</b>	<b>-3.0</b>	<b>-1.6</b>	<b>3,134</b>	<b>3,155</b>	<b>3,953</b>	<b>3,210</b>	<b>-18.8</b>	<b>1.7</b>	<b>2.4</b>
<b><u>SOUTH AMERICA</u></b>														
Argentina	98	118	191	195	2.1	65.3	99.0	666	664	1,143	1,184	3.6	78.3	77.8
Bolivia	6	1	5	0	-	-	-	46	23	43	27	-37.2	17.4	-41.3
Brazil	142	168	147	115	-21.8	-31.5	-19.0	848	839	1,031	877	-14.9	4.5	3.4
Chile	57	65	137	71	-48.2	9.2	24.6	300	314	496	624	25.8	98.7	108.0
Colombia	203	410	31	105	238.7	-74.4	-48.3	677	967	652	605	-7.2	-37.4	-10.6
Ecuador	16	28	367	409	11.4	1360.7	2456.3	63	95	776	878	13.1	824.2	1293.7
Paraguay	2	12	0	2	-	-83.3	0.0	9	21	7	18	157.1	-14.3	100.0
Peru	33	53	63	60	-4.8	13.2	81.8	239	176	268	317	18.3	80.1	32.6
Uruguay	16	12	17	28	64.7	133.3	75.0	50	54	92	117	27.2	116.7	134.0
Venezuela	74	80	69	103	49.3	28.8	39.2	462	513	470	675	43.6	31.6	46.1
Other South America	1	0	2	8	300.0	-	700.0	2	2	7	10	42.9	400.0	400.0
<b>Total</b>	<b>648</b>	<b>947</b>	<b>1,029</b>	<b>1,096</b>	<b>6.5</b>	<b>15.7</b>	<b>69.1</b>	<b>3,362</b>	<b>3,668</b>	<b>4,985</b>	<b>5,332</b>	<b>7.0</b>	<b>45.4</b>	<b>58.6</b>
<b>Total Latin America</b>	<b>1,206</b>	<b>1,513</b>	<b>1,568</b>	<b>1,645</b>	<b>4.9</b>	<b>8.7</b>	<b>36.4</b>	<b>6,496</b>	<b>6,823</b>	<b>8,938</b>	<b>8,542</b>	<b>-4.4</b>	<b>25.2</b>	<b>31.5</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JULY</u>							<u>JANUARY - JULY</u>						
	2006	2007	2008	2009	% Change			2006	2007	2008	2009	% Change		
					2009/08	2009/07	2009/06					2009/08	2009/07	2009/06
<b>CARIBBEAN</b>														
Antigua	316	423	410	344	-16.1	-18.7	8.9	1,372	1,280	1,481	1,419	-4.2	10.9	3.4
Bahamas	533	864	551	727	31.9	-15.9	36.4	2,087	2,978	2,667	3,158	18.4	6.0	51.3
Barbados	671	594	970	599	-38.2	0.8	-10.7	3,501	3,164	3,634	3,062	-15.7	-3.2	-12.5
Bermuda	475	429	367	404	10.1	-5.8	-14.9	1,734	1,768	1,962	1,781	-9.2	0.7	2.7
British Virgin Is.	154	105	141	121	-14.2	15.2	-21.4	549	442	545	497	-8.8	12.4	-9.5
Cayman Is.	1,882	2,053	2,244	2,705	20.5	31.8	43.7	9,192	11,144	11,789	14,105	19.6	26.6	53.4
Dominica	49	61	54	95	75.9	55.7	93.9	277	235	313	339	8.3	44.3	22.4
Grenada	61	91	183	94	-48.6	3.3	54.1	346	423	569	430	-24.4	1.7	24.3
Guyana	282	345	292	276	-5.5	-20.0	-2.1	1,196	1,306	1,308	1,256	-4.0	-3.8	5.0
Monsterrat	17	22	17	16	-5.9	-27.3	-5.9	90	75	89	81	-9.0	8.0	-10.0
St. Kitts/Nevis/Anguilla	111	125	119	130	9.2	4.0	17.1	552	511	533	612	14.8	19.8	10.9
St. Lucia	167	223	227	184	-18.9	-17.5	10.2	770	814	1,059	767	-27.6	-5.8	-0.4
St. Vincent	101	75	90	85	-5.6	13.3	-15.8	403	318	446	330	-26.0	3.8	-18.1
Turks & Caicos Is.	211	264	280	221	-21.1	-16.3	4.7	717	943	939	766	-18.4	-18.8	6.8
Trinidad & Tobago	1,006	1,127	1,348	1,095	-18.8	-2.8	8.8	4,948	5,929	6,602	5,617	-14.9	-5.3	13.5
<b>Comm. Caribbean</b>	<b>6,036</b>	<b>6,801</b>	<b>7,293</b>	<b>7,096</b>	<b>-2.7</b>	<b>4.3</b>	<b>17.6</b>	<b>27,734</b>	<b>31,330</b>	<b>33,936</b>	<b>34,220</b>	<b>0.8</b>	<b>9.2</b>	<b>23.4</b>
Aruba	96	87	137	109	-20.4	25.3	13.5	228	218	301	245	-18.6	12.4	7.5
Bonaire	10	3	0	0	-	-	-	16	19	0	0	-	-	-
Cuba	28	107	52	80	53.8	-25.2	185.7	118	599	524	710	35.5	18.5	501.7
Curacao	169	174	441	229	-48.1	31.6	35.5	560	606	1,177	838	-28.8	38.3	49.6
Dominican Rep.	122	147	161	140	-13.0	-4.8	14.8	610	892	1,096	781	-28.7	-12.4	28.0
Guadelope	13	34	40	44	10.0	29.4	238.5	50	112	116	82	-29.3	-26.8	64.0
Haiti	21	30	49	26	-46.9	-13.3	23.8	77	144	172	176	2.3	22.2	128.6
Puerto Rico	144	166	273	233	-14.7	40.4	61.8	967	903	1,058	871	-17.7	-3.5	-9.9
St. Maarten	154	116	225	147	-34.7	26.7	-4.5	434	444	565	444	-21.4	0.0	2.3
Surinam	27	55	76	76	0.0	38.2	181.5	316	291	298	274	-8.1	-5.8	-13.3
All other Caribbean	70	87	180	122	-32.2	40.2	74.3	410	464	532	406	-23.7	-12.5	-1.0
<b>Other Caribbean</b>	<b>854</b>	<b>1,006</b>	<b>1,634</b>	<b>1,206</b>	<b>-26.2</b>	<b>19.9</b>	<b>41.2</b>	<b>3,786</b>	<b>4,692</b>	<b>5,839</b>	<b>4,827</b>	<b>-17.3</b>	<b>2.9</b>	<b>27.5</b>
<b>TOTAL CARIBBEAN</b>	<b>6,890</b>	<b>7,807</b>	<b>8,927</b>	<b>8,302</b>	<b>-7.0</b>	<b>6.3</b>	<b>20.5</b>	<b>31,520</b>	<b>36,022</b>	<b>39,775</b>	<b>39,047</b>	<b>-1.8</b>	<b>8.4</b>	<b>23.9</b>
<b>ASIA</b>														
India	26	122	60	86	43.3	-29.5	230.8	338	1,008	604	822	36.1	-18.5	143.2
Pakistan	2	5	2	1	-50.0	-80.0	-50.0	11	71	12	13	8.3	-81.7	18.2
Japan	298	191	194	164	-15.5	-14.1	-45.0	2,507	1,871	1,829	1,488	-18.6	-20.5	-40.6
China	98	85	90	111	23.3	30.6	13.3	507	553	621	838	34.9	51.5	65.3
Taiwan	7	2	22	7	-68.2	250.0	0.0	50	22	79	42	-46.8	90.9	-16.0
Korea	5	34	32	27	-15.6	-20.6	440.0	127	123	167	189	13.2	53.7	48.8
Philippines	47	17	40	23	-42.5	35.3	-51.1	421	214	275	230	-16.4	7.5	-45.4
Singapore	3	7	10	19	90.0	171.4	533.3	73	97	90	96	6.7	-1.0	31.5
Other Asia	30	50	34	36	5.9	-28.0	20.0	261	367	271	328	21.0	-10.6	25.7
	<b>516</b>	<b>513</b>	<b>484</b>	<b>474</b>	<b>-2.1</b>	<b>-7.6</b>	<b>-8.1</b>	<b>4,295</b>	<b>4,326</b>	<b>3,948</b>	<b>4,046</b>	<b>2.5</b>	<b>-6.5</b>	<b>-5.8</b>
<b>OTHER COUNTRIES</b>														
African Countries	98	127	116	108	-6.9	-15.0	10.2	554	911	661	728	10.1	-20.1	31.4
Israel	89	111	81	95	17.3	-14.4	6.7	545	606	627	532	-15.2	-12.2	-2.4
Saudi Arabia	2	2	10	0	-	-	-	18	7	18	12	-33.3	71.4	-33.3
Turkey	7	19	36	19	-47.2	0.0	171.4	113	139	186	194	4.3	39.6	71.7
Other Middle East	61	86	93	97	4.3	12.8	59.0	202	309	302	326	7.9	5.5	61.4
Australia	139	165	188	137	-27.1	-17.0	-1.4	1,154	2,023	1,651	1,147	-30.5	-43.3	-0.6
New Zealand	28	40	47	32	-31.9	-20.0	14.3	196	334	208	144	-30.8	-56.9	-26.5
All Other Ctries	2	0	6	0	-	-	-	45	25	37	18	-51.4	-28.0	-60.0
<b>Total</b>	<b>426</b>	<b>550</b>	<b>577</b>	<b>488</b>	<b>-15.4</b>	<b>-11.3</b>	<b>14.6</b>	<b>2,827</b>	<b>4,354</b>	<b>3,690</b>	<b>3,101</b>	<b>-16.0</b>	<b>-28.8</b>	<b>9.7</b>
<b>GRAND TOTAL</b>	<b>180,015</b>	<b>195,409</b>	<b>185,447</b>	<b>195,940</b>	<b>5.7</b>	<b>0.3</b>	<b>8.8</b>	<b>1,072,176</b>	<b>1,061,716</b>	<b>1,124,799</b>	<b>1,167,131</b>	<b>3.8</b>	<b>9.9</b>	<b>8.9</b>

## STOPOVER VISITORS BY MARKET SHARE

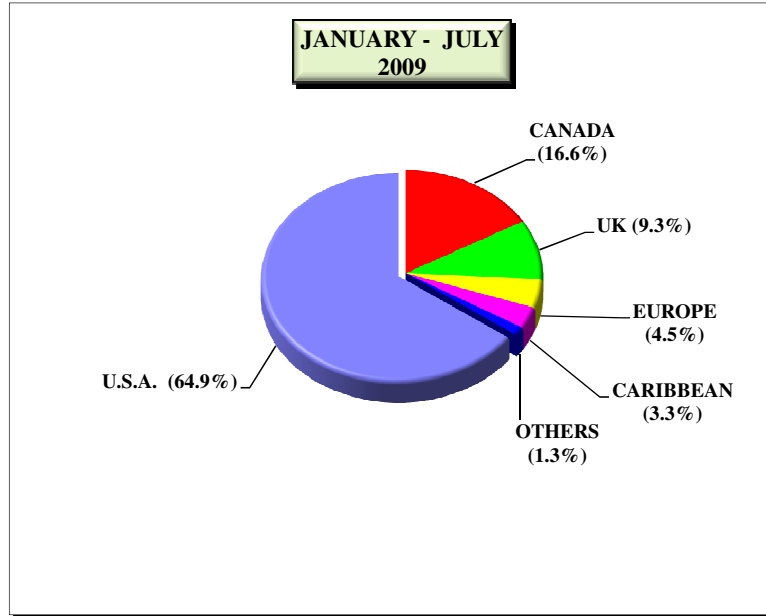


Fig. 2

Country	July 2009	% Share	Jan.-July 2009	% Share	Jan.-July 2008	% Share	% Change 2009/08
U.S.A	138,965	70.9%	758,035	64.9%	748,876	66.6%	1.2%
CANADA	18,961	9.7%	194,326	16.6%	152,160	13.5%	27.7%
U.K.	17,466	8.9%	108,047	9.3%	111,108	9.9%	-2.8%
EUROPE	9,639	4.9%	51,987	4.5%	56,304	5.0%	-7.7%
CARIBBEAN	8,302	4.2%	39,047	3.3%	39,775	3.5%	-1.8%
OTHERS	2,607	1.3%	15,689	1.3%	16,576	1.5%	-5.4%
<b>Total</b>	<b>195,940</b>	<b>100.0%</b>	<b>1,167,131</b>	<b>100.0%</b>	<b>1,124,799</b>	<b>100.0%</b>	<b>3.8%</b>

**TABLE 3**

<b>AVERAGE LENGTH OF STAY (Nights)</b>								
	<b>FOREIGN NATIONALS</b>				<b>NON-RESIDENT JAMAICANS</b>			
	<b>All Types of Accommodation</b>		<b>Hotel</b>		<b>All Types of Accommodation</b>		<b>Hotel</b>	
	2008	2009	2008	2009	2008	2009	2008	2009
	<b>January</b>	9.5	9.5	7.3	7.3	17.7	16.1	8.2
<b>February</b>	8.5	8.4	7.0	7.0	16.1	14.2	8.5	7.4
<b>March</b>	8.2	8.3	6.8	6.8	16.1	14.7	8.5	7.2
<b>April</b>	8.1	8.3	6.6	6.7	15.6	14.3	9.1	7.6
<b>May</b>	8.4	8.3	6.5	6.8	15.1	15.2	8.3	7.8
<b>June</b>	9.7	9.6	6.8	6.8	19.6	18.1	8.5	8.3
<b>July</b>	10.1	10.1	7.1	7.0	17.3	17.5	9.1	8.8
<b>Jan - Jul</b>	9.0	8.9	6.9	6.9	16.9	15.9	8.7	8.0

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

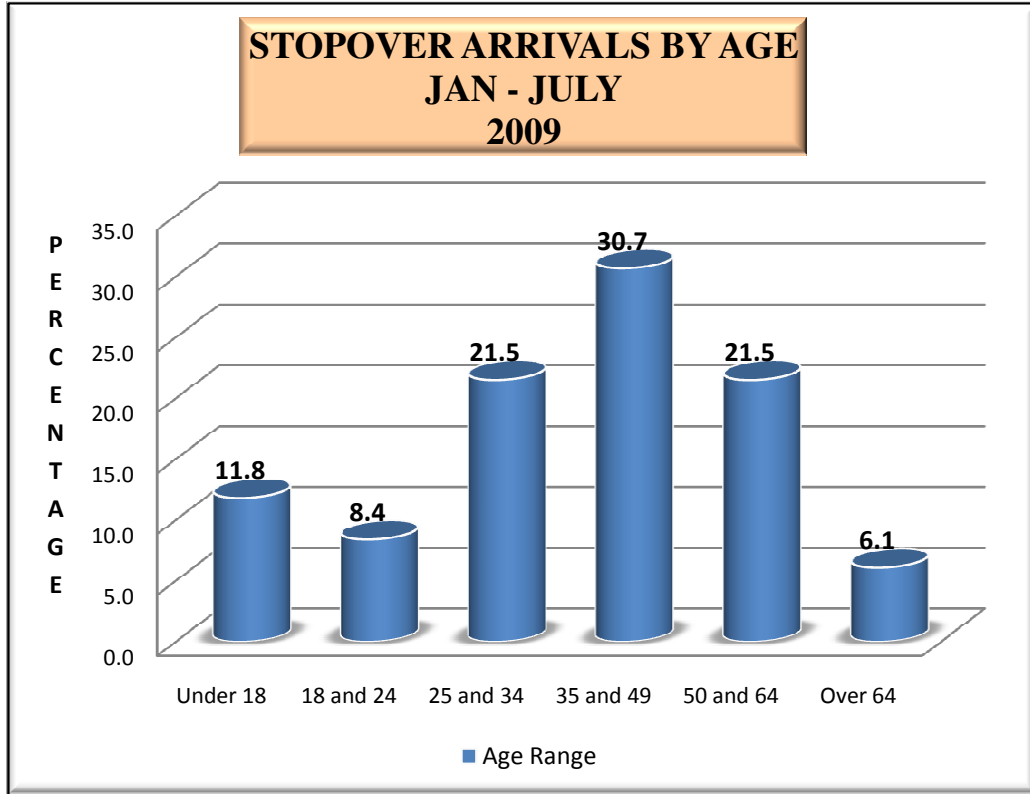


Fig. 3

**AGE DISTRIBUTION OF STOPOVER ARRIVALS**

Age Range	JULY		JAN - JULY		JAN - JULY		% Change 2009/08
	2009	% Share	2009	% Share	2008	% Share	
Under 18	36,995	18.9	137,906	11.8	139,291	12.4	-1.0%
18 and 24	19,109	9.8	97,963	8.4	91,797	8.2	6.7%
25 and 34	41,005	20.9	251,226	21.5	231,788	20.6	8.4%
35 and 49	56,199	28.7	357,894	30.7	355,768	31.6	0.6%
50 and 64	32,962	16.8	251,162	21.5	238,496	21.2	5.3%
Over 64	9,670	4.9	70,980	6.1	67,659	6.0	4.9%
<b>Total</b>	<b>195,940</b>	<b>100.0</b>	<b>1,167,131</b>	<b>100.0</b>	<b>1,124,799</b>	<b>100.0</b>	<b>3.8%</b>

**TABLE 4**

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL  
JANUARY - JULY 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%
February	15	34,071	-25.0%	-28.5%	21	55,536	-34.4%	-35.0%	38	90,477	53	133,403	-28.3%	-32.2%
March	15	34,727	-25.0%	-23.9%	27	77,164	-20.6%	-16.4%	44	112,416	56	139,347	-21.4%	-19.3%
April	12	36,638	-33.3%	-13.2%	24	66,846	-4.0%	-0.9%	36	103,484	46	110,838	-21.7%	-6.6%
Jan. - Apr.	<b>58</b>	<b>139,394</b>	<b>-31.0%</b>	<b>-29.6%</b>	<b>98</b>	<b>273,359</b>	<b>-18.3%</b>	<b>-16.1%</b>	<b>161</b>	<b>414,204</b>	<b>213</b>	<b>528,259</b>	<b>-24.4%</b>	<b>-21.6%</b>
May	11	27,898	57.1%	28.2%	12	40,283	0.0%	5.7%	23	68,181	19	59,860	21.1%	13.9%
June	6	16,386	-14.3%	-28.4%	15	52,153	50.0%	48.7%	21	68,539	17	57,962	23.5%	18.2%
July	4	14,521	-50.0%	-52.6%	11	41,591	0.0%	7.5%	15	56,112	19	69,343	-21.1%	-19.1%
May - Jul.	<b>21</b>	<b>58,805</b>	<b>-4.5%</b>	<b>-21.9%</b>	<b>38</b>	<b>134,027</b>	<b>15.2%</b>	<b>19.8%</b>	<b>59</b>	<b>192,832</b>	<b>55</b>	<b>187,165</b>	<b>7.3%</b>	<b>3.0%</b>
Jan. - Jul.	<b>79</b>	<b>198,199</b>	<b>-25.5%</b>	<b>-27.5%</b>	<b>136</b>	<b>407,386</b>	<b>-11.1%</b>	<b>-6.9%</b>	<b>220</b>	<b>607,036</b>	<b>268</b>	<b>715,424</b>	<b>-17.9%</b>	<b>-15.2%</b>

- \* 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 calls with 56 Cruise passengers visited Port Antonio.
  3. During the month of February 2 Cruise Ship calls with 870 Cruise passengers visited Kingston.
  4. During the month of March 2 Cruise Ship calls with 525 Cruise passengers visited Port Antonio.

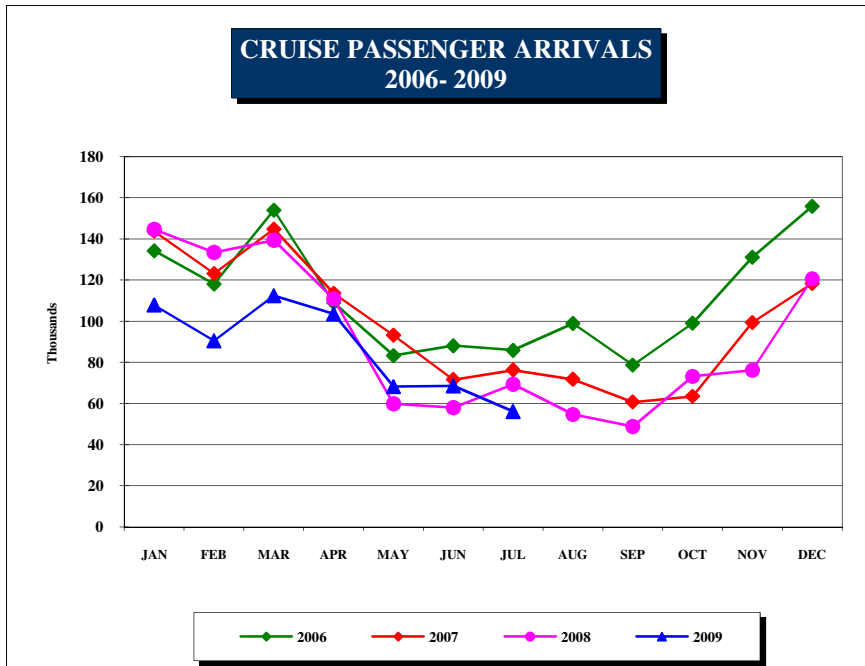


FIG. 4

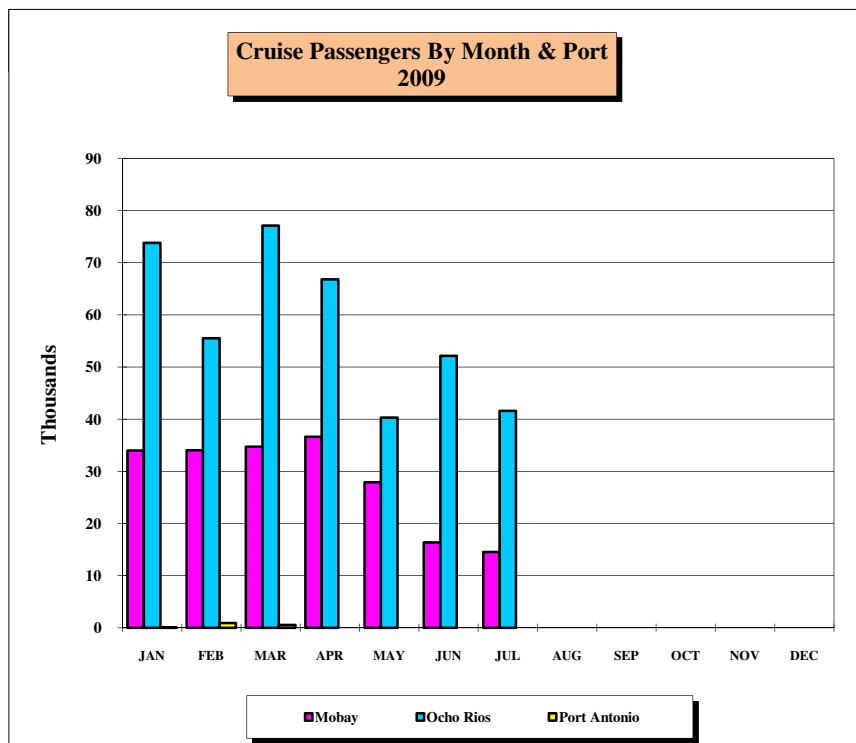


FIG. 4a

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

	JULY 2009			JANUARY - JULY 2009		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>U.S.A.</b>						
<b><u>NORTHEAST (NEW YORK)</u></b>						
Connecticut	3,837	0	3,837	18,814	9	18,823
Delaware	554	1	555	3,600	3	3,603
Maine	138	0	138	2,650	0	2,650
Maryland	5,309	2	5,311	27,698	20	27,718
Massachusetts	3,268	1	3,269	22,603	10	22,613
New Hampshire	271	0	271	3,584	5	3,589
New Jersey	8,978	0	8,978	42,344	24	42,368
New York	29,398	22	29,420	130,803	672	131,475
Pennsylvania	7,034	0	7,034	44,235	1,267	45,502
Rhode Island	344	0	344	2,661	2	2,663
Vermont	85	0	85	1,385	5	1,390
Virginia	3,481	2	3,483	17,636	17	17,653
Washington D.C.	689	1	690	3,863	19	3,882
West Virginia	421	1	422	2,041	122	2,163
<b>Total</b>	<b>63,807</b>	<b>30</b>	<b>63,837</b>	<b>323,917</b>	<b>2,175</b>	<b>326,092</b>

**MIDWEST (CHICAGO)**

Illinois	3,837	461	4,298	28,776	4,460	33,236
Indiana	1,421	37	1,458	9,873	278	10,151
Iowa	541	8	549	7,604	426	8,030
Kansas	705	6	711	4,444	80	4,524
Kentucky	863	13	876	4,972	74	5,046
Michigan	1,745	4	1,749	19,673	547	20,220
Minnesota	590	4	594	12,596	2,045	14,641
Missouri	1,362	1,081	2,443	8,867	4,817	13,684
Nebraska	543	5	548	4,468	29	4,497
North Dakota	71	0	71	1,838	57	1,895
Ohio	2,399	0	2,399	15,778	512	16,290
South Dakota	86	0	86	1,971	19	1,990
Wisconsin	727	2	729	12,972	5,259	18,231
<b>Total</b>	<b>14,890</b>	<b>1,621</b>	<b>16,511</b>	<b>133,832</b>	<b>18,603</b>	<b>152,435</b>

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

	JULY 2009			JANUARY - JULY 2009		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b><u>SOUTH (MIAMI)</u></b>						
Alabama	1,074	1	1,075	5,647	10	5,657
Arkansas	531	7	538	3,042	41	3,083
Florida	22,679	43	22,722	113,537	233	113,770
Georgia	7,506	9	7,515	34,148	45	34,193
Louisiana	1,115	3	1,118	5,034	14	5,048
Mississippi	519	0	519	2,549	8	2,557
North Carolina	3,310	0	3,310	16,501	11	16,512
Oklahoma	882	20	902	4,065	65	4,130
South Carolina	1,490	4	1,494	7,611	10	7,621
Tennessee	1,869	5	1,874	9,694	24	9,718
<b>Total</b>	<b>40,975</b>	<b>92</b>	<b>41,067</b>	<b>201,828</b>	<b>461</b>	<b>202,289</b>
<b><u>WEST (LOS ANGELES)</u></b>						
Alaska	25	0	25	265	13	278
Arizona	730	2	732	4,119	27	4,146
California	6,043	2	6,045	25,310	151	25,461
Colorado	967	1	968	5,810	27	5,837
Hawaii	44	0	44	197	1	198
Idaho	91	1	92	675	2	677
Montana	45	0	45	678	4	682
Nevada	536	0	536	2,445	9	2,454
New Mexico	211	0	211	1,065	5	1,070
Oregon	216	5	221	1,579	26	1,605
Texas	7,709	13	7,722	28,670	43	28,713
Utah	306	0	306	1,705	13	1,718
Washington	549	0	549	3,734	34	3,768
Wyoming	54	0	54	607	5	612
<b>Total</b>	<b>17,526</b>	<b>24</b>	<b>17,550</b>	<b>76,859</b>	<b>360</b>	<b>77,219</b>
<b>TOTAL U.S.A.</b>	<b>137,198</b>	<b>1,767</b>	<b>138,965</b>	<b>736,436</b>	<b>21,599</b>	<b>758,035</b>

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

	JULY 2009			JANUARY - JULY 2009		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
::						
<b><u>CANADA (TORONTO)</u></b>						
Alberta	768	253	1,021	8,733	9,615	18,348
British Columbia	477	60	537	5,161	5,256	10,417
Manitoba	175	30	205	2,250	2,864	5,114
New Brunswick	51	1	52	1,463	1,524	2,987
Newfoundland	41	50	91	814	783	1,597
Nova Scotia	95	4	99	2,048	2,461	4,509
Ontario	8,353	5,542	13,895	46,232	68,064	114,296
P.E. Island	2	0	2	157	283	440
Quebec	1,762	1,128	2,890	9,665	21,131	30,796
Saskatchewan	123	19	142	1,714	3,762	5,476
Other Canada	27	0	27	205	141	346
<b>Total</b>	<b>11,874</b>	<b>7,087</b>	<b>18,961</b>	<b>78,442</b>	<b>115,884</b>	<b>194,326</b>
<b><u>EUROPE</u></b>						
<b><u>LONDON OFFICE</u></b>						
<b><u>Northern Europe</u></b>						
U.K.	11,408	6,058	17,466	65,386	42,661	108,047
Denmark	68	8	76	469	46	515
Finland	102	0	102	357	12	369
Ireland	227	39	266	1,328	481	1,809
Norway	107	2	109	562	76	638
Sweden	109	6	115	912	75	987
<b>Sub-Total</b>	<b>12,021</b>	<b>6,113</b>	<b>18,134</b>	<b>69,014</b>	<b>43,351</b>	<b>112,365</b>
<b><u>GERMAN OFFICE</u></b>						
<b><u>Southern Europe</u></b>						
Greece	37	0	37	184	9	193
Italy	664	387	1,051	3,121	5,494	8,615
Portugal	63	1,026	1,089	242	3,420	3,662
Spain	224	2,418	2,642	1,275	4,745	6,020
<b><u>Western Europe</u></b>						
Austria	206	0	206	1,569	17	1,586
Belgium	72	532	604	403	3,623	4,026
France	302	49	351	1,846	582	2,428
Germany	1,500	27	1,527	11,620	193	11,813
Luxemburg	19	8	27	88	58	146
Netherlands	275	528	803	1,078	3,090	4,168
Switzerland	248	5	253	1,338	64	1,402
<b>Sub-Total</b>	<b>3,610</b>	<b>4,980</b>	<b>8,590</b>	<b>22,764</b>	<b>21,295</b>	<b>44,059</b>
<b><u>Central/East Europe</u></b>						
Czechoslovakia	22	2	24	346	21	367
Hungary	10	1	11	169	13	182
Poland	97	7	104	614	61	675
Russia	75	0	75	1,070	15	1,085
Ukraine	18	0	18	231	50	281
Other Europe	149	0	149	936	84	1,020
<b>Sub-Total</b>	<b>371</b>	<b>10</b>	<b>381</b>	<b>3,366</b>	<b>244</b>	<b>3,610</b>
<b>Total</b>	<b>16,002</b>	<b>11,103</b>	<b>27,105</b>	<b>95,144</b>	<b>64,890</b>	<b>160,034</b>

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

JULY 2009			JANUARY - JULY 2009		
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS

::

**OTHER COUNTRIES**

**CENTRAL AMERICA**

Mexico	222	0	222	1,208	15	1,223
Belize	98	0	98	357	9	366
Costa Rica	70	3	73	470	6	476
El Salvador	13	0	13	88	0	88
Guatemala	25	0	25	209	0	209
Honduras	11	0	11	92	0	92
Nicaragua	12	3	15	48	5	53
Panama	92	0	92	699	4	703
<b>Total</b>	<b>543</b>	<b>6</b>	<b>549</b>	<b>3,171</b>	<b>39</b>	<b>3,210</b>

**SOUTH AMERICA**

Argentina	195	0	195	1,184	0	1,184
Bolivia	0	0	0	27	0	27
Brazil	114	1	115	862	15	877
Chile	71	0	71	620	4	624
Colombia	105	0	105	556	49	605
Ecuador	18	391	409	110	768	878
Paraguay	2	0	2	18	0	18
Peru	60	0	60	311	6	317
Uruguay	28	0	28	117	0	117
Venezuela	42	61	103	412	263	675
Other South America	8	0	8	10	0	10
<b>Total</b>	<b>643</b>	<b>453</b>	<b>1,096</b>	<b>4,227</b>	<b>1,105</b>	<b>5,332</b>
<b>Total Latin America</b>	<b>1,186</b>	<b>459</b>	<b>1,645</b>	<b>7,398</b>	<b>1,144</b>	<b>8,542</b>

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

	JULY 2009			JANUARY - JULY 2009		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
::						
<b>CARIBBEAN</b>						
Antigua	343	1	344	1,418	1	1,419
Bahamas	727	0	727	3,138	20	3,158
Barbados	583	16	599	3,012	50	3,062
Bermuda	403	1	404	1,779	2	1,781
British Virgin Is.	121	0	121	497	0	497
Cayman Is.	2,692	13	2,705	14,012	93	14,105
Dominica	94	1	95	337	2	339
Grenada	90	4	94	422	8	430
Guyana	276	0	276	1,254	2	1,256
Montserrat	16	0	16	81	0	81
St. Kitts/Nevis/Anguilla	129	1	130	611	1	612
St. Lucia	178	6	184	756	11	767
St. Vincent	75	10	85	316	14	330
Turks & Caicos Is.	219	2	221	748	19	767
Trinidad & Tobago	1,047	48	1,095	5,293	323	5,616
<b>Comm. Caribbean</b>	<b>6,993</b>	<b>103</b>	<b>7,096</b>	<b>33,674</b>	<b>546</b>	<b>34,220</b>
Aruba	109	0	109	244	1	245
Bonaire	0	0	0	0	0	0
Cuba	76	4	80	670	15	685
Curacao	229	0	229	838	0	838
Dominican Republic	138	2	140	698	83	781
Guadelope	43	1	44	80	2	82
Haiti	26	0	26	142	34	176
Puerto Rico	233	0	233	859	12	871
St. Maarten	147	0	147	444	0	444
Surinam	76	0	76	274	0	274
All other Caribbean	94	28	122	400	31	431
<b>Other Caribbean</b>	<b>1,171</b>	<b>35</b>	<b>1,206</b>	<b>4,649</b>	<b>178</b>	<b>4,827</b>
<b>TOTAL CARIBBEAN</b>	<b>8,164</b>	<b>138</b>	<b>8,302</b>	<b>38,323</b>	<b>724</b>	<b>39,047</b>
<b>OTHER COUNTRIES</b>						
India	85	1	86	820	2	822
Pakistan	1	0	1	13	0	13
Japan	164	0	164	1,481	7	1,488
China	109	2	111	751	87	838
Taiwan	7	0	7	42	0	42
Korea	27	0	27	189	0	189
Philippines	23	0	23	228	2	230
Singapore	19	0	19	87	9	96
Other Asia	35	1	36	302	26	328
<b>Asia</b>	<b>470</b>	<b>4</b>	<b>474</b>	<b>3,913</b>	<b>133</b>	<b>4,046</b>
African Countries	108	0	108	630	13	643
Israel	95	0	95	537	11	548
Saudi Arabia	0	0	0	75	4	79
Turkey	19	0	19	168	4	172
Other Middle East	93	4	97	300	13	313
Australia	137	0	137	1,009	34	1,043
New Zealand	31	1	32	256	5	261
All Other Ctries	0	0	0	42	0	42
<b>Total</b>	<b>483</b>	<b>5</b>	<b>488</b>	<b>3,017</b>	<b>84</b>	<b>3,101</b>
<b>GRAND TOTAL</b>	<b>175,377</b>	<b>20,563</b>	<b>195,940</b>	<b>962,673</b>	<b>204,458</b>	<b>1,167,131</b>

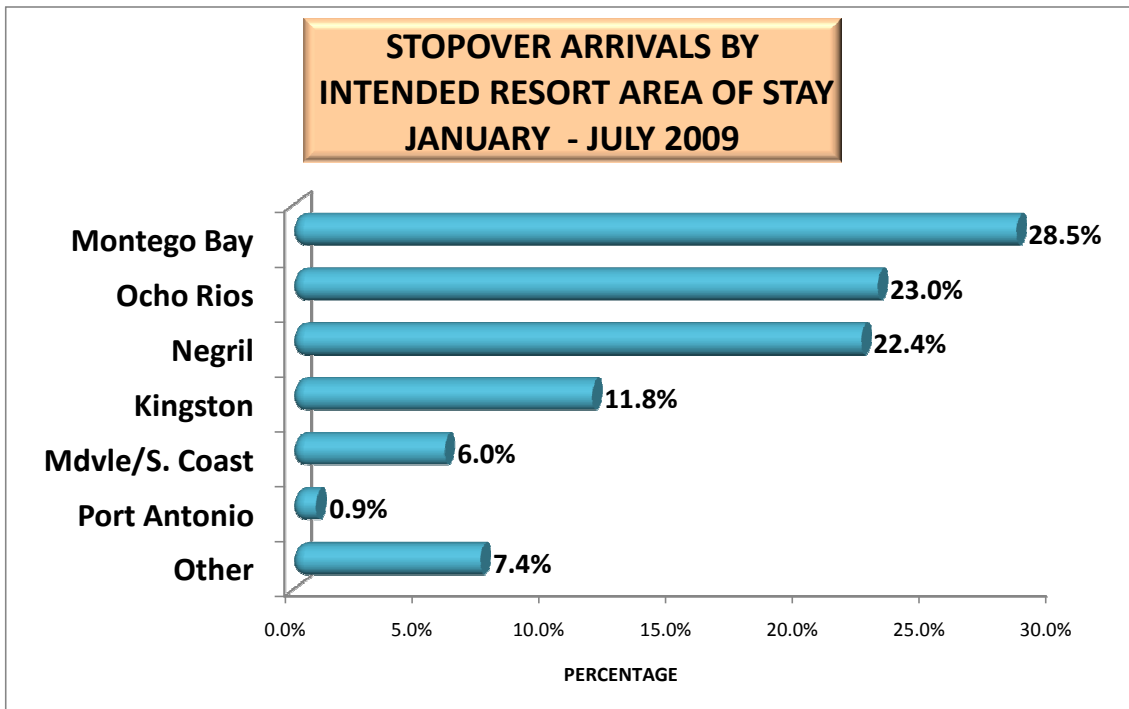


Fig. 5

**STOPOVER ARRIVALS BY INTENDED AREA OF STAY**

Area	JULY			JANUARY - JULY			JANUARY - JULY			%Change 2009/08 ARRIVALS
	2009	%Share	LENGTH OF STAY	2009	%Share	LENGTH OF STAY	2008	%Share	LENGTH OF STAY	
Montego Bay	54,410	27.8%	8.5	332,686	28.5%	7.7	305,222	27.1%	7.6	9.0%
Ocho Rios	44,596	22.8%	9.3	268,925	23.0%	8.5	288,499	25.6%	8.4	-6.8%
Negril	34,416	17.6%	8.5	261,281	22.4%	8.0	224,400	20.0%	8.2	16.4%
Kingston	26,287	13.4%	13.4	137,543	11.8%	11.7	140,180	12.5%	11.9	-1.9%
Mdvle/S. Coast	13,847	7.1%	15.6	69,739	6.0%	13.6	74,241	6.6%	13.2	-6.1%
Port Antonio	2,509	1.3%	17.3	10,733	0.9%	16.2	11,240	1.0%	16.6	-4.5%
Other	19,875	10.1%	16.9	86,224	7.4%	15.8	81,017	7.2%	16.2	6.4%
<b>Total</b>	<b>195,940</b>	<b>100.0%</b>	<b>10.8</b>	<b>1,167,131</b>	<b>100.0%</b>	<b>9.5</b>	<b>1,124,799</b>	<b>100.0%</b>	<b>9.5</b>	<b>3.8%</b>

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