

# JAMAICA TOURIST BOARD

**IN JULY 2010.....**

- Stopover arrivals up by 4.4%
- US Market up by 6.8%
- Canada up by 7.4%
- Europe decreased by 0.8%
- Cruise Passenger up by 15.7%

## TOURIST (Stopover Arrivals)

Stopover arrivals in July 2010 were **204,526** an increase of **4.4%** over the **195,940** recorded in July 2009. This is the second time so far in 2010 that stopover arrivals has broken the two hundred thousand barrier.

For the first three months of summer in 2010 May to July, arrivals to Jamaica increased by **0.1%** with **518,506** compared to **517,944** in 2009.

Year to date 2010, January to July, arrivals to Jamaica increased by **4.1%** with **1,215,395** compared to **1,167,131** in 2009

### United States

Stopover arrivals from the United States

market recorded a **6.8%** increase in July with a total of **148,366** visitors compared to the **138,965** visitors who came in July 2009. The marketing regions all with the exception of the West recorded increases in arrivals. The Northeast with **69,890** stopovers increased by **9.5%**, the Midwest with **17,760** and the South with **43,170** increased by **7.6%** and **5.1%** respectively. The West with **17,546** was flat by **0.0%**.

For the first three months of summer in 2010 May to July, performance by the marketing regions was mixed. The Northeast and the West increased by **7.6%**, and **2.6%** respectively. The Mid-west and the South decreased by **3.1%** and **2.7%** respectively.

Year to date 2010, January to July, the US market has recorded an increase of **5.9%**. Total visitors from this market was **802,599** compared to **758,035** in 2009. The Northeast increased by **12.4%**, the West by **3.6%** the Midwest by **1.3%** and South declined by **0.4%**.

### Canada

In July, the Canadian market recorded an increase of **7.4%**, with **20,370** Stopovers arrivals compared to **18,961** in July 2009.

The leading province of Ontario increased by **9.2%**, while the second most important visitor-producing province of Quebec

increased by **18.1%**. Other notable performances came from the provinces of Alberta down **13.6%** and British Columbia down **16.4%**.

For the first three months of summer in 2010 May to July, Canadian arrivals to Jamaica increased by **1.8%** with **51,046** compared to **50,155** in 2009.

Cumulatively, the Canadian market has generated **16,148** additional arrivals for the first six months of 2010, with a total of **210,474** stopovers compared to **194,326** in 2009. The top visitor producing provinces of Ontario with **127,311** and Quebec with **31,779** increased by **11.4%** and **3.2%** respectively. While the province of Nova Scotia increased by **48.5%**, Alberta and British Columbia declined by **3.1%** and **18.8%** respectively.

### Europe

The European market recorded a **0.8%** decrease in July 2010. The market provided a total of **26,877** stopover arrivals compared to the **27,105** recorded in July 2009.

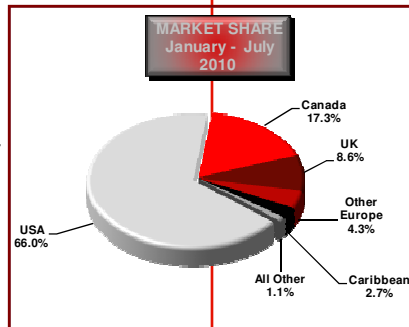
In the Northern European market region the main visitor producing country, United Kingdom with **17,806** arrivals increased by **1.9%**. In the South/Western European region the main visitor producing countries, Spain with **2,132** declined by **19.3%**, while Portugal with **1,529** increased by **40.4%**. In the third market region, Central/East Europe with **342** arrivals, decreased by **10.2%**.

Year to date 2010, January to July, the European market decreased by **2.4%**. Total stopovers were **156,269** compared to **160,034** in 2009. Northern European market region arrivals decreased by **3.6%** to **108,334**. From the South/Western Europe region, **44,053** arrivals no change. From the third market region, Central/East Europe **3,882** arrivals, increased by **7.5%**.

### Latin America

The Latin American market declined by **20.0%** in July 2010, with a total of **1,316** stopovers compared to **1,645** in July 2009. From the Central American region a total of **418** arrivals, a decrease of **23.9%**. From South America, **898** arrivals decreased by **18.1%**

Cumulatively, for the January to July period, the Latin American market decreased by **11.7%** with a total of **7,545** visitors compared to **8,542** for the corresponding period 2009.



## The Caribbean

Visitors to Jamaica from the Caribbean region decreased by **18.6%** in July 2010 with a total of **6,758** visitors, compared to **8,302** in July 2009.

The major Caribbean countries which provided visitors to Jamaica in July were: the Cayman Islands (**2,225**), Trinidad and Tobago (**1,140**), the Bahamas (**591**), Barbados (**455**) Bermuda (**381**), Antigua (**305**) and Turks & Caicos (**265**).

Cumulatively the Caribbean stopover arrivals in the January to July period decreased by **16.9%**, moving down from **39,047** in 2009 to **32,438** in the 2010. 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 **10,409** visitors followed by Trinidad and Tobago **5,759**, the Bahamas Is. **2,579** and Barbados with **2,538** visitors.

## Asia

The Asian market decreased by **15.4%** in July with a total of **401** stopovers compared to **474** in July 2009.

The major Asian countries which provided visitors to Jamaica in July were: Japan (**131**) down **20.1%**, China (**122**) up **9.9%**, and India (**65**) down **24.4%**.

Year-to-date, January to July the Asian market declined by **19.1%** with **3,273** arrivals compared to **4,046** arrivals in 2009 respectively.

## Other Countries

Of the other countries, Australia with **149** increased by **8.8%** and Israel with **55** decreased by **42.1%** stopovers in July against the **137** and **95** who came in 2009 respectively.

Collectively, January to July Other Countries recorded a decline of **9.8 %** with **2,797** arrivals in 2010 compared to **3,101** in 2009.

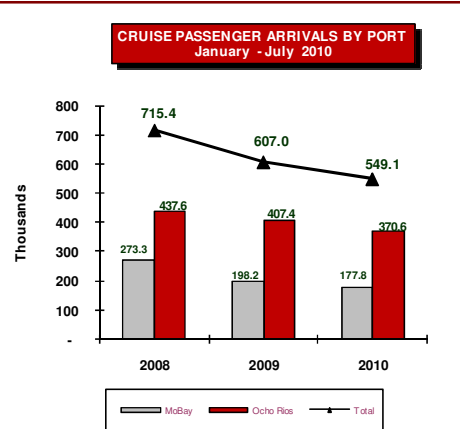
## Market Share

The market share of stopover visitors for January to July were as follows: USA **66.0%**; Canada **17.3%**; UK **8.6%**; Continental Europe **4.3%**, the Caribbean **2.7%**; Latin America **0.6%**; Asia **0.3%** and Other Countries **0.2%**.

## Cruise Passengers

A total of **64,904** cruise passengers visited Jamaica in July 2010. This represented a **15.7%** increase against the **56,112** recorded for July 2009.

Cumulatively, for January to July 2010 period, total cruise passengers to the Island was **549,138** a decrease of **9.5%**.



A total of **48,673** cruise passengers visited the port of Ocho Rios in July, an increase of **17.0%** over the **41,591** recorded for July 2009.

Year-to-date cruise passenger arrivals visiting the port of Ocho Rios decreased by **9.0%** with **370,577** passengers compared to the **407,386** recorded for the corresponding period in 2009.

The port in Montego Bay recorded a total of **16,231** cruise passengers for the July, an increase of **11.8%** against the **14,521** recorded for 2009.

Year-to-date cruise passenger arrivals visiting the port of Montego Bay decreased by **10.3%** with **177,793** passengers compared to the **198,199** recorded for the corresponding period in 2009.

## Length of Stay

The average length of stay of **Foreign National** arrivals in July was **9.8** nights compared to the **10.1** nights in July 2009. The average length of stay in hotels was **6.9** nights compared to the **7.0** nights in July 2009.

Cumulatively, the average length of stay for the January to July period was **8.7** nights compared to **8.9** nights in 2009. In hotels the average length of stay during

the period under review was **6.8** nights compared to the **6.9** nights in 2009.

The average length of stay of **Non-Resident Jamaican** arrivals in July 2010 was **17.4** nights compared to the **17.5** nights in July 2009. The average length of stay in hotels was **8.4** nights compared to **8.8** in July 2009.

Cumulatively, the average length of stay for the January to July period was **16.0** nights compared to the **15.9** in 2009. In hotels the average length of stay during the period under review was **8.2** as against the **8.0** nights recorded in 2009.

## Purpose of Visit

Year-to-date January to July 2010, **81.8%** or **924,205** of the **945,044** Foreign Nationals who visited Jamaica were visiting for the purpose of Leisure, **4.9%** were on Business, **7.6%** were Visiting Friends & Relatives, and the remaining **5.7%** were on Other purposes of travel.

A total of **33,567** or **39.4%** of the **85,263** **Non-Resident Jamaicans** who travelled to Jamaica in January to July 2010 were visiting for Leisure, **29.1%** were visiting Friends & Relatives, **6.3%** were on Business and the remaining **25.2%** were on Other purposes of travel.

## Intended Resort Area of Stay

Of the **1,215,395** stopover arrivals visiting Jamaica year-to-date, January to July 2010, the resort area of Montego Bay welcomed **367,492** arrivals or **30.2%**. Ocho Rios got **276,712** or **22.8%**, Negril received **273,044** or **22.5%**, and Kingston got **129,614** or **10.7%**. The remaining **13.8%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

## Type of Airlines used

Of the **1,215,395** stopovers arrivals visiting Jamaica in January to July 2010, **1,063,864** or **87.5%** used scheduled airlines, while **151,531** or **12.5%** used chartered flights

During the corresponding period in 2009 the percentage distribution was **82.5%** used scheduled airlines, while **17.5%** used chartered flights..

**TABLE 1**  
**TOURIST ARRIVALS**  
January - July  
**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%	<b>161,094</b>	<b>8.2%</b>	12.8%
February	158,243	5.1%	7.4%	9,219	-4.7%	-2.8%			
March	188,113	14.0%	9.0%	13,265	21.3%	13.0%			
April	155,515	2.8%	10.0%	11,440	-11.0%	5.4%			
<b>Jan.-Apr.</b>	<b>653,552</b>	<b>7.8%</b>	<b>9.8%</b>	<b>43,337</b>	<b>1.1%</b>	<b>6.5%</b>	<b>696,889</b>	<b>7.3%</b>	<b>9.5%</b>
May	140,717	-1.8%	7.6%	9,058	-11.2%	-13.3%	<b>149,775</b>	<b>-2.4%</b>	6.0%
June	150,775	-2.7%	1.5%	13,430	-0.7%	-0.3%			
July	185,088	4.1%	10.2%	19,438	6.6%	11.2%			
<b>May - Jul.</b>	<b>476,580</b>	<b>0.1%</b>	<b>6.6%</b>	<b>41,926</b>	<b>-0.1%</b>	<b>1.3%</b>	<b>518,506</b>	<b>0.1%</b>	<b>6.1%</b>
<b>Jan. - Jul.</b>	<b>1,130,132</b>	<b>4.4%</b>	<b>8.4%</b>	<b>85,263</b>	<b>0.5%</b>	<b>3.9%</b>	<b>1,215,395</b>	<b>4.1%</b>	<b>8.1%</b>

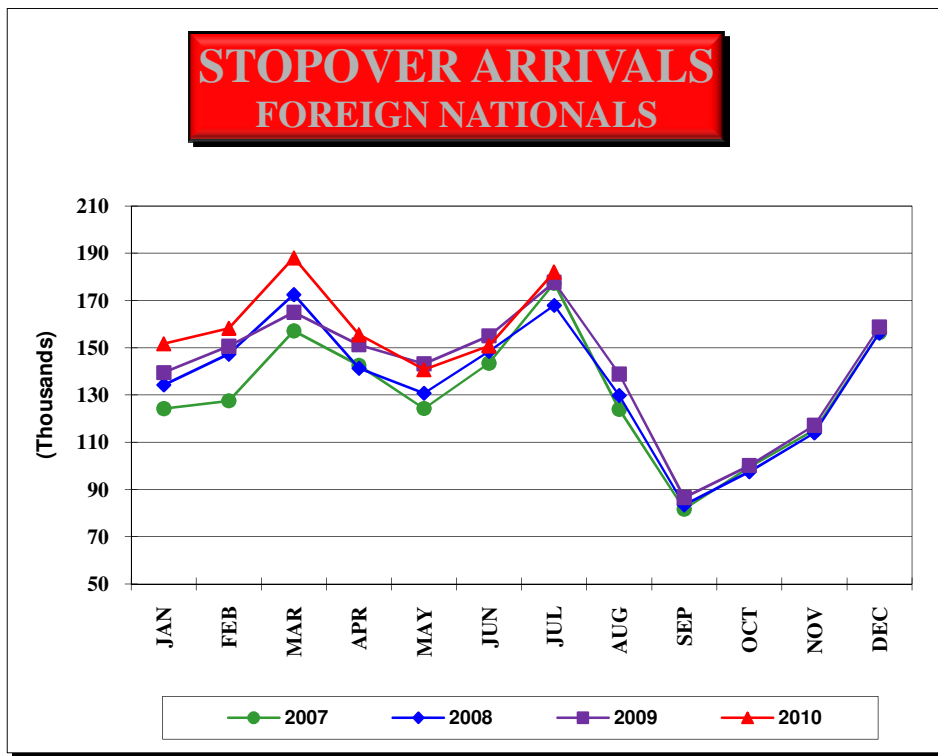


FIG. 1

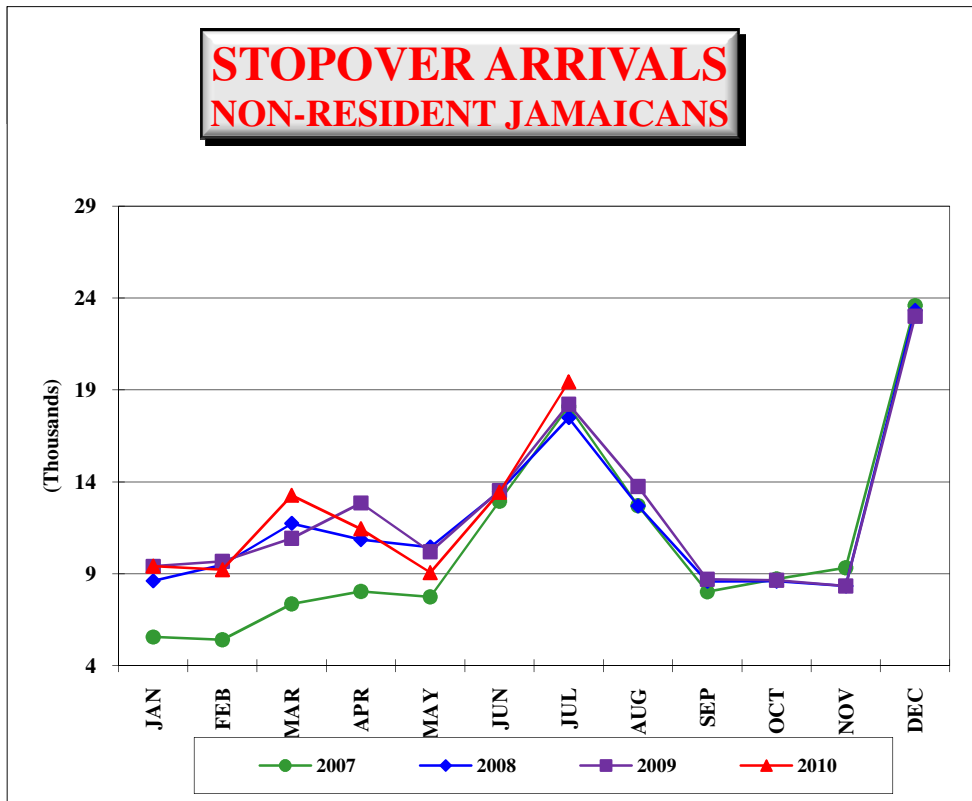
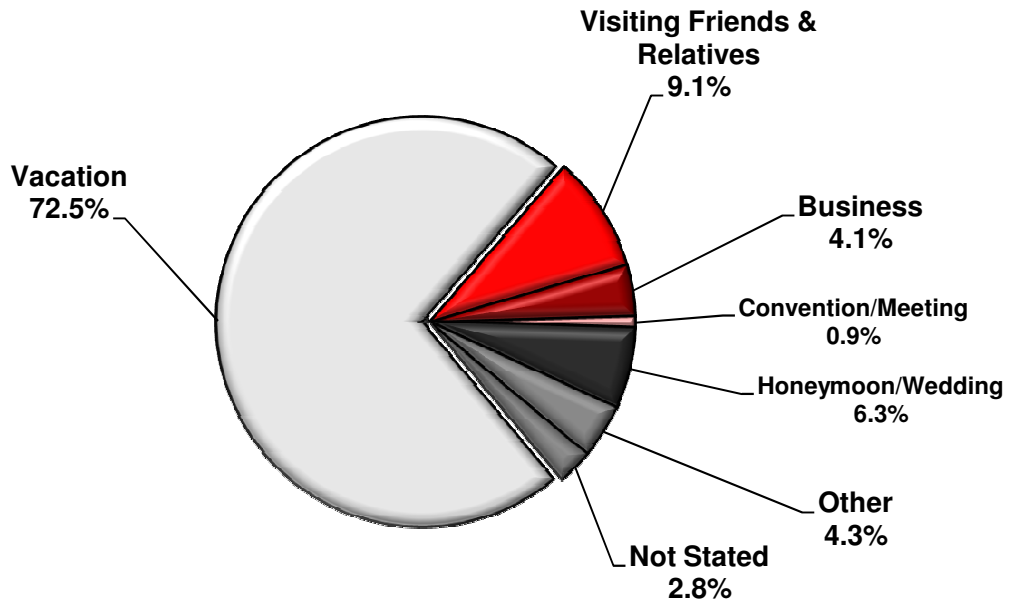


FIG. 1a

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



**Fig. 1b**

<b>STOPOVER ARRIVALS BY PURPOSE OF VISIT</b>						
<b>January - July 2010</b>	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	848,694	75.1%	31,978	37.5%	880,672	72.5%
Visiting Friends & Relatives	86,396	7.6%	24,803	29.1%	111,199	9.1%
Business	44,686	4.0%	4,599	5.4%	49,285	4.1%
Convention/Meeting	10,564	0.9%	758	0.9%	11,322	0.9%
Honeymoon/Wedding	75,511	6.7%	1,589	1.9%	77,100	6.3%
Other	43,701	3.9%	8,452	9.9%	52,153	4.3%
Not Stated	20,580	1.8%	13,084	15.3%	33,664	2.8%
<b>TOTAL</b>	<b>1,130,132</b>	<b>100.0%</b>	<b>85,263</b>	<b>100.0%</b>	<b>1,215,395</b>	<b>100.0%</b>

**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							
<b>January</b>	40,019	21,900	17,145	6,929	<b>85,993</b>	46,573	22,193	1,208	4,223	438	466	<b>161,094</b>
<b>February</b>	46,318	25,930	18,433	6,162	<b>96,843</b>	43,814	21,247	1,198	3,616	471	273	<b>167,462</b>
<b>March</b>	59,789	30,059	28,693	10,627	<b>129,168</b>	40,962	24,826	969	4,463	528	462	<b>201,378</b>
<b>April</b>	54,905	21,707	28,801	9,903	<b>115,316</b>	28,079	17,037	921	4,748	494	360	<b>166,955</b>
<b>Jan.-Apr.</b>	<b>201,031</b>	<b>99,596</b>	<b>93,072</b>	<b>33,621</b>	<b>427,320</b>	<b>159,428</b>	<b>85,303</b>	<b>4,296</b>	<b>17,050</b>	<b>1,931</b>	<b>1,561</b>	<b>696,889</b>
<b>May</b>	46,483	17,301	27,820	12,516	<b>104,120</b>	17,847	21,880	1,027	4,010	458	433	<b>149,775</b>
<b>June</b>	49,258	19,742	37,505	16,288	<b>122,793</b>	12,829	22,209	906	4,620	483	365	<b>164,205</b>
<b>July</b>	69,890	17,760	43,170	17,546	<b>148,366</b>	20,370	26,877	1,316	6,758	401	438	<b>204,526</b>
<b>May - Jul.</b>	<b>165,631</b>	<b>54,803</b>	<b>108,495</b>	<b>46,350</b>	<b>375,279</b>	<b>51,046</b>	<b>70,966</b>	<b>3,249</b>	<b>15,388</b>	<b>1,342</b>	<b>1,236</b>	<b>518,506</b>
<b>Jan. - Jul.</b>	<b>366,662</b>	<b>154,399</b>	<b>201,567</b>	<b>79,971</b>	<b>802,599</b>	<b>210,474</b>	<b>156,269</b>	<b>7,545</b>	<b>32,438</b>	<b>3,273</b>	<b>2,797</b>	<b>1,215,395</b>
<b>+/- %</b>	<b>12.4%</b>	<b>1.3%</b>	<b>-0.4%</b>	<b>3.6%</b>	<b>6.8%</b>	<b>8.3%</b>	<b>-2.4%</b>	<b>-11.7%</b>	<b>-16.9%</b>	<b>-19.1%</b>	<b>-9.8%</b>	<b>4.1%</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JULY</u>						<u>JANUARY - JULY</u>							
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>			<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
<b>U.S.A.</b>														
<b><u>NORTHEAST (NEW YORK)</u></b>														
Connecticut	3,870	3,465	3,837	4,252	10.8	22.7	9.9	18,851	20,173	18,823	21,945	16.6	8.8	16.4
Delaware	549	557	555	743	33.9	33.4	35.3	3,717	3,458	3,603	4,054	12.5	17.2	9.1
Maine	146	112	138	139	0.7	24.1	-4.8	2,289	2,352	2,650	3,392	28.0	44.2	48.2
Maryland	5,881	5,327	5,311	6,009	13.1	12.8	2.2	28,536	28,288	27,718	30,717	10.8	8.6	7.6
Massachusetts	2,448	2,381	3,269	3,187	-2.5	33.9	30.2	18,973	19,675	22,613	24,938	10.3	26.7	31.4
New Hampshire	257	187	271	329	21.4	75.9	28.0	3,255	3,267	3,589	4,348	21.1	33.1	33.6
New Jersey	8,659	7,949	8,978	9,479	5.6	19.2	9.5	42,578	42,317	42,368	46,433	9.6	9.7	9.1
New York	27,333	25,998	29,420	32,339	9.9	24.4	18.3	121,983	129,385	131,475	150,442	14.4	16.3	23.3
Pennsylvania	6,333	6,574	7,034	8,418	19.7	28.0	32.9	38,030	41,283	45,502	49,597	9.0	20.1	30.4
Rhode Island	268	261	344	326	-5.2	24.9	21.6	2,437	2,254	2,663	2,853	7.1	26.6	17.1
Vermont	62	90	85	82	-3.5	-8.9	32.3	1,395	1,434	1,390	1,860	33.8	29.7	33.3
Virginia	3,004	3,037	3,483	3,479	-0.1	14.6	15.8	16,747	17,922	17,653	19,742	11.8	10.2	17.9
Washington D.C.	764	582	690	694	0.6	19.2	-9.2	3,864	3,590	3,882	3,892	0.3	8.4	0.7
West Virginia	251	304	422	414	-1.9	36.2	64.9	1,560	1,776	2,163	2,449	13.2	37.9	57.0
<b>Total</b>	<b>59,825</b>	<b>56,824</b>	<b>63,837</b>	<b>69,890</b>	<b>9.5</b>	<b>23.0</b>	<b>16.8</b>	<b>304,215</b>	<b>317,174</b>	<b>326,092</b>	<b>366,662</b>	<b>12.4</b>	<b>15.6</b>	<b>20.5</b>
<b><u>MIDWEST (CHICAGO)</u></b>														
Illinois	4,382	4,002	4,298	4,752	10.6	18.7	8.4	32,358	33,275	33,236	33,733	1.5	1.4	4.2
Indiana	1,473	1,512	1,458	1,777	21.9	17.5	20.6	10,355	10,279	10,151	10,851	6.9	5.6	4.8
Iowa	638	567	549	504	-8.2	-11.1	-21.0	6,137	6,905	8,030	7,888	-1.8	14.2	28.5
Kansas	670	611	711	707	-0.6	15.7	5.5	3,735	3,788	4,524	4,442	-1.8	17.3	18.9
Kentucky	925	847	876	883	0.8	4.3	-4.5	4,852	4,760	5,046	5,023	-0.5	5.5	3.5
Michigan	1,658	1,496	1,749	2,040	16.6	36.4	23.0	17,297	18,888	20,220	22,100	9.3	17.0	27.8
Minnesota	657	599	594	703	18.4	17.4	7.0	14,356	14,780	14,641	15,395	5.1	4.2	7.2
Missouri	2,462	1,686	2,443	2,383	-2.5	41.3	-3.2	13,655	11,181	13,684	12,339	-9.8	10.4	-9.6
Nebraska	590	534	548	478	-12.8	-10.5	-19.0	3,897	4,015	4,497	3,847	-14.5	-4.2	-1.3
North Dakota	125	55	71	74	4.2	34.5	-40.8	1,771	1,829	1,895	1,858	-2.0	1.6	4.9
Ohio	2,464	2,334	2,399	2,394	-0.2	2.6	-2.8	14,130	15,272	16,290	16,368	0.5	7.2	15.8
South Dakota	131	99	86	82	-4.7	-17.2	-37.4	1,656	1,770	1,990	1,952	-1.9	10.3	17.9
Wisconsin	925	768	729	983	34.8	28.0	6.3	17,895	19,122	18,231	18,603	2.0	-2.7	4.0
<b>Total</b>	<b>17,100</b>	<b>15,110</b>	<b>16,511</b>	<b>17,760</b>	<b>7.6</b>	<b>17.5</b>	<b>3.9</b>	<b>142,094</b>	<b>145,864</b>	<b>152,435</b>	<b>154,399</b>	<b>1.3</b>	<b>5.9</b>	<b>8.7</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JULY</u>							<u>JANUARY - JULY</u>						
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>			<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
<b><u>SOUTH (MIAMI)</u></b>														
Alabama	1,166	1,175	1,075	1,085	0.9	-7.7	-6.9	5,158	5,393	5,657	5,362	-5.2	-0.6	4.0
Arkansas	539	520	538	641	19.1	23.3	18.9	2,628	2,868	3,083	2,844	-7.8	-0.8	8.2
Florida	24,500	22,661	22,722	24,095	6.0	6.3	-1.7	113,335	116,640	113,770	111,801	-1.7	-4.1	-1.4
Georgia	7,457	7,499	7,515	8,268	10.0	10.3	10.9	33,605	36,642	34,193	35,497	3.8	-3.1	5.6
Louisiana	1,269	1,159	1,118	1,134	1.4	-2.2	-10.6	5,025	4,605	5,048	4,792	-5.1	4.1	-4.6
Mississippi	473	413	519	572	10.2	38.5	20.9	2,297	2,369	2,557	2,736	7.0	15.5	19.1
North Carolina	2,940	2,921	3,310	3,378	2.1	15.6	14.9	14,288	15,568	16,512	17,409	5.4	11.8	21.8
Oklahoma	1,032	786	902	710	-21.3	-9.7	-31.2	3,740	3,592	4,130	3,632	-12.1	1.1	-2.9
South Carolina	1,227	1,265	1,494	1,344	-10.0	6.2	9.5	6,319	7,717	7,621	7,590	-0.4	-1.6	20.1
Tennessee	1,797	1,946	1,874	1,943	3.7	-0.2	8.1	8,720	10,370	9,718	9,904	1.9	-4.5	13.6
<b>Total</b>	<b>42,400</b>	<b>40,345</b>	<b>41,067</b>	<b>43,170</b>	<b>5.1</b>	<b>7.0</b>	<b>1.8</b>	<b>195,115</b>	<b>205,764</b>	<b>202,289</b>	<b>201,567</b>	<b>-0.4</b>	<b>-2.0</b>	<b>3.3</b>
<b><u>WEST (LOS ANGELES)</u></b>														
Alaska	19	31	25	24	-4.0	-22.6	26.3	253	343	278	359	29.1	4.7	41.9
Arizona	874	864	732	962	31.4	11.3	10.1	4,378	4,623	4,146	5,531	33.4	19.6	26.3
California	6,814	6,118	6,045	6,048	0.0	-1.1	-11.2	30,118	29,457	25,461	25,553	0.4	-13.3	-15.2
Colorado	898	636	968	877	-9.4	37.9	-2.3	5,667	5,852	5,837	6,341	8.6	8.4	11.9
Hawaii	25	46	44	39	-11.4	-15.2	56.0	177	235	198	230	16.2	-2.1	29.9
Idaho	72	68	92	103	12.0	51.5	43.1	785	886	677	763	12.7	-13.9	-2.8
Montana	52	64	45	97	115.6	51.6	86.5	639	567	682	801	17.4	41.3	25.4
Nevada	322	406	536	466	-13.1	14.8	44.7	1,970	2,235	2,454	2,461	0.3	10.1	24.9
New Mexico	212	174	211	178	-15.6	2.3	-16.0	950	1,026	1,070	1,058	-1.1	3.1	11.4
Oregon	310	296	221	224	1.4	-24.3	-27.7	1,817	1,815	1,605	1,804	12.4	-0.6	-0.7
Texas	7,190	6,712	7,722	7,532	-2.5	12.2	4.8	26,439	26,762	28,713	28,545	-0.6	6.7	8.0
Utah	172	196	306	236	-22.9	20.4	37.2	1,316	1,719	1,718	1,727	0.5	0.5	31.2
Washington	576	617	549	698	27.1	13.1	21.2	3,713	4,001	3,768	4,221	12.0	5.5	13.7
Wyoming	85	42	54	62	14.8	47.6	-27.1	518	553	612	577	-5.7	4.3	11.4
<b>Total</b>	<b>17,621</b>	<b>16,270</b>	<b>17,550</b>	<b>17,546</b>	<b>0.0</b>	<b>7.8</b>	<b>-0.4</b>	<b>78,740</b>	<b>80,074</b>	<b>77,219</b>	<b>79,971</b>	<b>3.6</b>	<b>-0.1</b>	<b>1.6</b>
<b>TOTAL U.S.A.</b>	<b>136,946</b>	<b>128,549</b>	<b>138,965</b>	<b>148,366</b>	<b>6.8</b>	<b>15.4</b>	<b>8.3</b>	<b>720,164</b>	<b>748,876</b>	<b>758,035</b>	<b>802,599</b>	<b>5.9</b>	<b>7.2</b>	<b>11.4</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JULY</u>						<u>JANUARY - JULY</u>							
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>			<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
<b><u>CANADA (TORONTO)</u></b>														
Alberta	641	665	1,021	882	-13.6	32.6	37.6	10,477	13,119	18,348	17,772	-3.1	35.5	69.6
British Columbia	358	397	537	449	-16.4	13.1	25.4	5,385	6,215	10,417	8,462	-18.8	36.2	57.1
Manitoba	117	135	205	170	-17.1	25.9	45.3	3,113	3,923	5,114	5,130	0.3	30.8	64.8
New Brunswick	34	43	52	36	-30.8	-16.3	5.9	1,716	2,507	2,987	3,914	31.0	56.1	128.1
Newfoundland	29	77	91	82	-9.9	6.5	182.8	548	1,100	1,597	2,372	48.5	115.6	332.8
Nova Scotia	69	86	99	79	-20.2	-8.1	14.5	2,927	3,666	4,509	6,696	48.5	82.7	128.8
Ontario	11,744	12,361	13,895	15,174	9.2	22.8	29.2	78,470	94,188	114,296	127,311	11.4	35.2	62.2
P.E. Island	7	3	2	4	100.0	33.3	-42.9	294	277	440	558	26.8	101.4	89.8
Quebec	1,359	1,661	2,890	3,412	18.1	105.4	151.1	16,358	21,566	30,796	31,779	3.2	47.4	94.3
Saskatchewan	71	89	142	72	-49.3	-19.1	1.4	2,927	5,353	5,476	6,172	12.7	15.3	110.9
Northwest Territories	11	8	27	10	-63.0	25.0	-9.1	192	246	346	308	-11.0	25.2	60.4
<b>Total</b>	<b>14,440</b>	<b>15,525</b>	<b>18,961</b>	<b>20,370</b>	<b>7.4</b>	<b>31.2</b>	<b>41.1</b>	<b>122,407</b>	<b>152,160</b>	<b>194,326</b>	<b>210,474</b>	<b>8.3</b>	<b>38.3</b>	<b>71.9</b>
<b><u>LONDON OFFICE</u></b>														
<b><u>Northern Europe</u></b>														
U.K.	20,602	18,894	17,466	17,806	1.9	-5.8	-13.6	109,200	111,108	108,047	104,056	-3.7	-6.3	-4.7
Denmark	154	80	76	78	2.6	-2.5	-49.4	721	517	515	519	0.8	0.4	-28.0
Finland	16	32	102	37	-63.7	15.6	131.3	163	216	369	287	-22.2	32.9	76.1
Ireland	484	479	266	275	3.4	-42.6	-43.2	2,658	2,204	1,809	1,756	-2.9	-20.3	-33.9
Norway	93	148	109	106	-2.8	-28.4	14.0	553	737	638	683	7.1	-7.3	23.5
Sweden	82	143	115	122	6.1	-14.7	48.8	727	1,105	987	1,033	4.7	-6.5	42.1
<b>Total</b>	<b>21,431</b>	<b>19,776</b>	<b>18,134</b>	<b>18,424</b>	<b>1.6</b>	<b>-6.8</b>	<b>-14.0</b>	<b>114,022</b>	<b>115,887</b>	<b>112,365</b>	<b>108,334</b>	<b>-3.6</b>	<b>-6.5</b>	<b>-5.0</b>
<b><u>Southern Europe</u></b>														
Greece	16	45	37	25	-32.4	-44.4	56.3	110	223	193	172	-10.9	-22.9	56.4
Italy	1,210	1,227	1,051	995	-5.3	-18.9	-17.8	9,279	9,016	8,615	8,917	3.5	-1.1	-3.9
Portugal	3,099	2,615	1,089	1,529	40.4	-41.5	-50.7	6,169	5,087	3,662	5,823	59.0	14.5	-5.6
Spain	3,942	2,012	2,642	2,132	-19.3	6.0	-45.9	8,972	7,556	6,020	5,070	-15.8	-32.9	-43.5
<b><u>Western Europe</u></b>														
Austria	184	184	206	183	-11.2	-0.5	-0.5	1,706	1,425	1,586	1,752	10.5	22.9	2.7
Belgium	699	729	604	551	-8.8	-24.4	-21.2	3,694	4,066	4,026	3,133	-22.2	-22.9	-15.2
France	256	301	351	257	-26.8	-14.6	0.4	2,428	2,295	2,428	2,407	-0.9	4.9	-0.9
Germany	1,247	1,237	1,527	1,295	-15.2	4.7	3.8	11,972	11,126	11,813	11,108	-6.0	-0.2	-7.2
Luxemburg	17	13	27	14	-48.1	7.7	-17.6	133	107	146	116	-20.5	8.4	-12.8
Netherlands	938	925	803	827	3.0	-10.6	-11.8	4,502	4,554	4,168	3,957	-5.1	-13.1	-12.1
Switzerland	230	227	253	303	19.8	33.5	31.7	1,378	1,341	1,402	1,598	14.0	19.2	16.0
<b>Total</b>	<b>11,838</b>	<b>9,515</b>	<b>8,590</b>	<b>8,111</b>	<b>-5.6</b>	<b>-14.8</b>	<b>-31.5</b>	<b>50,343</b>	<b>46,796</b>	<b>44,059</b>	<b>44,053</b>	<b>0.0</b>	<b>-5.9</b>	<b>-12.5</b>
<b><u>Central/East Europe</u></b>														
Czech Republic	30	24	24	13	-45.8	-45.8	-56.7	514	478	367	269	-26.7	-43.7	-47.7
Hungary	18	31	11	7	-36.4	-77.4	-61.1	231	592	182	298	63.7	-49.7	29.0
Poland	114	152	104	100	-3.8	-34.2	-12.3	434	687	675	844	25.0	22.9	94.5
Russia	93	127	75	87	16.0	-31.5	-6.5	635	1,160	1,085	1,264	16.5	9.0	99.1
Ukraine	23	32	18	33	83.3	3.1	43.5	144	268	281	243	-13.5	-9.3	68.8
Other Europe	93	160	149	102	-31.5	-36.3	9.7	1,297	1,544	1,020	964	-5.5	-37.6	-25.7
<b>Total</b>	<b>371</b>	<b>526</b>	<b>381</b>	<b>342</b>	<b>-10.2</b>	<b>-35.0</b>	<b>-7.8</b>	<b>3,255</b>	<b>4,729</b>	<b>3,610</b>	<b>3,882</b>	<b>7.5</b>	<b>-17.9</b>	<b>19.3</b>
<b>Total</b>	<b>33,640</b>	<b>29,817</b>	<b>27,105</b>	<b>26,877</b>	<b>-0.8</b>	<b>-9.9</b>	<b>-20.1</b>	<b>167,620</b>	<b>167,412</b>	<b>160,034</b>	<b>156,269</b>	<b>-2.4</b>	<b>-6.7</b>	<b>-6.8</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JULY</u>			<u>% Change</u>			<u>JANUARY - JULY</u>			<u>% Change</u>				
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	2010/09	2010/08	2010/07	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	2010/09	2010/08	2010/07
<b><u>LATIN AMERICA</u></b>														
<b><u>CENTRAL AMERICA</u></b>														
Mexico	274	242	222	159	-28.4	-34.3	-42.0	1,291	1,923	1,223	1,171	-4.3	-39.1	-9.3
Belize	90	82	98	59	-39.8	-28.0	-34.4	332	362	366	289	-21.0	-20.2	-13.0
Costa Rica	61	68	73	55	-24.7	-19.1	-9.8	451	511	476	412	-13.4	-19.4	-8.6
El Salvador	17	10	13	8	-38.5	-20.0	-52.9	112	143	88	72	-18.2	-49.7	-35.7
Guatemala	24	24	25	45	80.0	87.5	87.5	176	157	209	260	24.4	65.6	47.7
Honduras	11	36	11	7	-36.4	-80.6	-36.4	81	151	92	68	-26.1	-55.0	-16.0
Nicaragua	6	3	15	5	-66.7	66.7	-16.7	34	53	53	46	-13.2	-13.2	35.3
Panama	83	74	92	80	-13.0	8.1	-3.6	678	653	703	656	-6.7	0.5	-3.2
<b>Total</b>	<b>566</b>	<b>539</b>	<b>549</b>	<b>418</b>	<b>-23.9</b>	<b>-22.4</b>	<b>-26.1</b>	<b>3,155</b>	<b>3,953</b>	<b>3,210</b>	<b>2,974</b>	<b>-7.4</b>	<b>-24.8</b>	<b>-5.7</b>
<b><u>SOUTH AMERICA</u></b>														
Argentina	118	191	195	158	-19.0	-17.3	33.9	664	1,143	1,184	1,193	0.8	4.4	79.7
Bolivia	1	5	0	6	-	-	-	23	43	27	34	25.9	-20.9	47.8
Brazil	168	147	115	143	24.3	-2.7	-14.9	839	1,031	877	1,031	17.6	0.0	22.9
Chile	65	137	71	68	-4.2	-50.4	4.6	314	496	624	400	-35.9	-19.4	27.4
Colombia	410	31	105	62	-41.0	100.0	-84.9	967	652	605	599	-1.0	-8.1	-38.1
Ecuador	28	367	409	318	-22.2	-13.4	1035.7	95	776	878	576	-34.4	-25.8	506.3
Paraguay	12	0	2	0	-	#DIV/0!	-100.0	21	7	18	14	-22.2	100.0	-33.3
Peru	53	63	60	29	-51.7	-54.0	-45.3	176	268	317	230	-27.4	-14.2	30.7
Uruguay	12	17	28	9	-67.9	-47.1	-25.0	54	92	117	82	-29.9	-10.9	51.9
Venezuela	80	69	103	96	-6.8	39.1	20.0	513	470	675	399	-40.9	-15.1	-22.2
Other South America	0	2	8	9	12.5	-	#DIV/0!	2	7	10	13	30.0	85.7	550.0
<b>Total</b>	<b>947</b>	<b>1,029</b>	<b>1,096</b>	<b>898</b>	<b>-18.1</b>	<b>-12.7</b>	<b>-5.2</b>	<b>3,668</b>	<b>4,985</b>	<b>5,332</b>	<b>4,571</b>	<b>-14.3</b>	<b>-8.3</b>	<b>24.6</b>
<b>Total Latin America</b>	<b>1,513</b>	<b>1,568</b>	<b>1,645</b>	<b>1,316</b>	<b>-20.0</b>	<b>-16.1</b>	<b>-13.0</b>	<b>6,823</b>	<b>8,938</b>	<b>8,542</b>	<b>7,545</b>	<b>-11.7</b>	<b>-15.6</b>	<b>10.6</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>JULY</u>							<u>JANUARY - JULY</u>						
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>			<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
<b>CARIBBEAN</b>														
Antigua	423	410	344	305	-11.3	-25.6	-27.9	1,280	1,481	1,419	1,266	-10.8	-14.5	-1.1
Bahamas	864	551	727	591	-18.7	7.3	-31.6	2,978	2,667	3,158	2,579	-18.3	-3.3	-13.4
Barbados	594	970	599	455	-24.0	-53.1	-23.4	3,164	3,634	3,062	2,538	-17.1	-30.2	-19.8
Bermuda	429	367	404	381	-5.7	3.8	-11.2	1,768	1,962	1,781	1,592	-10.6	-18.9	-10.0
British Virgin Is.	105	141	121	137	13.2	-2.8	30.5	442	545	497	526	5.8	-3.5	19.0
Cayman Is.	2,053	2,244	2,705	2,225	-17.7	-0.8	8.4	11,144	11,789	14,105	10,409	-26.2	-11.7	-6.6
Dominica	61	54	95	38	-60.0	-29.6	-37.7	235	313	339	204	-39.8	-34.8	-13.2
Grenada	91	183	94	32	-66.0	-82.5	-64.8	423	569	430	258	-40.0	-54.7	-39.0
Guyana	345	292	276	188	-31.9	-35.6	-45.5	1,306	1,308	1,256	1,003	-20.1	-23.3	-23.2
Monsterrat	22	17	16	14	-12.5	-17.6	-36.4	75	89	81	70	-13.6	-21.3	-6.7
St. Kitts/Nevis/Anguilla	125	119	130	107	-17.7	-10.1	-14.4	511	533	612	517	-15.5	-3.0	1.2
St. Lucia	223	227	184	118	-35.9	-48.0	-47.1	814	1,059	767	558	-27.2	-47.3	-31.4
St. Vincent	75	90	85	30	-64.7	-66.7	-60.0	318	446	330	250	-24.2	-43.9	-21.4
Turks & Caicos Is.	264	280	221	265	19.9	-5.4	0.4	943	939	766	867	13.2	-7.7	-8.1
Trinidad & Tobago	1,127	1,348	1,095	1,140	4.1	-15.4	1.2	5,929	6,602	5,617	5,759	2.5	-12.8	-2.9
<b>Comm. Caribbean</b>	<b>6,801</b>	<b>7,293</b>	<b>7,096</b>	<b>6,026</b>	<b>-15.1</b>	<b>-17.4</b>	<b>-11.4</b>	<b>31,330</b>	<b>33,936</b>	<b>34,220</b>	<b>28,396</b>	<b>-17.0</b>	<b>-16.3</b>	<b>-9.4</b>
Aruba	87	137	109	64	-41.3	-53.3	-26.4	218	301	245	223	-9.0	-25.9	2.3
Cuba	107	52	80	41	-48.8	-21.2	-61.7	599	524	710	308	-56.6	-41.2	-48.6
Curacao	174	441	229	101	-55.9	-77.1	-42.0	606	1,177	838	429	-48.8	-63.6	-29.2
Dominican Rep.	147	161	140	63	-55.0	-60.9	-57.1	892	1,096	781	561	-28.2	-48.8	-37.1
Guadelope	34	40	44	33	-25.0	-17.5	-2.9	112	116	82	121	47.6	4.3	8.0
Haiti	30	49	26	16	-38.5	-67.3	-46.7	144	172	176	313	77.8	82.0	117.4
Puerto Rico	166	273	233	153	-34.3	-44.0	-7.8	903	1,058	871	791	-9.2	-25.2	-12.4
St. Maarten	116	225	147	167	13.6	-25.8	44.0	444	565	444	511	15.1	-9.6	15.1
Surinam	55	76	76	36	-52.6	-52.6	-34.5	291	298	274	259	-5.5	-13.1	-11.0
All other Caribbean	90	180	122	58	-52.5	-67.8	-35.6	483	532	406	526	29.6	-1.1	8.9
<b>Other Caribbean</b>	<b>1,006</b>	<b>1,634</b>	<b>1,206</b>	<b>732</b>	<b>-39.3</b>	<b>-55.2</b>	<b>-27.2</b>	<b>4,692</b>	<b>5,839</b>	<b>4,827</b>	<b>4,042</b>	<b>-16.3</b>	<b>-30.8</b>	<b>-13.9</b>
<b>TOTAL CARIBBEAN</b>	<b>7,807</b>	<b>8,927</b>	<b>8,302</b>	<b>6,758</b>	<b>-18.6</b>	<b>-24.3</b>	<b>-13.4</b>	<b>36,022</b>	<b>39,775</b>	<b>39,047</b>	<b>32,438</b>	<b>-16.9</b>	<b>-18.4</b>	<b>-9.9</b>
<b>ASIA</b>														
India	122	60	86	65	-24.4	8.3	-46.7	1,008	604	822	603	-26.6	-0.2	-40.2
Pakistan	5	2	1	3	200.0	50.0	-40.0	71	12	13	13	0.0	8.3	-81.7
Japan	191	194	164	131	-20.1	-32.5	-31.4	1,871	1,829	1,488	1,223	-17.8	-33.1	-34.6
China	85	90	111	122	9.9	35.6	43.5	553	621	838	660	-21.2	6.3	19.3
Taiwan	2	22	7	4	-42.9	-81.8	100.0	22	79	42	62	47.6	-21.5	181.8
Korea	34	32	27	16	-40.7	-50.0	-52.9	123	167	189	143	-24.3	-14.4	16.3
Philippines	17	40	23	31	34.8	-22.5	82.4	214	275	230	317	37.8	15.3	48.1
Singapore	7	10	19	8	-57.9	-20.0	14.3	97	90	96	63	-34.4	-30.0	-35.1
Other Asia	50	34	36	21	-41.7	-38.2	-58.0	367	271	328	189	-42.4	-30.3	-48.5
	<b>513</b>	<b>484</b>	<b>474</b>	<b>401</b>	<b>-15.4</b>	<b>-17.1</b>	<b>-21.8</b>	<b>4,326</b>	<b>3,948</b>	<b>4,046</b>	<b>3,273</b>	<b>-19.1</b>	<b>-17.1</b>	<b>-24.3</b>
<b>OTHER COUNTRIES</b>														
African Countries	127	116	108	96	-11.1	-17.2	-24.4	911	661	728	668	-8.2	1.1	-26.7
Israel	111	81	95	55	-42.1	-32.1	-50.5	606	627	532	389	-26.9	-38.0	-35.8
Saudi Arabia	2	10	0	0	-	-	-	7	18	12	6	-50.0	-66.7	-14.3
Turkey	19	36	19	16	-15.8	-55.6	-15.8	139	186	194	90	-53.6	-51.6	-35.3
Other Middle East	86	93	97	80	-17.5	-14.0	-7.0	309	302	326	339	4.0	12.3	9.7
Australia	165	188	137	149	8.8	-20.7	-9.7	2,023	1,651	1,147	1,139	-0.7	-31.0	-43.7
New Zealand	40	47	32	35	9.4	-25.5	-12.5	334	208	144	141	-2.1	-32.2	-57.8
All Other Ctries	0	6	0	7	-	-	-	25	37	18	25	38.9	-32.4	0.0
<b>Total</b>	<b>550</b>	<b>577</b>	<b>488</b>	<b>438</b>	<b>-10.2</b>	<b>-24.1</b>	<b>-20.4</b>	<b>4,354</b>	<b>3,690</b>	<b>3,101</b>	<b>2,797</b>	<b>-9.8</b>	<b>-24.2</b>	<b>-35.8</b>
<b>GRAND TOTAL</b>	<b>195,409</b>	<b>185,447</b>	<b>195,940</b>	<b>204,526</b>	<b>4.4</b>	<b>10.3</b>	<b>4.7</b>	<b>1,061,716</b>	<b>1,124,799</b>	<b>1,167,131</b>	<b>1,215,395</b>	<b>4.1</b>	<b>8.1</b>	<b>14.5</b>

## STOPOVER VISITORS BY MARKET SHARE

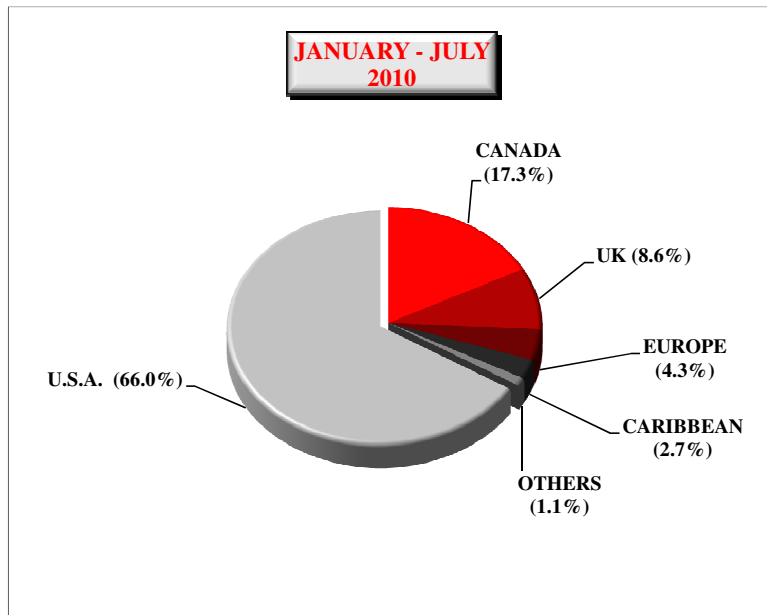


Fig. 2

Country	July 2010	% Share	Jan. - Jul. 2010	% Share	Jan. - Jul. 2009	% Share	% Change 2010/09
U.S.A	148,366	72.5%	802,599	66.0%	758,035	64.9%	5.9%
CANADA	20,370	10.0%	210,474	17.3%	194,326	16.6%	8.3%
U.K.	17,806	8.7%	104,056	8.6%	108,047	9.3%	-3.7%
EUROPE	9,071	4.4%	52,213	4.3%	51,987	4.5%	0.4%
CARIBBEAN	6,758	3.3%	32,438	2.7%	39,047	3.3%	-16.9%
OTHERS	2,155	1.1%	13,615	1.1%	15,689	1.3%	-13.2%
<b>Total</b>	<b>204,526</b>	<b>100.0%</b>	<b>1,215,395</b>	<b>100.0%</b>	<b>1,167,131</b>	<b>100.0%</b>	<b>4.1%</b>

**TABLE 3**

<b>AVERAGE LENGTH OF STAY (Nights)</b>								
	<b><u>FOREIGN NATIONALS</u></b>				<b><u>NON-RESIDENT JAMAICANS</u></b>			
	<b>All Types of Accommodation</b>		<b>Hotel</b>		<b>All Types of Accommodation</b>		<b>Hotel</b>	
	2009	2010	2009	2010	2009	2010	2009	2010
	<b>January</b>	9.5	9.4	7.3	7.3	16.1	17.4	8.2
<b>February</b>	8.4	8.3	7.0	7.0	14.2	14.4	7.4	7.3
<b>March</b>	8.3	8.2	6.8	6.7	14.7	14.2	7.2	7.6
<b>April</b>	8.3	7.8	6.7	6.6	14.3	13.5	7.6	7.2
<b>May</b>	8.3	8.1	6.8	6.6	15.2	15.4	7.8	8.1
<b>June</b>	9.6	9.5	6.8	6.7	18.1	18.3	8.3	9.2
<b>July</b>	10.1	9.8	7.0	6.9	17.5	17.4	8.8	8.4
<b>Jan.-Jul.</b>	8.9	8.7	6.9	6.8	15.9	16.0	8.0	8.2

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

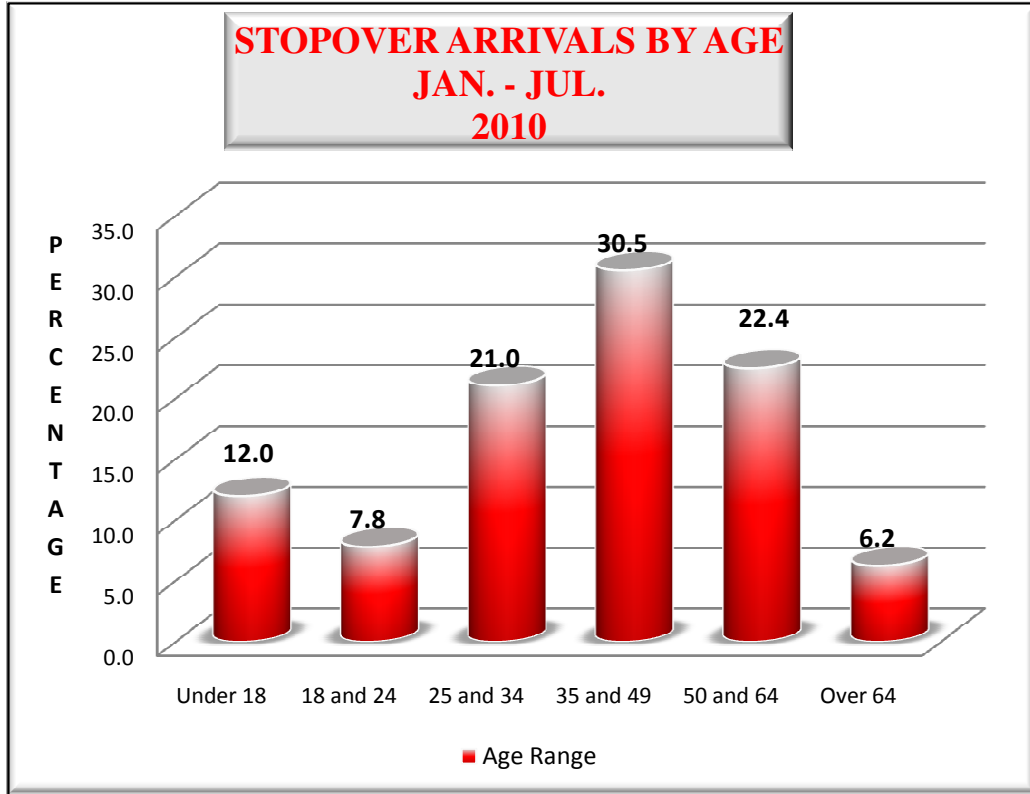


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

Age Range	JULY		JAN. - JUL.		JAN. - JUL.		% Change 2010/09
	2010	% Share	2010	% Share	2009	% Share	
Under 18	38,228	18.7	145,574	12.0	137,906	11.8	5.6%
18 and 24	18,580	9.1	94,839	7.8	97,963	8.4	-3.2%
25 and 34	42,286	20.7	255,787	21.0	251,226	21.5	1.8%
35 and 49	59,646	29.2	370,643	30.5	357,894	30.7	3.6%
50 and 64	35,628	17.4	272,803	22.4	251,162	21.5	8.6%
Over 64	10,158	5.0	75,749	6.2	70,980	6.1	6.7%
<b>Total</b>	<b>204,526</b>	<b>100.0</b>	<b>1,215,395</b>	<b>100.0</b>	<b>1,167,131</b>	<b>100.0</b>	<b>4.1%</b>

**TABLE 4**

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL  
JANUARY - JULY 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	87,136	43	107,827	-18.6%	-19.2%
February	11	25,235	-26.7%	-25.9%	19	53,295	-9.5%	-4.0%	31	78,805	38	90,477	-18.4%	-12.9%
March	16	39,606	6.7%	14.0%	25	71,317	-7.4%	-7.6%	42	111,356	44	112,416	-4.5%	-0.9%
April	14	29,220	16.7%	-20.2%	17	50,896	-29.2%	-23.9%	31	80,116	36	103,484	-13.9%	-22.6%
Jan. - Apr.	<b>54</b>	<b>124,500</b>	<b>-6.9%</b>	<b>-10.7%</b>	<b>82</b>	<b>232,145</b>	<b>-16.3%</b>	<b>-15.1%</b>	<b>139</b>	<b>357,413</b>	<b>161</b>	<b>414,204</b>	<b>-13.7%</b>	<b>-13.7%</b>
May	10	19,500	-9.1%	-30.1%	12	40,804	0.0%	1.3%	22	60,304	23	68,181	-4.3%	-11.6%
June	7	17,562	16.7%	7.2%	13	48,955	-13.3%	-6.1%	20	66,517	21	68,539	-4.8%	-3.0%
July	5	16,231	25.0%	11.8%	13	48,673	18.2%	17.0%	18	64,904	15	56,112	20.0%	15.7%
May - Jul.	<b>22</b>	<b>53,293</b>	<b>4.8%</b>	<b>-9.4%</b>	<b>38</b>	<b>138,432</b>	<b>0.0%</b>	<b>3.3%</b>	<b>60</b>	<b>191,725</b>	<b>59</b>	<b>192,832</b>	<b>1.7%</b>	<b>-0.6%</b>
Jan. - Jul.	<b>76</b>	<b>177,793</b>	<b>-3.8%</b>	<b>-10.3%</b>	<b>120</b>	<b>370,577</b>	<b>-11.8%</b>	<b>-9.0%</b>	<b>199</b>	<b>549,138</b>	<b>220</b>	<b>607,036</b>	<b>-9.5%</b>	<b>-9.5%</b>

\* Note:

1. During the month of January one Cruise Ship called with 60 Cruise passengers visited Port Antonio.
2. During the month of February one Cruise Ship called with 275 Cruise passengers visited Port Antonio.
3. During the month of March one Cruise Ship called with 433 Cruise passengers visited Port Antonio.

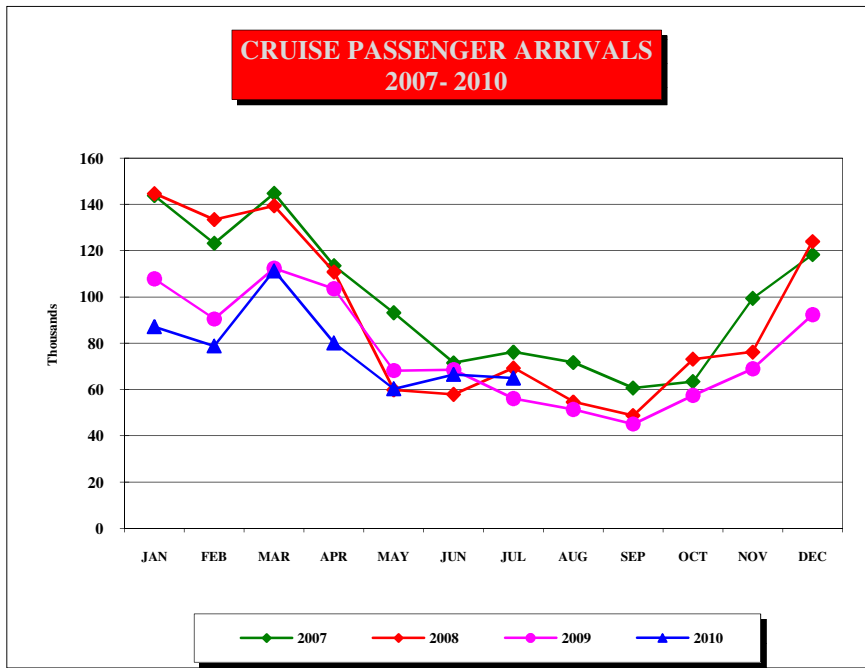


FIG. 4

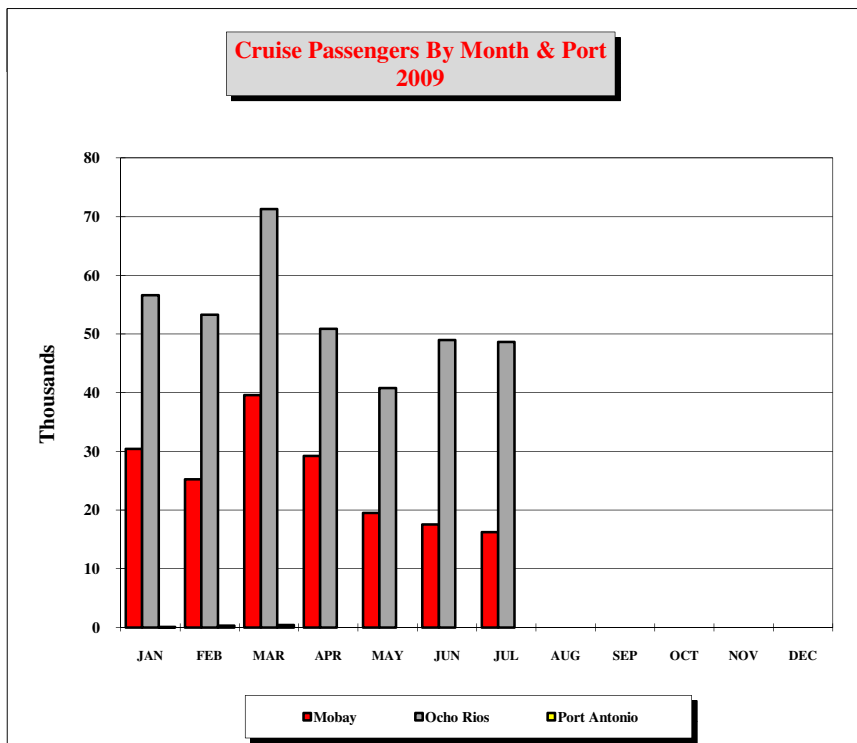


FIG. 4a

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

	JULY 2010			JANUARY - JULY 2010		
	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	4,251	1	4,252	21,933	12	21,945
Delaware	743	0	743	4,054	0	4,054
Maine	138	1	139	3,199	193	3,392
Maryland	6,008	1	6,009	30,703	14	30,717
Massachusetts	3,187	0	3,187	24,917	21	24,938
New Hampshire	329	0	329	4,346	2	4,348
New Jersey	9,479	0	9,479	46,418	15	46,433
New York	32,316	23	32,339	149,931	509	150,440
Pennsylvania	8,417	1	8,418	49,570	28	49,598
Rhode Island	324	2	326	2,852	2	2,854
Vermont	82	0	82	1,854	6	1,860
Virginia	3,478	1	3,479	19,727	15	19,742
Washington D.C.	694	0	694	3,888	4	3,892
West Virginia	414	0	414	2,449	0	2,449
<b>Total</b>	<b>69,860</b>	<b>30</b>	<b>69,890</b>	<b>365,841</b>	<b>821</b>	<b>366,662</b>

**MIDWEST (CHICAGO)**

Illinois	4,645	107	4,752	32,938	795	33,733
Indiana	1,777	0	1,777	10,832	19	10,851
Iowa	504	0	504	7,597	291	7,888
Kansas	699	8	707	4,414	28	4,442
Kentucky	877	5	882	5,004	18	5,022
Michigan	2,041	0	2,041	22,059	42	22,101
Minnesota	703	0	703	13,470	1,925	15,395
Missouri	2,097	286	2,383	10,779	1,560	12,339
Nebraska	478	0	478	3,835	12	3,847
North Dakota	74	0	74	1,808	50	1,858
Ohio	2,393	1	2,394	16,355	13	16,368
South Dakota	82	0	82	1,880	72	1,952
Wisconsin	983	0	983	16,790	1,813	18,603
<b>Total</b>	<b>17,353</b>	<b>407</b>	<b>17,760</b>	<b>147,761</b>	<b>6,638</b>	<b>154,399</b>

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

	JULY 2010			JANUARY - JULY 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b><u>SOUTH (MIAMI)</u></b>						
Alabama	1,085	6	1,091	5,359	9	5,368
Arkansas	635	0	635	2,836	2	2,838
Florida	24,047	48	24,095	111,487	314	111,801
Georgia	8,268	0	8,268	35,440	57	35,497
Louisiana	1,134	0	1,134	4,792	0	4,792
Mississippi	569	3	572	2,726	10	2,736
North Carolina	3,376	2	3,378	17,380	29	17,409
Oklahoma	710	0	710	3,624	8	3,632
South Carolina	1,344	0	1,344	7,586	4	7,590
Tennessee	1,936	7	1,943	9,895	9	9,904
<b>Total</b>	<b>43,104</b>	<b>66</b>	<b>43,170</b>	<b>201,125</b>	<b>442</b>	<b>201,567</b>
<b><u>WEST (LOS ANGELES)</u></b>						
Alaska	24	0	24	359	0	359
Arizona	962	0	962	5,530	1	5,531
California	6,047	1	6,048	25,507	46	25,553
Colorado	876	1	877	6,322	19	6,341
Hawaii	39	0	39	230	0	230
Idaho	103	0	103	763	0	763
Montana	97	0	97	798	3	801
Nevada	466	0	466	2,459	2	2,461
New Mexico	178	0	178	1,057	1	1,058
Oregon	224	0	224	1,793	11	1,804
Texas	7,528	4	7,532	28,488	57	28,545
Utah	236	0	236	1,725	2	1,727
Washington	698	0	698	4,210	11	4,221
Wyoming	62	0	62	575	2	577
<b>Total</b>	<b>17,540</b>	<b>6</b>	<b>17,546</b>	<b>79,816</b>	<b>155</b>	<b>79,971</b>
<b>TOTAL U.S.A.</b>	<b>147,857</b>	<b>509</b>	<b>148,366</b>	<b>794,543</b>	<b>8,056</b>	<b>802,599</b>

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

	JULY 2010			JANUARY - JULY 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
::						
<b><u>CANADA (TORONTO)</u></b>						
Alberta	877	5	882	11,860	5,912	17,772
British Columbia	447	2	449	6,779	1,683	8,462
Manitoba	164	6	170	2,903	2,227	5,130
New Brunswick	29	7	36	1,973	1,941	3,914
Newfoundland	78	4	82	1,998	374	2,372
Nova Scotia	77	2	79	2,485	4,211	6,696
Ontario	12,743	2,432	15,175	76,412	50,900	127,312
P.E. Island	2	2	4	165	393	558
Quebec	1,751	1,661	3,412	10,751	21,028	31,779
Saskatchewan	71	0	71	1,989	4,182	6,171
Other Canada	10	0	10	220	88	308
<b>Total</b>	<b>16,249</b>	<b>4,121</b>	<b>20,370</b>	<b>117,535</b>	<b>92,939</b>	<b>210,474</b>
<b><u>EUROPE</u></b>						
<b><u>LONDON OFFICE</u></b>						
<b><u>Northern Europe</u></b>						
U.K.	11,684	6,122	17,806	67,116	36,940	104,056
Denmark	78	0	78	501	18	519
Finland	37	0	37	282	5	287
Ireland	219	56	275	1,399	357	1,756
Norway	100	6	106	660	23	683
Sweden	117	5	122	990	43	1,033
<b>Sub-Total</b>	<b>12,235</b>	<b>6,189</b>	<b>18,424</b>	<b>70,948</b>	<b>37,386</b>	<b>108,334</b>
<b><u>GERMAN OFFICE</u></b>						
<b><u>Southern Europe</u></b>						
Greece	23	2	25	168	4	172
Italy	982	13	995	8,850	67	8,917
Portugal	11	1,518	1,529	176	5,647	5,823
Spain	153	1,979	2,132	1,057	4,013	5,070
<b><u>Western Europe</u></b>						
Austria	183	0	183	1,746	6	1,752
Belgium	546	5	551	3,119	14	3,133
France	249	8	257	2,325	82	2,407
Germany	1,287	8	1,295	11,039	69	11,108
Luxemburg	14	0	14	114	2	116
Netherlands	819	8	827	3,922	35	3,957
Switzerland	298	5	303	1,570	28	1,598
<b>Sub-Total</b>	<b>4,565</b>	<b>3,546</b>	<b>8,111</b>	<b>34,086</b>	<b>9,967</b>	<b>44,053</b>
<b><u>Central/East Europe</u></b>						
Czechoslovakia	10	3	13	260	9	269
Hungary	7	0	7	294	4	298
Poland	85	15	100	751	93	844
Russia	85	2	87	995	269	1,264
Ukraine	33	0	33	231	12	243
Other Europe	96	6	102	812	152	964
<b>Sub-Total</b>	<b>316</b>	<b>26</b>	<b>342</b>	<b>3,343</b>	<b>539</b>	<b>3,882</b>
<b>Total</b>	<b>17,116</b>	<b>9,761</b>	<b>26,877</b>	<b>108,377</b>	<b>47,892</b>	<b>156,269</b>

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

JULY 2010			JANUARY - JULY 2010		
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS

::

**OTHER COUNTRIES**

**CENTRAL AMERICA**

Mexico	158	1	159	1,160	11	1,171
Belize	59	0	59	289	0	289
Costa Rica	55	0	55	409	3	412
El Salvador	8	0	8	72	0	72
Guatemala	45	0	45	242	18	260
Honduras	7	0	7	68	0	68
Nicaragua	4	1	5	43	3	46
Panama	80	0	80	655	1	656
<b>Total</b>	<b>416</b>	<b>2</b>	<b>418</b>	<b>2,938</b>	<b>36</b>	<b>2,974</b>

**SOUTH AMERICA**

Argentina	158	0	158	1,190	3	1,193
Bolivia	6	0	6	34	0	34
Brazil	143	0	143	1,029	2	1,031
Chile	68	0	68	400	0	400
Colombia	62	0	62	485	114	599
Ecuador	12	306	318	68	508	576
Paraguay	0	0	0	14	0	14
Peru	29	0	29	229	1	230
Uruguay	9	0	9	82	0	82
Venezuela	95	1	96	335	61	396
Other South America	9	0	9	16	0	16
<b>Total</b>	<b>591</b>	<b>307</b>	<b>898</b>	<b>3,882</b>	<b>689</b>	<b>4,571</b>
<b>Total Latin America</b>	<b>1,007</b>	<b>309</b>	<b>1,316</b>	<b>6,820</b>	<b>725</b>	<b>7,545</b>

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

	JULY 2010			JANUARY - JULY 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
::						
<b>CARIBBEAN</b>						
Antigua	302	3	305	1,251	15	1,266
Bahamas	483	108	591	2,006	573	2,579
Barbados	437	18	455	2,400	138	2,538
Bermuda	381	0	381	1,589	3	1,592
British Virgin Is.	137	0	137	525	1	526
Cayman Is.	2,219	6	2,225	10,368	41	10,409
Dominica	35	3	38	196	8	204
Grenada	28	4	32	251	7	258
Guyana	174	14	188	945	58	1,003
Montserrat	14	0	14	70	0	70
St. Kitts/Nevis/Anguilla	105	2	107	508	9	517
St. Lucia	112	6	118	532	26	558
St. Vincent	19	11	30	234	16	250
Turks & Caicos Is.	264	1	265	852	15	867
Trinidad & Tobago	1,092	48	1,140	5,482	277	5,759
<b>Comm. Caribbean</b>	<b>5,802</b>	<b>224</b>	<b>6,026</b>	<b>27,209</b>	<b>1,187</b>	<b>28,396</b>
Aruba	16	48	64	143	80	223
Bonaire	0	0	0	0	0	0
Cuba	30	7	37	244	50	294
Curacao	22	79	101	297	132	429
Dominican Republic	63	0	63	548	13	561
Guadelope	33	0	33	121	0	121
Haiti	13	3	16	107	206	313
Puerto Rico	153	0	153	790	1	791
St. Maarten	166	1	167	510	1	511
Surinam	31	5	36	227	32	259
All other Caribbean	58	4	62	441	99	540
<b>Other Caribbean</b>	<b>585</b>	<b>147</b>	<b>732</b>	<b>3,428</b>	<b>614</b>	<b>4,042</b>
<b>TOTAL CARIBBEAN</b>	<b>6,387</b>	<b>371</b>	<b>6,758</b>	<b>30,637</b>	<b>1,801</b>	<b>32,438</b>
<b>OTHER COUNTRIES</b>						
India	60	5	65	595	8	603
Pakistan	3	0	3	13	0	13
Japan	131	0	131	1,222	1	1,223
China	121	1	122	656	4	660
Taiwan	3	1	4	60	2	62
Korea	16	0	16	140	3	143
Philippines	31	0	31	314	3	317
Singapore	8	0	8	63	0	63
Other Asia	20	1	21	179	10	189
<b>Asia</b>	<b>393</b>	<b>8</b>	<b>401</b>	<b>3,242</b>	<b>31</b>	<b>3,273</b>
African Countries	94	2	96	644	24	668
Israel	55	0	55	377	12	389
Saudi Arabia	0	0	0	6	0	6
Turkey	16	0	16	88	2	90
Other Middle East	79	1	80	324	15	339
Australia	144	5	149	1,108	31	1,139
New Zealand	34	1	35	140	1	141
All Other Ctries	5	2	7	23	2	25
<b>Total</b>	<b>427</b>	<b>11</b>	<b>438</b>	<b>2,710</b>	<b>87</b>	<b>2,797</b>
<b>GRAND TOTAL</b>	<b>189,436</b>	<b>15,090</b>	<b>204,526</b>	<b>1,063,864</b>	<b>151,531</b>	<b>1,215,395</b>

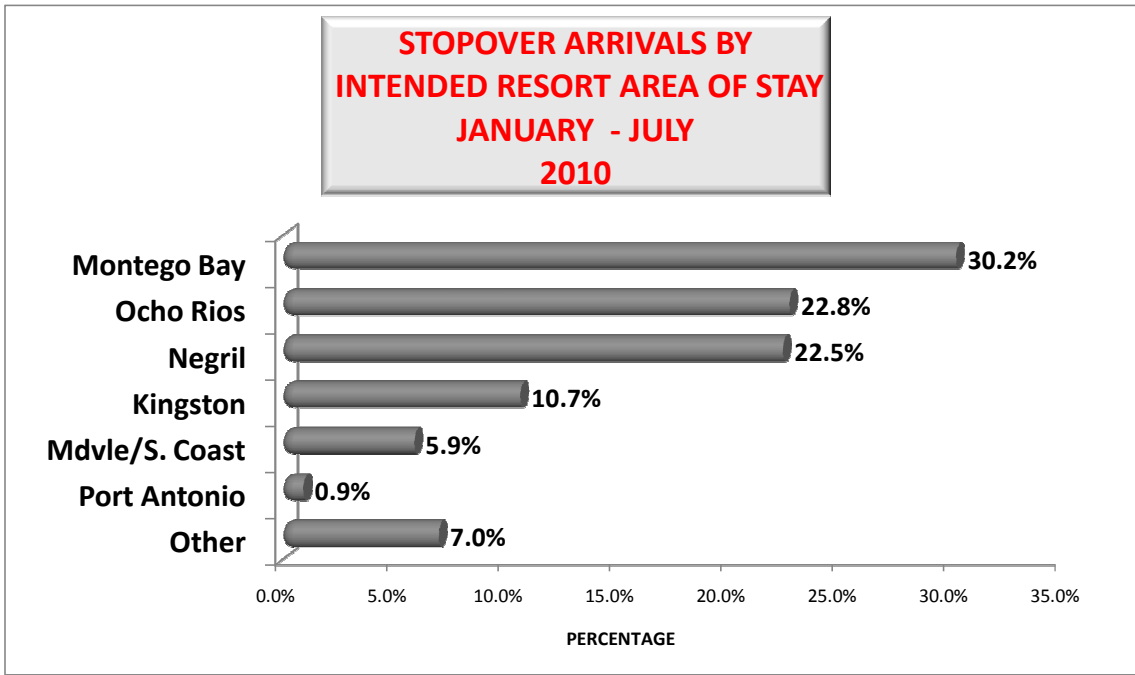


Fig. 5

**STOPOVER ARRIVALS BY INTENDED AREA OF STAY**

Area	JULY			JANUARY - JULY			JANUARY - JULY			% Change 2010/09 ARRIVALS
	2010	%Share	LENGTH OF STAY	2010	%Share	LENGTH OF STAY	2009	%Share	LENGTH OF STAY	
Montego Bay	59,050	28.9%	8.3	367,492	30.2%	7.5	332,686	28.5%	7.7	10.5%
Ocho Rios	43,879	21.5%	9.4	276,712	22.8%	8.5	268,925	23.0%	8.5	2.9%
Negril	39,141	19.1%	8.2	273,044	22.5%	7.9	261,281	22.4%	8.0	4.5%
Kingston	25,112	12.3%	13.1	129,614	10.7%	11.7	137,543	11.8%	11.7	-5.8%
Mdvle/S. Coast	15,026	7.3%	15.0	71,864	5.9%	13.5	69,739	6.0%	13.6	3.0%
Port Antonio	2,481	1.2%	16.9	11,455	0.9%	15.6	10,733	0.9%	16.2	6.7%
Other	19,837	9.7%	16.3	85,214	7.0%	15.3	86,224	7.4%	15.8	-1.2%
<b>Total</b>	<b>204,526</b>	<b>100.0%</b>	<b>10.5</b>	<b>1,215,395</b>	<b>100.0%</b>	<b>9.3</b>	<b>1,167,131</b>	<b>100.0%</b>	<b>9.5</b>	<b>4.1%</b>