

# JAMAICA TOURIST BOARD

**IN MARCH 2011.....**

- Stopover arrivals up by 1.3%
- US Market down by 5.9%
- Canada up by 31.5%
- Europe down by 12.2%
- Cruise Passenger down by 4.6%

## TOURIST (Stopover Arrivals)

Stopover arrivals in March 2011 were **204,046**, an increase of **1.3%** over the **201,378** recorded in March 2010.

For the January to March period, arrivals increased by **4.4%**, with **553,304** compared to **529,934** in 2010.

### United States

Stopover arrivals from the United States market recorded a **5.9%** decrease in March 2011 with a total of **121,596** arrivals compared to the **129,168** arrivals who visited in March 2010. The Mid-West and South regions recorded increases of **4.6%** and **3.1%**, respectively. The North-East and Western regions recorded decreases of **15.8%** and **3.7%**, respectively.

For the January to March period, the US market recorded a **0.9%** decrease, with **309,120** visitors compared to **312,004** in 2010. The Mid-West increased by **7.8%**, South by **2.2%** and the Northeast fell by **6.3%**. Arrivals from the West also declined by **4.9%**.

### Canada

In March 2011, the Canadian market recorded an increase of **31.5%**, with **53,856** Stopover arrivals compared to **40,962** in March 2010.

Stopover arrivals from the leading province of Ontario increased by **23.5%**, over March 2010 while those from the second most important visitor-producing province of Quebec increased by **30.5%**. All provinces had positive growth in tourist stopover arrivals during March 2011, with the exception of the Northwestern territories, which experienced a decline of **14.5%**.

Cumulatively, the Canadian market continued to grow in the January to March 2011 period by **23.4%** more visitors than March 2010. In 2011, **162,143** Canadian visitors stayed in Jamaica, while only **131,349** stayed during the same period

in 2010. The top visitor producing provinces of Ontario and Quebec, with **89,777** and **25,177** visitors, increased by **21.1%** and **17.6%**, respectively.

### Europe

The European market recorded a decrease of **12.2%** in March 2011. This market provided **21,802** stopover arrivals compared to the **24,826** recorded in March 2010.

In the Northern market, the main visitor-producing country, United Kingdom, with **14,449** visitors, arrivals fell by **15.4%**. In the South-Western European region, visitor arrivals from Germany rose by **2.3%** and those from Italy declined by **21.6%**. Stopover arrivals from Northern Europe declined by **16.1%**, South-Western Europe declined by **6.9%** and those from Central-East Europe grew by **55.7%**.

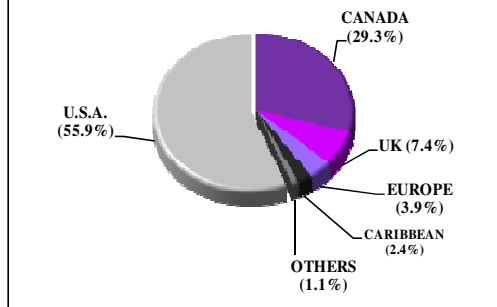
For the January to March 2011 period, arrivals from the European market fell by **8.4%**. Total stopover arrivals were **62,549** compared to **68,266** in 2010. The Northern Europe market declined by **7.0%**, moving from **46,064** in 2010 to **42,859** in 2011. From the South/Western region, arrivals declined by **12.3%** and those from the Central/East region fell by **3.1%**.

### Latin America

Arrivals from Latin America increased by **13.1%** in March 2011, with a total of **1,096** stopovers compared to **969** in March 2010. From the Central American region, stopover arrivals fell by **15.9%** and from the South American region they grew by **39.9%**.

Between January and March 2011, stopover arrivals from Latin America increased by **4.9%**. Central American stopovers increased by **14.9%** and those from South America declined by **1.2%**.

JANUARY - MARCH 2011



## The Caribbean

Stopover arrivals to Jamaica from the Caribbean region rose by **5.0%** in March 2011 with a total of **4,686** visitors, compared to **4,463** in March 2010.

The Cayman Islands and Trinidad and Tobago continued to be the major visitor producing Caribbean countries in March 2011 with **1,253** and **1,266** stopover arrivals, respectively.

Cumulatively, stopovers for January to March 2011 increased by **8.1%**, moving from **12,302** in 2010 to **13,303** in 2011.

## Asia

The Asian market improved by **30.3%** in March 2011 with a total of **688** stopovers compared to **528** in March 2010. Japan, China and India continued to be the major visitor-producing countries with **266**, **171** and **107** stopovers arriving from each country, respectively.

For the January to March 2011 period, stopovers from Asia increased by **11.3%**, with **1,599** arrivals in 2011 compared to **1,437** in 2010.

## Other Countries

Overall, stopover arrivals from other countries fell by **30.3%** in March 2011, with **322** arrivals in 2011 compared to **462** in 2010. Of the Other Countries, Australia provided the most stopover arrivals to Jamaica, with **148** visitors in March 2011 compared to **205** in March 2010. This represents a **27.8%** decrease over March 2010.

## Market Share

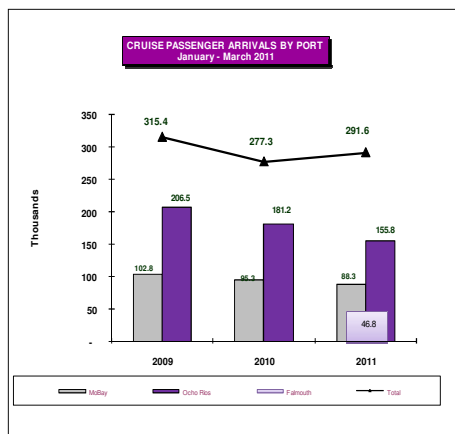
The market share of stopover visitors for March 2011 was as follows: USA **59.6%**; Canada **26.4%**; UK **7.1%**; Continental Europe **3.6%**, the Caribbean **2.3%**; and the others, including Latin America and Asia **1.0%**.

For the January to March 2011 period, the distribution of market shares

for the market regions, in the same order was: **55.9%**, **29.3%**, **7.4%**, **3.9%**, **2.4%** and **1.1%**

## Cruise Passengers

A total of **106,247** cruise passengers visited Jamaica in March 2011. This represented a **4.6%** decrease over the **111,356** passengers recorded for March 2010.



For March 2011, Cruise passengers visiting the port of Ocho Rios decreased by **34.3%** and those visiting Montego Bay declined by **43.0%**. During the month of March, the Falmouth port received **36,444** arrivals from 10 calls.

The January to March 2011 period saw **291,553** cruise passengers arrivals at the three major ports, a **5.1%** increase over 2010.

## Length of Stay

The average length of stay of **Foreign National** arrivals in the January to March 2011 was **8.3** nights compared to **8.6** nights recorded in the same period of 2010. The average length of stay in hotels during the same period was **7.0** nights in 2011, the same figure recorded for January to March 2010.

The average length of stay of **Non-Resident Jamaican** arrivals between January and March 2011 was **14.4** nights compared to **15.2** nights in the corresponding period of 2010. The average length of stay in hotels during January to March 2011 was **7.7** nights compared to **7.9** nights in the same period of 2010.

*Non-Resident Jamaicans spent more time in all types of accommodation (including hotels) than Foreign nationals.*

## Purpose of Visit

In the January to March 2011 period, **89.3%** or **465,960** of the **521,996 Foreign Nationals** visited Jamaica for Leisure, **5.2%** were on Business, **3.9%** were on Other purposes of travel and **1.6%** did not state their purpose of travel.

A total of **19,782** or **63.2%** of the **31,308 Non-Resident Jamaicans** were visiting for Leisure, **7.4%** were on Business, **13.7%** were on Other purposes of travel and **15.7%** failed to provide a reason for travel.

## Intended Resort Area of Stay

Of the **204,046** stopover arrivals visiting Jamaica in March 2011, the resort area of Montego Bay welcomed **68,000** arrivals or **33.3%**; Ocho Rios welcomed **47,050** or **23.1%**; Negril received **44,808** or **22.0%**, and **19,619** or **9.6%** visited Kingston. The remaining **12.1%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

Between January and March 2011, the pattern remained the same. Montego Bay, Ocho Rios, Negril and Kingston welcomed **487,985 (88.2%)** stopover arrivals. While the remaining **11.8%** visited the Mandeville/South Coast, Port Antonio and other regions.

## Type of Airlines used

Of the **553,304** stopover visitors to Jamaica in January to March 2011, **489,798** or **88.5%** used scheduled airlines, while **63,506** or **11.5%** used chartered flights.

During the corresponding period in 2010 the percentage distribution was: Scheduled flights— **82.3%** and Chartered flights— **17.7%**.

**TABLE 1**  
**TOURIST ARRIVALS**  
 January - March  
2011

Month	Foreign Nationals	<----- Stopovers ----->		Non-Resident Jamaicans	+/-		Total Stopover Arrivals	+/-	
		+/- 2011/10	+/- 2011/09		+/- 2011/10	+/- 2011/09		+/- 2011/10	+/- 2011/09
January	164,155	8.2%	17.7%	9,989	6.1%	6.2%	<b>174,144</b>	<b>8.1%</b>	17.0%
February	165,528	4.6%	9.9%	9,586	4.0%	-0.9%	<b>175,114</b>	<b>4.6%</b>	9.3%
March	192,313	2.2%	16.6%	11,733	-11.5%	7.3%	<b>204,046</b>	<b>1.3%</b>	16.0%
<b>Jan.-Mar.</b>	<b>521,996</b>	<b>4.8%</b>	<b>14.7%</b>	<b>31,308</b>	<b>-1.8%</b>	<b>4.3%</b>	<b>553,304</b>	<b>4.4%</b>	<b>14.1%</b>

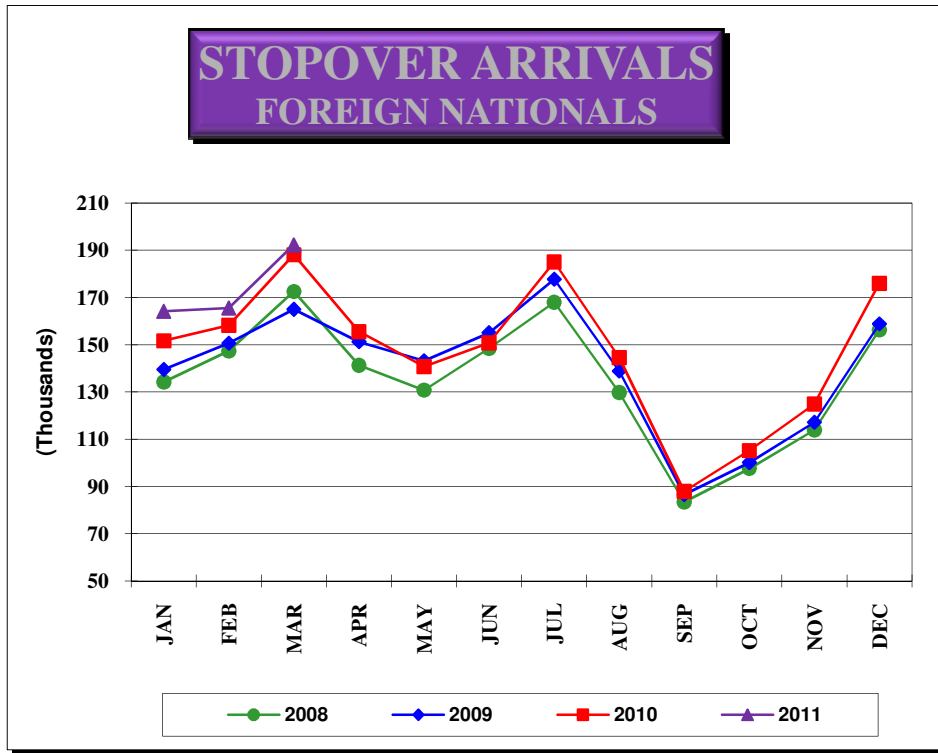


FIG. 1

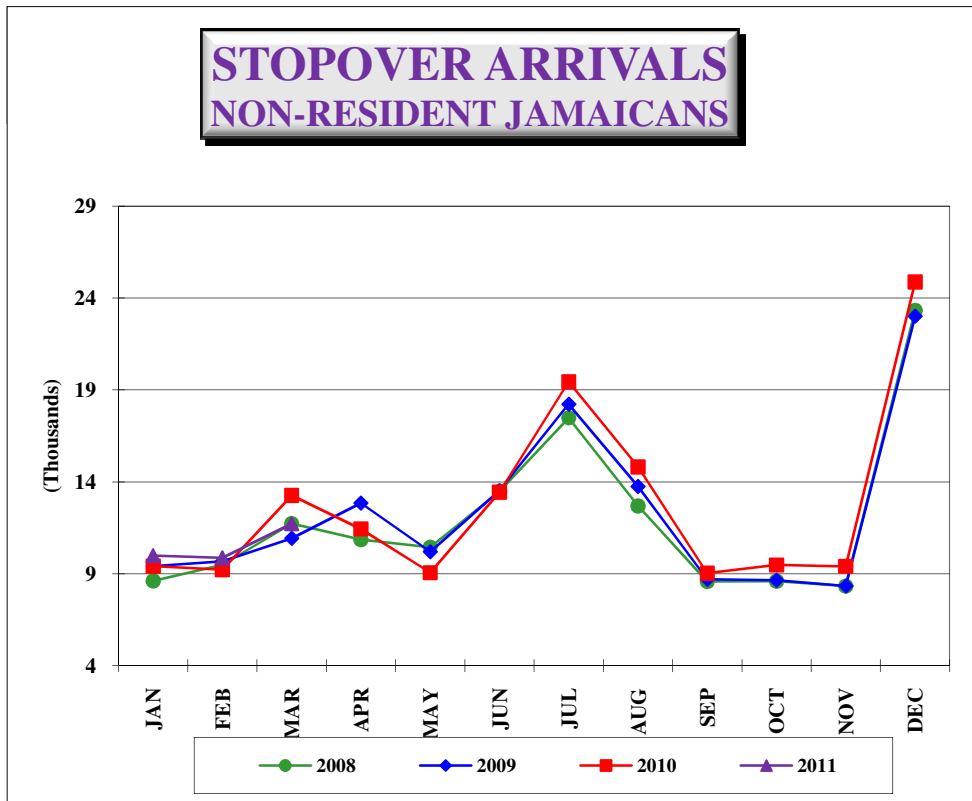
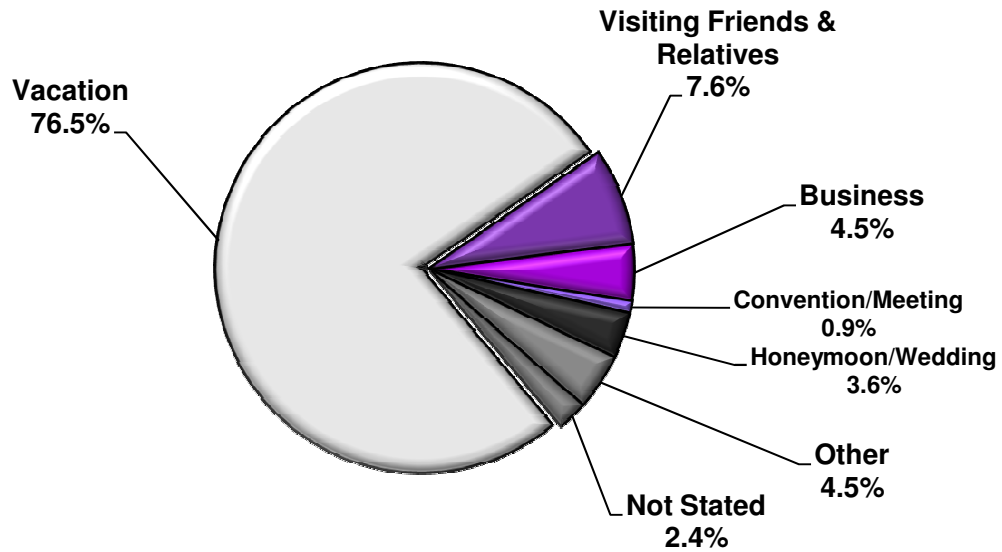


FIG. 1a

**STOPOVER ARRIVALS BY PURPOSE OF VISIT  
JANUARY - MARCH  
2011**



**Fig. 1b**

<b>STOPOVER ARRIVALS BY PURPOSE OF VISIT</b>						
<b>January - March 2011</b>	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	<b>Total</b>	<b>% Share</b>
Vacation	413,674	79.2%	9,834	31.4%	423,508	76.5%
Visiting Friends & Relatives	32,716	6.3%	9,375	29.9%	42,091	7.6%
Business	22,674	4.3%	2,026	6.5%	24,700	4.5%
Convention/Meeting	4,889	0.9%	275	0.9%	5,164	0.9%
Honeymoon/Wedding	19,570	3.7%	573	1.8%	20,143	3.6%
Other	20,375	3.9%	4,299	13.7%	24,674	4.5%
Not Stated	8,098	1.6%	4,926	15.7%	13,024	2.4%
<b>TOTAL</b>	<b>521,996</b>	<b>100.0%</b>	<b>31,308</b>	<b>100.0%</b>	<b>553,304</b>	<b>100.0%</b>

**TABLE 1.2****STOPOVER ARRIVALS BY MARKET REGION  
AND MONTH OF ARRIVAL 2011**

	U.S.A.					Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West	Total							
<b>January</b>	41,141	24,801	18,173	6,804	<b>90,919</b>	55,488	20,907	1,372	4,625	407	426	<b>174,144</b>
<b>February</b>	45,402	27,737	17,940	5,526	<b>96,605</b>	52,799	19,840	1,073	3,992	504	301	<b>175,114</b>
<b>March</b>	50,329	31,446	29,584	10,237	<b>121,596</b>	53,856	21,802	1,096	4,686	688	322	<b>204,046</b>
<b>Jan.-Mar.</b>	<b>136,872</b>	<b>83,984</b>	<b>65,697</b>	<b>22,567</b>	<b>309,120</b>	<b>162,143</b>	<b>62,549</b>	<b>3,541</b>	<b>13,303</b>	<b>1,599</b>	<b>1,049</b>	<b>553,304</b>
<b>+/- %</b>	<b>-6.3%</b>	<b>7.8%</b>	<b>2.2%</b>	<b>-4.9%</b>	<b>-0.9%</b>	<b>23.4%</b>	<b>-8.4%</b>	<b>4.9%</b>	<b>8.1%</b>	<b>11.3%</b>	<b>-12.7%</b>	<b>4.4%</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<b>MARCH</b>							<b>JANUARY - MARCH</b>							
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>% Change</u>			<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>% Change</u>			
					2011/10	2011/09	2011/08					2011/10	2011/09	2011/08	
<b>U.S.A.</b>															
<b><u>NORTHEAST (NEW YORK)</u></b>															
Connecticut	2,864	2,808	3,311	3,034	-8.4	8.0	5.9	7,761	7,301	8,324	8,503	2.2	16.5	9.6	
Delaware	655	542	587	653	11.2	20.5	-0.3	1,376	1,337	1,434	1,498	4.5	12.0	8.9	
Maine	452	604	681	695	2.1	15.1	53.8	1,196	1,488	1,764	1,682	-4.6	13.0	40.6	
Maryland	4,610	3,308	4,996	3,782	-24.3	14.3	-18.0	11,133	9,252	10,979	9,913	-9.7	7.1	-11.0	
Massachusetts	3,583	3,982	4,297	4,020	-6.4	1.0	12.2	9,492	10,755	11,871	11,425	-3.8	6.2	20.4	
New Hampshire	619	652	729	657	-9.9	0.8	6.1	1,762	1,913	2,330	1,833	-21.3	-4.2	4.0	
New Jersey	6,954	5,484	6,997	5,782	-17.4	5.4	-16.9	16,475	14,490	16,868	15,692	-7.0	8.3	-4.8	
New York	18,342	16,828	24,697	20,026	-18.9	19.0	9.2	50,888	47,479	60,957	56,487	-7.3	19.0	11.0	
Pennsylvania	7,014	6,411	8,322	7,026	-15.6	9.6	0.2	17,223	16,659	19,799	18,431	-6.9	10.6	7.0	
Rhode Island	330	410	368	439	19.3	7.1	33.0	996	1,144	1,278	1,271	-0.5	11.1	27.6	
Vermont	232	294	309	399	29.1	35.7	72.0	747	770	1,057	1,084	2.6	40.8	45.1	
Virginia	3,748	2,227	3,370	2,834	-15.9	27.3	-24.4	7,785	5,790	7,050	6,760	-4.1	16.8	-13.2	
Washington D.C.	667	664	747	696	-6.8	4.8	4.3	1,575	1,543	1,525	1,624	6.5	5.2	3.1	
West Virginia	308	304	378	286	-24.3	-5.9	-7.1	699	672	890	669	-24.8	-0.4	-4.3	
<b>Total</b>	<b>50,378</b>	<b>44,518</b>	<b>59,789</b>	<b>50,329</b>	<b>-15.8</b>	<b>13.1</b>	<b>-0.1</b>	<b>129,108</b>	<b>120,593</b>	<b>146,126</b>	<b>136,872</b>	<b>-6.3</b>	<b>13.5</b>	<b>6.0</b>	
<b><u>MIDWEST (CHICAGO)</u></b>															
Illinois	6,675	6,228	6,585	6,196	-5.9	-0.5	-7.2	17,033	15,122	15,323	15,890	3.7	5.1	-6.7	
Indiana	1,834	1,841	1,948	2,078	6.7	12.9	13.3	4,381	4,212	4,368	5,160	18.1	22.5	17.8	
Iowa	1,424	1,742	1,617	1,797	11.1	3.2	26.2	4,361	5,114	5,233	5,947	13.6	16.3	36.4	
Kansas	566	815	797	861	8.0	5.6	52.1	1,454	1,782	1,777	2,101	18.2	17.9	44.5	
Kentucky	663	724	573	666	16.2	-8.0	0.5	1,566	1,700	1,563	1,771	13.3	4.2	13.1	
Michigan	4,148	3,485	4,046	4,211	4.1	20.8	1.5	10,159	9,699	10,740	10,617	-1.1	9.5	4.5	
Minnesota	4,838	4,052	4,566	4,471	-2.1	10.3	-7.6	11,156	10,613	11,407	11,737	2.9	10.6	5.2	
Missouri	1,665	1,967	1,710	1,927	12.7	-2.0	15.7	4,556	4,937	4,551	5,065	11.3	2.6	11.2	
Nebraska	512	653	504	631	25.2	-3.4	23.2	1,795	2,085	1,914	2,015	5.3	-3.4	12.3	
North Dakota	347	439	365	361	-1.1	-17.8	4.0	1,335	1,467	1,388	1,619	16.6	10.4	21.3	
Ohio	2,817	2,559	2,766	3,059	10.6	19.5	8.6	6,669	6,105	6,387	7,076	10.8	15.9	6.1	
South Dakota	284	373	317	303	-4.4	-18.8	6.7	1,186	1,441	1,314	1,482	12.8	2.8	25.0	
Wisconsin	5,439	4,216	4,265	4,885	14.5	15.9	-10.2	14,000	11,825	11,924	13,504	13.3	14.2	-3.5	
<b>Total</b>	<b>31,212</b>	<b>29,094</b>	<b>30,059</b>	<b>31,446</b>	<b>4.6</b>	<b>8.1</b>	<b>0.7</b>	<b>79,651</b>	<b>76,102</b>	<b>77,889</b>	<b>83,984</b>	<b>7.8</b>	<b>10.4</b>	<b>5.4</b>	

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MARCH</u>							<u>JANUARY - MARCH</u>						
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>% Change</u>			<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>% Change</u>		
					2011/10	2011/09	2011/08					2011/10	2011/09	2011/08
<b><u>SOUTH (MIAMI)</u></b>														
Alabama	667	821	702	829	18.1	1.0	24.3	1,384	1,553	1,391	1,446	4.0	-6.9	4.5
Arkansas	363	371	424	497	17.2	34.0	36.9	857	837	970	956	-1.4	14.2	11.6
Florida	16,095	13,725	17,078	17,473	2.3	27.3	8.6	39,923	37,196	38,601	40,032	3.7	7.6	0.3
Georgia	4,207	3,708	4,187	4,532	8.2	22.2	7.7	10,337	9,522	9,378	9,943	6.0	4.4	-3.8
Louisiana	428	357	413	545	32.0	52.7	27.3	1,067	1,039	1,019	1,051	3.1	1.2	-1.5
Mississippi	358	399	505	448	-11.3	12.3	25.1	679	676	755	801	6.1	18.5	18.0
North Carolina	2,207	2,151	2,362	2,204	-6.7	2.5	-0.1	5,260	4,909	5,560	5,154	-7.3	5.0	-2.0
Oklahoma	374	484	442	522	18.1	7.9	39.6	959	1,125	973	1,065	9.5	-5.3	11.1
South Carolina	1,029	926	1,020	877	-14.0	-5.3	-14.8	2,311	2,109	2,353	2,120	-9.9	0.5	-8.3
Tennessee	1,763	1,417	1,560	1,657	6.2	16.9	-6.0	3,329	2,979	3,271	3,129	-4.3	5.0	-6.0
<b>Total</b>	<b>27,491</b>	<b>24,359</b>	<b>28,693</b>	<b>29,584</b>	<b>3.1</b>	<b>21.4</b>	<b>7.6</b>	<b>66,106</b>	<b>61,945</b>	<b>64,271</b>	<b>65,697</b>	<b>2.2</b>	<b>6.1</b>	<b>-0.6</b>
<b><u>WEST (LOS ANGELES)</u></b>														
Alaska	68	56	91	69	-24.2	23.2	1.5	185	160	196	213	8.7	33.1	15.1
Arizona	654	554	851	633	-25.6	14.3	-3.2	1,503	1,313	1,765	1,322	-25.1	0.7	-12.0
California	3,785	2,574	2,903	2,668	-8.1	3.7	-29.5	9,194	7,116	7,328	6,576	-10.3	-7.6	-28.5
Colorado	1,025	1,059	1,082	1,109	2.5	4.7	8.2	2,402	2,212	2,428	2,287	-5.8	3.4	-4.8
Hawaii	21	28	41	35	-14.6	25.0	66.7	95	73	102	80	-21.6	9.6	-15.8
Idaho	149	173	133	133	0.0	-23.1	-10.7	470	359	337	322	-4.5	-10.3	-31.5
Montana	105	128	157	119	-24.2	-7.0	13.3	290	391	385	306	-20.5	-21.7	5.5
Nevada	270	238	359	216	-39.8	-9.2	-20.0	669	642	790	527	-33.3	-17.9	-21.2
New Mexico	148	136	130	118	-9.2	-13.2	-20.3	312	324	350	284	-18.9	-12.3	-9.0
Oregon	309	304	318	274	-13.8	-9.9	-11.3	750	657	767	624	-18.6	-5.0	-16.8
Texas	3,394	3,700	3,524	3,914	11.1	5.8	15.3	7,201	7,144	6,808	7,550	10.9	5.7	4.8
Utah	258	237	203	216	6.4	-8.9	-16.3	689	584	597	656	9.9	12.3	-4.8
Washington	701	627	690	616	-10.7	-1.8	-12.1	1,683	1,515	1,603	1,563	-2.5	3.2	-7.1
Wyoming	96	155	145	117	-19.3	-24.5	21.9	301	302	262	257	-1.9	-14.9	-14.6
<b>Total</b>	<b>10,983</b>	<b>9,969</b>	<b>10,627</b>	<b>10,237</b>	<b>-3.7</b>	<b>2.7</b>	<b>-6.8</b>	<b>25,744</b>	<b>22,792</b>	<b>23,718</b>	<b>22,567</b>	<b>-4.9</b>	<b>-1.0</b>	<b>-12.3</b>
<b>TOTAL U.S.A.</b>	<b>120,064</b>	<b>107,940</b>	<b>129,168</b>	<b>121,596</b>	<b>-5.9</b>	<b>12.7</b>	<b>1.3</b>	<b>300,609</b>	<b>281,432</b>	<b>312,004</b>	<b>309,120</b>	<b>-0.9</b>	<b>9.8</b>	<b>2.8</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MARCH</u>							<u>JANUARY - MARCH</u>						
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>% Change</u>			<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>% Change</u>		
					2011/10	2011/09	2011/08					2011/10	2011/09	2011/08
<b>CANADA (TORONTO)</b>														
Alberta	3,408	3,404	3,780	4,840	28.0	42.2	42.0	9,636	11,561	12,490	14,482	15.9	25.3	50.3
British Columbia	1,466	2,246	2,033	2,809	38.2	25.1	91.6	3,968	7,051	5,792	7,081	22.3	0.4	78.5
Manitoba	1,138	1,401	1,075	2,081	93.6	48.5	82.9	3,416	4,377	4,415	6,667	51.0	52.3	95.2
New Brunswick	897	1,027	998	2,171	117.5	111.4	142.0	1,577	1,909	2,247	3,675	63.6	92.5	133.0
Newfoundland	218	263	390	439	12.6	66.9	101.4	461	610	975	884	-9.3	44.9	91.8
Nova Scotia	1,189	1,420	2,082	2,296	10.3	61.7	93.1	2,199	2,522	3,840	5,391	40.4	113.8	145.2
Ontario	18,579	22,447	24,649	30,440	23.5	35.6	63.8	52,065	64,870	74,141	89,777	21.1	38.4	72.4
P.E. Island	81	109	185	313	69.2	187.2	286.4	161	212	305	537	76.1	153.3	233.5
Quebec	4,695	5,783	5,240	6,836	30.5	18.2	45.6	14,055	20,264	21,407	25,177	17.6	24.2	79.1
Saskatchewan	1,230	960	447	1,560	249.0	62.5	26.8	4,936	4,763	5,544	8,233	48.5	72.9	66.8
Northwest Territories	99	110	83	71	-14.5	-35.5	-28.3	197	235	193	239	23.8	1.7	21.3
<b>Total</b>	<b>33,000</b>	<b>39,170</b>	<b>40,962</b>	<b>53,856</b>	<b>31.5</b>	<b>37.5</b>	<b>63.2</b>	<b>92,671</b>	<b>118,374</b>	<b>131,349</b>	<b>162,143</b>	<b>23.4</b>	<b>37.0</b>	<b>75.0</b>
<b>LONDON OFFICE</b>														
<b>Northern Europe</b>														
U.K.	15,332	15,689	17,085	14,449	-15.4	-7.9	-5.8	44,052	42,595	43,821	40,908	-6.6	-4.0	-7.1
Denmark	90	65	98	47	-52.0	-27.7	-47.8	272	246	299	223	-25.4	-9.3	-18.0
Finland	34	26	43	46	7.0	76.9	35.3	121	191	174	133	-23.6	-30.4	9.9
Ireland	291	277	239	178	-25.5	-35.7	-38.8	823	718	754	723	-4.1	0.7	-12.2
Norway	154	63	185	87	-53.0	38.1	-43.5	373	322	394	315	-20.1	-2.2	-15.5
Sweden	198	128	154	137	-11.0	7.0	-30.8	643	553	622	557	-10.5	0.7	-13.4
<b>Total</b>	<b>16,099</b>	<b>16,248</b>	<b>17,804</b>	<b>14,944</b>	<b>-16.1</b>	<b>-8.0</b>	<b>-7.2</b>	<b>46,284</b>	<b>44,625</b>	<b>46,064</b>	<b>42,859</b>	<b>-7.0</b>	<b>-4.0</b>	<b>-7.4</b>
<b>Southern Europe</b>														
Greece	9	25	22	19	-13.6	-24.0	111.1	107	108	80	72	-10.0	-33.3	-32.7
Italy	1,474	1,450	1,537	1,205	-21.6	-16.9	-18.2	5,300	4,683	5,705	4,132	-27.6	-11.8	-22.0
Portugal	206	17	672	435	-35.3	2458.8	111.2	386	62	1,604	998	-37.8	1509.7	158.5
Spain	494	178	189	174	-7.9	-2.2	-64.8	1,480	653	596	478	-19.8	-26.8	-67.7
<b>Western Europe</b>														
Austria	182	240	381	225	-40.9	-6.3	23.6	835	915	1,084	861	-20.6	-5.9	3.1
Belgium	557	673	464	507	9.3	-24.7	-9.0	1,635	1,576	1,251	1,226	-2.0	-22.2	-25.0
France	293	370	444	474	6.8	28.1	61.8	1,180	1,332	1,410	1,346	-4.5	1.1	14.1
Germany	1,861	1,802	2,052	2,099	2.3	16.5	12.8	5,799	5,613	5,646	5,599	-0.8	-0.2	-3.4
Luxemburg	23	41	29	28	-3.4	-31.7	21.7	58	71	62	61	-1.6	-14.1	5.2
Netherlands	482	497	497	629	26.6	26.6	30.5	1,924	1,794	1,574	1,684	7.0	-6.1	-12.5
Switzerland	188	200	223	266	19.3	33.0	41.5	664	623	733	852	16.2	36.8	28.3
<b>Total</b>	<b>5,769</b>	<b>5,493</b>	<b>6,510</b>	<b>6,061</b>	<b>-6.9</b>	<b>10.3</b>	<b>5.1</b>	<b>19,368</b>	<b>17,430</b>	<b>19,745</b>	<b>17,309</b>	<b>-12.3</b>	<b>-0.7</b>	<b>-10.6</b>
<b>Central/East Europe</b>														
Czech Republic	195	66	54	222	311.1	236.4	13.8	341	253	185	405	118.9	60.1	18.8
Hungary	325	20	24	20	-16.7	0.0	-93.8	492	138	236	134	-43.2	-2.9	-72.8
Poland	68	93	95	209	120.0	124.7	207.4	296	361	521	576	10.6	59.6	94.6
Russia	132	106	159	124	-22.0	17.0	-6.1	672	711	819	534	-34.8	-24.9	-20.5
Ukraine	19	42	40	25	-37.5	-40.5	31.6	139	178	135	131	-3.0	-26.4	-5.8
Other Europe	193	179	140	197	40.7	10.1	2.1	1,007	548	561	601	7.1	9.7	-40.3
<b>Total</b>	<b>932</b>	<b>506</b>	<b>512</b>	<b>797</b>	<b>55.7</b>	<b>57.5</b>	<b>-14.5</b>	<b>2,947</b>	<b>2,189</b>	<b>2,457</b>	<b>2,381</b>	<b>-3.1</b>	<b>8.8</b>	<b>-19.2</b>
<b>Total</b>	<b>22,800</b>	<b>22,247</b>	<b>24,826</b>	<b>21,802</b>	<b>-12.2</b>	<b>-2.0</b>	<b>-4.4</b>	<b>68,599</b>	<b>64,244</b>	<b>68,266</b>	<b>62,549</b>	<b>-8.4</b>	<b>-2.6</b>	<b>-8.8</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MARCH</u>			<u>% Change</u>			<u>JANUARY - MARCH</u>			<u>% Change</u>				
	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2011/10</u>	<u>2011/09</u>	<u>2011/08</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2011/10</u>	<u>2011/09</u>	<u>2011/08</u>
<b>LATIN AMERICA</b>														
<b>CENTRAL AMERICA</b>														
Mexico	234	181	207	149	-28.0	-17.7	-36.3	719	513	535	488	-8.8	-4.9	-32.1
Belize	56	55	31	52	67.7	-5.5	-7.1	127	138	111	125	12.6	-9.4	-1.6
Costa Rica	54	60	49	50	2.0	-16.7	-7.4	229	217	170	230	35.3	6.0	0.4
El Salvador	15	6	13	15	15.4	150.0	0.0	58	32	36	73	102.8	128.1	25.9
Guatemala	16	30	45	35	-22.2	16.7	118.8	48	62	101	159	57.4	156.5	231.3
Honduras	12	12	14	14	0.0	16.7	16.7	50	47	27	80	196.3	70.2	60.0
Nicaragua	3	5	9	4	-55.6	-20.0	33.3	26	20	21	26	23.8	30.0	0.0
Panama	78	96	97	72	-25.8	-25.0	-7.7	287	282	284	295	3.9	4.6	2.8
<b>Total</b>	<b>468</b>	<b>445</b>	<b>465</b>	<b>391</b>	<b>-15.9</b>	<b>-12.1</b>	<b>-16.5</b>	<b>1,544</b>	<b>1,311</b>	<b>1,285</b>	<b>1,476</b>	<b>14.9</b>	<b>12.6</b>	<b>-4.4</b>
<b>SOUTH AMERICA</b>														
Argentina	137	158	140	218	55.7	38.0	59.1	496	590	603	727	20.6	23.2	46.6
Bolivia	7	6	7	8	14.3	33.3	14.3	25	17	11	29	163.6	70.6	16.0
Brazil	124	93	131	161	22.9	73.1	29.8	441	386	514	396	-23.0	2.6	-10.2
Chile	36	51	38	58	52.6	13.7	61.1	141	209	190	233	22.6	11.5	65.2
Colombia	180	34	65	87	33.8	155.9	-51.7	521	215	267	268	0.4	24.7	-48.6
Ecuador	345	16	8	14	75.0	-12.5	-95.9	387	424	218	51	-76.6	-88.0	-86.8
Paraguay	0	1	4	1	-75.0	0.0	-	1	5	8	30	275.0	500.0	2900.0
Peru	29	36	35	31	-11.4	-13.9	6.9	84	108	99	80	-19.2	-25.9	-4.8
Uruguay	16	10	10	18	80.0	80.0	12.5	44	28	29	32	10.3	14.3	-27.3
Venezuela	69	65	66	109	65.2	67.7	58.0	197	200	151	217	43.7	8.5	10.2
Other South America	5	0	0	0	-	-	-	5	2	0	2	-	0.0	-60.0
<b>Total</b>	<b>948</b>	<b>470</b>	<b>504</b>	<b>705</b>	<b>39.9</b>	<b>50.0</b>	<b>-25.6</b>	<b>2,342</b>	<b>2,184</b>	<b>2,090</b>	<b>2,065</b>	<b>-1.2</b>	<b>-5.4</b>	<b>-11.8</b>
<b>Total Latin America</b>	<b>1,416</b>	<b>915</b>	<b>969</b>	<b>1,096</b>	<b>13.1</b>	<b>19.8</b>	<b>-22.6</b>	<b>3,886</b>	<b>3,495</b>	<b>3,375</b>	<b>3,541</b>	<b>4.9</b>	<b>1.3</b>	<b>-8.9</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	MARCH							JANUARY - MARCH						
	2008	2009	2010	2011	% Change			2008	2009	2010	2011	% Change		
					2011/10	2011/09	2011/08					2011/10	2011/09	2011/08
<b>CARIBBEAN</b>														
Antigua	190	147	160	151	-5.6	2.7	-20.5	440	463	489	403	-17.6	-13.0	-8.4
Bahamas	455	268	397	368	-7.3	37.3	-19.1	1,125	1,066	910	1,072	17.8	0.6	-4.7
Barbados	455	383	400	353	-11.8	-7.8	-22.4	1,156	1,237	1,113	1,000	-10.2	-19.2	-13.5
Bermuda	269	229	200	189	-5.5	-17.5	-29.7	720	672	602	590	-2.0	-12.2	-18.1
British Virgin Is.	92	67	69	45	-34.8	-32.8	-51.1	200	179	182	140	-23.1	-21.8	-30.0
Cayman Is.	1,740	1,490	1,428	1,253	-12.3	-15.9	-28.0	4,463	5,169	3,900	3,721	-4.6	-28.0	-16.6
Dominica	45	42	20	31	55.0	-26.2	-31.1	123	127	98	77	-21.4	-39.4	-37.4
Grenada	62	47	29	42	44.8	-10.6	-32.3	162	205	108	130	20.4	-36.6	-19.8
Guyana	190	165	125	158	26.4	-4.2	-16.8	500	423	376	460	22.3	8.7	-8.0
Monsterrat	8	12	5	9	80.0	-25.0	12.5	28	31	27	23	-14.8	-25.8	-17.9
St. Kitts/Nevis/Anguilla	65	89	74	65	-12.2	-27.0	0.0	165	236	214	178	-16.8	-24.6	7.9
St. Lucia	147	112	66	80	21.2	-28.6	-45.6	353	288	202	225	11.4	-21.9	-36.3
St. Vincent	51	44	24	94	291.7	113.6	84.3	149	124	119	169	42.0	36.3	13.4
Turks & Caicos Is.	137	62	112	61	-45.5	-1.6	-55.5	301	228	275	228	-17.1	0.0	-24.3
Trinidad & Tobago	1,103	759	840	1,266	50.7	66.8	14.8	2,668	2,004	2,308	3,227	39.8	61.0	21.0
<b>Comm. Caribbean</b>	<b>5,009</b>	<b>3,916</b>	<b>3,949</b>	<b>4,165</b>	<b>5.5</b>	<b>6.4</b>	<b>-16.8</b>	<b>12,553</b>	<b>12,452</b>	<b>10,923</b>	<b>11,643</b>	<b>6.6</b>	<b>-6.5</b>	<b>-7.2</b>
Aruba	37	30	24	26	8.3	-13.3	-29.7	99	63	62	92	48.4	46.0	-7.1
Cuba	101	78	38	37	-2.6	-52.6	-63.4	343	304	130	184	41.5	-39.5	-46.4
Curacao	232	114	58	45	-22.4	-60.5	-80.6	347	273	173	160	-7.5	-41.4	-53.9
Dominican Rep.	160	117	74	124	67.6	6.0	-22.5	631	331	169	344	103.6	3.9	-45.5
Guadeloupe	25	9	52	7	-86.5	-22.2	-72.0	39	24	64	22	-65.6	-8.3	-43.6
Haiti	17	22	10	25	150.0	13.6	47.1	49	58	130	87	-33.1	50.0	77.6
Puerto Rico	108	115	129	119	-7.8	3.5	10.2	332	296	307	380	23.8	28.4	14.5
St. Maarten	59	48	40	60	50.0	25.0	1.7	141	119	124	167	34.7	40.3	18.4
Surinam	47	33	32	30	-6.3	-9.1	-36.2	119	90	97	103	6.2	14.4	-13.4
All other Caribbean	48	47	57	48	-15.8	2.1	0.0	143	128	123	121	-1.6	-5.5	-15.4
<b>Other Caribbean</b>	<b>834</b>	<b>613</b>	<b>514</b>	<b>521</b>	<b>1.4</b>	<b>-15.0</b>	<b>-37.5</b>	<b>2,243</b>	<b>1,686</b>	<b>1,379</b>	<b>1,660</b>	<b>20.4</b>	<b>-1.5</b>	<b>-26.0</b>
<b>TOTAL CARIBBEAN</b>	<b>5,843</b>	<b>4,529</b>	<b>4,463</b>	<b>4,686</b>	<b>5.0</b>	<b>3.5</b>	<b>-19.8</b>	<b>14,796</b>	<b>14,138</b>	<b>12,302</b>	<b>13,303</b>	<b>8.1</b>	<b>-5.9</b>	<b>-10.1</b>
<b>ASIA</b>														
India	114	134	97	107	10.3	-20.1	-6.1	335	405	244	245	0.4	-39.5	-26.9
Pakistan	2	1	1	0	-	-	-	7	4	1	1	0.0	-75.0	-85.7
Japan	353	251	190	266	40.0	6.0	-24.6	983	781	612	629	2.8	-19.5	-36.0
China	102	102	92	171	85.9	67.6	67.6	293	407	250	393	57.2	-3.4	34.1
Taiwan	4	3	19	26	36.8	766.7	550.0	40	7	44	29	-34.1	314.3	-27.5
Korea	39	23	12	28	133.3	21.7	-28.2	87	100	38	106	178.9	6.0	21.8
Philippines	39	47	57	25	-56.1	-46.8	-35.9	131	118	132	74	-43.9	-37.3	-43.5
Singapore	8	18	16	16	0.0	-11.1	100.0	41	61	25	31	24.0	-49.2	-24.4
Other Asia	33	50	44	49	11.4	-2.0	48.5	89	130	91	91	0.0	-30.0	2.2
	<b>694</b>	<b>629</b>	<b>528</b>	<b>688</b>	<b>30.3</b>	<b>9.4</b>	<b>-0.9</b>	<b>2,006</b>	<b>2,013</b>	<b>1,437</b>	<b>1,599</b>	<b>11.3</b>	<b>-20.6</b>	<b>-20.3</b>
<b>OTHER COUNTRIES</b>														
African Countries	102	154	91	81	-11.0	-47.4	-20.6	270	356	245	235	-4.1	-34.0	-13.0
Israel	69	70	74	35	-52.7	-50.0	-49.3	292	237	191	142	-25.7	-40.1	-51.4
Saudi Arabia	2	3	1	2	100.0	-33.3	0.0	4	6	4	7	75.0	16.7	75.0
Turkey	27	50	20	9	-55.0	-82.0	-66.7	67	112	52	25	-51.9	-77.7	-62.7
Other Middle East	40	31	37	34	-8.1	9.7	-15.0	108	105	114	118	3.5	12.4	9.3
Australia	186	168	205	148	-27.8	-11.9	-20.4	552	521	527	462	-12.3	-11.3	-16.3
New Zealand	18	18	31	13	-58.1	-27.8	-27.8	86	52	61	57	-6.6	9.6	-33.7
All Other Ctries	6	5	3	0	-100.0	-100.0	-100.0	13	12	7	3	-57.1	-75.0	-76.9
<b>Total</b>	<b>450</b>	<b>499</b>	<b>462</b>	<b>322</b>	<b>-30.3</b>	<b>-35.5</b>	<b>-28.4</b>	<b>1,392</b>	<b>1,401</b>	<b>1,201</b>	<b>1,049</b>	<b>-12.7</b>	<b>-25.1</b>	<b>-24.6</b>
<b>GRAND TOTAL</b>	<b>184,267</b>	<b>175,929</b>	<b>201,378</b>	<b>204,046</b>	<b>1.3</b>	<b>16.0</b>	<b>10.7</b>	<b>483,959</b>	<b>485,097</b>	<b>529,934</b>	<b>553,304</b>	<b>4.4</b>	<b>14.1</b>	<b>14.3</b>

## STOPOVER VISITORS BY MARKET SHARE

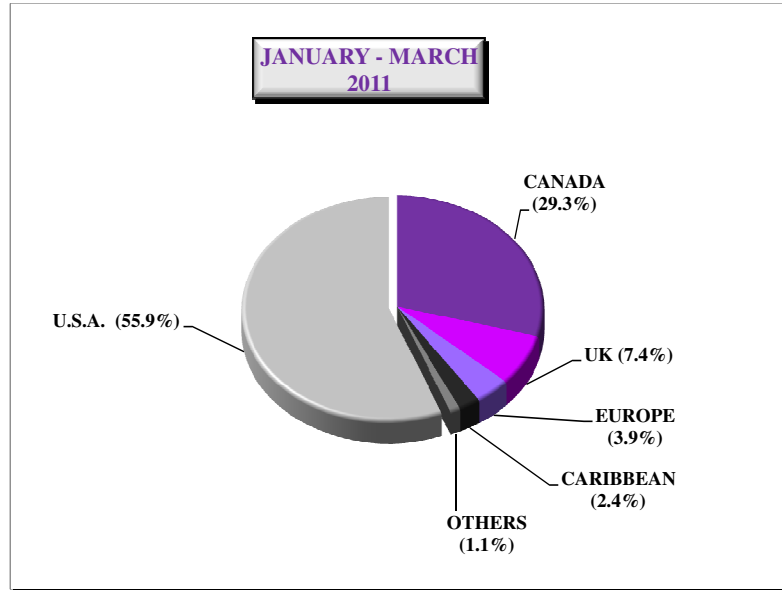


Fig. 2

Country	March 2011	% Share	Jan. - Mar. 2011	% Share	Jan. - Mar. 2010	% Share	% Change 2011/10
U.S.A	121,596	59.6%	309,120	55.9%	312,004	58.9%	-0.9%
CANADA	53,856	26.4%	162,143	29.3%	131,349	24.8%	23.4%
U.K.	14,449	7.1%	40,908	7.4%	43,821	8.3%	-6.6%
EUROPE	7,353	3.6%	21,641	3.9%	24,445	4.6%	-11.5%
CARIBBEAN	4,686	2.3%	13,303	2.4%	12,302	2.3%	8.1%
OTHERS	2,106	1.0%	6,189	1.1%	6,013	1.1%	2.9%
<b>Total</b>	<b>204,046</b>	<b>100.0%</b>	<b>553,304</b>	<b>100.0%</b>	<b>529,934</b>	<b>100.0%</b>	<b>4.4%</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>	
	2010	2011	2010	2011	2010	2011	2010	2011
<b>January</b>	9.4	8.8	7.3	7.2	17.4	15.9	8.9	8.1
<b>February</b>	8.3	8.2	7.0	7.1	14.4	13.9	7.3	7.7
<b>March</b>	8.2	7.8	6.7	6.7	14.2	13.5	7.6	7.4
<b>Jan.-Mar.</b>	8.6	8.3	7.0	7.0	15.2	14.4	7.9	7.7

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

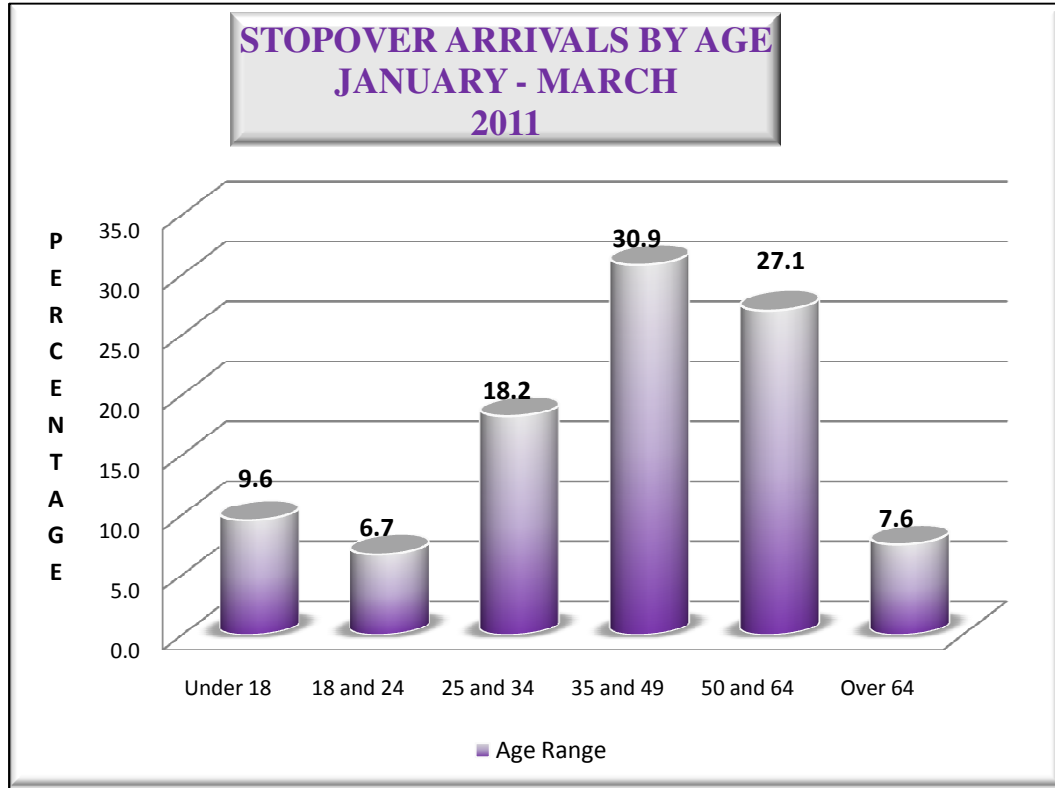


Fig. 3

**AGE DISTRIBUTION OF STOPOVER ARRIVALS**

Age Range	MARCH		JAN. - MAR.		JAN. - MAR.		% Change 2011/10
	2011	% Share	2011	% Share	2010	% Share	
Under 18	23,071	11.3	52,976	9.6	54,783	10.3	-3.3%
18 and 24	17,925	8.8	37,258	6.7	37,885	7.1	-1.7%
25 and 34	37,747	18.5	100,811	18.2	95,701	18.1	5.3%
35 and 49	62,060	30.4	170,788	30.9	165,708	31.3	3.1%
50 and 64	50,200	24.6	149,686	27.1	137,700	26.0	8.7%
Over 64	13,043	6.4	41,785	7.6	38,157	7.2	9.5%
<b>Total</b>	<b>204,046</b>	<b>100.0</b>	<b>553,304</b>	<b>100.0</b>	<b>529,934</b>	<b>100.0</b>	<b>4.4%</b>

**TABLE 4**

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL  
JANUARY - MARCH 2011**

	MONTEGO BAY		% Change 2011/10		FALMOUTH		OCHO RIOS		% Change 2011/10		2011 TOTAL		2010 TOTAL		% Change 2011/10	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	16	42,339	23.1%	39.1%	-	-	22	53,684	4.8%	-5.2%	39	96,323	35	87,136	11.4%	10.5%
February	13	23,381	18.2%	-7.3%	3	10,365	22	55,237	15.8%	3.6%	38	88,983	31	78,805	22.6%	12.9%
March	13	22,569	-18.8%	-43.0%	10	36,444	18	46,866	-28.0%	-34.3%	42	106,247	42	111,356	0.0%	-4.6%
Jan. - Mar.	<b>42</b>	<b>88,289</b>	<b>5.0%</b>	<b>-7.3%</b>	<b>13</b>	<b>46,809</b>	<b>62</b>	<b>155,787</b>	<b>-4.6%</b>	<b>-14.0%</b>	<b>119</b>	<b>291,553</b>	<b>108</b>	<b>277,297</b>	<b>10.2%</b>	<b>5.1%</b>

\* Note: 1. During the month of January one Cruise Ship called with 300 Cruise passengers visited Port Antonio.  
 2. During the month of March one Cruise Ship called with 368 Cruise passengers visited Port Antonio.

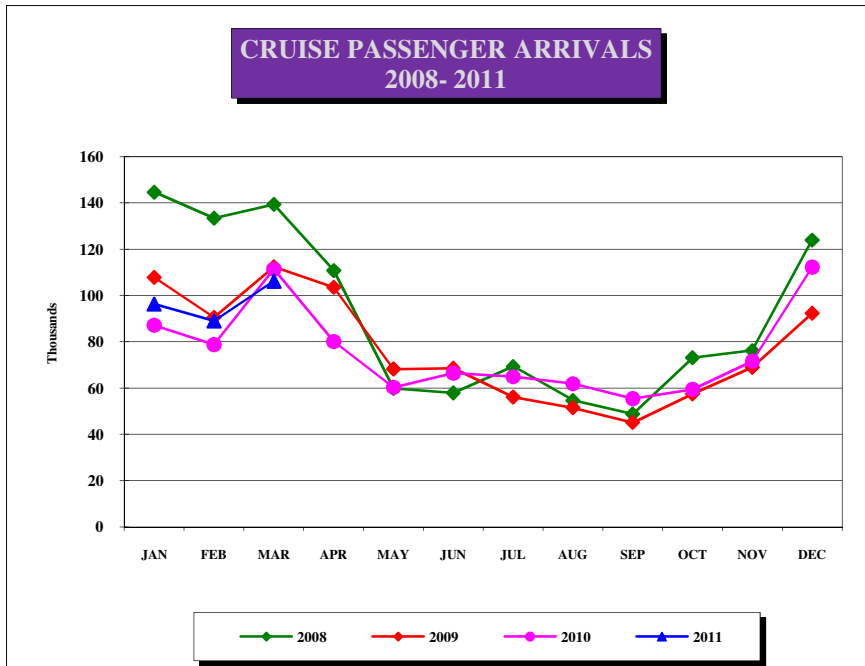


FIG. 4

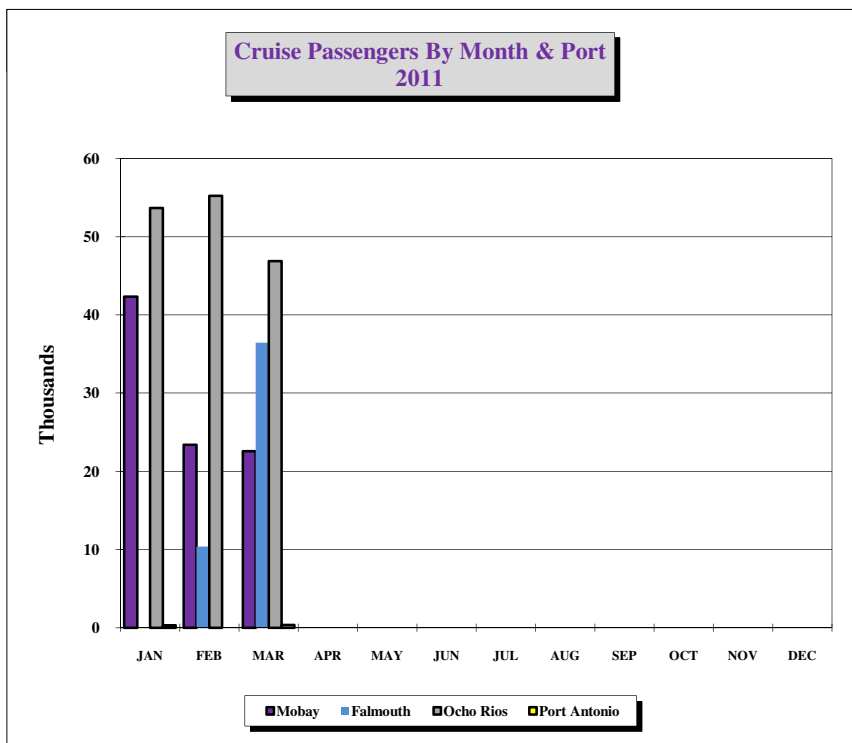


FIG. 4a

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

	MARCH 2011			JANUARY - MARCH 2011		
	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	3,034	0	3,034	8,502	1	8,503
Delaware	652	1	653	1,497	1	1,498
Maine	695	0	695	1,680	2	1,682
Maryland	3,781	1	3,782	9,910	3	9,913
Massachusetts	4,019	1	4,020	11,423	2	11,425
New Hampshire	657	0	657	1,830	3	1,833
New Jersey	5,780	2	5,782	15,686	6	15,692
New York	19,997	29	20,026	56,406	81	56,487
Pennsylvania	7,024	2	7,026	18,425	6	18,431
Rhode Island	439	0	439	1,271	0	1,271
Vermont	399	0	399	1,084	0	1,084
Virginia	2,832	2	2,834	6,757	3	6,760
Washington D.C.	696	0	696	1,621	3	1,624
West Virginia	286	0	286	669	0	669
<b>Total</b>	<b>50,291</b>	<b>38</b>	<b>50,329</b>	<b>136,761</b>	<b>111</b>	<b>136,872</b>

**MIDWEST (CHICAGO)**

Illinois	6,067	129	6,196	15,306	584	15,890
Indiana	2,027	51	2,078	5,093	67	5,160
Iowa	1,660	137	1,797	5,493	454	5,947
Kansas	858	3	861	2,096	5	2,101
Kentucky	661	5	666	1,765	6	1,771
Michigan	3,697	514	4,211	9,219	1,398	10,617
Minnesota	3,268	1,203	4,471	9,129	2,608	11,737
Missouri	1,716	211	1,927	4,339	726	5,065
Nebraska	629	2	631	2,011	4	2,015
North Dakota	334	27	361	1,424	195	1,619
Ohio	3,054	5	3,059	7,053	23	7,076
South Dakota	283	20	303	1,411	71	1,482
Wisconsin	4,527	358	4,885	12,736	768	13,504
<b>Total</b>	<b>28,781</b>	<b>2,665</b>	<b>31,446</b>	<b>77,075</b>	<b>6,909</b>	<b>83,984</b>

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

	MARCH 2011			JANUARY - MARCH 2011		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b><u>SOUTH (MIAMI)</u></b>						
Alabama	829	0	829	1,445	1	1,446
Arkansas	497	0	497	954	2	956
Florida	17,444	29	17,473	39,946	86	40,032
Georgia	4,528	4	4,532	9,936	7	9,943
Louisiana	545	0	545	1,050	1	1,051
Mississippi	447	1	448	800	1	801
North Carolina	2,201	3	2,204	5,148	6	5,154
Oklahoma	517	5	522	1,058	7	1,065
South Carolina	877	0	877	2,120	0	2,120
Tennessee	1,651	6	1,657	3,123	6	3,129
<b>Total</b>	<b>29,536</b>	<b>48</b>	<b>29,584</b>	<b>65,580</b>	<b>117</b>	<b>65,697</b>
<b><u>WEST (LOS ANGELES)</u></b>						
Alaska	69	0	69	213	0	213
Arizona	633	0	633	1,322	0	1,322
California	2,667	1	2,668	6,555	11	6,566
Colorado	1,107	2	1,109	2,283	14	2,297
Hawaii	35	0	35	80	0	80
Idaho	133	0	133	322	0	322
Montana	119	0	119	305	1	306
Nevada	216	0	216	527	0	527
New Mexico	118	0	118	283	1	284
Oregon	272	2	274	622	2	624
Texas	3,908	6	3,914	7,540	10	7,550
Utah	216	0	216	656	0	656
Washington	615	1	616	1,557	6	1,563
Wyoming	117	0	117	257	0	257
<b>Total</b>	<b>10,225</b>	<b>12</b>	<b>10,237</b>	<b>22,522</b>	<b>45</b>	<b>22,567</b>
<b>TOTAL U.S.A.</b>	<b>118,833</b>	<b>2,763</b>	<b>121,596</b>	<b>301,938</b>	<b>7,182</b>	<b>309,120</b>

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

	MARCH 2011			JANUARY - MARCH 2011		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>CANADA (TORONTO)</b>						
Alberta	4,822	18	4,840	14,412	70	14,482
British Columbia	2,801	8	2,809	7,035	46	7,081
Manitoba	2,053	28	2,081	6,616	51	6,667
New Brunswick	1,699	472	2,171	2,616	1,059	3,675
Newfoundland	415	24	439	806	78	884
Nova Scotia	1,760	536	2,296	3,150	2,241	5,391
Ontario	22,507	7,933	30,440	64,594	25,183	89,777
P.E. Island	253	60	313	355	182	537
Quebec	4,319	2,517	6,836	15,296	9,881	25,177
Saskatchewan	1,554	6	1,560	8,205	28	8,233
Other Canada	68	3	71	229	10	239
<b>Total</b>	<b>42,251</b>	<b>11,605</b>	<b>53,856</b>	<b>123,314</b>	<b>38,829</b>	<b>162,143</b>
<b>EUROPE</b>						
<b>LONDON OFFICE</b>						
<b>Northern Europe</b>						
U.K.	9,617	4,832	14,449	26,796	14,112	40,908
Denmark	44	3	47	209	14	223
Finland	46	0	46	121	12	133
Ireland	146	32	178	640	83	723
Norway	87	0	87	300	15	315
Sweden	135	2	137	543	14	557
<b>Sub-Total</b>	<b>10,075</b>	<b>4,869</b>	<b>14,944</b>	<b>28,609</b>	<b>14,250</b>	<b>42,859</b>
<b>GERMAN OFFICE</b>						
<b>Southern Europe</b>						
Greece	19	0	19	72	0	72
Italy	864	341	1,205	2,972	1,160	4,132
Portugal	21	414	435	52	946	998
Spain	144	30	174	373	105	478
<b>Western Europe</b>						
Austria	225	0	225	858	3	861
Belgium	503	4	507	1,211	15	1,226
France	466	8	474	1,307	39	1,346
Germany	2,093	6	2,099	5,585	14	5,599
Luxemburg	28	0	28	59	2	61
Netherlands	619	10	629	1,650	34	1,684
Switzerland	258	8	266	825	27	852
<b>Sub-Total</b>	<b>5,240</b>	<b>821</b>	<b>6,061</b>	<b>14,964</b>	<b>2,345</b>	<b>17,309</b>
<b>Central/East Europe</b>						
Czechoslovakia	77	145	222	247	158	405
Hungary	18	2	20	117	18	135
Poland	201	8	209	552	24	576
Russia	122	2	124	528	6	534
Ukraine	0	25	25	98	32	130
Other Europe	164	33	197	453	148	601
<b>Sub-Total</b>	<b>582</b>	<b>215</b>	<b>797</b>	<b>1,995</b>	<b>386</b>	<b>2,381</b>
<b>Total</b>	<b>15,897</b>	<b>5,905</b>	<b>21,802</b>	<b>45,568</b>	<b>16,981</b>	<b>62,549</b>

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

	MARCH 2011			JANUARY - MARCH 2011		
	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	149	0	149	488	0	488
Belize	52	0	52	124	1	125
Costa Rica	49	1	50	219	11	230
El Salvador	15	0	15	73	0	73
Guatemala	35	0	35	149	10	159
Honduras	14	0	14	80	0	80
Nicaragua	4	0	4	25	1	26
Panama	72	0	72	293	2	295
<b>Total</b>	<b>390</b>	<b>1</b>	<b>391</b>	<b>1,451</b>	<b>25</b>	<b>1,476</b>
<b><u>SOUTH AMERICA</u></b>						
Argentina	218	0	218	727	0	727
Bolivia	8	0	8	29	0	29
Brazil	151	10	161	386	10	396
Chile	58	0	58	233	0	233
Colombia	87	0	87	267	1	268
Ecuador	14	0	14	51	0	51
Paraguay	1	0	1	30	0	30
Peru	31	0	31	80	0	80
Uruguay	18	0	18	32	0	32
Venezuela	90	19	109	193	24	217
Other South America	0	0	0	2	0	2
<b>Total</b>	<b>676</b>	<b>29</b>	<b>705</b>	<b>2,030</b>	<b>35</b>	<b>2,065</b>
<b>Total Latin America</b>	<b>1,066</b>	<b>30</b>	<b>1,096</b>	<b>3,481</b>	<b>60</b>	<b>3,541</b>

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

	MARCH 2011			JANUARY - MARCH 2011		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>CARIBBEAN</b>						
Antigua	149	2	151	400	3	403
Bahamas	362	6	368	1,058	14	1,072
Barbados	345	8	353	987	13	1,000
Bermuda	189	0	189	590	0	590
British Virgin Is.	45	0	45	140	0	140
Cayman Is.	1,249	4	1,253	3,706	15	3,721
Dominica	31	0	31	77	0	77
Grenada	42	0	42	128	2	130
Guyana	155	3	158	453	7	460
Montserrat	9	0	9	23	0	23
St. Kitts/Nevis/Anguilla	65	0	65	177	1	178
St. Lucia	80	0	80	224	1	225
St. Vincent	93	1	94	168	1	169
Turks & Caicos Is.	61	0	61	228	0	228
Trinidad & Tobago	1,259	7	1,266	3,212	15	3,227
<b>Comm. Caribbean</b>	<b>4,134</b>	<b>31</b>	<b>4,165</b>	<b>11,571</b>	<b>72</b>	<b>11,643</b>
Aruba	7	19	26	33	59	92
Bonaire	0	0	0	0	0	0
Cuba	19	15	34	112	67	179
Curacao	10	35	45	41	119	160
Dominican Republic	124	0	124	338	6	344
Guadelope	7	0	7	22	0	22
Haiti	21	4	25	80	7	87
Puerto Rico	119	0	119	379	1	380
St. Maarten	60	0	60	163	4	167
Surinam	21	9	30	72	31	103
All other Caribbean	47	4	51	120	6	126
<b>Other Caribbean</b>	<b>435</b>	<b>86</b>	<b>521</b>	<b>1,360</b>	<b>300</b>	<b>1,660</b>
<b>TOTAL CARIBBEAN</b>	<b>4,569</b>	<b>117</b>	<b>4,686</b>	<b>12,931</b>	<b>372</b>	<b>13,303</b>
<b>OTHER COUNTRIES</b>						
India	103	4	107	228	17	245
Pakistan	0	0	0	1	0	1
Japan	266	0	266	625	4	629
China	153	18	171	363	30	393
Taiwan	26	0	26	29	0	29
Korea	28	0	28	102	4	106
Philippines	25	0	25	73	1	74
Singapore	16	0	16	31	0	31
Other Asia	48	1	49	88	3	91
<b>Asia</b>	<b>665</b>	<b>23</b>	<b>688</b>	<b>1,540</b>	<b>59</b>	<b>1,599</b>
African Countries	77	4	81	231	4	235
Israel	33	2	35	137	5	142
Saudi Arabia	2	0	2	7	0	7
Turkey	9	0	9	25	0	25
Other Middle East	32	2	34	112	6	118
Australia	148	0	148	454	8	462
New Zealand	13	0	13	57	0	57
All Other Ctries	0	0	0	3	0	3
<b>Total</b>	<b>314</b>	<b>8</b>	<b>322</b>	<b>1,026</b>	<b>23</b>	<b>1,049</b>
<b>GRAND TOTAL</b>	<b>183,595</b>	<b>20,451</b>	<b>204,046</b>	<b>489,798</b>	<b>63,506</b>	<b>553,304</b>

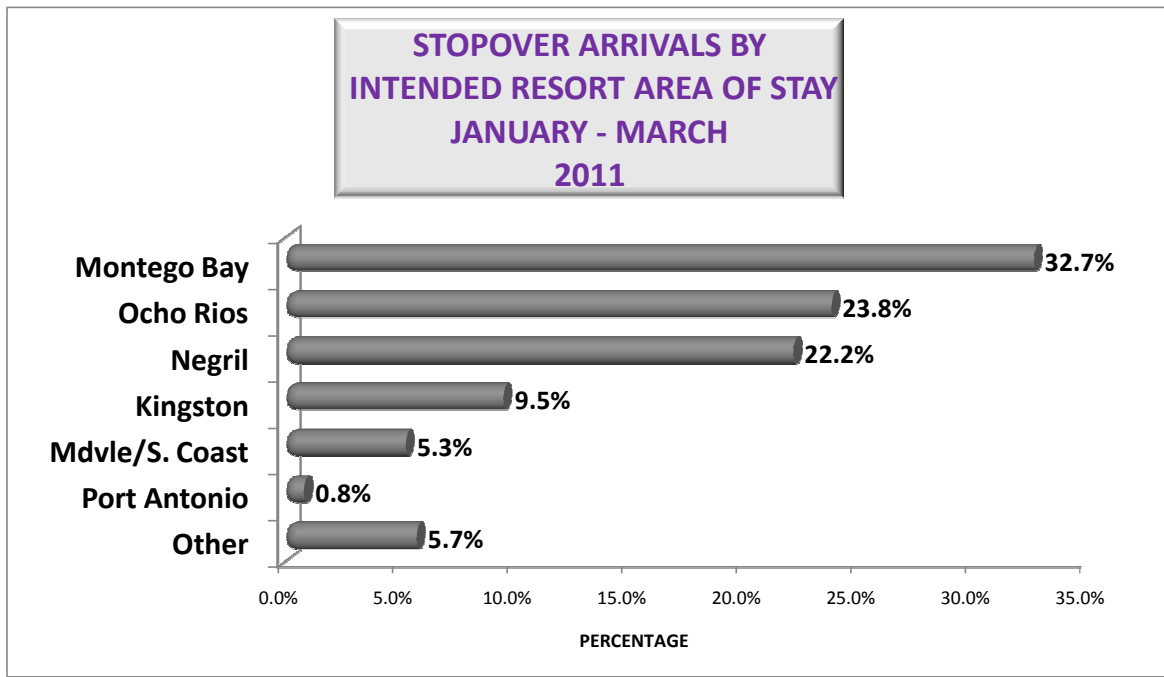


Fig. 5

**STOPOVER ARRIVALS BY INTENDED AREA OF STAY**

Area	MARCH			JAN. - MAR.			JAN. - MAR.			% Change 2011/10 ARRIVALS
	2011	% Share	LENGTH OF STAY	2011	% Share	LENGTH OF STAY	2010	% Share	LENGTH OF STAY	
Montego Bay	68,000	33.3%	6.9	180,751	32.7%	7.3	158,667	29.9%	7.2	13.9%
Ocho Rios	47,050	23.1%	7.8	131,838	23.8%	8.3	127,084	24.0%	8.1	3.7%
Negril	44,808	22.0%	7.6	122,708	22.2%	8.4	125,294	23.6%	8.1	-2.1%
Kingston	19,619	9.6%	9.7	52,688	9.5%	11.1	53,466	10.1%	10.6	-1.5%
Mdvle/S. Coast	10,777	5.3%	11.3	29,068	5.3%	12.6	28,707	5.4%	12.1	1.3%
Port Antonio	1,754	0.9%	13.1	4,558	0.8%	14.9	4,752	0.9%	14.2	-4.1%
Other	12,038	5.9%	12.7	31,693	5.7%	14.3	31,964	6.0%	13.7	-0.8%
<b>Total</b>	<b>204,046</b>	<b>100.0%</b>	<b>8.2</b>	<b>553,304</b>	<b>100.0%</b>	<b>8.9</b>	<b>529,934</b>	<b>100.0%</b>	<b>8.6</b>	<b>4.4%</b>