

MARCH 2008

VOLUME XVIII, ISSUE 3

## Monthly Statistical Report

# JAMAICA TOURIST BOARD

### IN MARCH 2008.....

- Stopover arrivals up by 12%
- US Market up by 10.7%
- Canada increased by 32%
- Europe decreased by 7.3%
- Cruise Passenger arrivals down by 3.7%

## TOURIST (Stopover Arrivals)

Stopover arrivals in March 2008 were **184,267**, an increase of **12%** over the **164,547** recorded in March 2007.

### United States

Stopover arrivals from the United States market increased by **10.7%** in March with a total of **120,064** visitors compared to the **108,447** visitors who came in March 2007. All marketing regions recorded increases. The Northeast increased by **11.7%**, the West by **10.8%**, South the by **9.9%** and the Midwest by **9.8%**.

For the January to March period, the US market has recorded an increase of **11.3%**. This is a reversal from the **12.1%** decline recorded during the same period in 2007 compared to 2006. Total visitors from this market was **300,609** compared to **270,187** in 2007. All marketing regions recorded increases. The South increased by **14.2%**, The Northeast by **11.6%**, the West by **11.5%**, and the Midwest by **8.3%**.

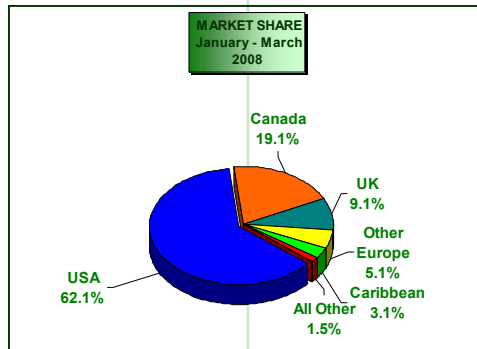
### Canada

In March, the Canadian market grew by a significant **32%**. Total stopovers from Canada were **33,000** compared to **24,991** in March 2007.

The leading province of Ontario increased by **28.2%**, while the second most important visitor-producing province of Quebec increased by **19.7%**. Increases were also recorded for the provinces of Alberta up by **45.7%**, British Columbia up by **4.9%**, Saskatchewan up by **342.4%** and Manitoba up by **26.3%**.

Cumulatively, the Canadian market continued on its exceptional growth trend recording an increase of **30.6%** in the January to March period with a total of **92,671** stop-

overs compared to **70,978** in 2007. The top visitor producing provinces of Ontario with **52,065** and Quebec with **14,055** increased by **27.8%** and **28.2%** respectively. The provinces of Alberta, Saskatchewan and British Columbia increased by **33.9%**, **90.9%** and **11.2%** respectively.



### Europe

The European market recorded a **7.3%** decline in March 2008. The market provided a total of **22,800** stopover visitors compared to the **24,597** recorded in March 2007. In the Northern European market region the main visitor producing country, United Kingdom with **15,332** arrivals decreased by **8.6%**. In the South/Western Europe region the main visitor producing countries, Germany with **1,861** declined by **20%** and Italy with **1,474** declined by **0.7%**. From the third market region, Central/East Europe with **932** arrivals, increased by **184.1%**.

For the January to March period, the European market declined by **0.5%**, Total stopovers was **68,599** compared to **68,977** in 2007. From the Northern European market region **46,284** arrivals decreased by **0.6%**. From the South/Western Europe region, **19,368** arrivals a decrease of **4.6%**. From the third market region, Central/East **2,947** arrivals increased by **39%**.

### Latin America

The Latin American market increased by **96.4%** in March with a total of **1,416** stopovers compared to **721** in March 2007. From the Central American region a total of **468** arrivals increased by **39.7%**. From South America, **948** arrivals increased by **145.6%**.

Cumulatively, for the January to March period, the Latin American market increased by **60.3%** with a total of **3,886** visitors compared to **2,424** for the corresponding period in 2007.

## The Caribbean

Visitors to Jamaica from the Caribbean region increased by **34.5%** in March with a total of **5,843** visitors, compared to **4,344** in March 2007.

The major Caribbean countries which provided visitors to Jamaica in March were: the Cayman Islands (**1,740**), Trinidad and Tobago (**1,103**), Barbados (**455**), the Bahamas Is. (**455**), Bermuda (**269**) and Curacao (**232**).

Cumulatively, the Caribbean stopover arrivals to Jamaica in the January to March period increased by **27.5%**, moving from **11,606** in 2007 to **14,796** in 2008. The Cayman Islands is the leading provider of visitors to Jamaica from the Caribbean region. In the period under review, they provided a total of **4,463** visitors followed by Trinidad & Tobago with **2,668**, Barbados with **1,156** and the Bahamas Is. with **1,125** visitors.

## Asia

The Asian market declined by **7.3%** in March with a total of **694** stopovers compared to **749** in March 2007.

The major Asian countries which provided visitors to Jamaica in March were: Japan (**353**) down **9.9%**, India (**114**) up **5.6%**, and China (**102**) up **70%**.

Year-to-date, January to March the Asian market grew by **25.5%** with **2,006** arrivals compared to **1,598** arrivals in 2007.

## Other Countries

Of the other countries, Australia with **186** declined by **45.5%** and Israel with **69** increased by **27.8%** in March against the **341** and **54** respectively who came in 2007.

## Market Share

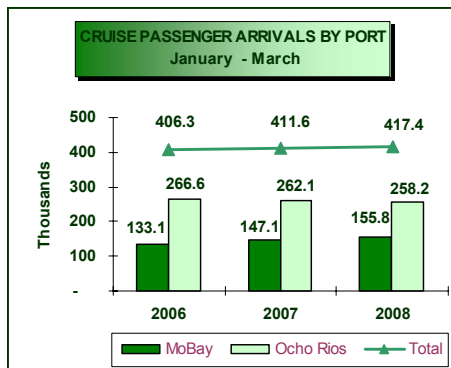
The market share of stopover visitors for the year-to-date period, January to March was as follows:

USA **62.1%**; Canada **19.1%**; UK **9.1%**; Continental Europe **5.1%**, the Caribbean **3.1%**; Latin America **0.8%**; Asia **0.4%** and Other Countries **0.3%**.

## Cruise Passengers

A total of **139,347** cruise passengers visited Jamaica in March 2008. This represented a **3.7%** decrease against the **144,764** recorded for March 2007.

Cumulatively, a total of **417,421** cruise passengers visited our shores in the January to March period, an increase of **1.4%** against the **411,622** recorded for the corresponding period in 2007.



A total of **92,355** cruise passengers visited the port of Ocho Rios in March, a decline of **0.7%** over the **92,991** recorded for March 2007.

For the January to March period, cruise passenger arrivals to the port of Ocho Rios was **258,243**, a decline of **1.5%** against the **262,053** recorded for the corresponding period in 2007.

Montego Bay recorded a total of **45,646** cruise passengers for the month, a decrease of **11.8%** against the **51,773** recorded for 2007.

Year-to-date, January to March period, cruise passenger arrivals to the port of Montego Bay was **155,750**, an increase of **5.9%** against the **147,057** recorded for the corresponding period in 2007.

## Length of Stay

The average length of stay of **Foreign National** arrivals in March was **8.2** nights compared to the **8.8** nights in March 2007. The average length of stay in hotels was **6.8** nights the same level as in March 2007.

Cumulatively, the average length of stay for the January to March period was **8.7** nights as against the **9.7** nights recorded

in 2007. In hotels the average length of stay during the period under review was **7** nights compared to **7.3** nights during 2007.

The average length of stay of **Non-Resident Jamaican** arrivals in March was **16.1** nights compared to the **16.9** nights in March 2007. The average length of stay in hotels was **8.5** nights same level as in March 2007.

Cumulatively, the average length of stay for the January to March period was **16.6** nights as against the **16.1** nights recorded in 2007. In hotels the average length of stay during the period under review was **8.5** nights compared to **7.6** nights during 2007.

## Purpose of Visit

Year-to-date, January to March 2008, **80.3%** or **364,424** of the **454,128** Foreign Nationals who visited Jamaica were visiting for the purpose of Leisure, **6.1%** were on Business, **7.3%** were Visiting Friends & Relatives, and the remaining **6.3%** were on Other purposes of travel.

A total of **10,070** or **33.8%** of the **29,831** Non-Resident Jamaicans who travelled to Jamaica in January to March 2008 were visiting for Leisure, **31.9%** were visiting Friends & Relatives, **8.4%** were on Business and the remaining **26%** were on Other purposes of travel.

## Intended Resort Area of Stay

Of the **483,959** stopover arrivals visiting Jamaica year-to-date, January to March period 2007, the resort area of Montego Bay welcomed **136,489** arrivals or **28.2%**. Ocho Rios received **128,448** or **26.5%**, Negril got **102,699** or **21.2%**, and Kingston got **53,952** or **11.1%**. The remaining **12.9%** stayed in the Mandeville/Southcoast, Port Antonio resort regions and Other areas in Jamaica.

## Type of Airlines used

Of the **483,959** stopover arrivals visiting Jamaica year-to-date, January to March period 2007, **385,811** or **79.7%** used scheduled airlines, while **98,148** or **20.3%** used chartered flights.

**TABLE 1**  
**TOURIST ARRIVALS**  
**January - March**  
**2008**

Month	Foreign Nationals	<----- Stopovers ----->		Non-Resident Jamaicans	+/- 2008/07	+/- 2008/06	Total Stopover Arrivals	+/- 2008/07	+/- 2008/06
		+/- 2008/07	+/- 2008/06						
January	134,248	8.1%	7.6%	8,613	55.0%	46.0%	<b>142,861</b>	<b>10.1%</b>	9.3%
February	147,347	15.5%	11.0%	9,484	75.4%	65.9%	<b>156,831</b>	<b>18.0%</b>	13.3%
March	172,533	9.8%	7.7%	11,734	59.6%	63.5%	<b>184,267</b>	<b>12.0%</b>	10.1%
<b>Jan.-Mar.</b>	<b>454,128</b>	<b>11.1%</b>	<b>8.7%</b>	<b>29,831</b>	<b>62.8%</b>	<b>58.7%</b>	<b>483,959</b>	<b>13.3%</b>	<b>10.9%</b>

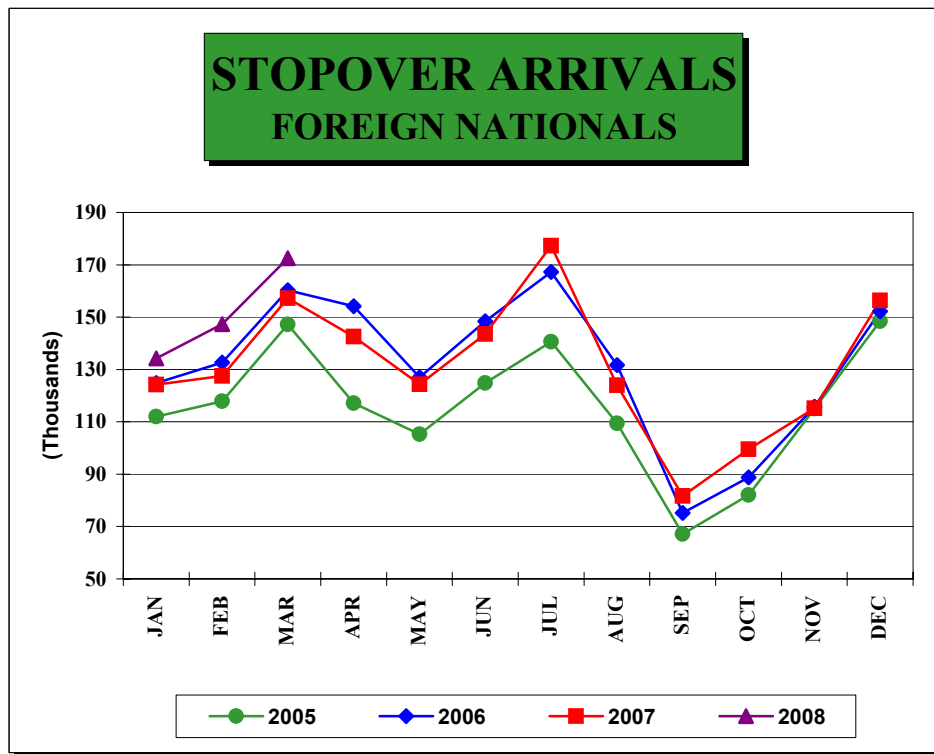


FIG. 1

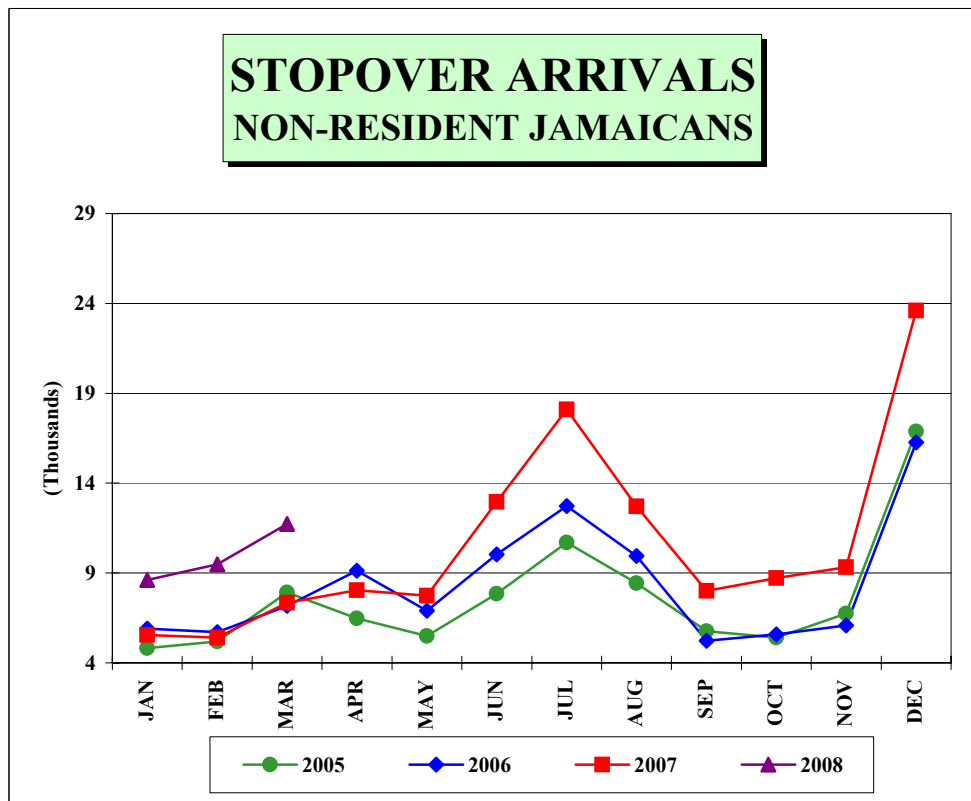
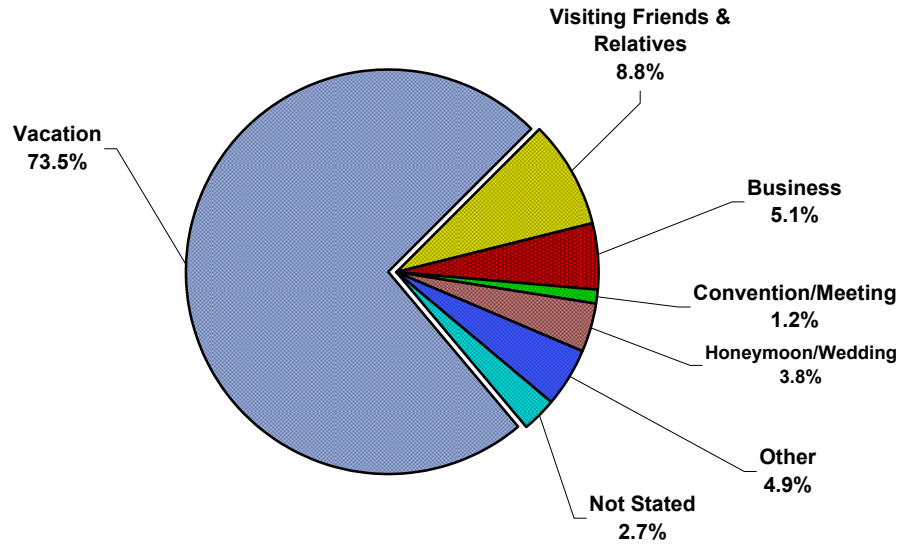


FIG. 1a

**STOPOVER ARRIVALS BY PURPOSE OF VISIT  
JANUARY - MARCH  
2008**



**Fig. 1b**

<b>STOPOVER ARRIVALS BY PURPOSE OF VISIT</b>						
<b>January - March 2008</b>	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	<b>Total</b>	<b>% Share</b>
Vacation	346,287	76.3%	9,612	32.2%	355,899	73.5%
Visiting Friends & Relatives	33,045	7.3%	9,519	31.9%	42,564	8.8%
Business	22,502	5.0%	2,220	7.4%	24,722	5.1%
Convention/Meeting	5,392	1.2%	270	0.9%	5,662	1.2%
Honeymoon/Wedding	18,137	4.0%	458	1.5%	18,595	3.8%
Other	19,880	4.4%	3,632	12.2%	23,512	4.9%
Not Stated	8,885	2.0%	4,120	13.8%	13,005	2.7%
<b>TOTAL</b>	<b>454,128</b>	<b>100.0%</b>	<b>29,831</b>	<b>100.0%</b>	<b>483,959</b>	<b>100.0%</b>

**TABLE 1.2**

**STOPOVER ARRIVALS BY MARKET REGION  
AND MONTH OF ARRIVAL 2008**

	U.S.A.					Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West	Total							
<b>January</b>	35,511	22,144	18,699	7,459	<b>83,813</b>	29,025	22,927	1,398	4,587	622	489	<b>142,861</b>
<b>February</b>	43,219	26,295	19,916	7,302	<b>96,732</b>	30,646	22,872	1,072	4,366	690	453	<b>156,831</b>
<b>March</b>	50,378	31,212	27,491	10,983	<b>120,064</b>	33,000	22,800	1,416	5,843	694	450	<b>184,267</b>
<b>Jan.-Mar.</b>	<b>129,108</b>	<b>79,651</b>	<b>66,106</b>	<b>25,744</b>	<b>300,609</b>	<b>92,671</b>	<b>68,599</b>	<b>3,886</b>	<b>14,796</b>	<b>2,006</b>	<b>1,392</b>	<b>483,959</b>
<b>+/- %</b>	<b>11.6%</b>	<b>8.3%</b>	<b>14.2%</b>	<b>11.5%</b>	<b>11.3%</b>	<b>30.6%</b>	<b>-0.5%</b>	<b>60.3%</b>	<b>27.5%</b>	<b>25.5%</b>	<b>-6.1%</b>	<b>13.3%</b>

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<b>MARCH</b>				% Change			<b>JANUARY - MARCH</b>				% Change		
	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2008/07</u>	<u>2008/06</u>	<u>2008/05</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2008/07</u>	<u>2008/06</u>	<u>2008/05</u>
<b>U.S.A.</b>														
<b><u>NORTHEAST (NEW YORK)</u></b>														
Connecticut	3,294	3,449	2,992	2,864	-4.3	-17.0	-13.1	7,750	8,132	7,287	7,761	6.5	-4.6	0.1
Delaware	638	506	522	655	25.5	29.4	2.7	1,405	1,427	1,261	1,376	9.1	-3.6	-2.1
Maine	516	678	498	452	-9.2	-33.3	-12.4	1,239	1,615	1,189	1,196	0.6	-25.9	-3.5
Maryland	4,335	3,958	3,825	4,610	20.5	16.5	6.3	9,855	10,328	9,832	11,133	13.2	7.8	13.0
Massachusetts	3,856	4,173	3,690	3,583	-2.9	-14.1	-7.1	10,453	10,572	9,012	9,492	5.3	-10.2	-9.2
New Hampshire	643	677	618	619	0.2	-8.6	-3.7	1,809	2,024	1,741	1,762	1.2	-12.9	-2.6
New Jersey	7,651	6,842	5,821	6,954	19.5	1.6	-9.1	17,493	17,660	14,943	16,475	10.3	-6.7	-5.8
New York	17,769	17,406	17,287	18,342	6.1	5.4	3.2	44,826	47,924	45,630	50,888	11.5	6.2	13.5
Pennsylvania	7,131	6,615	5,638	7,014	24.4	6.0	-1.6	16,089	16,213	14,789	17,223	16.5	6.2	7.0
Rhode Island	417	577	402	330	-17.9	-42.8	-20.9	1,321	1,401	1,175	996	-15.2	-28.9	-24.6
Vermont	329	365	245	232	-5.3	-36.4	-29.5	798	932	760	747	-1.7	-19.8	-6.4
Virginia	3,129	2,892	2,684	3,748	39.6	29.6	19.8	6,544	7,084	6,012	7,785	29.5	9.9	19.0
Washington D.C.	650	732	612	667	9.0	-8.9	2.6	1,387	1,654	1,416	1,575	11.2	-4.8	13.6
West Virginia	287	269	251	308	22.7	14.5	7.3	604	616	627	699	11.5	13.5	15.7
<b>Total</b>	<b>50,645</b>	<b>49,139</b>	<b>45,085</b>	<b>50,378</b>	<b>11.7</b>	<b>2.5</b>	<b>-0.5</b>	<b>121,573</b>	<b>127,582</b>	<b>115,674</b>	<b>129,108</b>	<b>11.6</b>	<b>1.2</b>	<b>6.2</b>
<b><u>MIDWEST (CHICAGO)</u></b>														
Illinois	6,307	7,107	6,204	6,675	7.6	-6.1	5.8	15,006	16,789	14,776	17,033	15.3	1.5	13.5
Indiana	1,743	2,207	1,925	1,834	-4.7	-16.9	5.2	4,367	5,074	4,895	4,381	-10.5	-13.7	0.3
Iowa	1,243	1,469	1,193	1,424	19.4	-3.1	14.6	3,623	4,471	3,693	4,361	18.1	-2.5	20.4
Kansas	702	705	729	566	-22.4	-19.7	-19.4	1,714	1,627	1,558	1,454	-6.7	-10.6	-15.2
Kentucky	515	886	662	663	0.2	-25.2	28.7	1,310	2,042	1,742	1,566	-10.1	-23.3	19.5
Michigan	4,293	4,384	4,163	4,148	-0.4	-5.4	-3.4	10,611	11,537	9,803	10,159	3.6	-11.9	-4.3
Minnesota	5,123	4,684	4,062	4,838	19.1	3.3	-5.6	13,545	12,455	10,379	11,156	7.5	-10.4	-17.6
Missouri	2,462	2,197	2,092	1,665	-20.4	-24.2	-32.4	6,092	5,669	5,211	4,556	-12.6	-19.6	-25.2
Nebraska	459	576	580	512	-11.7	-11.1	11.5	1,341	1,868	1,878	1,795	-4.4	-3.9	33.9
North Dakota	258	329	315	347	10.2	5.5	34.5	872	1,084	1,261	1,335	5.9	23.2	53.1
Ohio	2,742	3,002	2,241	2,817	25.7	-6.2	2.7	6,013	7,476	5,616	6,669	18.8	-10.8	10.9
South Dakota	285	337	337	284	-15.7	-15.7	-0.4	1,001	1,280	1,113	1,186	6.6	-7.3	18.5
Wisconsin	5,345	5,117	3,936	5,439	38.2	6.3	1.8	14,091	14,214	11,605	14,000	20.6	-1.5	-0.6
<b>Total</b>	<b>31,477</b>	<b>33,000</b>	<b>28,439</b>	<b>31,212</b>	<b>9.8</b>	<b>-5.4</b>	<b>-0.8</b>	<b>79,586</b>	<b>85,586</b>	<b>73,530</b>	<b>79,651</b>	<b>8.3</b>	<b>-6.9</b>	<b>0.1</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MARCH</u>				<u>% Change</u>			<u>JANUARY - MARCH</u>			<u>% Change</u>			
	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2008/07</u>	<u>2008/06</u>	<u>2008/05</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2008/07</u>	<u>2008/06</u>	<u>2008/05</u>
<b><u>SOUTH (MIAMI)</u></b>														
Alabama	721	813	750	667	-11.1	-18.0	-7.5	1,474	1,653	1,383	1,384	0.1	-16.3	-6.1
Arkansas	361	456	345	363	5.2	-20.4	0.6	794	921	800	857	7.1	-6.9	7.9
Florida	13,504	16,442	14,636	16,095	10.0	-2.1	19.2	28,620	38,987	34,596	39,923	15.4	2.4	39.5
Georgia	3,236	4,351	4,291	4,207	-2.0	-3.3	30.0	7,303	10,191	9,700	10,337	6.6	1.4	41.5
Louisiana	463	480	387	428	10.6	-10.8	-7.6	1,062	1,313	1,032	1,067	3.4	-18.7	0.5
Mississippi	296	392	308	358	16.2	-8.7	20.9	557	759	553	679	22.8	-10.5	21.9
North Carolina	2,144	2,611	1,782	2,207	23.8	-15.5	2.9	5,201	5,858	4,403	5,260	19.5	-10.2	1.1
Oklahoma	584	799	347	374	7.8	-53.2	-36.0	1,152	1,386	803	959	19.4	-30.8	-16.8
South Carolina	732	896	829	1,029	24.1	14.8	40.6	1,857	2,173	1,915	2,311	20.7	6.4	24.4
Tennessee	1,447	1,896	1,339	1,763	31.7	-7.0	21.8	2,815	3,602	2,699	3,329	23.3	-7.6	18.3
<b>Total</b>	<b>23,488</b>	<b>29,136</b>	<b>25,014</b>	<b>27,491</b>	<b>9.9</b>	<b>-5.6</b>	<b>17.0</b>	<b>50,835</b>	<b>66,843</b>	<b>57,884</b>	<b>66,106</b>	<b>14.2</b>	<b>-1.1</b>	<b>30.0</b>
<b><u>WEST (LOS ANGELES)</u></b>														
Alaska	38	38	39	68	74.4	78.9	78.9	132	135	141	185	31.2	37.0	40.2
Arizona	554	757	615	654	6.3	-13.6	18.1	1,189	1,589	1,349	1,503	11.4	-5.4	26.4
California	3,760	3,617	3,221	3,785	17.5	4.6	0.7	8,595	9,292	8,224	9,194	11.8	-1.1	7.0
Colorado	861	1,345	1,059	1,025	-3.2	-23.8	19.0	1,901	2,657	2,205	2,402	8.9	-9.6	26.4
Hawaii	20	26	33	21	-36.4	-19.2	5.0	48	66	59	95	61.0	43.9	97.9
Idaho	132	211	119	149	25.2	-29.4	12.9	346	512	403	470	16.6	-8.2	35.8
Montana	94	179	137	105	-23.4	-41.3	11.7	293	507	368	290	-21.2	-42.8	-1.0
Nevada	308	279	288	270	-6.3	-3.2	-12.3	685	709	622	669	7.6	-5.6	-2.3
New Mexico	127	158	138	148	7.2	-6.3	16.5	244	391	328	312	-4.9	-20.2	27.9
Oregon	283	395	268	309	15.3	-21.8	9.2	634	851	764	750	-1.8	-11.9	18.3
Texas	3,982	4,597	3,237	3,394	4.9	-26.2	-14.8	7,887	8,120	6,471	7,201	11.3	-11.3	-8.7
Utah	130	259	170	258	51.8	-0.4	98.5	449	774	502	689	37.3	-11.0	53.5
Washington	468	687	482	701	45.4	2.0	49.8	1,242	1,675	1,426	1,683	18.0	0.5	35.5
Wyoming	68	111	103	96	-6.8	-13.5	41.2	135	243	237	301	27.0	23.9	123.0
<b>Total</b>	<b>10,825</b>	<b>12,659</b>	<b>9,909</b>	<b>10,983</b>	<b>10.8</b>	<b>-13.2</b>	<b>1.5</b>	<b>23,780</b>	<b>27,521</b>	<b>23,099</b>	<b>25,744</b>	<b>11.5</b>	<b>-6.5</b>	<b>8.3</b>
<b>TOTAL U.S.A.</b>	<b>116,435</b>	<b>123,934</b>	<b>108,447</b>	<b>120,064</b>	<b>10.7</b>	<b>-3.1</b>	<b>3.1</b>	<b>275,774</b>	<b>307,532</b>	<b>270,187</b>	<b>300,609</b>	<b>11.3</b>	<b>-2.3</b>	<b>9.0</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MARCH</u>							<u>JANUARY - MARCH</u>						
	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>% Change</u>			<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>% Change</u>		
					<u>2008/07</u>	<u>2008/06</u>	<u>2008/05</u>					<u>2008/07</u>	<u>2008/06</u>	<u>2008/05</u>
<b><u>CANADA (TORONTO)</u></b>														
Alberta	915	1,132	2,339	3,408	45.7	201.1	272.5	3,388	3,481	7,196	9,636	33.9	176.8	184.4
British Columbia	465	485	1,397	1,466	4.9	202.3	215.3	1,588	1,534	3,568	3,968	11.2	158.7	149.9
Manitoba	347	494	901	1,138	26.3	130.4	228.0	1,291	1,642	2,739	3,416	24.7	108.0	164.6
New Brunswick	260	525	538	897	66.7	70.9	245.0	516	1,001	988	1,577	59.6	57.5	205.6
Newfoundland	53	86	68	218	220.6	153.5	311.3	174	269	235	461	96.2	71.4	164.9
Nova Scotia	362	641	894	1,189	33.0	85.5	228.5	894	1,488	1,684	2,199	30.6	47.8	146.0
Ontario	8,955	11,625	14,493	18,579	28.2	59.8	107.5	27,853	35,194	40,731	52,065	27.8	47.9	86.9
P.E. Island	22	92	116	81	-30.2	-12.0	268.2	78	135	166	161	-3.0	19.3	106.4
Quebec	1,478	2,357	3,923	4,695	19.7	99.2	217.7	7,125	7,761	10,962	14,055	28.2	81.1	97.3
Saskatchewan	128	170	278	1,230	342.4	623.5	860.9	741	815	2,586	4,936	90.9	505.6	566.1
Other Canada	23	50	44	99	125.0	98.0	330.4	80	112	123	197	60.2	75.9	146.3
<b>Total</b>	<b>13,008</b>	<b>17,657</b>	<b>24,991</b>	<b>33,000</b>	<b>32.0</b>	<b>86.9</b>	<b>153.7</b>	<b>43,728</b>	<b>53,432</b>	<b>70,978</b>	<b>92,671</b>	<b>30.6</b>	<b>73.4</b>	<b>111.9</b>
<b><u>LONDON OFFICE</u></b>														
<b><u>Northern Europe</u></b>														
U.K.	12,556	13,598	16,781	15,332	-8.6	12.8	22.1	34,585	37,252	44,038	44,052	0.0	18.3	27.4
Denmark	49	59	79	90	13.9	52.5	83.7	178	277	348	272	-21.8	-1.8	52.8
Finland	39	44	15	34	126.7	-22.7	-12.8	119	139	68	121	77.9	-12.9	1.7
Ireland	190	189	866	291	-66.4	54.0	53.2	571	623	1,363	823	-39.6	32.1	44.1
Norway	75	98	51	154	202.0	57.1	105.3	250	250	282	373	32.3	49.2	49.2
Sweden	169	117	113	198	75.2	69.2	17.2	409	393	451	643	42.6	63.6	57.2
	<b>13,078</b>	<b>14,105</b>	<b>17,905</b>	<b>16,099</b>	<b>-10.1</b>	<b>14.1</b>	<b>23.1</b>	<b>36,112</b>	<b>38,934</b>	<b>46,550</b>	<b>46,284</b>	<b>-0.6</b>	<b>18.9</b>	<b>28.2</b>
<b><u>Southern Europe</u></b>														
Greece	42	15	18	9	-50.0	-40.0	-78.6	85	64	59	107	81.4	67.2	25.9
Italy	2,218	2,027	1,484	1,474	-0.7	-27.3	-33.5	8,047	5,909	5,266	5,300	0.6	-10.3	-34.1
Portugal	26	70	233	206	-11.6	194.3	692.3	69	107	487	386	-20.7	260.7	459.4
Spain	149	136	574	494	-13.9	263.2	231.5	327	458	1,611	1,480	-8.1	223.1	352.6
	<b>6,085</b>	<b>5,795</b>	<b>6,364</b>	<b>5,769</b>	<b>-9.3</b>	<b>-0.4</b>	<b>-5.2</b>	<b>21,354</b>	<b>19,359</b>	<b>20,307</b>	<b>19,368</b>	<b>-4.6</b>	<b>0.0</b>	<b>-9.3</b>
<b><u>Western Europe</u></b>														
Austria	171	231	271	182	-32.8	-21.2	6.4	1,067	1,235	1,058	835	-21.1	-32.4	-21.7
Belgium	316	342	350	557	59.1	62.9	76.3	1,189	836	1,297	1,635	26.1	95.6	37.5
France	229	243	380	293	-22.9	20.6	27.9	1,273	1,020	1,205	1,180	-2.1	15.7	-7.3
Germany	2,190	1,939	2,326	1,861	-20.0	-4.0	-15.0	6,453	6,933	6,721	5,799	-13.7	-16.4	-10.1
Luxemburg	5	25	19	23	21.1	-8.0	360.0	33	58	70	58	-17.1	0.0	75.8
Netherlands	441	516	545	482	-11.6	-6.6	9.3	1,609	1,711	1,832	1,924	5.0	12.4	19.6
Switzerland	298	251	164	188	14.6	-25.1	-36.9	1,202	1,028	701	664	-5.3	-35.4	-44.8
	<b>6,085</b>	<b>5,795</b>	<b>6,364</b>	<b>5,769</b>	<b>-9.3</b>	<b>-0.4</b>	<b>-5.2</b>	<b>21,354</b>	<b>19,359</b>	<b>20,307</b>	<b>19,368</b>	<b>-4.6</b>	<b>0.0</b>	<b>-9.3</b>
<b><u>Central/East Europe</u></b>														
Czech Republic	63	18	53	195	267.9	983.3	209.5	129	111	438	341	-22.1	207.2	164.3
Hungary	13	8	15	325	2066.7	3962.5	2400.0	132	93	171	492	187.7	429.0	272.7
Poland	66	42	25	68	172.0	61.9	3.0	254	209	182	296	62.6	41.6	16.5
Russia	92	71	47	132	180.9	85.9	43.5	464	363	296	672	127.0	85.1	44.8
Ukraine	0	25	20	19	-5.0	-24.0	-	0	36	75	139	85.3	286.1	-
Other Europe	142	109	168	193	14.9	77.1	35.9	498	511	958	1,007	5.1	97.1	102.2
	<b>376</b>	<b>273</b>	<b>328</b>	<b>932</b>	<b>184.1</b>	<b>241.4</b>	<b>147.9</b>	<b>1,477</b>	<b>1,323</b>	<b>2,120</b>	<b>2,947</b>	<b>39.0</b>	<b>122.8</b>	<b>99.5</b>
<b>Total</b>	<b>19,539</b>	<b>20,173</b>	<b>24,597</b>	<b>22,800</b>	<b>-7.3</b>	<b>13.0</b>	<b>16.7</b>	<b>58,943</b>	<b>59,616</b>	<b>68,977</b>	<b>68,599</b>	<b>-0.5</b>	<b>15.1</b>	<b>16.4</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MARCH</u>			% Change				<u>JANUARY - MARCH</u>			% Change			
	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2008/07</u>	<u>2008/06</u>	<u>2008/05</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2008/07</u>	<u>2008/06</u>	<u>2008/05</u>
<b><u>LATIN AMERICA</u></b>														
<b><u>CENTRAL AMERICA</u></b>														
Mexico	135	161	135	234	73.3	45.3	73.3	373	460	525	719	37.0	56.3	92.8
Belize	48	65	23	56	143.5	-13.8	16.7	135	150	104	127	22.1	-15.3	-5.9
Costa Rica	57	41	53	54	1.9	31.7	-5.3	173	159	159	229	44.0	44.0	32.4
El Salvador	11	3	11	15	36.4	400.0	36.4	38	21	48	58	20.8	176.2	52.6
Guatemala	27	21	15	16	6.7	-23.8	-40.7	69	79	71	48	-32.4	-39.2	-30.4
Honduras	15	13	7	12	71.4	-7.7	-20.0	45	28	28	50	78.6	78.6	11.1
Nicaragua	2	5	1	3	200.0	-40.0	50.0	11	18	10	26	160.0	44.4	136.4
Panama	78	100	90	78	-13.3	-22.0	0.0	226	319	269	287	6.7	-10.0	27.0
<b>Total</b>	<b>373</b>	<b>409</b>	<b>335</b>	<b>468</b>	<b>39.7</b>	<b>14.4</b>	<b>25.5</b>	<b>1,070</b>	<b>1,234</b>	<b>1,214</b>	<b>1,544</b>	<b>27.2</b>	<b>25.1</b>	<b>44.3</b>
<b><u>SOUTH AMERICA</u></b>														
Argentina	35	53	61	137	124.6	158.5	291.4	143	311	269	496	84.4	59.5	246.9
Bolivia	2	1	10	7	-30.0	600.0	250.0	9	6	13	25	92.3	316.7	177.8
Brazil	75	116	89	124	39.3	6.9	65.3	243	357	307	441	43.6	23.5	81.5
Chile	18	37	13	36	176.9	-2.7	100.0	95	152	101	141	39.6	-7.2	48.4
Colombia	45	35	22	180	718.2	414.3	300.0	85	200	184	521	183.2	160.5	512.9
Ecuador	5	3	1	345	34400.0	11400.0	6800.0	57	23	8	387	4737.5	1582.6	578.9
Paraguay	1	0	0	0	-	-	-	1	1	6	1	-83.3	0.0	0.0
Peru	21	25	11	29	163.6	16.0	38.1	74	84	51	84	64.7	0.0	13.5
Uruguay	3	8	5	16	220.0	100.0	433.3	11	19	18	44	144.4	131.6	300.0
Venezuela	55	68	174	69	-60.3	1.5	25.5	159	211	253	197	-22.1	-6.6	23.9
Other South America	1	0	0	5	-	-	400.0	7	0	0	5	-	-	-28.6
<b>Total</b>	<b>261</b>	<b>346</b>	<b>386</b>	<b>948</b>	<b>145.6</b>	<b>174.0</b>	<b>263.2</b>	<b>884</b>	<b>1,364</b>	<b>1,210</b>	<b>2,342</b>	<b>93.6</b>	<b>71.7</b>	<b>164.9</b>
<b>Total Latin America</b>	<b>634</b>	<b>755</b>	<b>721</b>	<b>1,416</b>	<b>96.4</b>	<b>87.5</b>	<b>123.3</b>	<b>1,954</b>	<b>2,598</b>	<b>2,424</b>	<b>3,886</b>	<b>60.3</b>	<b>49.6</b>	<b>98.9</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	MARCH							JANUARY - MARCH						
	2005	2006	2007	2008	% Change			2005	2006	2007	2008	% Change		
					2008/07	2008/06	2008/05					2008/07	2008/06	2008/05
<b>CARIBBEAN</b>														
Antigua	142	133	120	190	58.3	42.9	33.8	416	382	394	440	11.7	15.2	5.8
Bahamas	246	207	207	455	119.8	119.8	85.0	604	552	615	1,125	82.9	103.8	86.3
Barbados	519	369	434	455	4.8	23.3	-12.3	1,191	1,071	1,127	1,156	2.6	7.9	-2.9
Bermuda	125	366	232	269	15.9	-26.5	115.2	376	671	657	720	9.6	7.3	91.5
British Virgin Is.	65	53	43	92	114.0	73.6	41.5	149	150	140	200	42.9	33.3	34.2
Cayman Is.	1,393	1,139	1,469	1,740	18.4	52.8	24.9	3,603	2,990	3,857	4,463	15.7	49.3	23.9
Dominica	32	19	50	45	-10.0	136.8	40.6	108	102	88	123	39.8	20.6	13.9
Grenada	52	45	45	62	37.8	37.8	19.2	189	145	136	162	19.1	11.7	-14.3
Guyana	121	117	173	190	9.8	62.4	57.0	392	444	435	500	14.9	12.6	27.6
Monsterrat	7	11	7	8	14.3	-27.3	14.3	19	33	24	28	16.7	-15.2	47.4
St. Kitts/Nevis/Anguilla	73	63	60	65	8.3	3.2	-11.0	183	175	178	165	-7.3	-5.7	-9.8
St. Lucia	109	93	88	147	67.0	58.1	34.9	428	283	267	353	32.2	24.7	-17.5
St. Vincent	41	50	40	51	27.5	2.0	24.4	133	130	112	149	33.0	14.6	12.0
Turks & Caicos Is.	121	68	98	137	39.8	101.5	13.2	216	199	274	301	9.9	51.3	39.4
Trinidad & Tobago	778	580	916	1,103	20.4	90.2	41.8	1,756	1,652	2,015	2,668	32.4	61.5	51.9
<b>Comm. Caribbean</b>	<b>3,824</b>	<b>3,313</b>	<b>3,982</b>	<b>5,009</b>	<b>25.8</b>	<b>51.2</b>	<b>31.0</b>	<b>9,763</b>	<b>8,979</b>	<b>10,319</b>	<b>12,553</b>	<b>21.6</b>	<b>39.8</b>	<b>28.6</b>
Aruba	28	23	12	37	208.3	60.9	32.1	94	50	53	99	86.8	98.0	5.3
Bonaire	5	0	4	0	-	-	-	16	1	8	0	-	-	-
Cuba	31	15	22	101	359.1	573.3	225.8	150	44	64	343	435.9	679.5	128.7
Curacao	92	54	48	232	383.3	329.6	152.2	257	194	173	347	100.6	78.9	35.0
Dominican Rep.	143	38	64	160	150.0	321.1	11.9	391	157	307	631	105.5	301.9	61.4
Guadeloupe	18	5	9	25	177.8	400.0	38.9	25	19	20	39	95.0	105.3	56.0
Haiti	23	8	9	17	88.9	112.5	-26.1	55	28	29	49	69.0	75.0	-10.9
Puerto Rico	112	221	97	108	11.3	-51.1	-3.6	319	397	321	332	3.4	-16.4	4.1
St. Maarten	50	41	32	59	84.4	43.9	18.0	120	136	118	141	19.5	3.7	17.5
Surinam	44	48	26	47	80.8	-2.1	6.8	147	128	83	119	43.4	-7.0	-19.0
All other Caribbean	25	42	39	48	23.1	14.3	92.0	128	150	111	143	28.8	-4.7	11.7
<b>Other Caribbean</b>	<b>571</b>	<b>495</b>	<b>362</b>	<b>834</b>	<b>130.4</b>	<b>68.5</b>	<b>46.1</b>	<b>1,702</b>	<b>1,304</b>	<b>1,287</b>	<b>2,243</b>	<b>74.3</b>	<b>72.0</b>	<b>31.8</b>
<b>TOTAL CARIBBEAN</b>	<b>4,395</b>	<b>3,808</b>	<b>4,344</b>	<b>5,843</b>	<b>34.5</b>	<b>53.4</b>	<b>32.9</b>	<b>11,465</b>	<b>10,283</b>	<b>11,606</b>	<b>14,796</b>	<b>27.5</b>	<b>43.9</b>	<b>29.1</b>
<b>ASIA</b>														
India	64	65	108	114	5.6	75.4	78.1	130	136	189	335	77.2	146.3	157.7
Pakistan	1	3	24	2	-91.7	-33.3	100.0	1	5	25	7	-72.0	40.0	600.0
Japan	470	461	392	353	-9.9	-23.4	-24.9	1,320	1,294	950	983	3.5	-24.0	-25.5
China	39	54	60	102	70.0	88.9	161.5	198	170	139	293	110.8	72.4	48.0
Taiwan	10	8	4	4	0.0	-50.0	-60.0	23	14	8	40	400.0	185.7	73.9
Korea	14	14	9	39	333.3	178.6	178.6	44	81	21	87	314.3	7.4	97.7
Philippines	65	87	47	39	-17.0	-55.2	-40.0	207	186	97	131	35.1	-29.6	-36.7
Singapore	38	10	14	8	-42.9	-20.0	-78.9	66	31	32	41	28.1	32.3	-37.9
Other Asia	24	38	91	33	-63.7	-13.2	37.5	92	73	137	89	-35.0	21.9	-3.3
	<b>725</b>	<b>740</b>	<b>749</b>	<b>694</b>	<b>-7.3</b>	<b>-6.2</b>	<b>-4.3</b>	<b>2,081</b>	<b>1,990</b>	<b>1,598</b>	<b>2,006</b>	<b>25.5</b>	<b>0.8</b>	<b>-3.6</b>
<b>OTHER COUNTRIES</b>														
African Countries	81	89	195	102	-47.7	14.6	25.9	184	191	268	270	0.7	41.4	46.7
Israel	71	62	54	69	27.8	11.3	-2.8	260	243	251	292	16.3	20.2	12.3
Saudi Arabia	2	4	0	2	-	-50.0	0.0	2	6	2	4	100.0	-33.3	100.0
Turkey	20	11	15	27	80.0	145.5	35.0	44	67	97	67	-30.9	0.0	52.3
Other Middle East	26	14	36	40	11.1	185.7	53.8	60	51	86	108	25.6	111.8	80.0
Australia	149	175	341	186	-45.5	6.3	24.8	413	477	666	552	-17.1	15.7	33.7
New Zealand	17	11	52	18	-65.4	63.6	5.9	56	62	98	86	-12.2	38.7	53.6
All Other Ctries	1	6	5	6	20.0	0.0	500.0	5	14	14	13	-7.1	-7.1	160.0
<b>Total</b>	<b>367</b>	<b>372</b>	<b>698</b>	<b>450</b>	<b>-35.5</b>	<b>21.0</b>	<b>22.6</b>	<b>1,024</b>	<b>1,111</b>	<b>1,482</b>	<b>1,392</b>	<b>-6.1</b>	<b>25.3</b>	<b>35.9</b>
<b>GRAND TOTAL</b>	<b>155,103</b>	<b>167,439</b>	<b>164,547</b>	<b>184,267</b>	<b>12.0</b>	<b>10.1</b>	<b>18.8</b>	<b>394,969</b>	<b>436,562</b>	<b>427,252</b>	<b>483,959</b>	<b>13.3</b>	<b>10.9</b>	<b>22.5</b>

## STOPOVER VISITORS BY MARKET SHARE

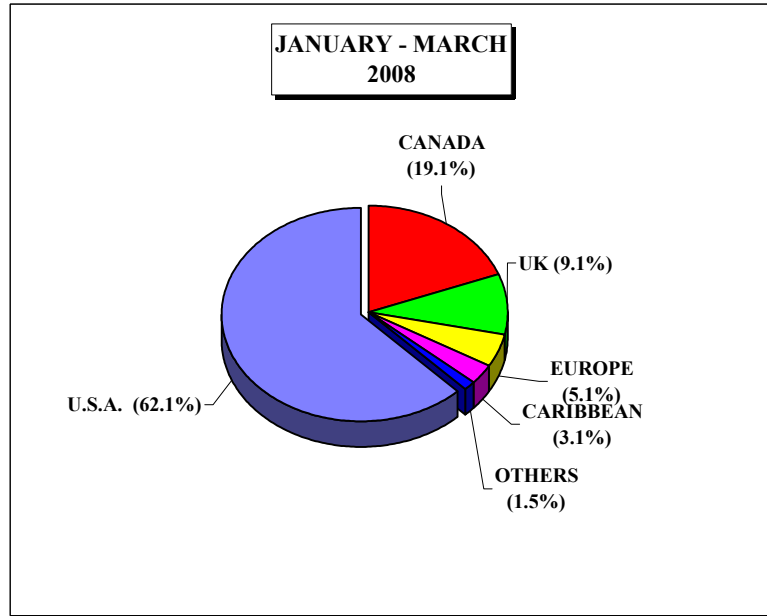


Fig. 2

Country	March 2008	% Share	Jan.-Mar. 2008	% Share	Jan.-Mar. 2007	% Share	%Change 2008/07
U.S.A	120,064	65.2%	300,609	62.1%	270,187	63.2%	11.3%
CANADA	33,000	17.9%	92,671	19.1%	70,978	16.6%	30.6%
U.K.	15,332	8.3%	44,052	9.1%	44,038	10.3%	0.0%
EUROPE	7,468	4.1%	24,547	5.1%	24,939	5.8%	-1.6%
CARIBBEAN	5,843	3.2%	14,796	3.1%	11,606	2.7%	27.5%
OTHERS	2,560	1.4%	7,284	1.5%	5,504	1.3%	32.3%
<b>Total</b>	<b>184,267</b>	<b>100.0%</b>	<b>483,959</b>	<b>100.0%</b>	<b>427,252</b>	<b>100.0%</b>	<b>13.3%</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>	
	2007	2008	2007	2008		2007	2008	2007	2008
<b>January</b>	10.2	9.5	7.4	7.3		17.1	17.7	7.6	8.2
<b>February</b>	9.2	8.5	7.3	7.0		15.0	16.1	7.7	8.5
<b>March</b>	8.8	8.2	6.8	6.8		16.9	16.1	8.5	8.5
<b>Jan - Mar.</b>	9.7	8.7	7.3	7.0		16.1	16.6	7.6	8.5

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

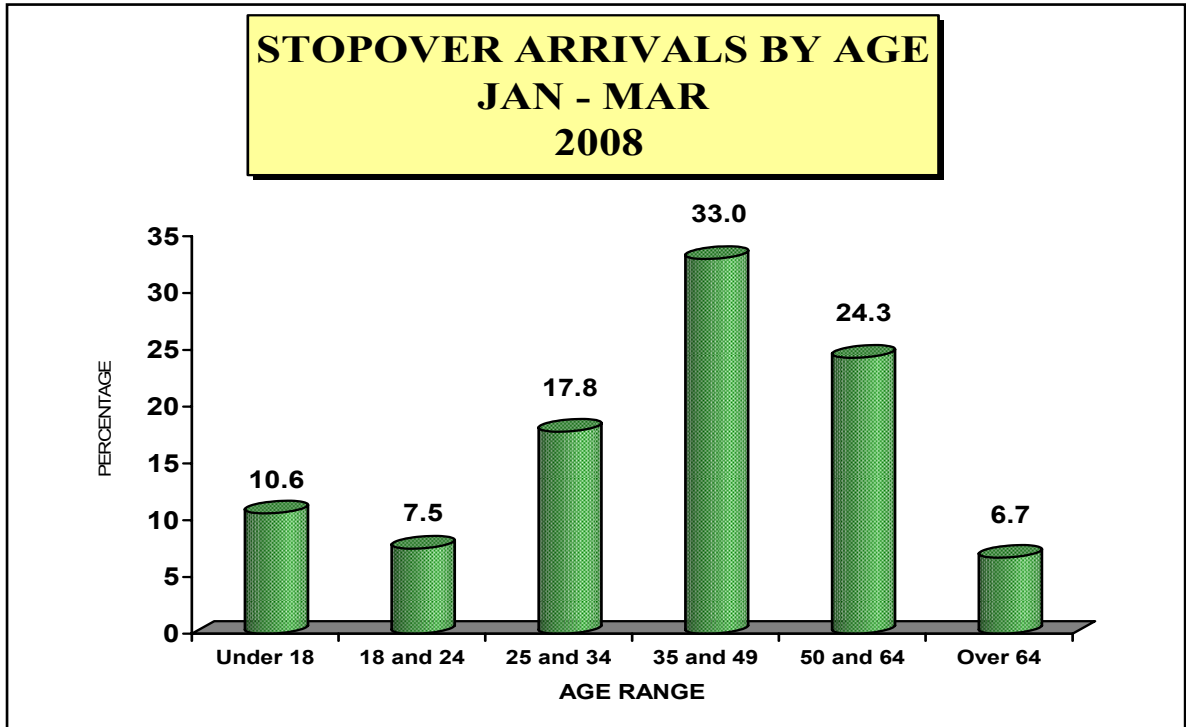


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

Age Range	MARCH		JAN - MAR		JAN - MAR		%Change 2008/07
	2008	% Share	2008	% Share	2007	% Share	
Under 18	25,662	13.9	51,531	10.6	43,668	10.2	18.0%
18 and 24	19,310	10.5	36,164	7.5	31,755	7.4	13.9%
25 and 34	32,553	17.7	86,185	17.8	75,762	17.7	13.8%
35 and 49	58,757	31.9	159,922	33.0	143,754	33.6	11.2%
50 and 64	38,401	20.8	117,722	24.3	103,610	24.3	13.6%
Over 64	9,588	5.2	32,439	6.7	28,703	6.7	13.0%
<b>Total</b>	<b>184,271</b>	<b>100.0</b>	<b>483,963</b>	<b>100.0</b>	<b>427,252</b>	<b>100.0</b>	<b>13.3%</b>

**TABLE 4****CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL  
JANUARY - MARCH 2008**

	MONTEGO BAY		% Change 2008/07		OCHO RIOS		% Change 2008/07		2008 TOTAL		2007 TOTAL		% Change 2008/07	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	26	62,472	23.8%	21.6%	29	80,495	-21.6%	-11.5%	58	144,671	60	143,728	-3.3%	0.7%
February	20	47,632	5.3%	8.4%	32	85,393	3.2%	9.3%	53	133,403	52	123,130	1.9%	8.3%
March	20	45,646	-4.8%	-11.8%	34	92,355	-5.6%	-0.7%	56	139,347	57	144,764	-1.8%	-3.7%
Jan. - Mar.	66	155,750	8.2%	5.9%	95	258,243	-8.7%	-1.5%	167	417,421	169	411,622	-1.2%	1.4%

- \* Note:
1. During the month of January two Cruise Ship calls with 3,195 Cruise passengers visited two ports.
  2. Included in the total Cruise passengers for the month of January, 3 calls with 1,704 passengers visited Port Antonio.
  3. During the month of January, 4 calls were cancelled due to strong winds at the port of Ocho Rios.
  4. During the month of February two Cruise Ship calls with 3,242 Cruise passengers visited two ports.
  5. Included in the total Cruise passengers for the month of February, 1 call with 378 passengers visited Port Antonio.
  6. During the month of March two Cruise Ship calls with 3,201 Cruise passengers visited two ports.
  7. Included in the total Cruise passengers for the month of March, 2 calls with 1,346 passengers visited Port Antonio.

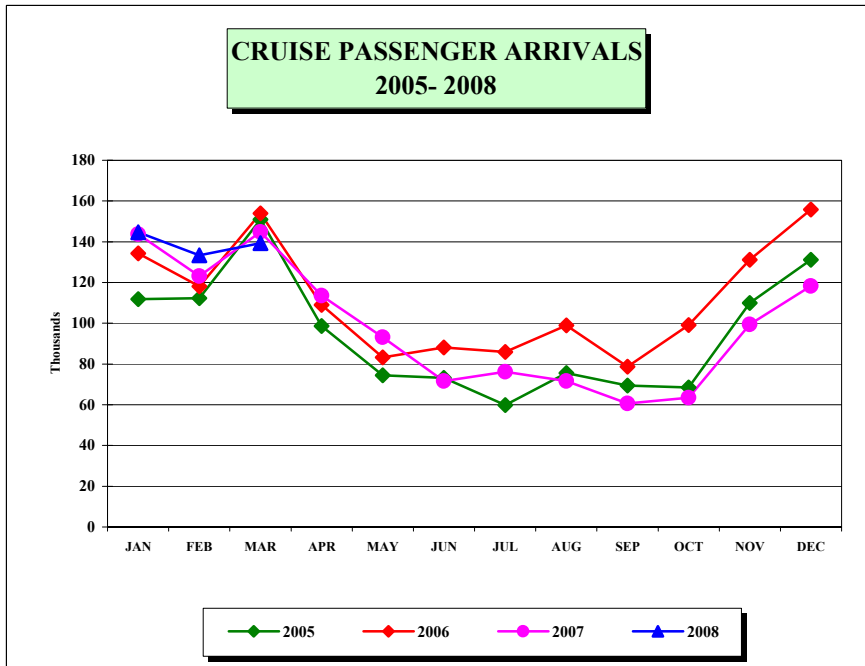


FIG. 4

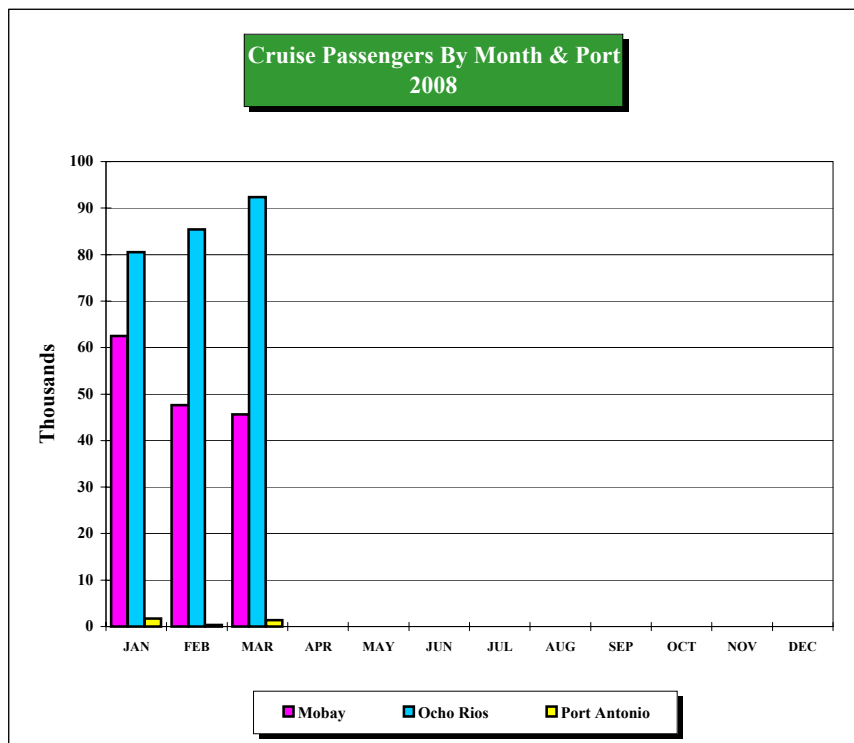


FIG. 4a

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

	MARCH 2008			JANUARY - MARCH 2008		
	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	2,859	5	2,864	7,755	6	7,761
Delaware	652	3	655	1,373	3	1,376
Maine	430	22	452	1,168	28	1,196
Maryland	4,600	10	4,610	11,109	24	11,133
Massachusetts	3,578	5	3,583	9,480	12	9,492
New Hampshire	618	1	619	1,757	5	1,762
New Jersey	6,942	12	6,954	16,458	17	16,475
New York	18,266	76	18,342	50,688	200	50,888
Pennsylvania	6,568	446	7,014	16,194	1,029	17,223
Rhode Island	330	0	330	996	0	996
Vermont	232	0	232	741	6	747
Virginia	3,734	14	3,748	7,768	17	7,785
Washington D.C.	663	4	667	1,570	5	1,575
West Virginia	241	67	308	594	105	699
<b>Total</b>	<b>49,713</b>	<b>665</b>	<b>50,378</b>	<b>127,651</b>	<b>1,457</b>	<b>129,108</b>
<b><u>MIDWEST (CHICAGO)</u></b>						
Illinois	5,922	753	6,675	14,637	2,396	17,033
Indiana	1,773	61	1,834	4,246	135	4,381
Iowa	1,234	190	1,424	3,891	470	4,361
Kansas	536	30	566	1,414	40	1,454
Kentucky	645	18	663	1,537	29	1,566
Michigan	3,631	517	4,148	8,917	1,242	10,159
Minnesota	3,334	1,504	4,838	8,152	3,004	11,156
Missouri	956	709	1,665	2,838	1,718	4,556
Nebraska	504	8	512	1,782	13	1,795
North Dakota	335	12	347	1,286	49	1,335
Ohio	2,571	246	2,817	6,146	523	6,669
South Dakota	263	21	284	1,120	66	1,186
Wisconsin	3,037	2,402	5,439	7,728	6,272	14,000
<b>Total</b>	<b>24,741</b>	<b>6,471</b>	<b>31,212</b>	<b>63,694</b>	<b>15,957</b>	<b>79,651</b>

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

	MARCH 2008			JANUARY - MARCH 2008		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b><u>SOUTH (MIAMI)</u></b>						
Alabama	659	8	667	1,375	9	1,384
Arkansas	358	5	363	848	9	857
Florida	16,048	47	16,095	39,767	156	39,923
Georgia	4,186	21	4,207	10,314	23	10,337
Louisiana	426	2	428	1,065	2	1,067
Mississippi	358	0	358	678	1	679
North Carolina	2,204	3	2,207	5,253	7	5,260
Oklahoma	370	4	374	951	8	959
South Carolina	1,025	4	1,029	2,307	4	2,311
Tennessee	1,662	101	1,763	3,223	106	3,329
<b>Total</b>	<b>27,296</b>	<b>195</b>	<b>27,491</b>	<b>65,781</b>	<b>325</b>	<b>66,106</b>
<b><u>WEST (LOS ANGELES)</u></b>						
Alaska	64	4	68	178	7	185
Arizona	648	6	654	1,493	10	1,503
California	3,773	12	3,785	9,165	29	9,194
Colorado	1,024	1	1,025	2,397	5	2,402
Hawaii	21	0	21	95	0	95
Idaho	149	0	149	468	2	470
Montana	103	2	105	285	5	290
Nevada	266	4	270	664	5	669
New Mexico	146	2	148	309	3	312
Oregon	305	4	309	744	6	750
Texas	3,385	9	3,394	7,184	16	7,200
Utah	257	1	258	688	2	690
Washington	693	8	701	1,671	12	1,683
Wyoming	96	0	96	299	2	301
<b>Total</b>	<b>10,930</b>	<b>53</b>	<b>10,983</b>	<b>25,640</b>	<b>104</b>	<b>25,744</b>
<b>TOTAL U.S.A.</b>	<b>112,680</b>	<b>7,384</b>	<b>120,064</b>	<b>282,766</b>	<b>17,843</b>	<b>300,609</b>

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

	MARCH 2008			JANUARY - MARCH 2008		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>CANADA (TORONTO)</b>						
Alberta	1,843	1,565	3,408	5,764	3,872	9,636
British Columbia	715	751	1,466	1,885	2,083	3,968
Manitoba	566	572	1,138	1,709	1,707	3,416
New Brunswick	331	566	897	823	754	1,577
Newfoundland	114	104	218	247	214	461
Nova Scotia	496	693	1,189	1,089	1,110	2,199
Ontario	8,901	9,678	18,579	22,716	29,349	52,065
P.E. Island	21	60	81	57	104	161
Quebec	1,512	3,183	4,695	5,031	9,024	14,055
Saskatchewan	166	1,064	1,230	788	4,148	4,936
Other Canada	57	42	99	126	71	197
<b>Total</b>	<b>14,722</b>	<b>18,278</b>	<b>33,000</b>	<b>40,235</b>	<b>52,436</b>	<b>92,671</b>
<b>EUROPE</b>						
<b>LONDON OFFICE</b>						
<b>Northern Europe</b>						
U.K.	9,253	6,079	15,332	27,383	16,669	44,052
Denmark	89	1	90	266	6	272
Finland	34	0	34	117	4	121
Ireland	219	72	291	546	277	823
Norway	154	0	154	366	7	373
Sweden	192	6	198	628	15	643
<b>Sub-Total</b>	<b>9,941</b>	<b>6,158</b>	<b>16,099</b>	<b>29,306</b>	<b>16,978</b>	<b>46,284</b>
<b>GERMAN OFFICE</b>						
<b>Southern Europe</b>						
Greece	7	2	9	96	11	107
Italy	212	1,262	1,474	936	4,364	5,300
Portugal	49	157	206	82	304	386
Spain	202	292	494	498	982	1,480
<b>Western Europe</b>						
Austria	179	3	182	826	9	835
Belgium	117	440	557	323	1,312	1,635
France	237	56	293	873	307	1,180
Germany	1,701	160	1,861	5,605	194	5,799
Luxemburg	15	8	23	33	25	58
Netherlands	168	314	482	699	1,225	1,924
Switzerland	175	13	188	631	33	664
<b>Sub-Total</b>	<b>3,062</b>	<b>2,707</b>	<b>5,769</b>	<b>10,602</b>	<b>8,766</b>	<b>19,368</b>
<b>Central/East Europe</b>						
Czechoslovakia	31	164	195	169	172	341
Hungary	325	0	325	484	8	492
Poland	62	6	68	255	41	296
Russia	122	10	132	646	26	672
Ukraine	19	0	19	19	120	139
Other Europe	176	17	193	567	440	1,007
<b>Sub-Total</b>	<b>735</b>	<b>197</b>	<b>932</b>	<b>2,140</b>	<b>807</b>	<b>2,947</b>
<b>Total</b>	<b>13,738</b>	<b>9,062</b>	<b>22,800</b>	<b>42,048</b>	<b>26,551</b>	<b>68,599</b>

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

	MARCH 2008			JANUARY - MARCH 2008		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b><u>OTHER COUNTRIES</u></b>						
<b><u>CENTRAL AMERICA</u></b>						
Mexico	233	1	234	716	3	719
Belize	56	0	56	118	9	127
Costa Rica	54	0	54	229	0	229
El Salvador	15	0	15	58	0	58
Guatemala	16	0	16	48	0	48
Honduras	12	0	12	40	10	50
Nicaragua	3	0	3	26	0	26
Panama	78	0	78	287	0	287
<b>Total</b>	<b>467</b>	<b>1</b>	<b>468</b>	<b>1,522</b>	<b>22</b>	<b>1,544</b>
<b><u>SOUTH AMERICA</u></b>						
Argentina	136	1	137	492	4	496
Bolivia	7	0	7	25	0	25
Brazil	120	4	124	426	15	441
Chile	36	0	36	141	0	141
Colombia	87	93	180	305	216	521
Ecuador	35	310	345	77	310	387
Paraguay	0	0	0	1	0	1
Peru	29	0	29	84	0	84
Uruguay	16	0	16	43	1	44
Venezuela	68	1	69	175	22	197
Other South America	5	0	5	5	0	5
<b>Total</b>	<b>539</b>	<b>409</b>	<b>948</b>	<b>1,774</b>	<b>568</b>	<b>2,342</b>
<b>Total Latin America</b>	<b>1,006</b>	<b>410</b>	<b>1,416</b>	<b>3,296</b>	<b>590</b>	<b>3,886</b>

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

	MARCH 2008			JANUARY - MARCH 2008		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>CARIBBEAN</b>						
Antigua	187	3	190	437	3	440
Bahamas	453	2	455	1,121	4	1,125
Barbados	447	8	455	1,141	15	1,156
Bermuda	269	0	269	719	1	720
British Virgin Is.	92	0	92	200	0	200
Cayman Is.	1,734	6	1,740	4,443	20	4,463
Dominica	45	0	45	121	2	123
Grenada	62	0	62	162	0	162
Guyana	172	18	190	475	25	500
Montserrat	8	0	8	27	1	28
St. Kitts/Nevis/Anguilla	65	0	65	164	1	165
St. Lucia	146	1	147	351	2	353
St. Vincent	49	2	51	146	3	149
Turks & Caicos Is.	63	74	137	142	159	301
Trinidad & Tobago	1,100	3	1,103	2,650	18	2,668
<b>Comm. Caribbean</b>	<b>4,892</b>	<b>117</b>	<b>5,009</b>	<b>12,299</b>	<b>254</b>	<b>12,553</b>
Aruba	37	0	37	99	0	99
Bonaire	0	0	0	0	0	0
Cuba	96	0	96	326	8	334
Curacao	232	0	232	347	0	347
Dominican Republic	72	88	160	246	385	631
Guadelope	25	0	25	39	0	39
Haiti	16	1	17	48	1	49
Puerto Rico	107	1	108	331	1	332
St. Maarten	59	0	59	141	0	141
Surinam	46	1	47	118	1	119
All other Caribbean	53	0	53	151	1	152
<b>Other Caribbean</b>	<b>743</b>	<b>91</b>	<b>834</b>	<b>1,846</b>	<b>397</b>	<b>2,243</b>
<b>TOTAL CARIBBEAN</b>	<b>5,635</b>	<b>208</b>	<b>5,843</b>	<b>14,145</b>	<b>651</b>	<b>14,796</b>
<b>OTHER COUNTRIES</b>						
India	112	2	114	327	8	335
Pakistan	2	0	2	7	0	7
Japan	353	0	353	978	5	983
China	100	2	102	291	2	293
Taiwan	4	0	4	39	1	40
Korea	39	0	39	87	0	87
Philippines	38	1	39	130	1	131
Singapore	8	0	8	39	2	41
Other Asia	33	0	33	88	1	89
<b>Asia</b>	<b>689</b>	<b>5</b>	<b>694</b>	<b>1,986</b>	<b>20</b>	<b>2,006</b>
African Countries	101	1	102	259	11	270
Israel	65	4	69	280	12	292
Saudi Arabia	2	0	2	4	0	4
Turkey	27	0	27	63	4	67
Other Middle East	31	9	40	93	15	108
Australia	179	7	186	539	13	552
New Zealand	18	0	18	84	2	86
All Other Ctries	6	0	6	13	0	13
<b>Total</b>	<b>429</b>	<b>21</b>	<b>450</b>	<b>1,335</b>	<b>57</b>	<b>1,392</b>
<b>GRAND TOTAL</b>	<b>148,899</b>	<b>35,368</b>	<b>184,267</b>	<b>385,811</b>	<b>98,148</b>	<b>483,959</b>

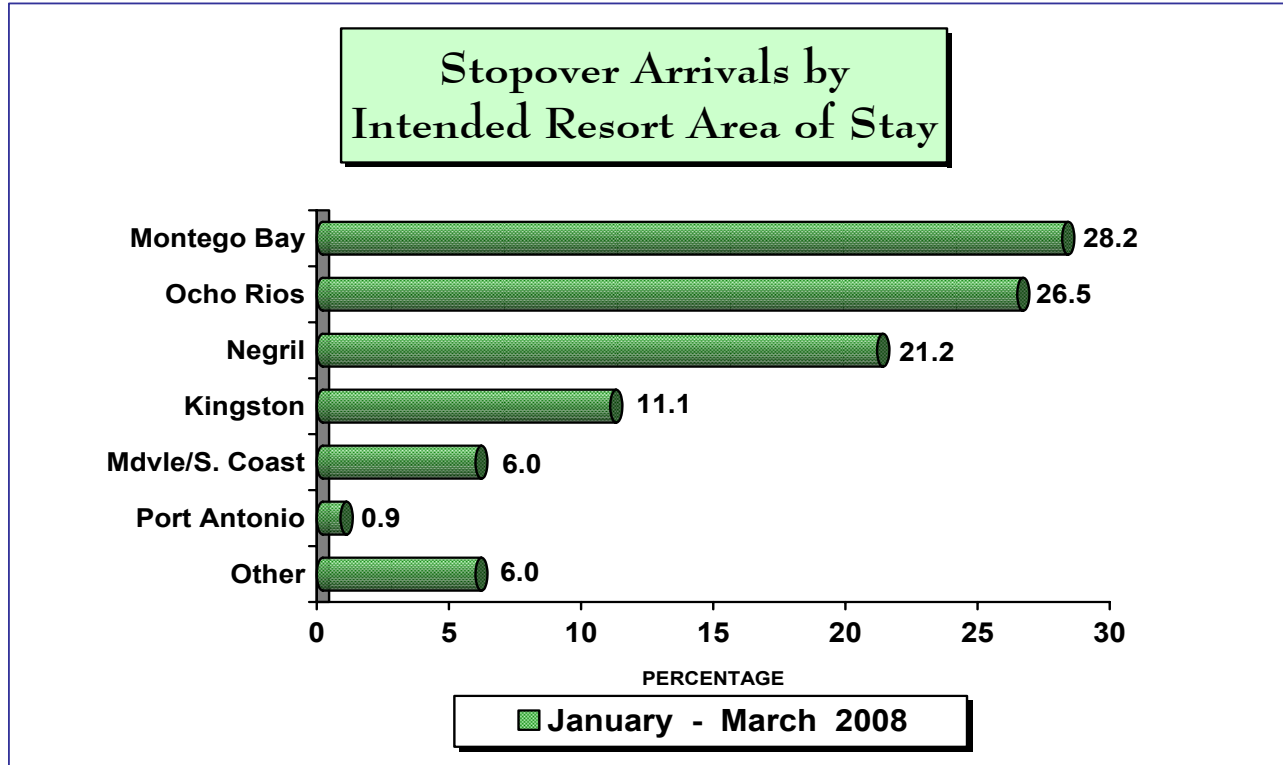


Fig. 5

### STOPOVER ARRIVALS BY INTENDED AREA OF STAY

Area	MARCH			JANUARY - MARCH			JANUARY - MARCH			%Change 2008/07 ARRIVALS
	2008	%Share	LENGTH OF STAY	2008	%Share	LENGTH OF STAY	2007	%Share	LENGTH OF STAY	
Montego Bay	53,552	29.1%	7.3	136,489	28.2%	7.5	114,428	26.8%	7.3	19.3%
Ocho Rios	49,028	26.6%	7.9	128,448	26.5%	8.2	110,499	25.9%	8.1	16.2%
Negril	38,589	20.9%	7.8	102,699	21.2%	8.4	97,895	22.9%	7.7	4.9%
Kingston	19,456	10.6%	11.1	53,952	11.1%	11.4	48,818	11.4%	12.3	10.5%
Mdvle/S. Coast	10,989	6.0%	11.8	29,199	6.0%	12.8	24,297	5.7%	12.7	20.2%
Port Antonio	1,655	0.9%	13.8	4,217	0.9%	15.0	4,327	1.0%	13.1	-2.5%
Other	11,002	6.0%	14.9	28,959	6.0%	15.7	26,988	6.3%	16.3	7.3%
<b>Total</b>	<b>184,271</b>	<b>100.0%</b>	<b>8.7</b>	<b>483,963</b>	<b>100.0%</b>	<b>9.2</b>	<b>427,252</b>	<b>100.0%</b>	<b>9.1</b>	<b>13.3%</b>

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