

# JAMAICA TOURIST BOARD

- IN MARCH 2010.....**
- Stopover arrivals up by 14.5%
  - US Market up by 19.7%
  - Canada increased by 4.6%
  - Europe increased by 11.6%
  - Cruise Passenger decrease by 0.9%

## TOURIST (Stopover Arrivals)

Stopover arrivals in March 2010 were **201,378** an increase of **14.5%** over the **175,929** recorded in March 2009.

For January to March period, arrivals increased by **9.2%** with **529,934** compared to **485,097** in 2009.

### United States

Stopover arrivals from the United States market increased by **19.7%** in March with a total of **129,168** visitors compared to the **107,940** visitors who came in March 2009. The Northeast with **59,789**, Midwest with **30,059** the South with **28,693** and the West with **10,627** stopovers all recorded increases of **34.3%**, **3.3%**, **17.8%** and **6.6%** respectively.

For the January to March period, the US market has recorded an increase of **10.9%**. Total visitors from this market was **312,004** compared to **281,432** in 2009. The Northeast increased by **21.2%**, West by **4.1%** the South by **3.8%** and Midwest by **2.3%**.

### Canada

In March, the Canadian market grew by **4.6%**. Stopovers arrivals from the Canadian market were **40,962** compared to **39,170** in March 2009.

The leading province of Ontario increased by **9.8%**, while the second most important visitor-producing province of Quebec decreased by **9.4%**. Other notable performances came from the province of Alberta up by **11.0%**, Nova Scotia up **46.6%** and Newfoundland up **48.3%**.

Cumulatively, the Canadian market continued on its growth trend recording an increase of **11.0%** in January to March period with a total of **131,349** stopovers com-

pared to **118,374** in 2009. The top visitor producing provinces of Ontario with **74,141** and Quebec with **21,407** increase by **14.3%** and **5.6%** respectively. The provinces of Alberta, Saskatchewan and Manitoba increased by **8.0%**, **16.4%** and **0.9%** respectively.

### Europe

The European market recorded a **11.6%** increase in March 2010. The market provided a total of **24,826** stopover arrivals compared to the **22,247** recorded in March 2009.

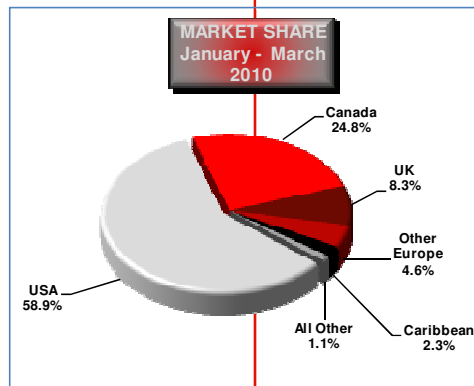
In the Northern European market region the main visitor producing country, United Kingdom with **17,085** arrivals increased by **8.9%**. In the South/Western European region the main visitor producing countries, Italy with **1,537** increased by **6.0%** and Germany with **2,052** increased by **13.9%**. In the third market region, Central/East Europe with **512** arrivals, increased by **1.2%**.

For the January to March period, the European market increased by **6.3%**. Total stopovers were **68,266** compared to **64,244** in 2009. Northern European market region arrivals increased by **3.2%** to **46,064**. From the South/Western Europe region, **19,745** arrivals an increase of **13.3%**. From the third market region, Central/East Europe **2,457** arrivals, an increase of **12.2%**.

### Latin America

The Latin American market increased by **5.9%** in March 2010, with a total of **969** stopovers compared to **915** in March 2009. From the Central American region a total of **465** arrivals, an increase of **4.5%**. From South America, **504** arrivals increase by **7.2%**

Cumulatively, for the January to March period, the Latin American market decreased by **3.4%** with a total of **3,375** visitors compared to **3,495** for the corresponding period 2009.



## The Caribbean

Visitors to Jamaica from the Caribbean region decreased by **1.5%** in March 2010 with a total of **4,463** visitors, compared to **4,529** in March 2009.

The major Caribbean countries which provided visitors to Jamaica in March were: the Cayman Islands (**1,428**), Trinidad and Tobago (**840**), Barbados (**400**), the Bahamas (**397**), Bermuda (**200**), Antigua (**160**), and Guyana (**125**).

Cumulatively the Caribbean stopover arrivals in the January to March period decreased by **13.0%**, moving from **12,302** in 2009 to **14,138** 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 **3,900** visitors followed by Trinidad and Tobago **2,308**, Barbados **1,113** and Bahamas Island with **910** visitors.

## Asia

The Asian market decreased by **16.1%** in March with a total of **528** stopovers compared to **629** in March 2009.

The major Asian countries which provided visitors to Jamaica in March were: Japan (**190**) down **24.3%**, India (**97**) down **27.6%**, and China (**92**) down **9.8%**.

Year-to-date, January to March the Asian market declined by **28.6%** with **1,437** arrivals compared to **2,013** arrivals in 2009 respectively.

## Other Countries

Of the other countries, Australia with **205** increased by **22.0%** and Israel increased by **5.7%** with **74** stopovers in March against the **168** and **70** who came in 2009.

Collectively January to March Other Countries recorded a decline of **14.3%** with **1,201** arrivals in 2010 compared to **1,401** in 2009.

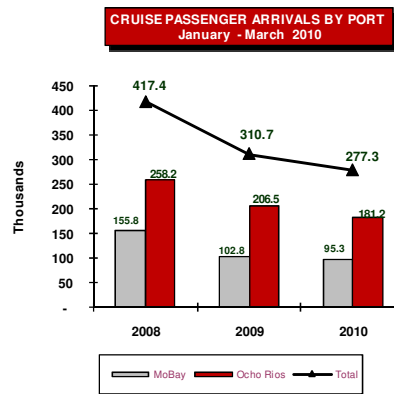
## Market Share

The market share of stopover visitors for January to March were as follows: USA **58.9%**; Canada **24.8%**; UK **8.3%**; Continental Europe **4.6%**, the Caribbean **2.3%**; Latin America **0.6%**; Asia **0.3%** and Other Countries **0.2%**.

## Cruise Passengers

A total of **111,356** cruise passengers visited Jamaica in March 2010. This represents a **0.9%** decrease against the **112,416** recorded for March 2009.

Cumulatively, for January to March 2010 period, total cruise passengers to the Island was **277,297** a decrease of **10.8%**.



A total of **71,317** cruise passengers visited the port of Ocho Rios in March, a decrease of **7.6%** over the **77,164** recorded for March 2009.

Year-to-date cruise passenger arrivals visiting the port of Ocho Rios decreased by **12.2%** with **181,249** passengers compared to the corresponding period in 2009.

The port in Montego Bay recorded a total of **39,606** cruise passengers for the month, an increase of **14.0%** against the **34,727** recorded for 2009.

Year-to-date cruise passenger arrivals visiting the port of Montego Bay decreased by **7.3%** with **95,280** passengers compared to the corresponding period in 2009.

## Length of Stay

The average length of stay of **Foreign National** arrivals in March was **8.2** nights compared to the **8.3** nights in March 2009. The average length of stay in hotels was **6.7** nights compared to **6.8** nights in March 2009.

Cumulatively, the average length of stay for the January to March period was **8.6** nights compared to **8.7** nights in March 2009. In hotels the average length of stay during the period under review was **7.0** nights which was the same level recorded in 2009.

The average length of stay of **Non-Resident Jamaican** arrivals in March 2010 was **14.2** nights compared to the **14.7** nights in March 2009. The average length of stay in hotels was **7.6** nights compared to **7.2** in March 2009.

Cumulatively, the average length of stay for the January to March period was **15.2** nights compared to the **15.0** nights recorded in 2009. In hotels the average length of stay during the period under review was **7.9** as against the **7.6** nights recorded in 2009.

## Purpose of Visit

Year-to-date January to March 2010, **82.7%** or **411,682** of the **498,037** Foreign Nationals who visited Jamaica were visiting for the purpose of Leisure, **5.1%** were on Business, **6.8%** were Visiting Friends & Relatives, and the remaining **5.4%** were on Other purposes of travel.

A total of **11,204** or **35.1%** of the **31,897** **Non-Resident Jamaicans** who travelled to Jamaica in January to March 2010 were visiting for Leisure, **30.2%** were visiting Friends & Relatives, **7.2%** were on Business and the remaining **27.5%** were on Other purposes of travel.

## Intended Resort Area of Stay

Of the **529,934** stopover arrivals visiting Jamaica year-to-date, January to March 2010, the resort area of Montego Bay welcomed **158,667** arrivals or **29.9%**. Ocho Rios received **127,084** or **24.0%**, Negril got **125,294** or **23.6%**, and Kingston got **53,466** or **10.1%**. The remaining **12.3%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

## Type of Airlines used

Of the **529,934** stopovers arrivals visiting Jamaica in January to March 2010, **436,292** or **82.3%** used scheduled airlines, while **93,642** or **71.7%** used chartered flights

During the corresponding period in 2010 the percentage distribution was **76.5%** used scheduled airlines, while **23.5%** used chartered flights..

**TABLE 1**  
**TOURIST ARRIVALS**  
January - March  
**2010**

Month	Foreign Nationals	<----- Stopovers ----->				Total Stopover Arrivals	+/- 2010/09	+/- 2010/08	
		+/- 2010/09	+/- 2010/08	Non-Resident Jamaicans	+/- 2010/09				+/- 2010/08
January	151,681	8.7%	13.0%	9,413	0.1%	9.3%	161,094	8.2%	12.8%
February	158,243	5.1%	7.4%	9,219	-4.7%	-2.8%	167,462	4.5%	6.8%
March	188,113	14.0%	9.0%	13,265	21.3%	13.0%	201,378	14.5%	9.3%
<b>Jan.-Mar.</b>	<b>498,037</b>	<b>9.4%</b>	<b>9.7%</b>	<b>31,897</b>	<b>6.3%</b>	<b>6.9%</b>	<b>529,934</b>	<b>9.2%</b>	<b>9.5%</b>

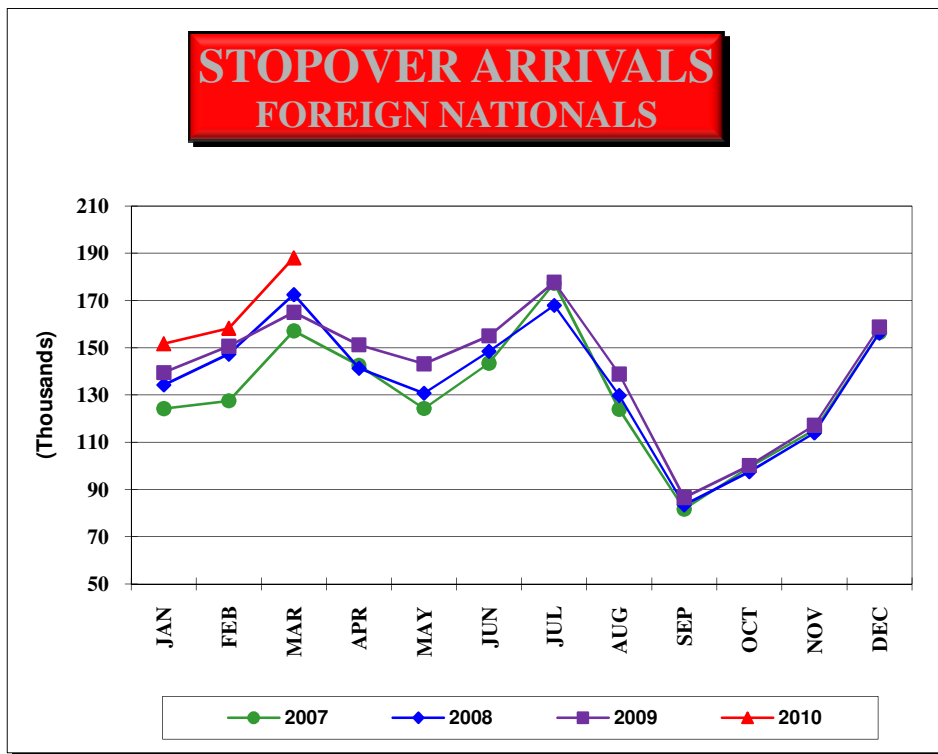


FIG. 1

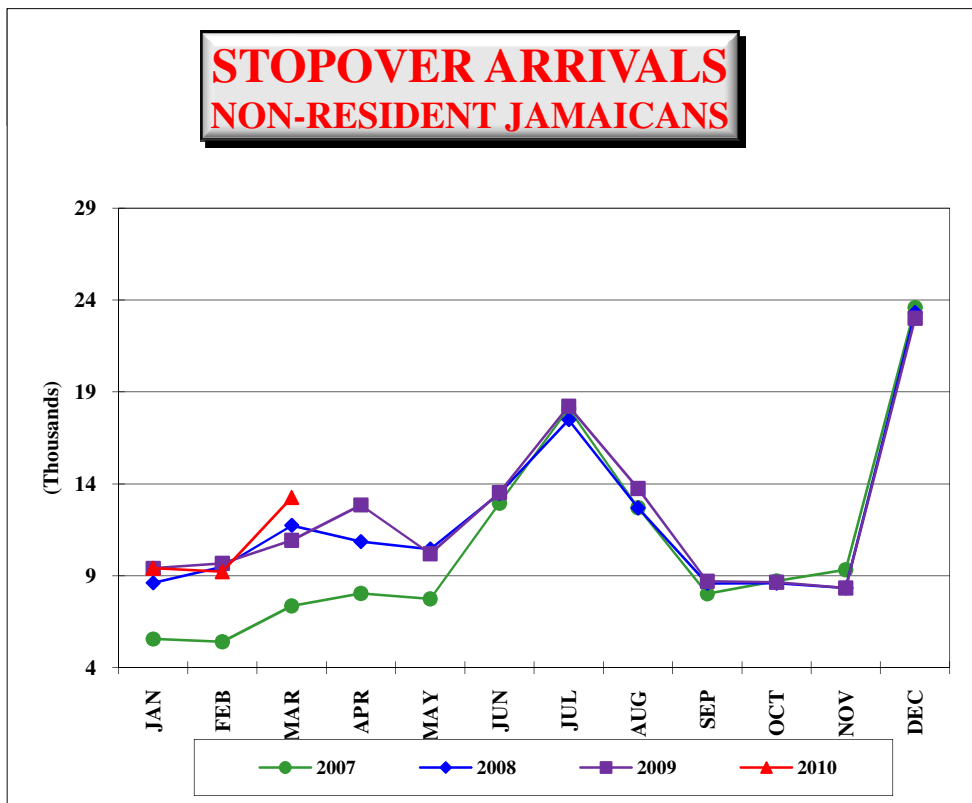
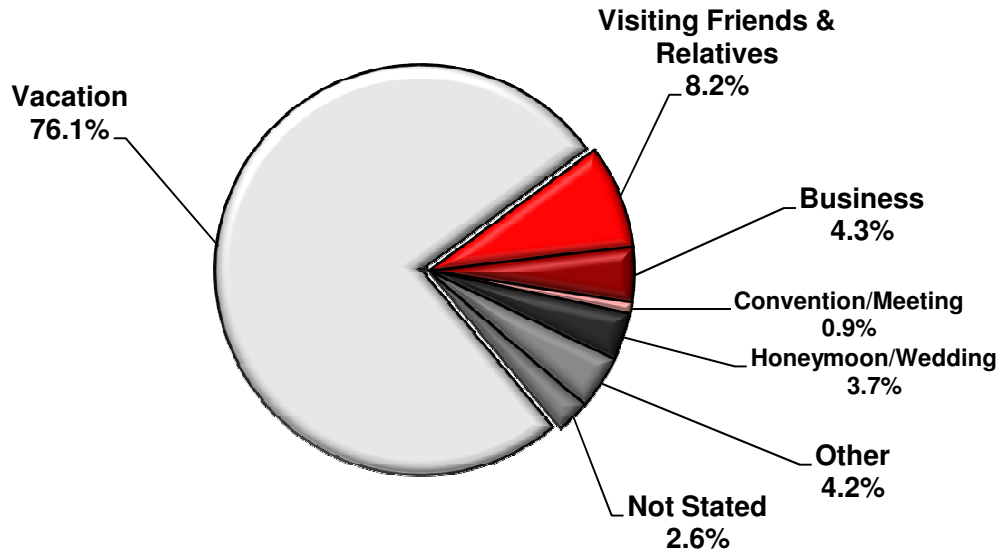


FIG. 1a

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



**Fig. 1b**

<b>STOPOVER ARRIVALS BY PURPOSE OF VISIT</b>						
<b>January - March 2010</b>	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	392,315	78.8%	10,712	33.6%	403,027	76.1%
Visiting Friends & Relatives	33,929	6.8%	9,640	30.2%	43,569	8.2%
Business	20,725	4.2%	1,999	6.3%	22,724	4.3%
Convention/Meeting	4,440	0.9%	303	0.9%	4,743	0.9%
Honeymoon/Wedding	19,367	3.9%	492	1.5%	19,859	3.7%
Other	18,555	3.7%	3,753	11.8%	22,308	4.2%
Not Stated	8,706	1.7%	4,998	15.7%	13,704	2.6%
<b>TOTAL</b>	<b>498,037</b>	<b>100.0%</b>	<b>31,897</b>	<b>100.0%</b>	<b>529,934</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>Jan. - Mar.</b>	<b>146,126</b>	<b>77,889</b>	<b>64,271</b>	<b>23,718</b>	<b>312,004</b>	<b>131,349</b>	<b>68,266</b>	<b>3,375</b>	<b>12,302</b>	<b>1,437</b>	<b>1,201</b>	<b>529,934</b>
<b>+/- %</b>	<b>21.2%</b>	<b>2.3%</b>	<b>3.8%</b>	<b>4.1%</b>	<b>10.9%</b>	<b>11.0%</b>	<b>6.3%</b>	<b>-3.4%</b>	<b>-13.0%</b>	<b>-28.6%</b>	<b>-14.3%</b>	<b>9.2%</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<b>MARCH</b>				% Change			<b>JANUARY - MARCH</b>				% Change		
	<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.S.A.</b>														
<b><u>NORTHEAST (NEW YORK)</u></b>														
Connecticut	2,992	2,864	2,808	3,311	17.9	15.6	10.7	7,287	7,761	7,301	8,324	14.0	7.3	14.2
Delaware	522	655	542	587	8.3	-10.4	12.5	1,261	1,376	1,337	1,434	7.3	4.2	13.7
Maine	498	452	604	681	12.7	50.7	36.7	1,189	1,196	1,488	1,764	18.5	47.5	48.4
Maryland	3,825	4,610	3,308	4,996	51.0	8.4	30.6	9,832	11,133	9,252	10,979	18.7	-1.4	11.7
Massachusetts	3,690	3,583	3,982	4,297	7.9	19.9	16.4	9,012	9,492	10,755	11,871	10.4	25.1	31.7
New Hampshire	618	619	652	729	11.8	17.8	18.0	1,741	1,762	1,913	2,330	21.8	32.2	33.8
New Jersey	5,821	6,954	5,484	6,997	27.6	0.6	20.2	14,943	16,475	14,490	16,868	16.4	2.4	12.9
New York	17,287	18,342	16,828	24,697	46.8	34.6	42.9	45,630	50,888	47,479	60,957	28.4	19.8	33.6
Pennsylvania	5,638	7,014	6,411	8,322	29.8	18.6	47.6	14,789	17,223	16,659	19,799	18.8	15.0	33.9
Rhode Island	402	330	410	368	-10.2	11.5	-8.5	1,175	996	1,144	1,278	11.7	28.3	8.8
Vermont	245	232	294	309	5.1	33.2	26.1	760	747	770	1,057	37.3	41.5	39.1
Virginia	2,684	3,748	2,227	3,370	51.3	-10.1	25.6	6,012	7,785	5,790	7,050	21.8	-9.4	17.3
Washington D.C.	612	667	664	747	12.5	12.0	22.1	1,416	1,575	1,543	1,525	-1.2	-3.2	7.7
West Virginia	251	308	304	378	24.3	22.7	50.6	627	699	672	890	32.4	27.3	41.9
<b>Total</b>	<b>45,085</b>	<b>50,378</b>	<b>44,518</b>	<b>59,789</b>	<b>34.3</b>	<b>18.7</b>	<b>32.6</b>	<b>115,674</b>	<b>129,108</b>	<b>120,593</b>	<b>146,126</b>	<b>21.2</b>	<b>13.2</b>	<b>26.3</b>
<b><u>MIDWEST (CHICAGO)</u></b>														
Illinois	6,204	6,675	6,228	6,585	5.7	-1.3	6.1	14,776	17,033	15,122	15,323	1.3	-10.0	3.7
Indiana	1,925	1,834	1,841	1,948	5.8	6.2	1.2	4,895	4,381	4,212	4,368	3.7	-0.3	-10.8
Iowa	1,193	1,424	1,742	1,617	-7.2	13.6	35.5	3,693	4,361	5,114	5,233	2.3	20.0	41.7
Kansas	729	566	815	797	-2.2	40.8	9.3	1,558	1,454	1,782	1,777	-0.3	22.2	14.1
Kentucky	662	663	724	573	-20.9	-13.6	-13.4	1,742	1,566	1,700	1,563	-8.1	-0.2	-10.3
Michigan	4,163	4,148	3,485	4,046	16.1	-2.5	-2.8	9,803	10,159	9,699	10,740	10.7	5.7	9.6
Minnesota	4,062	4,838	4,052	4,566	12.7	-5.6	12.4	10,379	11,156	10,613	11,407	7.5	2.2	9.9
Missouri	2,092	1,665	1,967	1,710	-13.1	2.7	-18.3	5,211	4,556	4,937	4,551	-7.8	-0.1	-12.7
Nebraska	580	512	653	504	-22.8	-1.6	-13.1	1,878	1,795	2,085	1,914	-8.2	6.6	1.9
North Dakota	315	347	439	365	-16.9	5.2	15.9	1,261	1,335	1,467	1,388	-5.4	4.0	10.1
Ohio	2,241	2,817	2,559	2,766	8.1	-1.8	23.4	5,616	6,669	6,105	6,387	4.6	-4.2	13.7
South Dakota	337	284	373	317	-15.0	11.6	-5.9	1,113	1,186	1,441	1,314	-8.8	10.8	18.1
Wisconsin	3,936	5,439	4,216	4,265	1.2	-21.6	8.4	11,605	14,000	11,825	11,924	0.8	-14.8	2.7
<b>Total</b>	<b>28,439</b>	<b>31,212</b>	<b>29,094</b>	<b>30,059</b>	<b>3.3</b>	<b>-3.7</b>	<b>5.7</b>	<b>73,530</b>	<b>79,651</b>	<b>76,102</b>	<b>77,889</b>	<b>2.3</b>	<b>-2.2</b>	<b>5.9</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MARCH</u>							<u>JANUARY - MARCH</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	750	667	821	702	-14.5	5.2	-6.4	1,383	1,384	1,553	1,391	-10.4	0.5	0.6
Arkansas	345	363	371	424	14.3	16.8	22.9	800	857	837	970	15.9	13.2	21.3
Florida	14,636	16,095	13,725	17,078	24.4	6.1	16.7	34,596	39,923	37,196	38,601	3.8	-3.3	11.6
Georgia	4,291	4,207	3,708	4,187	12.9	-0.5	-2.4	9,700	10,337	9,522	9,378	-1.5	-9.3	-3.3
Louisiana	387	428	357	413	15.7	-3.5	6.7	1,032	1,067	1,039	1,019	-1.9	-4.5	-1.3
Mississippi	308	358	399	505	26.6	41.1	64.0	553	679	676	755	11.7	11.2	36.5
North Carolina	1,782	2,207	2,151	2,362	9.8	7.0	32.5	4,403	5,260	4,909	5,560	13.3	5.7	26.3
Oklahoma	347	374	484	442	-8.7	18.2	27.4	803	959	1,125	973	-13.5	1.5	21.2
South Carolina	829	1,029	926	1,020	10.2	-0.9	23.0	1,915	2,311	2,109	2,353	11.6	1.8	22.9
Tennessee	1,339	1,763	1,417	1,560	10.1	-11.5	16.5	2,699	3,329	2,979	3,271	9.8	-1.7	21.2
<b>Total</b>	<b>25,014</b>	<b>27,491</b>	<b>24,359</b>	<b>28,693</b>	<b>17.8</b>	<b>4.4</b>	<b>14.7</b>	<b>57,884</b>	<b>66,106</b>	<b>61,945</b>	<b>64,271</b>	<b>3.8</b>	<b>-2.8</b>	<b>11.0</b>
<b><u>WEST (LOS ANGELES)</u></b>														
Alaska	39	68	56	91	62.5	33.8	133.3	141	185	160	196	22.5	5.9	39.0
Arizona	615	654	554	851	53.6	30.1	38.4	1,349	1,503	1,313	1,765	34.4	17.4	30.8
California	3,221	3,785	2,574	2,903	12.8	-23.3	-9.9	8,224	9,194	7,116	7,328	3.0	-20.3	-10.9
Colorado	1,059	1,025	1,059	1,082	2.2	5.6	2.2	2,205	2,402	2,212	2,428	9.8	1.1	10.1
Hawaii	33	21	28	41	46.4	95.2	24.2	59	95	73	102	39.7	7.4	72.9
Idaho	119	149	173	133	-23.1	-10.7	11.8	403	470	359	337	-6.1	-28.3	-16.4
Montana	137	105	128	157	22.7	49.5	14.6	368	290	391	385	-1.5	32.8	4.6
Nevada	288	270	238	359	50.8	33.0	24.7	622	669	642	790	23.1	18.1	27.0
New Mexico	138	148	136	130	-4.4	-12.2	-5.8	328	312	324	350	8.0	12.2	6.7
Oregon	268	309	304	318	4.6	2.9	18.7	764	750	657	767	16.7	2.3	0.4
Texas	3,237	3,394	3,700	3,524	-4.8	3.8	8.9	6,471	7,201	7,144	6,808	-4.7	-5.5	5.2
Utah	170	258	237	203	-14.3	-21.3	19.4	502	689	584	597	2.2	-13.4	18.9
Washington	482	701	627	690	10.0	-1.6	43.2	1,426	1,683	1,515	1,603	5.8	-4.8	12.4
Wyoming	103	96	155	145	-6.5	51.0	40.8	237	301	302	262	-13.2	-13.0	10.5
<b>Total</b>	<b>9,909</b>	<b>10,983</b>	<b>9,969</b>	<b>10,627</b>	<b>6.6</b>	<b>-3.2</b>	<b>7.2</b>	<b>23,099</b>	<b>25,744</b>	<b>22,792</b>	<b>23,718</b>	<b>4.1</b>	<b>-7.9</b>	<b>2.7</b>
<b>TOTAL U.S.A.</b>	<b>108,447</b>	<b>120,064</b>	<b>107,940</b>	<b>129,168</b>	<b>19.7</b>	<b>7.6</b>	<b>19.1</b>	<b>270,187</b>	<b>300,609</b>	<b>281,432</b>	<b>312,004</b>	<b>10.9</b>	<b>3.8</b>	<b>15.5</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MARCH</u>							<u>JANUARY - MARCH</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	2,339	3,408	3,404	3,780	11.0	10.9	61.6	7,196	9,636	11,561	12,490	8.0	29.6	73.6
British Columbia	1,397	1,466	2,246	2,033	-9.5	38.7	45.5	3,568	3,968	7,051	5,792	-17.9	46.0	62.3
Manitoba	901	1,138	1,401	1,075	-23.3	-5.5	19.3	2,739	3,416	4,377	4,415	0.9	29.2	61.2
New Brunswick	538	897	1,027	998	-2.8	11.3	85.5	988	1,577	1,909	2,247	17.7	42.5	127.4
Newfoundland	68	218	263	390	48.3	78.9	473.5	235	461	610	975	59.8	111.5	314.9
Nova Scotia	894	1,189	1,420	2,082	46.6	75.1	132.9	1,684	2,199	2,522	3,840	52.3	74.6	128.0
Ontario	14,493	18,579	22,447	24,649	9.8	32.7	70.1	40,731	52,065	64,870	74,141	14.3	42.4	82.0
P.E. Island	116	81	109	185	69.7	128.4	59.5	166	161	212	305	43.9	89.4	83.7
Quebec	3,923	4,695	5,783	5,240	-9.4	11.6	33.6	10,962	14,055	20,264	21,407	5.6	52.3	95.3
Saskatchewan	278	1,230	960	447	-53.4	-63.7	60.8	2,586	4,936	4,763	5,544	16.4	12.3	114.4
Northwest Territories	44	99	110	83	-24.5	-16.2	88.6	123	197	235	193	-17.9	-2.0	56.9
<b>Total</b>	<b>24,991</b>	<b>33,000</b>	<b>39,170</b>	<b>40,962</b>	<b>4.6</b>	<b>24.1</b>	<b>63.9</b>	<b>70,978</b>	<b>92,671</b>	<b>118,374</b>	<b>131,349</b>	<b>11.0</b>	<b>41.7</b>	<b>85.1</b>
<b><u>LONDON OFFICE</u></b>														
<b><u>Northern Europe</u></b>														
U.K.	16,781	15,332	15,689	17,085	8.9	11.4	1.8	44,038	44,052	42,595	43,821	2.9	-0.5	-0.5
Denmark	79	90	65	98	50.8	8.9	24.1	348	272	246	299	21.5	9.9	-14.1
Finland	15	34	26	43	65.4	26.5	186.7	68	121	191	174	-8.9	43.8	155.9
Ireland	866	291	277	239	-13.7	-17.9	-72.4	1,363	823	718	754	5.0	-8.4	-44.7
Norway	51	154	63	185	193.7	20.1	262.7	282	373	322	394	22.4	5.6	39.7
Sweden	113	198	128	154	20.3	-22.2	36.3	451	643	553	622	12.5	-3.3	37.9
	<b>17,905</b>	<b>16,099</b>	<b>16,248</b>	<b>17,804</b>	<b>9.6</b>	<b>10.6</b>	<b>-0.6</b>	<b>46,550</b>	<b>46,284</b>	<b>44,625</b>	<b>46,064</b>	<b>3.2</b>	<b>-0.5</b>	<b>-1.0</b>
<b><u>Southern Europe</u></b>														
Greece	18	9	25	22	-12.0	144.4	22.2	59	107	108	80	-25.9	-25.2	35.6
Italy	1,484	1,474	1,450	1,537	6.0	4.3	3.6	5,266	5,300	4,683	5,705	21.8	7.6	8.3
Portugal	233	206	17	672	3852.9	226.2	188.4	487	386	62	1,604	2487.1	315.5	229.4
Spain	574	494	178	189	6.2	-61.7	-67.1	1,611	1,480	653	596	-8.7	-59.7	-63.0
	<b>6,364</b>	<b>5,769</b>	<b>5,493</b>	<b>6,510</b>	<b>18.5</b>	<b>12.8</b>	<b>2.3</b>	<b>20,307</b>	<b>19,368</b>	<b>17,430</b>	<b>19,745</b>	<b>13.3</b>	<b>1.9</b>	<b>-2.8</b>
<b><u>Western Europe</u></b>														
Austria	271	182	240	381	58.8	109.3	40.6	1,058	835	915	1,084	18.5	29.8	2.5
Belgium	350	557	673	464	-31.1	-16.7	32.6	1,297	1,635	1,576	1,251	-20.6	-23.5	-3.5
France	380	293	370	444	20.0	51.5	16.8	1,205	1,180	1,332	1,410	5.9	19.5	17.0
Germany	2,326	1,861	1,802	2,052	13.9	10.3	-11.8	6,721	5,799	5,613	5,646	0.6	-2.6	-16.0
Luxemburg	19	23	41	29	-29.3	26.1	52.6	70	58	71	62	-12.7	6.9	-11.4
Netherlands	545	482	497	497	0.0	3.1	-8.8	1,832	1,924	1,794	1,574	-12.3	-18.2	-14.1
Switzerland	164	188	200	223	11.5	18.6	36.0	701	664	623	733	17.7	10.4	4.6
	<b>6,364</b>	<b>5,769</b>	<b>5,493</b>	<b>6,510</b>	<b>18.5</b>	<b>12.8</b>	<b>2.3</b>	<b>20,307</b>	<b>19,368</b>	<b>17,430</b>	<b>19,745</b>	<b>13.3</b>	<b>1.9</b>	<b>-2.8</b>
<b><u>Central/East Europe</u></b>														
Czech Republic	53	195	66	54	-18.2	-72.3	1.9	438	341	253	185	-26.9	-45.7	-57.8
Hungary	15	325	20	24	20.0	-92.6	60.0	171	492	138	236	71.0	-52.0	38.0
Poland	25	68	93	95	2.2	39.7	280.0	182	296	361	521	44.3	76.0	186.3
Russia	47	132	106	159	50.0	20.5	238.3	296	672	711	819	15.2	21.9	176.7
Ukraine	20	19	42	40	-4.8	110.5	100.0	75	139	178	135	-24.2	-2.9	80.0
Other Europe	168	193	179	140	-21.8	-27.5	-16.7	958	1,007	548	561	2.4	-44.3	-41.4
	<b>328</b>	<b>932</b>	<b>506</b>	<b>512</b>	<b>1.2</b>	<b>-45.1</b>	<b>56.1</b>	<b>2,120</b>	<b>2,947</b>	<b>2,189</b>	<b>2,457</b>	<b>12.2</b>	<b>-16.6</b>	<b>15.9</b>
<b>Total</b>	<b>24,597</b>	<b>22,800</b>	<b>22,247</b>	<b>24,826</b>	<b>11.6</b>	<b>8.9</b>	<b>0.9</b>	<b>68,977</b>	<b>68,599</b>	<b>64,244</b>	<b>68,266</b>	<b>6.3</b>	<b>-0.5</b>	<b>-1.0</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<b>MARCH</b>			% Change			<b>JANUARY - MARCH</b>			% Change				
	<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	135	234	181	207	14.4	-11.5	53.3	525	719	513	535	4.3	-25.6	1.9
Belize	23	56	55	31	-43.6	-44.6	34.8	104	127	138	111	-19.6	-12.6	6.7
Costa Rica	53	54	60	49	-18.3	-9.3	-7.5	159	229	217	170	-21.7	-25.8	6.9
El Salvador	11	15	6	13	116.7	-13.3	18.2	48	58	32	36	12.5	-37.9	-25.0
Guatemala	15	16	30	45	50.0	181.3	200.0	71	48	62	101	62.9	110.4	42.3
Honduras	7	12	12	14	16.7	16.7	100.0	28	50	47	27	-42.6	-46.0	-3.6
Nicaragua	1	3	5	9	80.0	200.0	800.0	10	26	20	21	5.0	-19.2	110.0
Panama	90	78	96	97	1.0	24.4	7.8	269	287	282	284	0.7	-1.0	5.6
<b>Total</b>	<b>335</b>	<b>468</b>	<b>445</b>	<b>465</b>	<b>4.5</b>	<b>-0.6</b>	<b>38.8</b>	<b>1,214</b>	<b>1,544</b>	<b>1,311</b>	<b>1,285</b>	<b>-2.0</b>	<b>-16.8</b>	<b>5.8</b>
<b><u>SOUTH AMERICA</u></b>														
Argentina	61	137	158	140	-11.4	2.2	129.5	269	496	590	603	2.2	21.6	124.2
Bolivia	10	7	6	7	16.7	0.0	-30.0	13	25	17	11	-35.3	-56.0	-15.4
Brazil	89	124	93	131	40.9	5.6	47.2	307	441	386	514	33.2	16.6	67.4
Chile	13	36	51	38	-25.5	5.6	192.3	101	141	209	190	-9.1	34.8	88.1
Colombia	22	180	34	65	91.2	-63.9	195.5	184	521	215	267	24.2	-48.8	45.1
Ecuador	1	345	16	8	-50.0	-97.7	700.0	8	387	424	218	-48.6	-43.7	2625.0
Paraguay	0	0	1	4	300.0	-	-	6	1	5	8	60.0	700.0	33.3
Peru	11	29	36	35	-2.8	20.7	218.2	51	84	108	99	-8.3	17.9	94.1
Uruguay	5	16	10	10	0.0	-37.5	100.0	18	44	28	29	3.6	-34.1	61.1
Venezuela	174	69	65	66	1.5	-4.3	-62.1	253	197	200	151	-24.5	-23.4	-40.3
Other South America	0	5	0	0	-	-	-	0	5	2	0	-	-	-
<b>Total</b>	<b>386</b>	<b>948</b>	<b>470</b>	<b>504</b>	<b>7.2</b>	<b>-46.8</b>	<b>30.6</b>	<b>1,210</b>	<b>2,342</b>	<b>2,184</b>	<b>2,090</b>	<b>-4.3</b>	<b>-10.8</b>	<b>72.7</b>
<b>Total Latin America</b>	<b>721</b>	<b>1,416</b>	<b>915</b>	<b>969</b>	<b>5.9</b>	<b>-31.6</b>	<b>34.4</b>	<b>2,424</b>	<b>3,886</b>	<b>3,495</b>	<b>3,375</b>	<b>-3.4</b>	<b>-13.1</b>	<b>39.2</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MARCH</u>							<u>JANUARY - MARCH</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	120	190	147	160	8.8	-15.8	33.3	394	440	463	489	5.6	11.1	24.1
Bahamas	207	455	268	397	48.1	-12.7	91.8	615	1,125	1,066	910	-14.6	-19.1	48.0
Barbados	434	455	383	400	4.4	-12.1	-7.8	1,127	1,156	1,237	1,113	-10.0	-3.7	-1.2
Bermuda	232	269	229	200	-12.7	-25.7	-13.8	657	720	672	602	-10.4	-16.4	-8.4
British Virgin Is.	43	92	67	69	3.0	-25.0	60.5	140	200	179	182	1.7	-9.0	30.0
Cayman Is.	1,469	1,740	1,490	1,428	-4.2	-17.9	-2.8	3,857	4,463	5,169	3,900	-24.6	-12.6	1.1
Dominica	50	45	42	20	-52.4	-55.6	-60.0	88	123	127	98	-22.8	-20.3	11.4
Grenada	45	62	47	29	-38.3	-53.2	-35.6	136	162	205	108	-47.3	-33.3	-20.6
Guyana	173	190	165	125	-24.2	-34.2	-27.7	435	500	423	376	-11.1	-24.8	-13.6
Monsterrat	7	8	12	5	-58.3	-37.5	-28.6	24	28	31	27	-12.9	-3.6	12.5
St. Kitts/Nevis/Anguilla	60	65	89	74	-16.9	13.8	23.3	178	165	236	214	-9.3	29.7	20.2
St. Lucia	88	147	112	66	-41.1	-55.1	-25.0	267	353	288	202	-29.9	-42.8	-24.3
St. Vincent	40	51	44	24	-45.5	-52.9	-40.0	112	149	124	119	-4.0	-20.1	6.3
Turks & Caicos Is.	98	137	62	112	80.6	-18.2	14.3	274	301	228	275	20.6	-8.6	0.4
Trinidad & Tobago	916	1,103	759	840	10.7	-23.8	-8.3	2,015	2,668	2,004	2,308	15.2	-13.5	14.5
<b>Comm. Caribbean</b>	<b>3,982</b>	<b>5,009</b>	<b>3,916</b>	<b>3,949</b>	<b>0.8</b>	<b>-21.2</b>	<b>-0.8</b>	<b>10,319</b>	<b>12,553</b>	<b>12,452</b>	<b>10,923</b>	<b>-12.3</b>	<b>-13.0</b>	<b>5.9</b>
Aruba	12	37	30	24	-20.0	-35.1	100.0	53	99	63	62	-1.6	-37.4	17.0
Cuba	22	101	78	38	-51.3	-62.4	72.7	64	343	304	130	-57.2	-62.1	103.1
Curacao	48	232	114	58	-49.1	-75.0	20.8	173	347	273	173	-36.6	-50.1	0.0
Dominican Rep.	64	160	117	74	-36.8	-53.8	15.6	307	631	331	169	-48.9	-73.2	-45.0
Guadelope	9	25	9	52	477.8	108.0	477.8	20	39	24	64	166.7	64.1	220.0
Haiti	9	17	22	10	-54.5	-41.2	11.1	29	49	58	130	124.1	165.3	348.3
Puerto Rico	97	108	115	129	12.2	19.4	33.0	321	332	296	307	3.7	-7.5	-4.4
St. Maarten	32	59	48	40	-16.7	-32.2	25.0	118	141	119	124	4.2	-12.1	5.1
Surinam	26	47	33	32	-3.0	-31.9	23.1	83	119	90	97	7.8	-18.5	16.9
All other Caribbean	43	48	47	57	21.3	18.8	32.6	119	143	128	123	-3.9	-14.0	3.4
<b>Other Caribbean</b>	<b>362</b>	<b>834</b>	<b>613</b>	<b>514</b>	<b>-16.2</b>	<b>-38.4</b>	<b>42.0</b>	<b>1,287</b>	<b>2,243</b>	<b>1,686</b>	<b>1,379</b>	<b>-18.2</b>	<b>-38.5</b>	<b>7.1</b>
<b>TOTAL CARIBBEAN</b>	<b>4,344</b>	<b>5,843</b>	<b>4,529</b>	<b>4,463</b>	<b>-1.5</b>	<b>-23.6</b>	<b>2.7</b>	<b>11,606</b>	<b>14,796</b>	<b>14,138</b>	<b>12,302</b>	<b>-13.0</b>	<b>-16.9</b>	<b>6.0</b>
<b>ASIA</b>														
India	108	114	134	97	-27.6	-14.9	-10.2	189	335	405	244	-39.8	-27.2	29.1
Pakistan	24	2	1	1	0.0	-50.0	-95.8	25	7	4	1	-75.0	-85.7	-96.0
Japan	392	353	251	190	-24.3	-46.2	-51.5	950	983	781	612	-21.6	-37.7	-35.6
China	60	102	102	92	-9.8	-9.8	53.3	139	293	407	250	-38.6	-14.7	79.9
Taiwan	4	4	3	19	533.3	375.0	375.0	8	40	7	44	528.6	10.0	450.0
Korea	9	39	23	12	-47.8	-69.2	33.3	21	87	100	38	-62.0	-56.3	81.0
Philippines	47	39	47	57	21.3	46.2	21.3	97	131	118	132	11.9	0.8	36.1
Singapore	14	8	18	16	-11.1	100.0	14.3	32	41	61	25	-59.0	-39.0	-21.9
Other Asia	91	33	50	44	-12.0	33.3	-51.6	137	89	130	91	-30.0	2.2	-33.6
	<b>749</b>	<b>694</b>	<b>629</b>	<b>528</b>	<b>-16.1</b>	<b>-23.9</b>	<b>-29.5</b>	<b>1,598</b>	<b>2,006</b>	<b>2,013</b>	<b>1,437</b>	<b>-28.6</b>	<b>-28.4</b>	<b>-10.1</b>
<b>OTHER COUNTRIES</b>														
African Countries	195	102	154	91	-40.9	-10.8	-53.3	268	270	356	245	-31.2	-9.3	-8.6
Israel	54	69	70	74	5.7	7.2	37.0	251	292	237	191	-19.4	-34.6	-23.9
Saudi Arabia	0	2	3	1	-66.7	-50.0	-	2	4	6	4	-33.3	0.0	100.0
Turkey	15	27	50	20	-60.0	-25.9	33.3	97	67	112	52	-53.6	-22.4	-46.4
Other Middle East	36	40	31	37	19.4	-7.5	2.8	86	108	105	114	8.6	5.6	32.6
Australia	341	186	168	205	22.0	10.2	-39.9	666	552	521	527	1.2	-4.5	-20.9
New Zealand	52	18	18	31	72.2	72.2	-40.4	98	86	52	61	17.3	-29.1	-37.8
All Other Ctries	5	6	5	3	-40.0	-50.0	-40.0	14	13	12	7	-41.7	-46.2	-50.0
<b>Total</b>	<b>698</b>	<b>450</b>	<b>499</b>	<b>462</b>	<b>-7.4</b>	<b>2.7</b>	<b>-33.8</b>	<b>1,482</b>	<b>1,392</b>	<b>1,401</b>	<b>1,201</b>	<b>-14.3</b>	<b>-13.7</b>	<b>-19.0</b>
<b>GRAND TOTAL</b>	<b>164,547</b>	<b>184,267</b>	<b>175,929</b>	<b>201,378</b>	<b>14.5</b>	<b>9.3</b>	<b>22.4</b>	<b>427,252</b>	<b>483,959</b>	<b>485,097</b>	<b>529,934</b>	<b>9.2</b>	<b>9.5</b>	<b>24.0</b>

## STOPOVER VISITORS BY MARKET SHARE

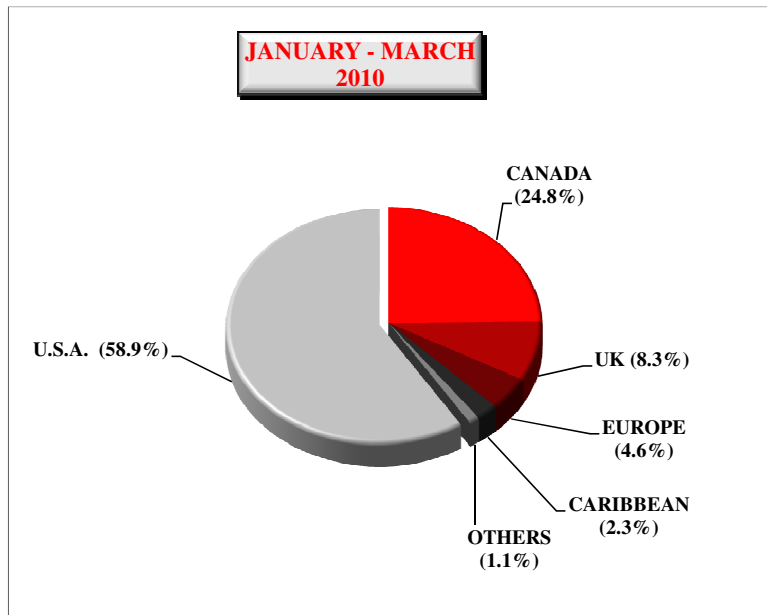


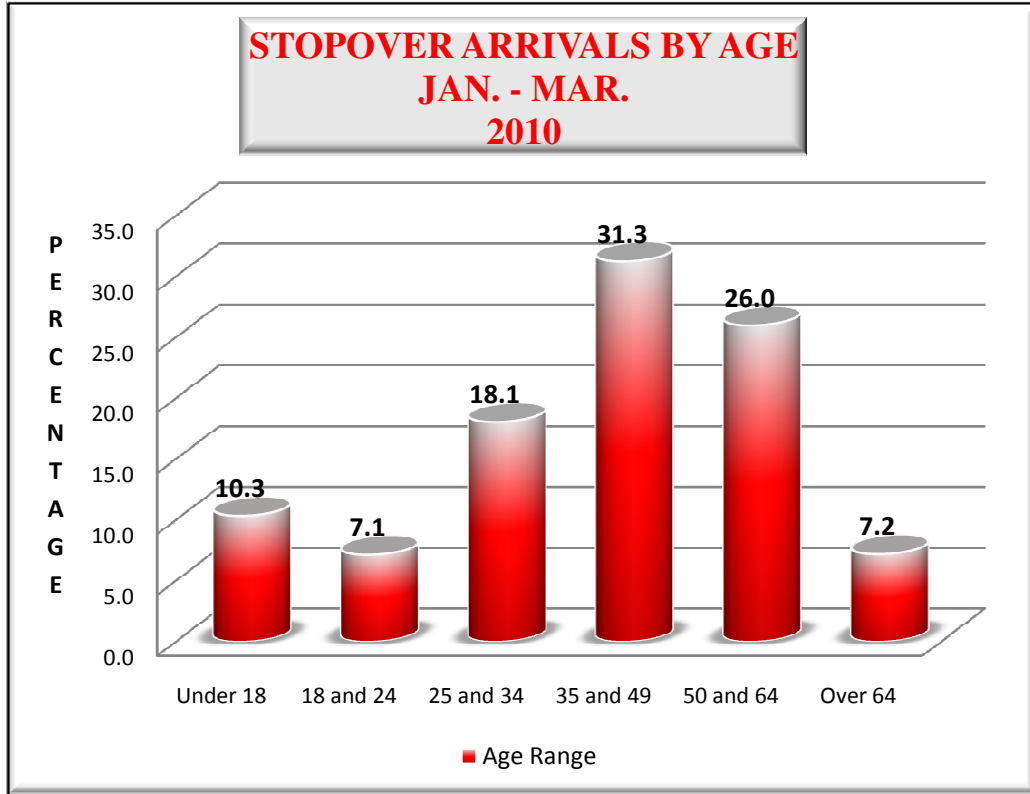
Fig. 2

Country	March 2010	% Share	Jan.Mar. 2010	% Share	Jan.Mar. 2009	% Share	% Change 2010/09
U.S.A	129,168	64.1%	312,004	58.9%	281,432	58.0%	10.9%
CANADA	40,962	20.3%	131,349	24.8%	118,374	24.4%	11.0%
U.K.	17,085	8.5%	43,821	8.3%	42,595	8.8%	2.9%
EUROPE	7,741	3.8%	24,445	4.6%	21,649	4.5%	12.9%
CARIBBEAN	4,463	2.2%	12,302	2.3%	14,138	2.9%	-13.0%
OTHERS	1,959	1.0%	6,013	1.1%	6,909	1.4%	-13.0%
<b>Total</b>	<b>201,378</b>	<b>100.0%</b>	<b>529,934</b>	<b>100.0%</b>	<b>485,097</b>	<b>100.0%</b>	<b>9.2%</b>

**TABLE 3**

<b>AVERAGE LENGTH OF STAY (Nights)</b>								
<b>FOREIGN NATIONALS</b>					<b>NON-RESIDENT JAMAICANS</b>			
	<b>All Types of Accommodation</b>		<b>Hotel</b>		<b>All Types of Accommodation</b>		<b>Hotel</b>	
	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	8.9
<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>Jan.-Mar.</b>	8.7	8.6	7.0	7.0	15.0	15.2	7.6	7.9

**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 2010/09
	2010	% Share	2010	% Share	2009	% Share	
Under 18	26,478	13.1	54,783	10.3	45,401	9.4	20.7%
18 and 24	19,028	9.4	37,885	7.1	36,167	7.5	4.8%
25 and 34	36,476	18.1	95,701	18.1	89,979	18.5	6.4%
35 and 49	61,800	30.7	165,708	31.3	155,781	32.1	6.4%
50 and 64	45,987	22.8	137,700	26.0	123,218	25.4	11.8%
Over 64	11,609	5.8	38,157	7.2	34,551	7.1	10.4%
<b>Total</b>	<b>201,378</b>	<b>100.0</b>	<b>529,934</b>	<b>100.0</b>	<b>485,097</b>	<b>100.0</b>	<b>9.2%</b>

**TABLE 4**

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL  
JANUARY - MARCH 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%
Jan. - Mar.	<b>40</b>	<b>95,280</b>	<b>-13.0%</b>	<b>-7.3%</b>	<b>65</b>	<b>181,249</b>	<b>-12.2%</b>	<b>-12.2%</b>	<b>108</b>	<b>277,297</b>	<b>125</b>	<b>310,720</b>	<b>-13.6%</b>	<b>-10.8%</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.

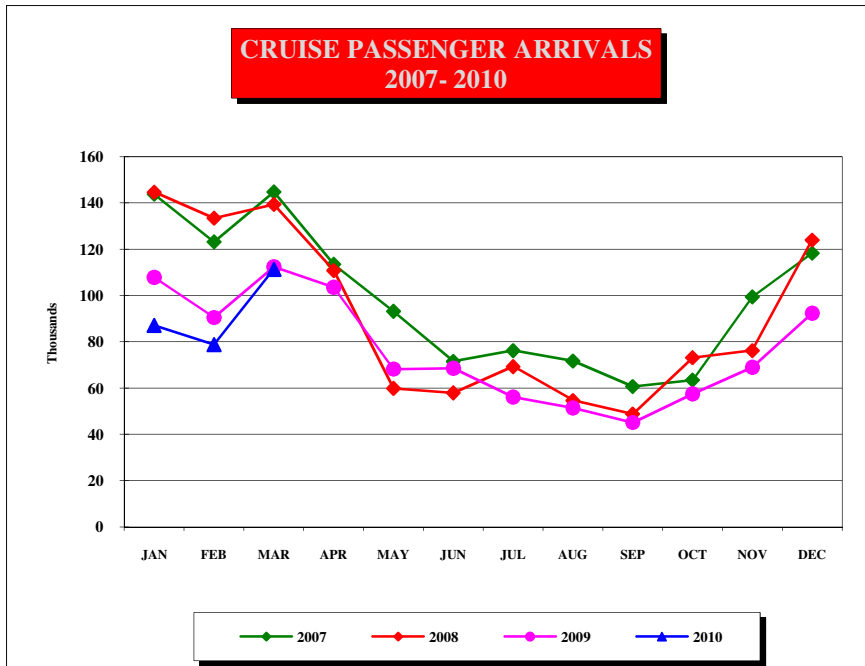


FIG. 4

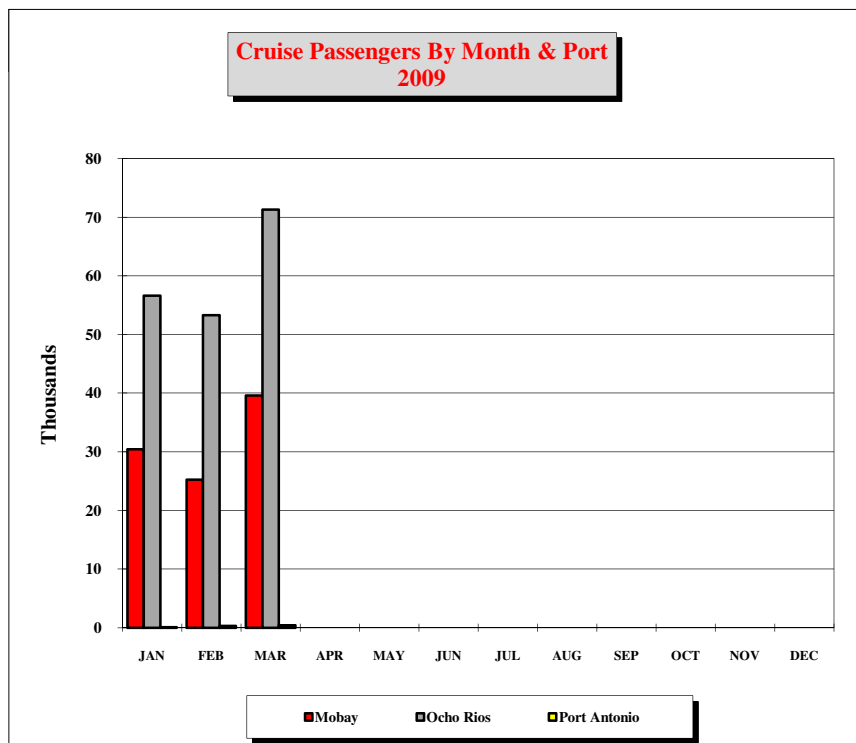


FIG. 4a

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

	MARCH 2010			JANUARY - MARCH 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	3,310	1	3,311	8,315	9	8,324
Delaware	587	0	587	1,434	0	1,434
Maine	679	2	681	1,756	8	1,764
Maryland	4,994	2	4,996	10,968	11	10,979
Massachusetts	4,296	1	4,297	11,864	7	11,871
New Hampshire	728	1	729	2,329	1	2,330
New Jersey	6,995	2	6,997	16,856	12	16,868
New York	24,638	59	24,697	60,677	280	60,957
Pennsylvania	8,319	3	8,322	19,781	18	19,799
Rhode Island	368	0	368	1,278	0	1,278
Vermont	309	0	309	1,052	5	1,057
Virginia	3,367	3	3,370	7,041	9	7,050
Washington D.C.	747	0	747	1,522	3	1,525
West Virginia	378	0	378	890	0	890
<b>Total</b>	<b>59,715</b>	<b>74</b>	<b>59,789</b>	<b>145,763</b>	<b>363</b>	<b>146,126</b>
<b><u>MIDWEST (CHICAGO)</u></b>						
Illinois	6,479	106	6,585	14,802	521	15,323
Indiana	1,944	4	1,948	4,357	11	4,368
Iowa	1,569	48	1,617	4,947	286	5,233
Kansas	790	7	797	1,765	12	1,777
Kentucky	571	2	573	1,557	6	1,563
Michigan	4,041	5	4,046	10,712	28	10,740
Minnesota	3,825	741	4,566	9,482	1,925	11,407
Missouri	1,445	265	1,710	3,692	859	4,551
Nebraska	499	5	504	1,904	10	1,914
North Dakota	350	15	365	1,338	50	1,388
Ohio	2,766	0	2,766	6,379	8	6,387
South Dakota	309	8	317	1,243	71	1,314
Wisconsin	3,932	333	4,265	10,112	1,812	11,924
<b>Total</b>	<b>28,520</b>	<b>1,539</b>	<b>30,059</b>	<b>72,290</b>	<b>5,599</b>	<b>77,889</b>

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

	MARCH 2010			JANUARY - MARCH 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b><u>SOUTH (MIAMI)</u></b>						
Alabama	702	0	702	1,391	0	1,391
Arkansas	424	0	424	969	1	970
Florida	17,046	32	17,078	38,478	123	38,601
Georgia	4,172	15	4,187	9,349	29	9,378
Louisiana	413	0	413	1,019	0	1,019
Mississippi	505	0	505	752	3	755
North Carolina	2,362	0	2,362	5,548	12	5,560
Oklahoma	442	0	442	968	5	973
South Carolina	1,019	1	1,020	2,351	2	2,353
Tennessee	1,560	0	1,560	3,270	1	3,271
<b>Total</b>	<b>28,645</b>	<b>48</b>	<b>28,693</b>	<b>64,095</b>	<b>176</b>	<b>64,271</b>
<b><u>WEST (LOS ANGELES)</u></b>						
Alaska	91	0	91	196	0	196
Arizona	851	0	851	1,765	0	1,765
California	2,902	1	2,903	7,305	23	7,328
Colorado	1,082	0	1,082	2,422	6	2,428
Hawaii	41	0	41	102	0	102
Idaho	133	0	133	337	0	337
Montana	156	1	157	384	1	385
Nevada	359	0	359	789	1	790
New Mexico	130	0	130	349	1	350
Oregon	317	1	318	765	2	767
Texas	3,517	7	3,524	6,773	35	6,808
Utah	203	0	203	596	1	597
Washington	687	3	690	1,595	8	1,603
Wyoming	145	0	145	260	2	262
<b>Total</b>	<b>10,614</b>	<b>13</b>	<b>10,627</b>	<b>23,638</b>	<b>80</b>	<b>23,718</b>
<b>TOTAL U.S.A.</b>	<b>127,494</b>	<b>1,674</b>	<b>129,168</b>	<b>305,786</b>	<b>6,218</b>	<b>312,004</b>

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

	MARCH 2010			JANUARY - MARCH 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>CANADA (TORONTO)</b>						
Alberta	2,635	1,145	3,780	7,868	4,622	12,490
British Columbia	1,659	374	2,033	4,559	1,233	5,792
Manitoba	585	490	1,075	2,211	2,204	4,415
New Brunswick	483	515	998	1,197	1,050	2,247
Newfoundland	333	57	390	806	169	975
Nova Scotia	635	1,447	2,082	1,549	2,291	3,840
Ontario	13,008	11,641	24,649	35,022	39,119	74,141
P.E. Island	31	154	185	90	215	305
Quebec	1,516	3,724	5,240	5,767	15,640	21,407
Saskatchewan	348	99	447	1,434	4,110	5,544
Other Canada	66	17	83	141	52	193
<b>Total</b>	<b>21,299</b>	<b>19,663</b>	<b>40,962</b>	<b>60,644</b>	<b>70,705</b>	<b>131,349</b>
<b>EUROPE</b>						
<b>LONDON OFFICE</b>						
<b>Northern Europe</b>						
U.K.	11,689	5,396	17,085	30,254	13,567	43,821
Denmark	97	1	98	290	9	299
Finland	42	1	43	171	3	174
Ireland	196	43	239	607	147	754
Norway	183	2	185	390	4	394
Sweden	154	0	154	615	7	622
<b>Sub-Total</b>	<b>12,361</b>	<b>5,443</b>	<b>17,804</b>	<b>32,327</b>	<b>13,737</b>	<b>46,064</b>
<b>GERMAN OFFICE</b>						
<b>Southern Europe</b>						
Greece	22	0	22	78	2	80
Italy	1,537	0	1,537	5,675	30	5,705
Portugal	13	659	672	44	1,560	1,604
Spain	175	14	189	488	108	596
<b>Western Europe</b>						
Austria	375	6	381	1,078	6	1,084
Belgium	463	1	464	1,242	9	1,251
France	442	2	444	1,371	39	1,410
Germany	2,052	0	2,052	5,601	45	5,646
Luxemburg	28	1	29	61	1	62
Netherlands	493	4	497	1,561	13	1,574
Switzerland	219	4	223	718	15	733
<b>Sub-Total</b>	<b>5,819</b>	<b>691</b>	<b>6,510</b>	<b>17,917</b>	<b>1,828</b>	<b>19,745</b>
<b>Central/East Europe</b>						
Czechoslovakia	53	1	54	182	3	185
Hungary	24	0	24	234	2	236
Poland	91	4	95	475	46	521
Russia	114	45	159	568	251	819
Ukraine	40	0	40	135	0	135
Other Europe	136	4	140	477	84	561
<b>Sub-Total</b>	<b>458</b>	<b>54</b>	<b>512</b>	<b>2,071</b>	<b>386</b>	<b>2,457</b>
<b>Total</b>	<b>18,638</b>	<b>6,188</b>	<b>24,826</b>	<b>52,315</b>	<b>15,951</b>	<b>68,266</b>

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

	MARCH 2010			JANUARY - MARCH 2010		
	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	207	0	207	533	2	535
Belize	31	0	31	111	0	111
Costa Rica	49	0	49	170	0	170
El Salvador	13	0	13	36	0	36
Guatemala	45	0	45	91	10	101
Honduras	14	0	14	27	0	27
Nicaragua	8	1	9	19	2	21
Panama	97	0	97	284	0	284
<b>Total</b>	<b>464</b>	<b>1</b>	<b>465</b>	<b>1,271</b>	<b>14</b>	<b>1,285</b>
<b><u>SOUTH AMERICA</u></b>						
Argentina	140	0	140	602	1	603
Bolivia	7	0	7	11	0	11
Brazil	131	0	131	513	1	514
Chile	38	0	38	190	0	190
Colombia	65	0	65	155	112	267
Ecuador	8	0	8	16	202	218
Paraguay	4	0	4	8	0	8
Peru	34	1	35	98	1	99
Uruguay	10	0	10	29	0	29
Venezuela	63	0	63	117	31	148
Other South America	3	0	3	3	0	3
<b>Total</b>	<b>503</b>	<b>1</b>	<b>504</b>	<b>1,742</b>	<b>348</b>	<b>2,090</b>
<b>Total Latin America</b>	<b>967</b>	<b>2</b>	<b>969</b>	<b>3,013</b>	<b>362</b>	<b>3,375</b>

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

	MARCH 2010			JANUARY - MARCH 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>CARIBBEAN</b>						
Antigua	157	3	160	478	11	489
Bahamas	370	27	397	869	41	910
Barbados	386	14	400	1,022	91	1,113
Bermuda	200	0	200	602	0	602
British Virgin Is.	69	0	69	181	1	182
Cayman Is.	1,424	4	1,428	3,879	21	3,900
Dominica	20	0	20	93	5	98
Grenada	29	0	29	108	0	108
Guyana	124	1	125	366	10	376
Montserrat	5	0	5	27	0	27
St. Kitts/Nevis/Anguilla	74	0	74	207	7	214
St. Lucia	66	0	66	198	4	202
St. Vincent	24	0	24	117	2	119
Turks & Caicos Is.	112	0	112	274	1	275
Trinidad & Tobago	832	8	840	2,281	27	2,308
<b>Comm. Caribbean</b>	<b>3,892</b>	<b>57</b>	<b>3,949</b>	<b>10,702</b>	<b>221</b>	<b>10,923</b>
Aruba	24	0	24	62	0	62
Bonaire	0	0	0	0	0	0
Cuba	37	1	38	123	2	125
Curacao	58	0	58	173	0	173
Dominican Republic	73	1	74	161	8	169
Guadelope	52	0	52	64	0	64
Haiti	9	1	10	32	98	130
Puerto Rico	129	0	129	307	0	307
St. Maarten	40	0	40	124	0	124
Surinam	32	0	32	96	1	97
All other Caribbean	57	0	57	122	6	128
<b>Other Caribbean</b>	<b>511</b>	<b>3</b>	<b>514</b>	<b>1,264</b>	<b>115</b>	<b>1,379</b>
<b>TOTAL CARIBBEAN</b>	<b>4,403</b>	<b>60</b>	<b>4,463</b>	<b>11,966</b>	<b>336</b>	<b>12,302</b>
<b>OTHER COUNTRIES</b>						
India	96	1	97	243	1	244
Pakistan	1	0	1	1	0	1
Japan	190	0	190	612	0	612
China	92	0	92	249	1	250
Taiwan	19	0	19	43	1	44
Korea	12	0	12	36	2	38
Philippines	57	0	57	129	3	132
Singapore	16	0	16	25	0	25
Other Asia	43	1	44	82	9	91
<b>Asia</b>	<b>526</b>	<b>2</b>	<b>528</b>	<b>1,420</b>	<b>17</b>	<b>1,437</b>
African Countries	90	1	91	231	14	245
Israel	74	0	74	181	10	191
Saudi Arabia	1	0	1	4	0	4
Turkey	20	0	20	50	2	52
Other Middle East	36	1	37	105	9	114
Australia	191	14	205	509	18	527
New Zealand	31	0	31	61	0	61
All Other Ctries	3	0	3	7	0	7
<b>Total</b>	<b>446</b>	<b>16</b>	<b>462</b>	<b>1,148</b>	<b>53</b>	<b>1,201</b>
<b>GRAND TOTAL</b>	<b>173,773</b>	<b>27,605</b>	<b>201,378</b>	<b>436,292</b>	<b>93,642</b>	<b>529,934</b>

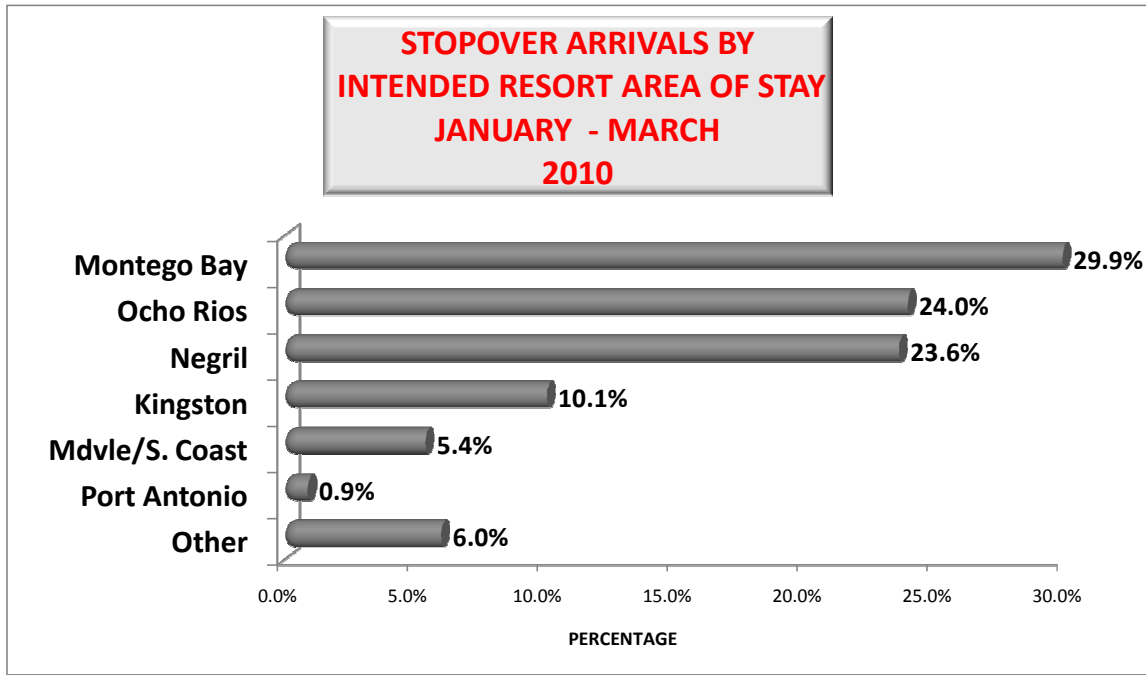


Fig. 5

**STOPOVER ARRIVALS BY INTENDED AREA OF STAY**

Area	MARCH			JANUARY - MARCH			JANUARY - MARCH			% Change 2010/09 ARRIVALS
	2010	%Share	LENGTH OF STAY	2010	%Share	LENGTH OF STAY	2009	%Share	LENGTH OF STAY	
Montego Bay	63,357	31.5%	7.0	158,667	29.9%	7.4	142,956	29.5%	7.5	11.0%
Ocho Rios	46,613	23.1%	8.2	127,084	24.0%	8.4	110,955	22.9%	8.4	14.5%
Negril	44,527	22.1%	7.7	125,294	23.6%	8.1	117,960	24.3%	8.1	6.2%
Kingston	20,975	10.4%	10.3	53,466	10.1%	11.1	51,993	10.7%	11.2	2.8%
Mdvle/S. Coast	10,916	5.4%	12.3	28,707	5.4%	13.0	27,479	5.7%	12.9	4.5%
Port Antonio	1,831	0.9%	13.9	4,752	0.9%	15.2	4,047	0.8%	15.8	17.4%
Other	13,159	6.5%	14.1	31,964	6.0%	14.9	29,707	6.1%	15.3	7.6%
<b>Total</b>	<b>201,378</b>	<b>100.0%</b>	<b>8.6</b>	<b>529,934</b>	<b>100.0%</b>	<b>9.0</b>	<b>485,097</b>	<b>100.0%</b>	<b>9.1</b>	<b>9.2%</b>

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