

# JAMAICA

## TOURIST BOARD

### IN MARCH 2004.....

- Stopover arrivals were up by 6%
- US Market increased by 2%
- Canada increased by 4%
- Europe increased by 23%
- Cruise Passenger arrivals up by 0.4%.

### TOURIST (Stopovers)

Stopover arrivals in March 2004 were **136,606**, an increase of **6%** over the **129,485** recorded for March 2003. For the January to March period arrivals increased by **7%** with **366,085** compared to **342,249** in 2003.

#### United States

Stopover arrivals from the United States market increased by **2%** in March with a total of **98,585** visitors compared to the **96,410** visitors who came in March 2003. The Northeast market was the main contributor to this increase. The Northeast was up **7%**, while the Midwest and West barely surpassed their 2003 totals with **0.3%** and **0.8%**, respectively. The South was the only region down by **3%**.

For the January to March period the US market increased by **5%**. Total visitors was **255,855** compared to **243,778** for the corresponding period in 2003. The Northeast, Midwest and West increased by **8%**, **6%** and **5%** respectively. The South declined by **2%**.

#### Canada

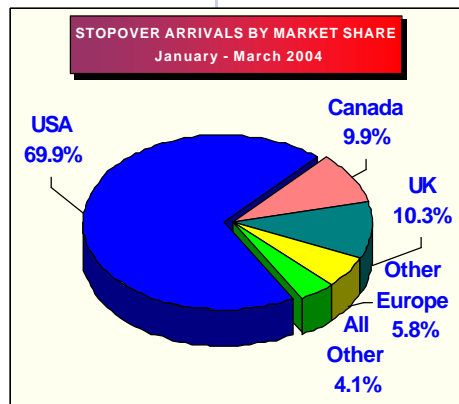
In March, the Canadian market increased by **4%** with a total of **11,239** stopovers compared to **10,779** in March 2003. The leading province, Ontario increased by **5%**, and the second most important visitor-producing province, Quebec declined by **16%**. For the other leading provinces, Alberta increased by **68%**, British Columbia by **66%**, and Nova Scotia by **39%**.

Cumulatively, the Canadian market increased by **7%** in the January to March period, with a total of **36,104** stopovers compared to **33,874** in 2003. The main provinces Ontario and Quebec recorded increases of **3%** and **9%** respectively. The other notable increases were Alberta **70%**, British Columbia **29%**, Nova Scotia **27%** and New Brunswick **4%** albeit from small bases.

#### Europe

The European market continued to show strong growth in recording an impressive **23%** increase in March 2004. The market provided a total of **21,009** stopover visitors compared to the **17,088** recorded in March 2003. The United Kingdom and Germany increased by **31%** and **23%** respectively. The other leading countries which showed increases were: Austria (**75%**), Switzerland (**152%**), and France (**37%**).

Cumulatively, for the January to March period, the European market increased by **18%**. Total stopovers for the period was **58,976** compared to **50,186** in 2003. The United Kingdom with a total of **37,618** stopovers increased by **19%** and Germany with a total of **5,934** increased by **25%**.



#### Latin America

The Latin American market increased by **36%** in March with a total of **1,209** stopovers compared to **892** in March 2003. The main contributors to this increase were Mexico, Brazil and Panama, with increase of **109%**, **134%** and **22%** respectively.

For the January to March period, the Latin American market increased by **2%** with a total of **2,816** visitors compared to **2,756** for the corresponding period in 2003.

## The Caribbean

Visitors to Jamaica from the Caribbean region increased by **8%** in March with a total of **3,585** visitors, compared to **3,319** in March 2003.

The major Caribbean countries which provided visitors to Jamaica in March were: the Cayman Islands (**958**), Trinidad and Tobago (**656**), Barbados (**470**), the Bahamas (**202**), Bermuda (**209**), Antigua (**167**), and Puerto Rico (**162**). Except for Bermuda and Barbados which declined in March, all the other major Caribbean countries recorded increases against March 2003.

Cumulatively, the Caribbean stopover arrivals to Jamaica in the January to March period increased by **5%**, moving from **8,917** in 2003 to **9,387** in 2004. The Cayman Islands continued to be the leading provider of visitors to Jamaica. In the period under review, they provided a total of **2,735** visitors, followed by Trinidad and Tobago with **1,603**, Barbados with **1,075** and the Bahamas with **554** visitors being the other main contributor.

## Japan

The Japanese market increased by **31%** in March with a total of **472** stopovers compared to **360** in March 2003. Cumulatively for the January to March period, a total of **1,358** Japanese visitors came to Jamaica and was up from the **1,046** recorded for the corresponding period in 2003.

## Other Countries

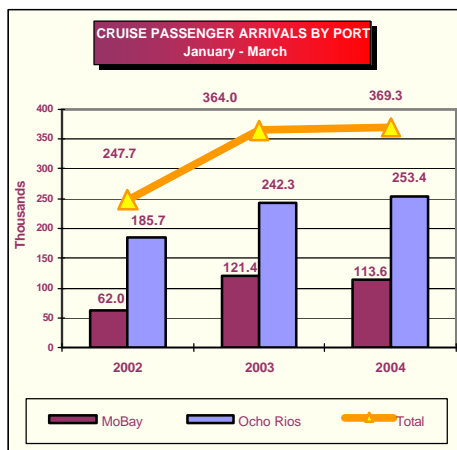
Of the other countries, Australia with a total of **352** stopovers in January to March period recorded an increase of **2%** against the **346** who came for the same period in 2003.

## Market Share

The market share of stopover visitors for the January to March period were as follows:

USA **69.9%**; Canada **9.9%**; UK **10.3%**; Continental Europe **5.8%**, the Caribbean **2.6%**; Latin America **0.8%**; Japan **0.3%** and Other Countries **0.4%**.

## Cruise Passengers



A total of **129,266** cruise passengers visited Jamaica in March 2004. This represents an increase of **0.4%** against the **128,758** recorded for March 2003. Cumulatively, a total of **369,267** cruise passengers visited Jamaica in the January to March period, a **1.4%** increase against the **364,043** recorded for the corresponding period in 2003.

A total of **86,847** cruise passengers visited the port of Ocho Rios in March, a decline of **3%** over the **89,932** recorded for March 2003. For the January to March period cruise passenger arrivals to the port of Ocho Rios was **253,362**, an increase of **5%** against the **242,329** recorded for the corresponding period in 2003.

Montego Bay recorded a total of **41,704** cruise passengers for the month, an increase of **8%** against the **38,558** recorded for 2003. Cumulatively, for the January to March period, cruise passenger arrivals to Montego Bay was **113,630**, a decline of **6%** against the **121,391** recorded for the same period in 2003.

## Length of Stay

The average length of stay of stopovers in March was **8.6** nights against **8.5** for March 2003. The average length of stay in hotels was **6.2** nights compared to **6.1** nights in March 2003.

Cumulatively, the average length of stay for the January to March period was **9.3** nights against the **9.1** nights recorded for the similar period in 2003.

## First and Repeat Visitors

Approximately **59%** or **76,455** of the **130,636** foreign nationals who visited Jamaica in March were first-time visitors and the other **41%** or **54,181** were repeat guests.

Cumulatively, in the January to March period, some **55%** of the **350,244** foreign nationals who visited the island were first-time guests and **45%** were repeat guests.

**TABLE 1**

**TOURIST ARRIVALS**

January - March  
2004

Month	Foreign Nationals	←----- Stopovers ----->					Total Stopover Arrivals	+/- 2004/03	+/- 2004/02
		+/- 2004/03	+/- 2004/02	Non-Resident Jamaicans	+/- 2004/03	+/- 2004/02			
January	104,425	8.9%	22.7%	4,925	-9.3%	-1.2%	109,350	7.9%	21.4%
February	115,183	8.2%	20.9%	4,946	-1.4%	4.4%	120,129	7.8%	20.1%
March	130,636	5.2%	5.6%	5,970	11.8%	-8.4%	136,606	5.5%	4.9%
<b>Jan.-Mar.</b>	<b>350,244</b>	<b>7.3%</b>	<b>15.2%</b>	<b>15,841</b>	<b>0.3%</b>	<b>-2.5%</b>	<b>366,085</b>	<b>7.0%</b>	<b>14.3%</b>

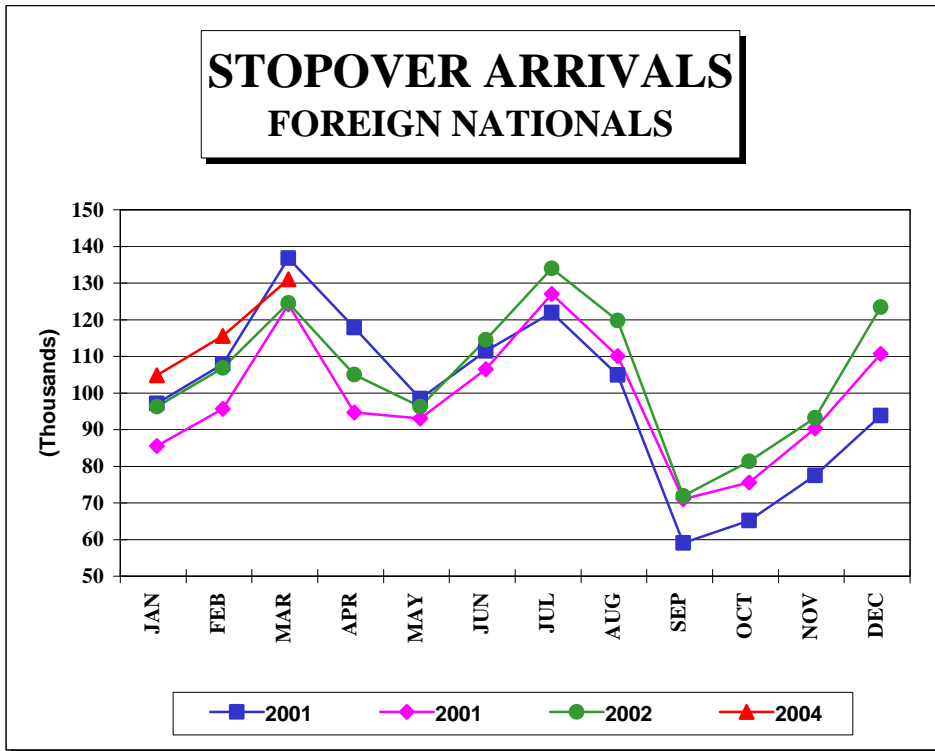


FIG. 1

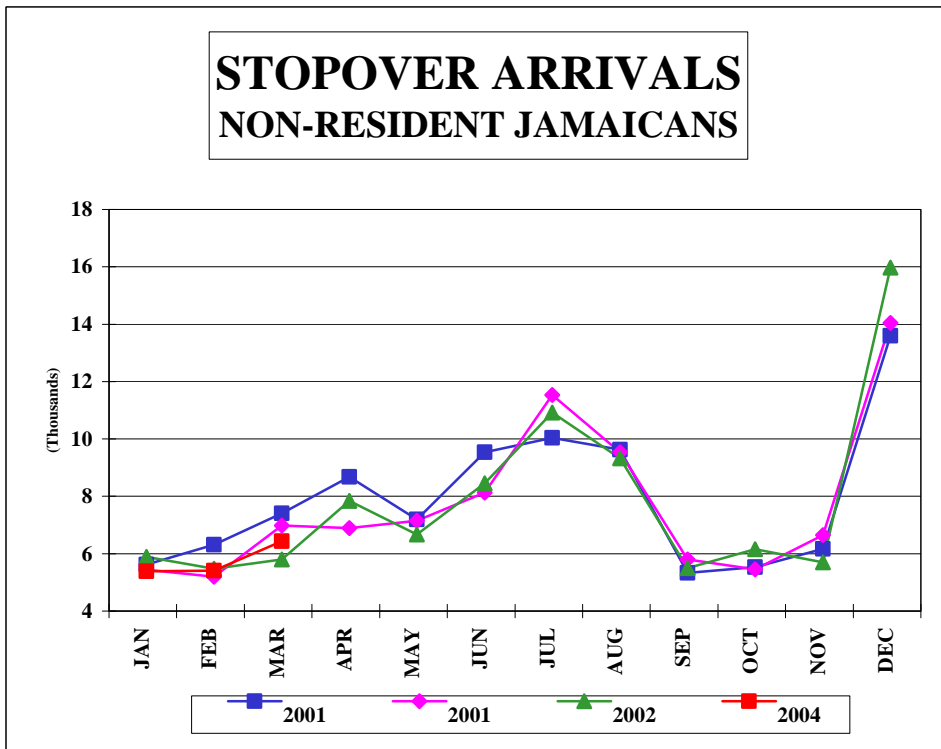


FIG. 1a

**TABLE 1.1**

**First & Repeat Visit to Jamaica**

FOREIGN NATIONALS

2004

	Arrivals				TOTAL	% SHARE	
	First Visit	+/-	Repeat Visit	+/-		First Visit	Repeat Visit
Jan.	54,608	6.3	49,817	12.0	104,425	52.3	47.7
Feb.	61,517	8.6	53,666	7.8	115,183	53.4	46.6
Mar.	76,455	3.2	54,181	8.2	130,636	58.5	41.5
Jan.-Mar.	192,580	5.8	157,664	9.2	350,244	55.0	45.0

**TABLE 1.2**  
**STOPOVER ARRIVALS BY MARKET REGION**  
**AND MONTH OF ARRIVAL 2004**

	U.S.A.				Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West							
<b>January</b>	31,236	23,510	14,108	4,542	12,336	18,959	766	2,980	521	392	109,350
<b>February</b>	37,653	27,054	14,984	4,183	12,529	19,008	841	2,822	699	356	120,129
<b>March</b>	42,908	29,393	20,789	5,495	11,239	21,009	1,209	3,585	686	293	136,606
<b>Jan. - Mar.</b>	<b>111,797</b>	<b>79,957</b>	<b>49,881</b>	<b>14,220</b>	<b>36,104</b>	<b>58,976</b>	<b>2,816</b>	<b>9,387</b>	<b>1,906</b>	<b>1,041</b>	<b>366,085</b>
<b>+/- %</b>	<b>7.7%</b>	<b>5.7%</b>	<b>-1.8%</b>	<b>4.9%</b>	<b>6.6%</b>	<b>17.5%</b>	<b>2.2%</b>	<b>5.3%</b>	<b>-0.3%</b>	<b>25.9%</b>	<b>7.0%</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<b>MARCH</b>			<b>% Change</b>			<b>JANUARY - MARCH</b>			<b>% Change</b>				
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	2004/03	2004/02	2004/01	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	2004/03	2004/02	2004/01
<b>U.S.A.</b>														
<b><u>NORTHEAST (NEW YORK)</u></b>														
Connecticut	3,191	2,376	2,700	2,848	5.5	19.9	-10.7	6,698	5,522	6,429	6,858	6.7	24.2	2.4
Delaware	698	555	493	453	-8.1	-18.4	-35.1	1,502	1,151	1,282	1,292	0.8	12.3	-14.0
Maine	477	357	358	521	45.5	45.9	9.2	1,037	801	885	1,223	38.2	52.7	17.9
Maryland	3,440	3,271	2,882	3,412	18.4	4.3	-0.8	8,042	7,736	8,000	8,721	9.0	12.7	8.4
Massachusetts	5,280	3,596	3,954	4,586	16.0	27.5	-13.1	11,670	9,177	9,769	11,263	15.3	22.7	-3.5
New Hampshire	815	517	647	726	12.2	40.4	-10.9	1,977	1,470	1,566	1,930	23.2	31.3	-2.4
New Jersey	6,265	5,918	5,986	6,024	0.6	1.8	-3.8	14,842	13,736	14,826	15,252	2.9	11.0	2.8
New York	16,270	16,637	13,361	14,465	8.3	-13.1	-11.1	41,108	37,921	37,219	40,463	8.7	6.7	-1.6
Pennsylvania	6,320	5,852	6,069	6,083	0.2	3.9	-3.7	14,822	13,541	15,242	15,529	1.9	14.7	4.8
Rhode Island	626	363	515	531	3.1	46.3	-15.2	1,215	924	1,157	1,256	8.6	35.9	3.4
Vermont	284	237	209	286	36.8	20.7	0.7	706	517	577	785	36.0	51.8	11.2
Virginia	2,502	2,354	2,320	2,249	-3.1	-4.5	-10.1	5,398	5,017	5,141	5,454	6.1	8.7	1.0
Washington D.C.	610	492	533	480	-9.9	-2.4	-21.3	1,307	1,138	1,233	1,165	-5.5	2.4	-10.9
West Virginia	313	239	235	244	3.8	2.1	-22.0	591	458	439	606	38.0	32.3	2.5
Total	47,091	42,764	40,262	42,908	6.6	0.3	-8.9	110,915	99,109	103,765	111,797	7.7	12.8	0.8
<b><u>MIDWEST (CHICAGO)</u></b>														
Illinois	6,476	5,758	6,884	6,823	-0.9	18.5	5.4	16,467	15,039	16,947	16,959	0.1	12.8	3.0
Indiana	1,912	1,733	2,051	1,870	-8.8	7.9	-2.2	4,049	4,003	4,409	4,226	-4.2	5.6	4.4
Iowa	1,172	985	1,123	1,020	-9.2	3.6	-13.0	3,244	3,207	3,611	3,859	6.9	20.3	19.0
Kansas	921	516	534	650	21.7	26.0	-29.4	1,726	1,067	1,241	1,580	27.3	48.1	-8.5
Kentucky	753	732	582	653	12.2	-10.8	-13.3	1,594	1,582	1,410	1,532	8.7	-3.2	-3.9
Michigan	4,690	4,312	4,350	3,730	-14.3	-13.5	-20.5	11,798	9,927	10,649	10,955	2.9	10.4	-7.1
Minnesota	4,066	3,764	4,102	3,986	-2.8	5.9	-2.0	10,745	9,812	10,758	11,003	2.3	12.1	2.4
Missouri	1,980	1,911	2,032	2,493	22.7	30.5	25.9	5,063	4,715	5,457	6,393	17.2	35.6	26.3
Nebraska	513	365	430	453	5.3	24.1	-11.7	1,629	1,052	1,486	1,536	3.4	46.0	-5.7
North Dakota	187	201	199	299	50.3	48.8	59.9	546	512	565	922	63.2	80.1	68.9
Ohio	2,904	2,873	2,414	2,483	2.9	-13.6	-14.5	6,460	6,150	5,544	5,782	4.3	-6.0	-10.5
South Dakota	235	129	312	265	-15.1	105.4	12.8	630	499	876	934	6.6	87.2	48.3
Wisconsin	4,640	4,474	4,303	4,668	8.5	4.3	0.6	13,360	12,215	12,721	14,276	12.2	16.9	6.9
Total	30,449	27,753	29,316	29,393	0.3	5.9	-3.5	77,311	69,780	75,674	79,957	5.7	14.6	3.4

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	MARCH							JANUARY - MARCH						
	2001	2002	2003	2004	% Change			2001	2002	2003	2004	% Change		
					2004/03	2004/02	2004/01					2004/03	2004/02	2004/01
<b>SOUTH (MIAMI)</b>														
Alabama	890	697	804	837	4.1	20.1	-6.0	1,763	1,415	1,635	1,507	-7.8	6.5	-14.5
Arkansas	269	270	271	331	22.1	22.6	23.0	552	554	661	774	17.1	39.7	40.2
Florida	10,367	10,154	9,313	9,407	1.0	-7.4	-9.3	24,128	23,561	23,153	23,853	3.0	1.2	-1.1
Georgia	3,899	3,488	3,065	3,125	2.0	-10.4	-19.9	8,425	7,752	7,986	7,485	-6.3	-3.4	-11.2
Louisiana	419	308	331	266	-19.6	-13.6	-36.5	990	982	973	872	-10.4	-11.2	-11.9
Mississippi	275	306	293	277	-5.5	-9.5	0.7	517	567	559	498	-10.9	-12.2	-3.7
North Carolina	1,785	1,858	1,684	1,644	-2.4	-11.5	-7.9	4,078	3,974	4,217	4,176	-1.0	5.1	2.4
Oklahoma	397	301	261	310	18.8	3.0	-21.9	780	661	667	792	18.7	19.8	1.5
South Carolina	749	614	640	582	-9.1	-5.2	-22.3	1,741	1,456	1,675	1,627	-2.9	11.7	-6.5
Tennessee	1,326	1,306	1,466	1,307	-10.8	0.1	-1.4	2,587	2,735	3,064	2,703	-11.8	-1.2	4.5
Texas	2,475	3,003	3,255	2,703	-17.0	-10.0	9.2	5,000	6,219	6,188	5,594	-9.6	-10.0	11.9
Total	22,851	22,305	21,383	20,789	-2.8	-6.8	-9.0	50,561	49,876	50,778	49,881	-1.8	0.0	-1.3
<b>WEST (LOS ANGELES)</b>														
Alaska	54	31	30	43	43.3	38.7	-20.4	105	88	115	130	13.0	47.7	23.8
Arizona	929	412	450	435	-3.3	5.6	-53.2	1,773	1,043	965	1,072	11.1	2.8	-39.5
California	3,323	3,290	2,634	2,940	11.6	-10.6	-11.5	7,963	7,473	7,057	7,511	6.4	0.5	-5.7
Colorado	1,123	921	756	924	22.2	0.3	-17.7	2,220	2,096	1,705	2,214	29.9	5.6	-0.3
Hawaii	24	13	44	30	-31.8	130.8	25.0	47	34	73	81	11.0	138.2	72.3
Idaho	138	102	128	64	-50.0	-37.3	-53.6	470	292	405	247	-39.0	-15.4	-47.4
Montana	113	118	94	86	-8.5	-27.1	-23.9	251	255	271	304	12.2	19.2	21.1
Nevada	185	198	236	122	-48.3	-38.4	-34.1	404	420	536	408	-23.9	-2.9	1.0
New Mexico	127	109	102	89	-12.7	-18.3	-29.9	333	214	209	238	13.9	11.2	-28.5
Oregon	273	282	312	237	-24.0	-16.0	-13.2	601	603	621	583	-6.1	-3.3	-3.0
Utah	86	93	160	131	-18.1	40.9	52.3	274	313	447	362	-19.0	15.7	32.1
Washington	512	364	430	353	-17.9	-3.0	-31.1	1,218	988	1,024	939	-8.3	-5.0	-22.9
Wyoming	57	37	73	41	-43.8	10.8	-28.1	113	84	133	131	-1.5	56.0	15.9
Total	6,944	5,970	5,449	5,495	0.8	-8.0	-20.9	15,772	13,903	13,561	14,220	4.9	2.3	-9.8
<b>TOTAL U.S.A.</b>	<b>107,335</b>	<b>98,792</b>	<b>96,410</b>	<b>98,585</b>	<b>2.3</b>	<b>-0.2</b>	<b>-8.2</b>	<b>254,559</b>	<b>232,668</b>	<b>243,778</b>	<b>255,855</b>	<b>5.0</b>	<b>10.0</b>	<b>0.5</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<b>MARCH</b>							<b>JANUARY - MARCH</b>						
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>% Change</u>			<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>% Change</u>		
					2004/03	2004/02	2004/01					2004/03	2004/02	2004/01
<b><u>CANADA (TORONTO)</u></b>														
Alberta	508	351	395	662	67.6	88.6	30.3	1,748	1,274	1,524	2,589	69.9	103.2	48.1
British Columbia	367	250	245	407	66.1	62.8	10.9	1,196	873	917	1,181	28.8	35.3	-1.3
Manitoba	520	156	479	354	-26.1	126.9	-31.9	1,691	768	1,864	1,521	-18.4	98.0	-10.1
New Brunswick	286	198	214	169	-21.0	-14.6	-40.9	654	424	462	482	4.3	13.7	-26.3
Newfoundland	45	64	53	50	-5.7	-21.9	11.1	131	189	187	129	-31.0	-31.7	-1.5
Nova Scotia	561	160	284	397	39.8	148.1	-29.2	1,081	511	676	860	27.2	68.3	-20.4
Ontario	9,788	8,407	7,288	7,666	5.2	-8.8	-21.7	28,653	24,194	22,617	23,317	3.1	-3.6	-18.6
P.E. Island	50	40	64	59	-7.8	47.5	18.0	82	70	90	101	12.2	44.3	23.2
Quebec	2,273	1,854	1,631	1,375	-15.7	-25.8	-39.5	6,283	4,978	4,785	5,202	8.7	4.5	-17.2
Saskatchewan	132	64	109	78	-28.4	21.9	-40.9	696	370	678	633	-6.6	71.1	-9.1
Other Canada	55	29	17	22	29.4	-24.1	-60.0	164	111	74	89	20.3	-19.8	-45.7
Total	14,585	11,573	10,779	11,239	4.3	-2.9	-22.9	42,379	33,762	33,874	36,104	6.6	6.9	-14.8
<b><u>LONDON OFFICE</u></b>														
<b><u>Northern Europe</u></b>														
U.K.	10,066	10,257	11,334	14,799	30.6	44.3	47.0	28,934	28,208	31,523	37,618	19.3	33.4	30.0
Denmark	64	36	30	38	26.7	5.6	-40.6	230	157	117	210	79.5	33.8	-8.7
Finland	32	40	48	23	-52.1	-42.5	-28.1	120	121	216	188	-13.0	55.4	56.7
Norway	58	93	59	58	-1.7	-37.6	0.0	244	244	273	221	-19.0	-9.4	-9.4
Sweden	131	118	84	78	-7.1	-33.9	-40.5	519	385	280	376	34.3	-2.3	-27.6
<b><u>Southern Europe</u></b>														
Greece	26	16	14	14	0.0	-12.5	-46.2	71	55	105	37	-64.8	-32.7	-47.9
Italy	1,472	1,145	2,539	2,194	-13.6	91.6	49.0	4,493	3,539	8,295	7,669	-7.5	116.7	70.7
Portugal	31	26	34	46	35.3	76.9	48.4	64	52	118	126	6.8	142.3	96.9
Spain	131	116	127	104	-18.1	-10.3	-20.6	414	347	326	264	-19.0	-23.9	-36.2
<b><u>Western Europe</u></b>														
Austria	253	150	144	252	75.0	68.0	-0.4	808	570	617	1,104	78.9	93.7	36.6
Belgium	136	119	112	154	37.5	29.4	13.2	292	302	296	486	64.2	60.9	66.4
France	284	210	210	246	17.1	17.1	-13.4	805	714	719	860	19.6	20.4	6.8
Germany	2,293	1,293	1,612	1,981	22.9	53.2	-13.6	6,248	3,808	4,733	5,934	25.4	55.8	-5.0
Luxemburg	7	10	4	4	0.0	-60.0	-42.9	24	15	18	33	83.3	120.0	37.5
Netherlands	198	148	248	250	0.8	68.9	26.3	623	471	804	880	9.5	86.8	41.3
Switzerland	168	184	169	426	152.1	131.5	153.6	698	470	561	1,427	154.4	203.6	104.4
<b><u>Central/East Europe</u></b>														
Czechoslovakia	33	22	53	57	7.5	159.1	72.7	119	82	142	166	16.9	102.4	39.5
Hungary	15	9	7	15	114.3	66.7	0.0	67	73	51	86	68.6	17.8	28.4
Poland	60	38	69	62	-10.1	63.2	3.3	151	151	262	341	30.2	125.8	125.8
Russia	91	166	72	82	13.9	-50.6	-9.9	320	386	353	354	0.3	-8.3	10.6
Other Europe	88	101	119	126	5.9	24.8	43.2	301	248	377	596	58.1	140.3	98.0
Total	15,637	14,297	17,088	21,009	22.9	46.9	34.4	45,545	40,398	50,186	58,976	17.5	46.0	29.5

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

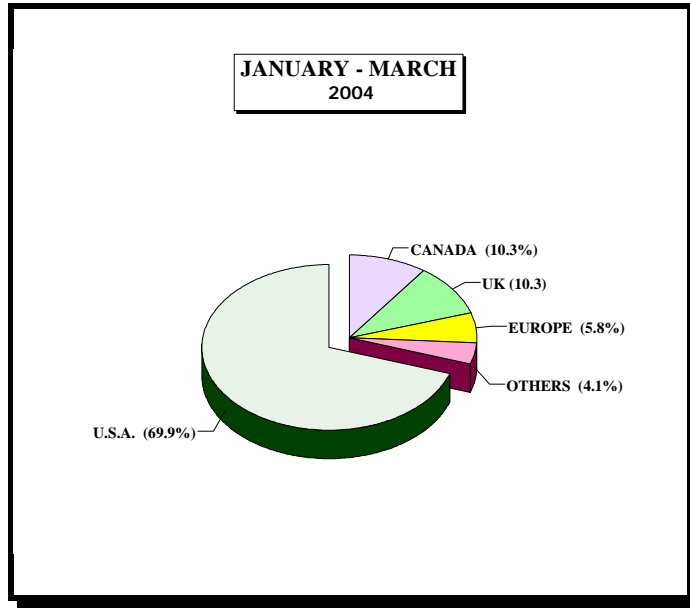
	MARCH							JANUARY - MARCH						
	2001	2002	2003	2004	% Change			2001	2002	2003	2004	% Change		
					2004/03	2004/02	2004/01					2004/03	2004/02	2004/01
<b>LATIN AMERICA</b>														
<b>CENTRAL AMERICA</b>														
Mexico	214	189	186	389	109.1	105.8	81.8	559	413	401	620	54.6	50.1	10.9
Belize	43	50	90	46	-48.9	-8.0	7.0	110	113	312	108	-65.4	-4.4	-1.8
Costa Rica	43	42	38	60	57.9	42.9	39.5	166	190	135	143	5.9	-24.7	-13.9
El Salvador	8	19	8	9	12.5	-52.6	12.5	31	59	26	20	-23.1	-66.1	-35.5
Guatemala	21	51	51	22	-56.9	-56.9	4.8	76	93	83	74	-10.8	-20.4	-2.6
Honduras	10	8	16	49	206.3	512.5	390.0	30	33	44	73	65.9	121.2	143.3
Nicaragua	4	5	4	7	75.0	40.0	75.0	13	22	10	16	60.0	-27.3	23.1
Panama	121	88	79	96	21.5	9.1	-20.7	346	248	272	308	13.2	24.2	-11.0
Total	464	452	472	678	43.6	50.0	46.1	1,331	1,171	1,283	1,362	6.2	16.3	2.3
<b>SOUTH AMERICA</b>														
Argentina	144	35	46	29	-37.0	-17.1	-79.9	462	137	162	148	-8.6	8.0	-68.0
Bolivia	1	7	5	3	-40.0	-57.1	200.0	21	16	19	11	-42.1	-31.3	-47.6
Brazil	54	92	67	157	134.3	70.7	190.7	236	244	202	287	42.1	17.6	21.6
Chile	52	23	24	53	120.8	130.4	1.9	214	156	111	168	51.4	7.7	-21.5
Colombia	168	43	28	22	-21.4	-48.8	-86.9	393	151	245	82	-66.5	-45.7	-79.1
Ecuador	31	9	2	4	100.0	-55.6	-87.1	59	40	8	31	287.5	-22.5	-47.5
Guyana	115	84	132	135	2.3	60.7	17.4	357	270	390	382	-2.1	41.5	7.0
Paraguay	1	3	0	3	-	0.0	200.0	7	7	5	9	80.0	28.6	28.6
Peru	31	35	21	42	100.0	20.0	35.5	69	75	71	82	15.5	9.3	18.8
Surinam	44	18	26	15	-42.3	-16.7	-65.9	105	33	67	60	-10.4	81.8	-42.9
Uruguay	24	7	8	8	0.0	14.3	-66.7	29	23	16	35	118.8	52.2	20.7
Venezuela	215	79	61	60	-1.6	-24.1	-72.1	397	224	176	159	-9.7	-29.0	-59.9
Other South America	0	0	0	0	-	-	-	0	0	1	0	-	-	-
Total	880	435	420	531	26.4	22.1	-39.7	2,349	1,376	1,473	1,454	-1.3	5.7	-38.1
Total Latin America	1,344	887	892	1,209	35.5	36.3	-10.0	3,680	2,547	2,756	2,816	2.2	10.6	-23.5

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	MARCH							JANUARY - MARCH						
	2001	2002	2003	2004	% Change			2001	2002	2003	2004	% Change		
					2004/03	2004/02	2004/01					2004/03	2004/02	2004/01
<b>CARIBBEAN</b>														
Antigua	81	116	98	167	70.4	44.0	106.2	254	291	287	432	50.5	48.5	70.1
Bahamas	493	396	198	202	2.0	-49.0	-59.0	1,263	853	557	554	-0.5	-35.1	-56.1
Barbados	323	383	484	470	-2.9	22.7	45.5	906	1,032	1,111	1,075	-3.2	4.2	18.7
Bermuda	137	179	277	209	-24.5	16.8	52.6	345	392	560	463	-17.3	18.1	34.2
British Virgin Is.	27	41	28	77	175.0	87.8	185.2	90	80	90	156	73.3	95.0	73.3
Cayman Is.	869	968	798	958	20.1	-1.0	10.2	2,419	2,166	2,368	2,735	15.5	26.3	13.1
Dominica	32	21	25	24	-4.0	14.3	-25.0	99	46	71	56	-21.1	21.7	-43.4
Grenada	36	42	40	46	15.0	9.5	27.8	106	120	122	120	-1.6	0.0	13.2
Monsterrat	5	6	7	10	42.9	66.7	100.0	22	14	20	25	25.0	78.6	13.6
St. Kitts/Nevis/Anguilla	41	43	47	65	38.3	51.2	58.5	116	109	143	171	19.6	56.9	47.4
St. Lucia	73	96	143	123	-14.0	28.1	68.5	238	253	402	334	-16.9	32.0	40.3
St. Vincent	29	16	34	36	5.9	125.0	24.1	99	107	105	124	18.1	15.9	25.3
Turks & Caicos Is.	26	78	37	69	86.5	-11.5	165.4	134	152	159	226	42.1	48.7	68.7
Trinidad & Tobago	520	679	522	656	25.7	-3.4	26.2	1,529	1,484	1,496	1,603	7.2	8.0	4.8
<b>Comm. Caribbean</b>	<b>2,692</b>	<b>3,064</b>	<b>2,738</b>	<b>3,112</b>	<b>13.7</b>	<b>1.6</b>	<b>15.6</b>	<b>7,620</b>	<b>7,099</b>	<b>7,491</b>	<b>8,074</b>	<b>7.8</b>	<b>13.7</b>	<b>6.0</b>
Aruba	16	45	45	28	-37.8	-37.8	75.0	51	77	107	62	-42.1	-19.5	21.6
Bonaire	0	0	0	3	-	-	-	0	0	0	4	-	-	-
Cuba	68	78	41	35	-14.6	-55.1	-48.5	171	173	161	132	-18.0	-23.7	-22.8
Curacao	32	71	99	61	-38.4	-14.1	90.6	97	154	245	182	-25.7	18.2	87.6
Dominican Republic	54	101	60	72	20.0	-28.7	33.3	181	205	157	222	41.4	8.3	22.7
Guadelope	7	3	12	30	150.0	900.0	328.6	15	19	17	38	123.5	100.0	153.3
Haiti	33	70	86	21	-75.6	-70.0	-36.4	97	151	210	90	-57.1	-40.4	-7.2
Puerto Rico	151	147	122	162	32.8	10.2	7.3	383	414	305	375	23.0	-9.4	-2.1
St. Maarten	56	34	51	35	-31.4	2.9	-37.5	99	79	102	115	12.7	45.6	16.2
All other Caribbean	55	30	65	26	-60.0	-13.3	-52.7	109	84	122	93	-23.8	10.7	-14.7
<b>Other Caribbean</b>	<b>472</b>	<b>579</b>	<b>581</b>	<b>473</b>	<b>-18.6</b>	<b>-18.3</b>	<b>0.2</b>	<b>1,203</b>	<b>1,356</b>	<b>1,426</b>	<b>1,313</b>	<b>-7.9</b>	<b>-3.2</b>	<b>9.1</b>
<b>TOTAL CARIBBEAN</b>	<b>3,164</b>	<b>3,643</b>	<b>3,319</b>	<b>3,585</b>	<b>8.0</b>	<b>-1.6</b>	<b>13.3</b>	<b>8,823</b>	<b>8,455</b>	<b>8,917</b>	<b>9,387</b>	<b>5.3</b>	<b>11.0</b>	<b>6.4</b>
<b>OTHER COUNTRIES</b>														
African Countries	95	45	59	76	28.8	68.9	-20.0	251	166	166	248	49.4	49.4	-1.2
Isreal	96	38	56	48	-14.3	26.3	-50.0	279	170	172	229	33.1	34.7	-17.9
Saudi Arabia	2	1	3	1	-66.7	0.0	-50.0	12	2	6	3	-50.0	50.0	-75.0
Turkey	36	7	15	19	26.7	171.4	-47.2	75	37	45	53	17.8	43.2	-29.3
Other Middle East	34	25	26	7	-73.1	-72.0	-79.4	87	52	50	50	0.0	-3.8	-42.5
India & Pakistan	90	65	51	64	25.5	-1.5	-28.9	188	130	102	139	36.3	6.9	-26.1
Japan	541	460	360	472	31.1	2.6	-12.8	1,679	1,090	1,046	1,358	29.8	24.6	-19.1
China	53	87	64	39	-39.1	-55.2	-26.4	118	136	189	98	-48.1	-27.9	-16.9
Taiwan	5	5	7	8	14.3	60.0	60.0	21	12	24	12	-50.0	0.0	-42.9
Korea	32	37	10	14	40.0	-62.2	-56.3	78	62	53	69	30.2	11.3	-11.5
Philippines	60	64	152	42	-72.4	-34.4	-30.0	142	136	404	163	-59.7	19.9	14.8
Singapore	8	9	13	13	0.0	44.4	62.5	38	12	28	35	25.0	191.7	-7.9
Other Asia	38	25	38	34	-10.5	36.0	-10.5	100	44	65	73	12.3	65.9	-27.0
Australia	94	107	127	119	-6.3	11.2	26.6	369	339	346	352	1.7	3.8	-4.6
New Zealand	24	22	16	21	31.3	-4.5	-12.5	63	74	39	56	43.6	-24.3	-11.1
All Other Ctries	9	11	0	2	-	-81.8	-77.8	17	15	3	9	200.0	-40.0	-47.1
<b>Total</b>	<b>1,217</b>	<b>1,008</b>	<b>997</b>	<b>979</b>	<b>-1.8</b>	<b>-2.9</b>	<b>-19.6</b>	<b>3,517</b>	<b>2,477</b>	<b>2,738</b>	<b>2,947</b>	<b>7.6</b>	<b>19.0</b>	<b>-16.2</b>
<b>GRAND TOTAL</b>	<b>143,282</b>	<b>130,200</b>	<b>129,485</b>	<b>136,606</b>	<b>5.5</b>	<b>4.9</b>	<b>-4.7</b>	<b>358,503</b>	<b>320,307</b>	<b>342,249</b>	<b>366,085</b>	<b>7.0</b>	<b>14.3</b>	<b>2.1</b>

# STOPOVER VISITORS BY MARKET SHARE



**Fig. 2**

Country	March 2004	% Share	Jan. - Mar. 2004	% Share	Jan. - Mar. 2003	% Share	%Change 2004/03
U.S.A	98,585	72.2%	255,855	69.9%	244,083	71.3%	4.8%
CANADA	11,239	8.2%	36,104	9.9%	33,874	9.9%	6.6%
U.K.	14,799	10.8%	37,618	10.3%	31,523	9.2%	19.3%
EUROPE	6,210	4.5%	21,358	5.8%	18,663	5.5%	14.4%
OTHERS	5,773	4.2%	15,150	4.1%	14,106	4.1%	7.4%
<b>Total</b>	<b>136,606</b>	<b>100.0%</b>	<b>366,085</b>	<b>100.0%</b>	<b>342,249</b>	<b>100.0%</b>	<b>7.0%</b>

**TABLE 3**

<b><u>AVERAGE LENGTH OF STAY (Nights)</u></b>					
<b><u>FOREIGN NATIONALS</u></b>					
	<b>All Types of Accommodation</b>			<b>Hotel</b>	
	2003	2004		2003	2004
<b>January</b>	10.1	9.8		6.6	6.7
<b>February</b>	8.8	8.9		6.3	6.5
<b>March</b>	8.5	8.6		6.1	6.2
<b>Jan. - Mar.</b>	9.1	9.3		6.3	6.6

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

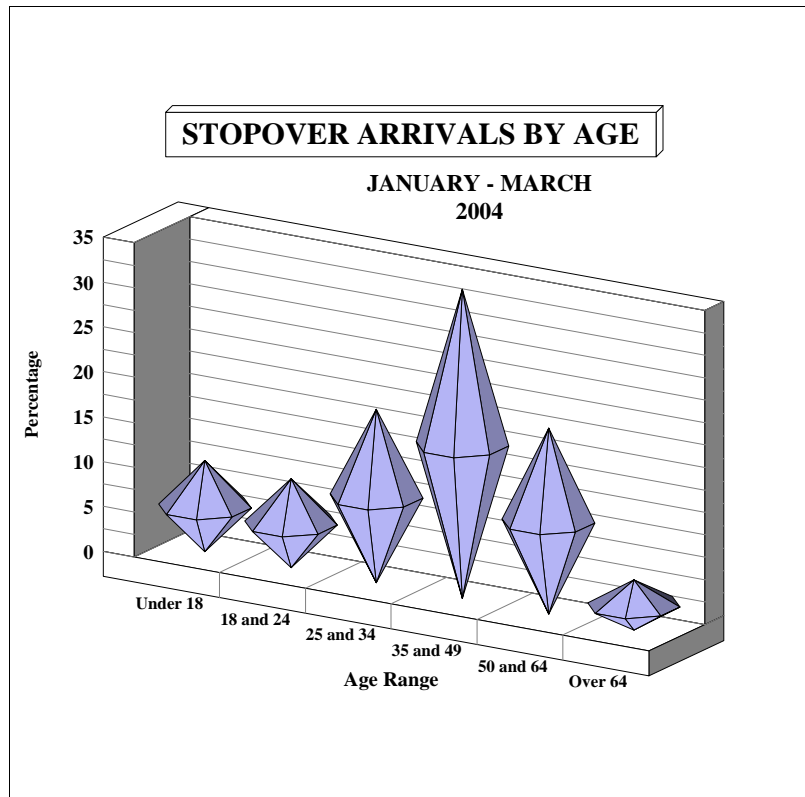


Fig. 3

**AGE DISTRIBUTION OF STOPOVER ARRIVALS**

Age	MARCH		JAN. - MAR.		JAN. - MAR.		%Change 2004/03
	2004	% Share	2004	% Share	2003	% Share	
Under 18	15,825	11.6	37,150	10.1	32,854	9.6	13.1%
18 and 24	21,297	15.6	35,973	9.8	34,160	10.0	5.3%
25 and 34	26,279	19.2	70,715	19.3	69,265	20.2	2.1%
35 and 49	43,219	31.6	126,135	34.5	118,734	34.7	6.2%
50 and 64	23,730	17.4	75,778	20.7	69,358	20.3	9.3%
Over 64	6,256	4.6	20,334	5.6	17,878	5.2	13.7%
<b>Total</b>	<b>136,606</b>	<b>100.0</b>	<b>366,085</b>	<b>100.0</b>	<b>342,249</b>	<b>100.0</b>	<b>7.0%</b>

**TABLE 4****CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL  
JANUARY - MARCH 2004**

	MONTEGO BAY		% Change 2004/03		OCHO RIOS		% Change 2004/03		2004 TOTAL		2003 TOTAL		% Change 2004/03	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	22	34,283	-12.0%	-21.8%	42	89,072	20.0%	18.8%	67	124,650	60	118,834	11.7%	4.9%
February	24	37,643	0.0%	-3.5%	31	77,443	-11.4%	0.1%	56	115,351	60	116,451	-6.7%	-0.9%
March	23	41,704	-14.8%	8.2%	34	86,847	-17.1%	-3.4%	58	129,266	69	128,758	-15.9%	0.4%
Jan. - Mar.	<b>69</b>	<b>113,630</b>	<b>-9.2%</b>	<b>-6.4%</b>	<b>107</b>	<b>253,362</b>	<b>-3.6%</b>	<b>4.6%</b>	<b>181</b>	<b>369,267</b>	<b>189</b>	<b>364,043</b>	<b>-4.2%</b>	<b>1.4%</b>

- \* Note:
1. During the month of January three Cruise Ship calls with 1,668 Cruise passengers visited two ports.
  2. Included in the total Cruise passengers for the month of January, 3 calls with 1,295 passengers visited Port Antoinio.
  3. During the month of February 1 Cruise Ship call with 1,174 Cruise passengers visited two ports.
  4. Included in the total Cruise passengers for the month of February, 1 calls with 265 passengers visited Port Antoinio.
  5. Included in the total Cruise passengers for the month of March, 1 call with 715 passengers visited Port Antoinio.

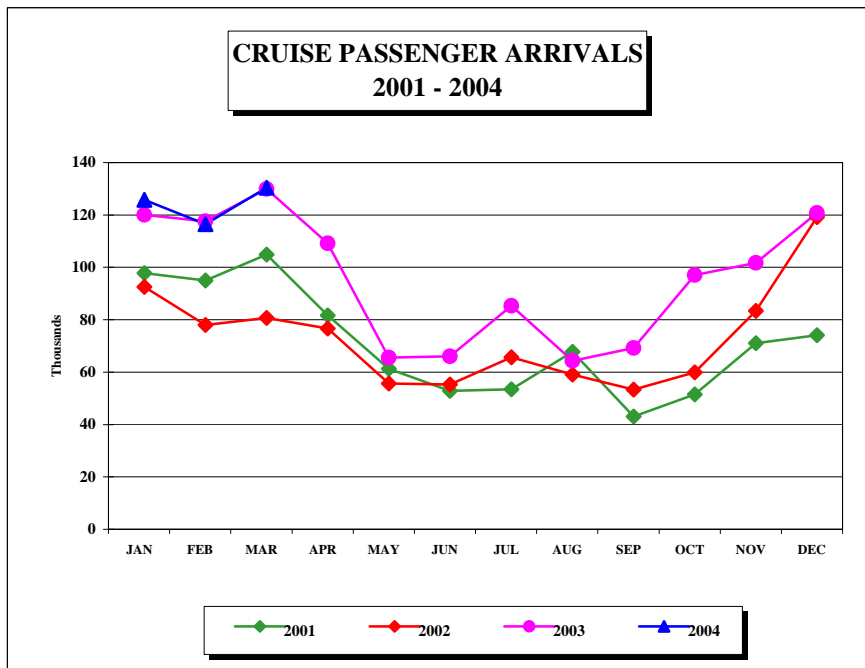


FIG. 4

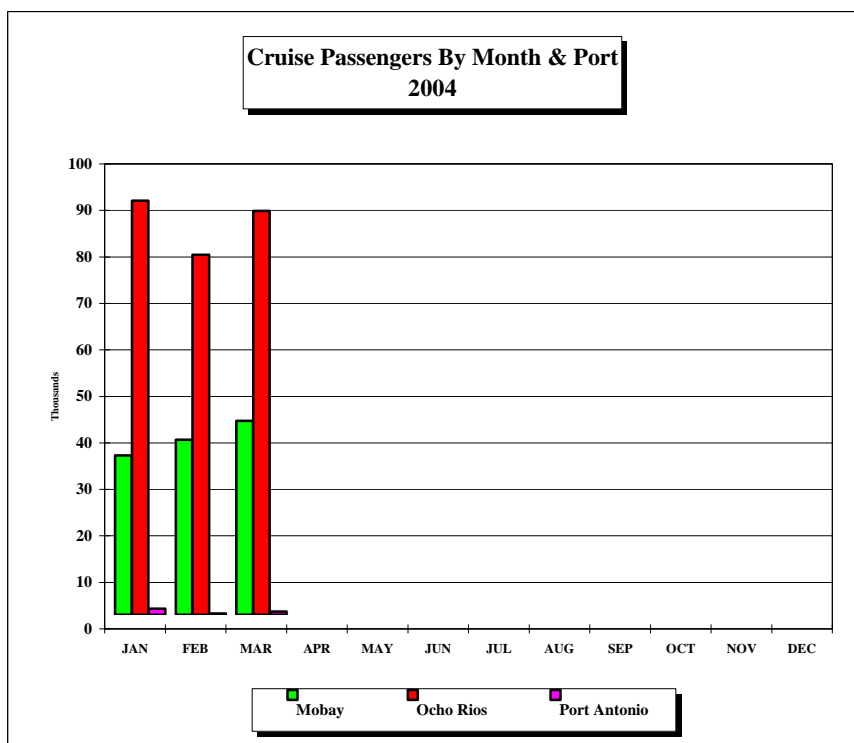


FIG. 4a

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

	<b>MARCH 2004</b>			<b>JANUARY - MARCH 2004</b>		
	<b>SCHEDULED AIRLINES</b>	<b>CHARTERED AIRLINES</b>	<b>TOTAL STOPOVERS</b>	<b>SCHEDULED AIRLINES</b>	<b>CHARTERED AIRLINES</b>	<b>TOTAL STOPOVERS</b>
<b>U.S.A.</b>						
<b><u>NORTHEAST (NEW YORK)</u></b>						
Connecticut	2,680	168	2,848	6,677	181	6,858
Delaware	436	17	453	1,275	17	1,292
Maine	507	14	521	1,200	23	1,223
Maryland	3,123	289	3,412	8,409	312	8,721
Massachusetts	4,196	390	4,586	10,840	423	11,263
New Hampshire	660	66	726	1,858	72	1,930
New Jersey	5,743	281	6,024	14,927	325	15,252
New York	13,800	665	14,465	39,524	939	40,463
Pennsylvania	5,544	539	6,083	14,888	641	15,529
Rhode Island	512	19	531	1,233	23	1,256
Vermont	269	17	286	765	20	785
Virginia	1,982	267	2,249	5,178	276	5,454
Washington D.C.	439	41	480	1,120	44	1,164
West Virginia	185	59	244	541	66	607
<b>Total</b>	<b>40,076</b>	<b>2,832</b>	<b>42,908</b>	<b>108,435</b>	<b>3,362</b>	<b>111,797</b>
<b><u>MIDWEST (CHICAGO)</u></b>						
Illinois	3,858	2,965	6,823	8,836	8,123	16,959
Indiana	1,372	498	1,870	3,213	1,013	4,226
Iowa	692	328	1,020	2,435	1,424	3,859
Kansas	486	164	650	1,322	258	1,580
Kentucky	526	127	653	1,369	163	1,532
Michigan	2,568	1,162	3,730	7,592	3,363	10,955
Minnesota	2,296	1,690	3,986	6,311	4,692	11,003
Missouri	737	1,756	2,493	2,044	4,349	6,393
Nebraska	440	13	453	1,476	60	1,536
North Dakota	223	76	299	635	287	922
Ohio	1,915	568	2,483	4,915	867	5,782
South Dakota	219	46	265	796	138	934
Wisconsin	2,347	2,321	4,668	7,747	6,529	14,276
<b>Total</b>	<b>17,679</b>	<b>11,714</b>	<b>29,393</b>	<b>48,691</b>	<b>31,266</b>	<b>79,957</b>

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

**MARCH 2004**

**JANUARY - MARCH 2004**

	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b><u>SOUTH (MIAMI)</u></b>						
Alabama	828	9	837	1,494	13	1,507
Arkansas	316	15	331	735	39	774
Florida	9,332	75	9,407	23,732	121	23,853
Georgia	3,086	39	3,125	7,445	40	7,485
Louisiana	258	8	266	859	13	872
Mississippi	266	11	277	485	13	498
North Carolina	1,479	165	1,644	4,002	174	4,176
Oklahoma	290	20	310	752	40	792
South Carolina	549	33	582	1,591	36	1,627
Tennessee	1,256	51	1,307	2,637	66	2,703
Texas	2,656	47	2,703	5,527	67	5,594
Total	<u>20,316</u>	<u>473</u>	<u>20,789</u>	<u>49,259</u>	<u>622</u>	<u>49,881</u>
<b><u>WEST (LOS ANGELES)</u></b>						
Alaska	40	3	43	121	9	130
Arizona	418	17	435	1,026	46	1,072
California	2,862	78	2,940	7,386	125	7,511
Colorado	647	277	924	1,468	746	2,214
Hawaii	27	3	30	77	4	81
Idaho	64	0	64	247	0	247
Montana	84	2	86	292	12	304
Nevada	117	5	122	392	16	408
New Mexico	84	5	89	228	10	238
Oregon	231	6	237	572	11	583
Utah	130	1	131	360	2	362
Washington	342	11	353	896	43	939
Wyoming	39	2	41	106	25	131
Total	<u>5,085</u>	<u>410</u>	<u>5,495</u>	<u>13,171</u>	<u>1,049</u>	<u>14,220</u>
<b>TOTAL U.S.A.</b>	<u>83,156</u>	<u>15,429</u>	<u>98,585</u>	<u>219,556</u>	<u>36,299</u>	<u>255,855</u>

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

	<b>MARCH 2004</b>			<b>JANUARY - MARCH 2004</b>		
	<b>SCHEDULED AIRLINES</b>	<b>CHARTERED AIRLINES</b>	<b>TOTAL STOPOVERS</b>	<b>SCHEDULED AIRLINES</b>	<b>CHARTERED AIRLINES</b>	<b>TOTAL STOPOVERS</b>
<b><u>CANADA (TORONTO)</u></b>						
Alberta	661	1	662	2,560	29	2,589
British Columbia	398	9	407	1,159	22	1,181
Manitoba	348	6	354	1,483	38	1,521
New Brunswick	165	4	169	458	24	482
Newfoundland	45	5	50	118	11	129
Nova Scotia	392	5	397	832	28	860
Ontario	4,697	2,969	7,666	14,436	8,881	23,317
P.E. Island	59	0	59	101	0	101
Quebec	971	404	1,375	3,521	1,681	5,202
Saskatchewan	75	3	78	622	11	633
Other Canada	21	1	22	75	14	89
<b>Total</b>	<b>7,832</b>	<b>3,407</b>	<b>11,239</b>	<b>25,365</b>	<b>10,739</b>	<b>36,104</b>
<b><u>LONDON OFFICE</u></b>						
<b><u>Northern Europe</u></b>						
U.K.	9,869	4,930	14,799	23,776	13,842	37,618
Denmark	36	2	38	206	4	210
Finland	21	2	23	182	6	188
Norway	54	4	58	214	7	221
Sweden	77	1	78	369	7	376
<b><u>Southern Europe</u></b>						
Greece	13	1	14	28	9	37
Italy	829	1,365	2,194	2,599	5,070	7,669
Portugal	46	0	46	123	3	126
Spain	96	8	104	237	27	264
<b><u>Western Europe</u></b>						
Austria	208	44	252	623	481	1,104
Belgium	150	4	154	474	12	486
France	239	7	246	819	41	860
Germany	1,965	16	1,981	5,855	79	5,934
Luxemburg	4	0	4	33	0	33
Netherlands	246	4	250	872	8	880
Switzerland	168	258	426	498	929	1,427
<b><u>Central/East Europe</u></b>						
<b>Czechoslovakia</b>	56	1	57	155	11	166
Hungary	15	0	15	80	6	86
Poland	61	1	62	337	4	341
Russia	82	0	82	342	12	354
Other Europe	123	3	126	397	199	596
<b>Total</b>	<b>14,358</b>	<b>6,651</b>	<b>21,009</b>	<b>38,219</b>	<b>20,757</b>	<b>58,976</b>

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

	<b>MARCH 2004</b>			<b>JANUARY - MARCH 2004</b>		
	<b>SCHEDULED AIRLINES</b>	<b>CHARTERED AIRLINES</b>	<b>TOTAL STOPOVERS</b>	<b>SCHEDULED AIRLINES</b>	<b>CHARTERED AIRLINES</b>	<b>TOTAL STOPOVERS</b>
<b><u>OTHER COUNTRIES</u></b>						
<b><u>CENTRAL AMERICA</u></b>						
Mexico	191	198	389	422	198	620
Belize	46	0	46	108	0	108
Costa Rica	60	0	60	143	0	143
El Salvador	9	0	9	20	0	20
Guatemala	21	1	22	73	1	74
Honduras	49	0	49	73	0	73
Nicaragua	7	0	7	16	0	16
Panama	96	0	96	308	0	308
<b>Total</b>	<b>479</b>	<b>199</b>	<b>678</b>	<b>1,163</b>	<b>199</b>	<b>1,362</b>
<b><u>SOUTH AMERICA</u></b>						
Argentina	29	0	29	147	1	148
Bolivia	3	0	3	11	0	11
Brazil	156	1	157	283	4	287
Chile	53	0	53	167	1	168
Colombia	22	0	22	82	0	82
Ecuador	4	0	4	30	1	31
Guyana	135	0	135	382	0	382
Paraguay	3	0	3	9	0	9
Peru	42	0	42	81	1	82
Surinam	15	0	15	59	1	60
Uruguay	8	0	8	35	0	35
Venezuela	60	0	60	159	0	159
Other South America	0	0	0	0	0	0
<b>Total</b>	<b>530</b>	<b>1</b>	<b>531</b>	<b>1,445</b>	<b>9</b>	<b>1,454</b>
<b>Total Latin America</b>	<b>1,009</b>	<b>200</b>	<b>1,209</b>	<b>2,608</b>	<b>208</b>	<b>2,816</b>

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

	<b>MARCH 2004</b>			<b>JANUARY - MARCH 2004</b>		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>CARIBBEAN</b>						
Antigua	167	0	167	431	1	432
Bahamas	200	2	202	552	2	554
Barbados	469	1	470	1,074	1	1,075
Bermuda	208	1	209	461	2	463
British Virgin Is.	77	0	77	156	0	156
Cayman Is.	958	0	958	2,735	0	2,735
Dominica	24	0	24	56	0	56
Grenada	46	0	46	120	0	120
Monsterrat	10	0	10	25	0	25
St. Kitts/Nevis/Anguilla	65	0	65	171	0	171
St. Lucia	123	0	123	334	0	334
St. Vincent	35	1	36	123	1	124
Turks & Caicos Is.	69	0	69	226	0	226
Trinidad & Tobago	656	0	656	1,602	1	1,603
<b>Comm. Caribbean</b>	<b>3,107</b>	<b>5</b>	<b>3,112</b>	<b>8,066</b>	<b>8</b>	<b>8,074</b>
Aruba	28	0	28	62	0	62
Bonaire	3	0		4	0	4
Cuba	35	0	35	128	4	132
Curacao	61	0	61	182	0	182
Dominican Republic	71	1	72	218	4	222
Guadelope	30	0	30	38	0	38
Haiti	21	0	21	90	0	90
Puerto Rico	162	0	162	372	3	375
St. Maarten	35	0	35	115	0	115
All other Caribbean	26	0	26	93	0	93
<b>Other Caribbean</b>	<b>472</b>	<b>1</b>	<b>473</b>	<b>1,302</b>	<b>11</b>	<b>1,313</b>
<b>TOTAL CARIBBEAN</b>	<b>3,579</b>	<b>6</b>	<b>3,585</b>	<b>9,368</b>	<b>19</b>	<b>9,387</b>
<b>OTHER COUNTRIES</b>						
African Countries	74	2	76	237	11	248
Isreal	48	0	48	227	2	229
Saudi Arabia	1	0	1	3	0	3
Turkey	16	0	16	47	3	50
Other Middle East	7	3	10	40	13	53
India & Pakistan	57	7	64	132	7	139
Japan	471	1	472	1,354	4	1,358
China	35	4	39	94	4	98
Taiwan	8	0	8	12	0	12
Korea	14	0	14	67	2	69
Philippines	42	0	42	163	0	163
Singapore	13	0	13	34	1	35
Other Asia	33	1	34	71	2	73
Australia	118	1	119	350	2	352
New Zealand	20	1	21	54	2	56
All Other Ctries	2	0	2	9	0	9
<b>Total</b>	<b>959</b>	<b>20</b>	<b>979</b>	<b>2,894</b>	<b>53</b>	<b>2,947</b>
<b>GRAND TOTAL</b>	<b>110,893</b>	<b>25,713</b>	<b>136,606</b>	<b>298,010</b>	<b>68,075</b>	<b>366,085</b>

## Stopover Arrivals

By Intended Resort Area of Stay

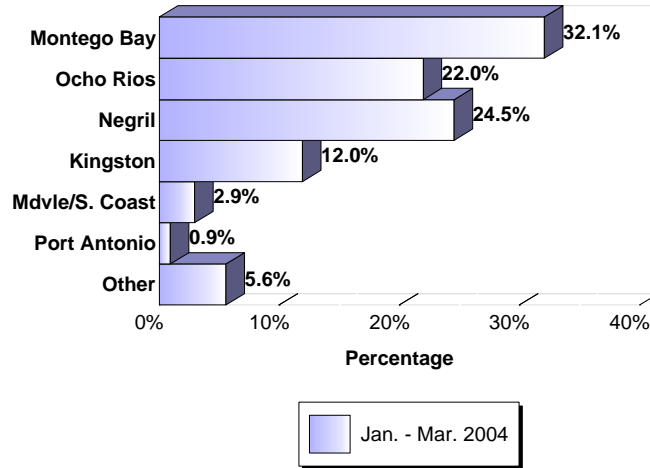


Fig. 5

### STOPOVER ARRIVALS BY INTENDED AREA OF STAY

Area	MARCH		JAN.- MAR.		JAN.- MAR.		%Change 2004/03
	2004	%Share	2004	%Share	2003	%Share	
Montego Bay	43,842	32.1%	119,342	32.6%	113,676	33.2%	5.0%
Ocho Rios	30,028	22.0%	83,731	22.9%	76,180	22.3%	9.9%
Negril	33,533	24.5%	86,015	23.5%	80,635	23.6%	6.7%
Kingston	16,350	12.0%	41,630	11.4%	39,409	11.5%	5.6%
Mdvle/S. Coast	4,025	2.9%	11,504	3.1%	10,248	3.0%	12.3%
Port Antonio	1,234	0.9%	3,544	1.0%	3,024	0.9%	17.2%
Other	7,594	5.6%	20,319	5.6%	19,077	5.6%	6.5%
<b>Total</b>	<b>136,606</b>	<b>100.0%</b>	<b>366,085</b>	<b>100.0%</b>	<b>342,249</b>	<b>100.0%</b>	<b>7.0%</b>