

# JAMAICA

## TOURIST BOARD

### IN MAY 2010.....

- Stopover arrivals up by 1.7%
- US Market up by 5.4%
- Canada increased by 8.8%
- Europe decreased by 17.8%
- Cruise Passenger decrease by 22.6%

## TOURIST (Stopover Arrivals)

Stopover arrivals in May 2010 were **149,775** a decrease of **2.4%** over the **153,443** recorded in May 2009.

For January to May period, arrivals increased by **5.5%** with **846,664** compared to **802,630** in 2009.

### United States

Stopover arrivals from the United States market decreased by **1.3%** in May with a total of **104,120** visitors compared to the **105,537** visitors who came in May 2009. The marketing regions recorded mixed results in arrivals during May. The Northeast with **46,483** stopovers increased by **6.4%**, the West with **12,516** increased by **6.1%**, while the Mid-west with **17,301** declined by **9.0%** and the South with **27,820** declined by **10.4%**.

For the January to May period, the US market has recorded an increase of **7.1%**. Total visitors from this market was **531,440** compared to **496,382** in 2009. The Northeast increased by **14.7%**, West by **5.2%** the Mid-west by **1.8%** and South declined by **0.8%**.

### Canada

In May, the Canadian market recorded it's first month of decline in 2010 of **0.7%**. Stopovers arrivals from the Canadian market were **17,847** compared to **17,975** in May 2009.

The leading province of Ontario increased by **9.2%**, while the second most important visitor-producing province of Quebec decreased by **15.2%**. Other notable performances came from the provinces of Alberta down **40.5%** and Nova Scotia up **14.3%**.

Cumulatively, the Canadian market has recorded an increase of **9.3%** during the January to May period with a

total of **177,275** stopovers compared to **162,146** in 2009. The top visitor producing provinces of Ontario with **102,493** and Quebec with **26,699** increased by **12.5%** and **2.3%** respectively. While the province of Nova Scotia increased by **51.4%**, Alberta and British Columbia declined by **0.1%** and **18.4%** respectively.

### Europe

The European market recorded a **5.1%** decrease in May 2010. The market provided a total of **21,880** stopover arrivals compared to the **23,047** recorded in May 2009.

In the Northern European market region the main visitor producing country, United Kingdom with **15,528** arrivals decreased by **7.2%**. In the South/Western European region the main visitor producing countries, Germany with **1,291** declined by **9.7%**, while Spain with **1,148** increased by **23.3%**. In the

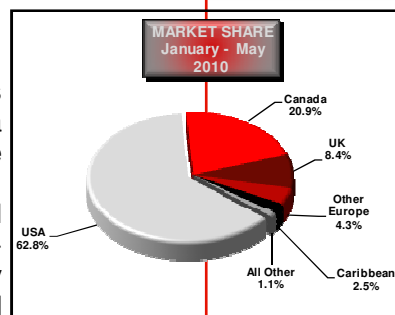
third market region, Central/East Europe with **357** arrivals, increased by **6.6%**.

For the January to May period, the European market decreased by **0.8%**. Total stopovers were **107,183** compared to **108,013** in 2009. Northern European market region arrivals decreased by **3.5%** to **73,907**. From the South/Western Europe region, **30,077** arrivals increased by **5.7%**. From the third market region, Central/East Europe **3,199** arrivals, increased by **8.3%**.

### Latin America

The Latin American market declined by **3.8%** in May 2010, with a total of **1,027** stopovers compared to **1,068** in May 2009. From the Central American region a total of **437** arrivals, an increase of **2.8%**. From South America, **590** arrivals declined by **8.2%**

Cumulatively, for the January to May period, the Latin American market decreased by **9.4%** with a total of **5,323** visitors compared to **5,873** for the corresponding period 2009.



## The Caribbean

Visitors to Jamaica from the Caribbean region decreased by **18.1%** in May 2010 with a total of **4,010** visitors, compared to **4,896** in May 2009.

The major Caribbean countries which provided visitors to Jamaica in May were: the Cayman Islands (**1,201**), Trinidad and Tobago (**651**), the Bahamas (**372**), Barbados (**290**), Bermuda (**194**), Guyana (**137**) and Puerto Rico (**133**).

Cumulatively the Caribbean stopover arrivals in the January to May period decreased by **15.6%**, moving down from **24,947** in 2009 to **21,060** 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 **6,805** visitors followed by Trinidad and Tobago **3,792**, Barbados **1,727** and Bahamas Island with **1,581** visitors.

## Asia

The Asian market decreased by **6.5%** in May with a total of **458** stopovers compared to **490** in May 2009.

The major Asian countries which provided visitors to Jamaica in May were: Japan (**127**) down **20.1%**, India (**125**) up **22.5%**, and China (**90**) down **10.0%**.

Year-to-date, January to May the Asian market declined by **22.0%** with **2,389** arrivals compared to **3,061** arrivals in 2009 respectively.

## Other Countries

Of the other countries, Australia with **187** increased by **2.7%** and Israel with **50** decreased by **23.1%** stopovers in May against the **182** and **65** who came in 2009 respectively.

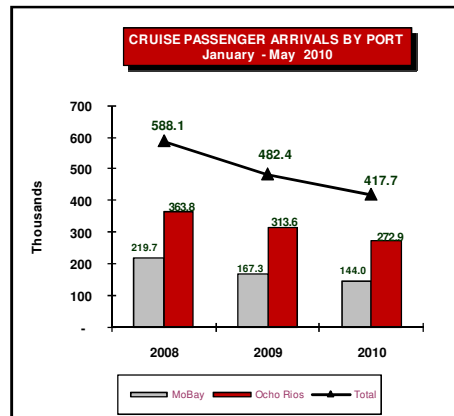
Collectively, January to May Other Countries recorded a decline of **9.7%** with **1,994** arrivals in 2010 compared to **2,208** in 2009.

## Market Share

The market share of stopover visitors for January to May were as follows: USA **62.8%**; Canada **20.9%**; UK **8.4%**; Continental Europe **4.3%**, the Caribbean **2.5%**; Latin America **0.6%**; Asia **0.3%** and Other Countries **0.2%**.

## Cruise Passengers

A total of **60,304** cruise passengers visited Jamaica in May 2010. This represents a **11.6%** decrease against the **68,181** recorded for May 2009.



Cumulatively, for January to May 2010 period, total cruise passengers to the Island was **417,717** a decrease of **13.4%**. A total of **40,804** cruise passengers visited the port of Ocho Rios in May, an increase of **1.3%** over the **40,283** recorded for May 2009.

Year-to-date cruise passenger arrivals visiting the port of Ocho Rios decreased by **13.0%** with **272,949** passengers compared to the corresponding period in 2009.

The port in Montego Bay recorded a total of **19,500** cruise passengers for the May, a decrease of **30.1%** against the **27,898** recorded for 2009.

Year-to-date cruise passenger arrivals visiting the port of Montego Bay decreased by **13.9%** with **144,000** passengers compared to the corresponding period in 2009.

## Length of Stay

The average length of stay of **Foreign National** arrivals in May was **8.2** nights compared to the **8.3** nights in May 2009. The average length of stay in hotels was **6.8** nights which was the same level as in May 2009.

Cumulatively, the average length of stay for the January to May period was **8.4** nights compared to **8.5** nights in 2009. In hotels the average length of stay during the period under review was **6.9** nights which was the same level as in 2009.

The average length of stay of **Non-Resident Jamaican** arrivals in May 2010 was **15.4** nights compared to the **15.2** nights in May 2009. The average length of stay in hotels was **8.1** nights compared to **7.8** in May 2009.

Cumulatively, the average length of stay for the January to May period was **14.8** nights which was the same level as in 2009. In hotels the average length of stay during the period under review was **7.8** as against the **7.6** nights recorded in 2009.

## Purpose of Visit

Year-to-date January to May 2010, **82.4%** or **654,520** of the **794,269** Foreign Nationals who visited Jamaica were visiting for the purpose of Leisure, **5.1%** were on Business, **7.0%** were Visiting Friends & Relatives, and the remaining **5.4%** were on Other purposes of travel.

A total of **18,576** or **35.5%** of the **52,395** **Non-Resident Jamaicans** who travelled to Jamaica in January to May 2010 were visiting for Leisure, **30.0%** were visiting Friends & Relatives, **7.2%** were on Business and the remaining **27.4%** were on Other purposes of travel.

## Intended Resort Area of Stay

Of the **846,664** stopover arrivals visiting Jamaica year-to-date, January to May 2010, the resort area of Montego Bay welcomed **258,326** arrivals or **30.5%**. Negril got **199,340** or **23.5%**, Ocho Rios received **196,785** or **23.2%**, and Kingston got **86,847** or **10.3%**. The remaining **12.5%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

## Type of Airlines used

Of the **846,664** stopovers arrivals visiting Jamaica in January to May 2010, **721,863** or **85.3%** used scheduled airlines, while **124,801** or **14.7%** used chartered flights

During the corresponding period in 2009 the percentage distribution was **79.6%** used scheduled airlines, while **20.4%** used chartered flights..

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

Month	<----- Stopovers ----->						Total Stopover Arrivals	+/- 2010/09	+/- 2010/08
	Foreign Nationals	+/- 2010/09	+/- 2010/08	Non-Resident Jamaicans	+/- 2010/09	+/- 2010/08			
January	151,681	8.7%	13.0%	9,413	0.1%	9.3%	<b>161,094</b>	<b>8.2%</b>	12.8%
February	158,243	5.1%	7.4%	9,219	-4.7%	-2.8%	<b>167,462</b>	<b>4.5%</b>	6.8%
March	188,113	14.0%	9.0%	13,265	21.3%	13.0%	<b>201,378</b>	<b>14.5%</b>	9.3%
April	155,515	2.8%	10.0%	11,440	-11.0%	5.4%	<b>166,955</b>	<b>1.7%</b>	9.7%
<b>Jan.-Apr.</b>	<b>653,552</b>	<b>7.8%</b>	<b>9.8%</b>	<b>43,337</b>	<b>1.1%</b>	<b>6.5%</b>	<b>696,889</b>	<b>7.3%</b>	<b>9.5%</b>
May	140,717	-1.8%	7.6%	9,058	-11.2%	-13.3%	<b>149,775</b>	<b>-2.4%</b>	6.0%
<b>Jan.- May</b>	<b>794,269</b>	<b>6.0%</b>	<b>9.4%</b>	<b>52,395</b>	<b>-1.3%</b>	<b>2.5%</b>	<b>846,664</b>	<b>5.5%</b>	<b>8.9%</b>

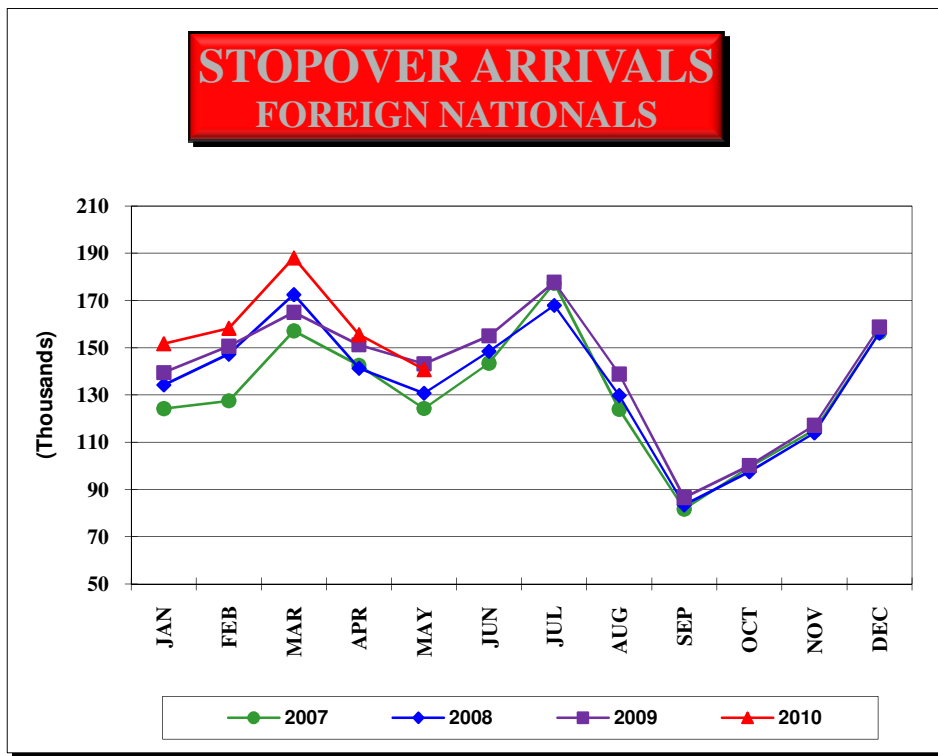


FIG. 1

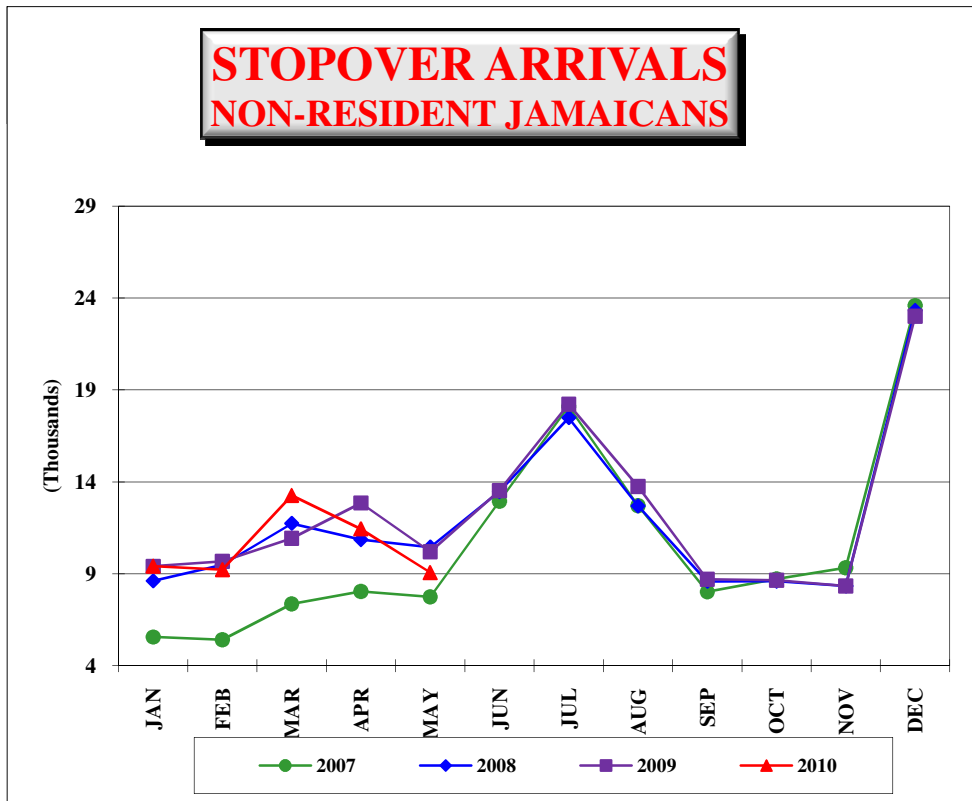
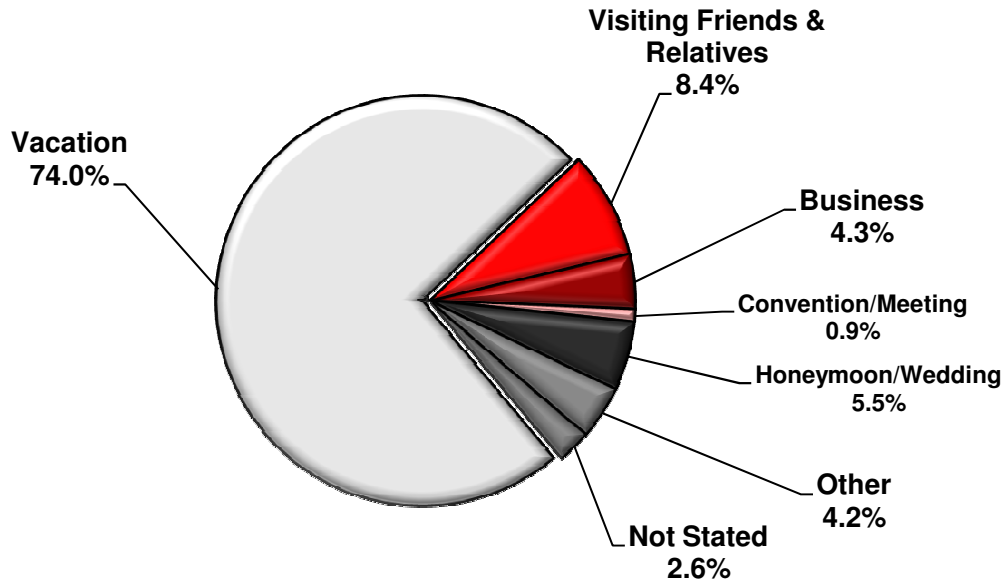


FIG. 1a

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



**Fig. 1b**

<b>STOPOVER ARRIVALS BY PURPOSE OF VISIT</b>						
<b>January - May 2010</b>	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	609,224	76.7%	17,700	33.8%	626,924	74.0%
Visiting Friends & Relatives	55,434	7.0%	15,693	30.0%	71,127	8.4%
Business	33,371	4.2%	3,264	6.2%	36,635	4.3%
Convention/Meeting	7,484	0.9%	513	1.0%	7,997	0.9%
Honeymoon/Wedding	45,296	5.7%	876	1.7%	46,172	5.5%
Other	29,623	3.7%	6,078	11.6%	35,701	4.2%
Not Stated	13,837	1.7%	8,271	15.8%	22,108	2.6%
<b>TOTAL</b>	<b>794,269</b>	<b>100.0%</b>	<b>52,395</b>	<b>100.0%</b>	<b>846,664</b>	<b>100.0%</b>

**TABLE 1.2**

**STOPOVER ARRIVALS BY MARKET REGION  
AND MONTH OF ARRIVAL 2010**

	U.S.A.					Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West	Total							
<b>January</b>	40,019	21,900	17,145	6,929	<b>85,993</b>	46,573	22,193	1,208	4,223	438	466	<b>161,094</b>
<b>February</b>	46,318	25,930	18,433	6,162	<b>96,843</b>	43,814	21,247	1,198	3,616	471	273	<b>167,462</b>
<b>March</b>	59,789	30,059	28,693	10,627	<b>129,168</b>	40,962	24,826	969	4,463	528	462	<b>201,378</b>
<b>April</b>	54,905	21,707	28,801	9,903	<b>115,316</b>	28,079	17,037	921	4,748	494	360	<b>166,955</b>
<b>Jan.-Apr.</b>	<b>201,031</b>	<b>99,596</b>	<b>93,072</b>	<b>33,621</b>	<b>427,320</b>	<b>159,428</b>	<b>85,303</b>	<b>4,296</b>	<b>17,050</b>	<b>1,931</b>	<b>1,561</b>	<b>696,889</b>
<b>May</b>	46,483	17,301	27,820	12,516	<b>104,120</b>	17,847	21,880	1,027	4,010	458	433	<b>149,775</b>
<b>Jan. - May</b>	<b>247,514</b>	<b>116,897</b>	<b>120,892</b>	<b>46,137</b>	<b>531,440</b>	<b>177,275</b>	<b>107,183</b>	<b>5,323</b>	<b>21,060</b>	<b>2,389</b>	<b>1,994</b>	<b>846,664</b>
<b>+/- %</b>	<b>14.7%</b>	<b>1.8%</b>	<b>-0.8%</b>	<b>5.2%</b>	<b>7.1%</b>	<b>9.3%</b>	<b>-0.8%</b>	<b>-9.4%</b>	<b>-15.6%</b>	<b>-22.0%</b>	<b>-9.7%</b>	<b>5.5%</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MAY</u>						<u>JANUARY - MAY</u>									
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>			<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>% Change</u>				
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07		
<b>U.S.A.</b>																
<b><u>NORTHEAST (NEW YORK)</u></b>																
Connecticut	2,106	2,055	2,319	2,259	-2.6	9.9	7.3	12,509	13,863	12,448	14,692	18.0	6.0	17.5		
Delaware	525	486	527	562	6.6	15.6	7.0	2,464	2,296	2,472	2,707	9.5	17.9	9.9		
Maine	247	239	264	269	1.9	12.6	8.9	2,001	2,092	2,319	3,030	30.7	44.8	51.4		
Maryland	3,773	3,585	3,919	4,252	8.5	18.6	12.7	17,609	17,962	17,540	19,502	11.2	8.6	10.8		
Massachusetts	2,001	2,258	2,933	3,088	5.3	36.8	54.3	14,519	15,251	17,131	19,405	13.3	27.2	33.7		
New Hampshire	313	351	402	415	3.2	18.2	32.6	2,773	2,905	3,108	3,798	22.2	30.7	37.0		
New Jersey	5,414	5,363	5,583	6,190	10.9	15.4	14.3	27,717	28,874	27,530	30,838	12.0	6.8	11.3		
New York	14,338	15,940	16,427	17,782	8.2	11.6	24.0	78,056	87,457	83,840	99,228	18.4	13.5	27.1		
Pennsylvania	5,266	5,533	7,221	7,280	0.8	31.6	38.2	25,320	27,884	30,978	33,198	7.2	19.1	31.1		
Rhode Island	299	275	409	390	-4.6	41.8	30.4	1,912	1,738	2,049	2,178	6.3	25.3	13.9		
Vermont	118	125	133	171	28.6	36.8	44.9	1,254	1,249	1,196	1,707	42.7	36.7	36.1		
Virginia	2,343	2,253	2,603	2,936	12.8	30.3	25.3	11,052	12,142	11,252	13,046	15.9	7.4	18.0		
Washington D.C.	584	503	562	522	-7.1	3.8	-10.6	2,514	2,459	2,618	2,567	-1.9	4.4	2.1		
West Virginia	198	239	399	367	-8.0	53.6	85.4	1,022	1,092	1,350	1,618	19.9	48.2	58.3		
<b>Total</b>	<b>37,525</b>	<b>39,205</b>	<b>43,701</b>	<b>46,483</b>	<b>6.4</b>	<b>18.6</b>	<b>23.9</b>	<b>200,722</b>	<b>217,264</b>	<b>215,831</b>	<b>247,514</b>	<b>14.7</b>	<b>13.9</b>	<b>23.3</b>		
<b><u>MIDWEST (CHICAGO)</u></b>																
Illinois	3,936	4,193	4,488	4,423	-1.4	5.5	12.4	23,135	24,943	23,664	24,128	2.0	-3.3	4.3		
Indiana	1,129	1,350	1,525	1,374	-9.9	1.8	21.7	7,138	7,235	6,895	7,217	4.7	-0.2	1.1		
Iowa	541	582	770	658	-14.5	13.1	21.6	4,870	5,725	6,540	6,627	1.3	15.8	36.1		
Kansas	510	654	865	652	-24.6	-0.3	27.8	2,472	2,460	3,072	2,909	-5.3	18.3	17.7		
Kentucky	661	767	821	783	-4.6	2.1	18.5	3,050	2,874	3,005	3,081	2.5	7.2	1.0		
Michigan	1,624	1,937	2,398	2,510	4.7	29.6	54.6	14,131	15,444	16,167	18,019	11.5	16.7	27.5		
Minnesota	701	726	859	771	-10.2	6.2	10.0	12,834	13,434	13,164	13,812	4.9	2.8	7.6		
Missouri	2,123	1,768	2,268	1,918	-15.4	8.5	-9.7	8,889	7,502	8,381	7,619	-9.1	1.6	-14.3		
Nebraska	563	522	704	473	-32.8	-9.4	-16.0	2,876	2,950	3,295	2,903	-11.9	-1.6	0.9		
North Dakota	147	126	127	135	6.3	7.1	-8.2	1,562	1,626	1,726	1,667	-3.4	2.5	6.7		
Ohio	1,640	1,896	2,429	2,145	-11.7	13.1	30.8	9,370	10,258	10,880	10,928	0.4	6.5	16.6		
South Dakota	93	191	166	131	-21.1	-31.4	40.9	1,343	1,526	1,759	1,693	-3.8	10.9	26.1		
Wisconsin	1,313	1,212	1,582	1,328	-16.1	9.6	1.1	15,804	17,429	16,307	16,294	-0.1	-6.5	3.1		
<b>Total</b>	<b>14,981</b>	<b>15,924</b>	<b>19,002</b>	<b>17,301</b>	<b>-9.0</b>	<b>8.6</b>	<b>15.5</b>	<b>107,474</b>	<b>113,406</b>	<b>114,855</b>	<b>116,897</b>	<b>1.8</b>	<b>3.1</b>	<b>8.8</b>		

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MAY</u>						<u>JANUARY - MAY</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	976	1,112	1,156	1,119	-3.2	0.6	14.7	2,972	3,046	3,391	3,047	-10.1	0.0	2.5
Arkansas	455	574	638	434	-32.0	-24.4	-4.6	1,529	1,769	1,806	1,717	-4.9	-2.9	12.3
Florida	16,541	16,040	15,717	13,920	-11.4	-13.2	-15.8	66,646	71,314	70,548	68,625	-2.7	-3.8	3.0
Georgia	5,186	5,783	5,236	4,949	-5.5	-14.4	-4.6	19,094	21,556	19,457	19,937	2.5	-7.5	4.4
Louisiana	819	825	1,122	851	-24.2	3.2	3.9	2,572	2,300	2,770	2,422	-12.6	5.3	-5.8
Mississippi	435	523	604	562	-7.0	7.5	29.2	1,231	1,461	1,534	1,571	2.4	7.5	27.6
North Carolina	1,990	2,202	2,699	2,566	-4.9	16.5	28.9	8,513	9,498	9,887	10,866	9.9	14.4	27.6
Oklahoma	578	687	831	728	-12.4	6.0	26.0	1,691	1,920	2,356	2,098	-11.0	9.3	24.1
South Carolina	963	1,139	1,251	1,160	-7.3	1.8	20.5	3,896	4,446	4,391	4,649	5.9	4.6	19.3
Tennessee	1,313	1,822	1,783	1,531	-14.1	-16.0	16.6	5,038	6,092	5,717	5,960	4.3	-2.2	18.3
<b>Total</b>	<b>29,256</b>	<b>30,707</b>	<b>31,037</b>	<b>27,820</b>	<b>-10.4</b>	<b>-9.4</b>	<b>-4.9</b>	<b>113,182</b>	<b>123,402</b>	<b>121,857</b>	<b>120,892</b>	<b>-0.8</b>	<b>-2.0</b>	<b>6.8</b>
<b><u>WEST (LOS ANGELES)</u></b>														
Alaska	41	36	26	43	65.4	19.4	4.9	205	267	216	294	36.1	10.1	43.4
Arizona	719	742	696	1,049	50.7	41.4	45.9	2,649	2,924	2,595	3,527	35.9	20.6	33.1
California	4,199	4,356	3,510	3,600	2.6	-17.4	-14.3	16,984	17,713	14,078	14,399	2.3	-18.7	-15.2
Colorado	869	972	1,042	1,108	6.3	14.0	27.5	3,818	4,356	3,880	4,379	12.9	0.5	14.7
Hawaii	33	41	27	23	-14.8	-43.9	-30.3	119	149	124	156	25.8	4.7	31.1
Idaho	106	127	68	108	58.8	-15.0	1.9	616	669	496	540	8.9	-19.3	-12.3
Montana	83	67	74	68	-8.1	1.5	-18.1	531	436	571	591	3.5	35.6	11.3
Nevada	337	357	357	377	5.6	5.6	11.9	1,265	1,324	1,409	1,491	5.8	12.6	17.9
New Mexico	135	222	222	184	-17.1	-17.1	36.3	573	658	627	659	5.1	0.2	15.0
Oregon	224	222	190	243	27.9	9.5	8.5	1,233	1,236	1,055	1,280	21.3	3.6	3.8
Texas	4,031	3,803	4,577	4,690	2.5	23.3	16.3	12,795	13,561	14,521	14,302	-1.5	5.5	11.8
Utah	201	311	359	340	-5.3	9.3	69.2	905	1,293	1,174	1,199	2.1	-7.3	32.5
Washington	526	558	563	605	7.5	8.4	15.0	2,581	2,828	2,619	2,880	10.0	1.8	11.6
Wyoming	66	68	86	78	-9.3	14.7	18.2	376	465	474	440	-7.2	-5.4	17.0
<b>Total</b>	<b>11,570</b>	<b>11,882</b>	<b>11,797</b>	<b>12,516</b>	<b>6.1</b>	<b>5.3</b>	<b>8.2</b>	<b>44,650</b>	<b>47,879</b>	<b>43,839</b>	<b>46,137</b>	<b>5.2</b>	<b>-3.6</b>	<b>3.3</b>
<b>TOTAL U.S.A.</b>	<b>93,332</b>	<b>97,718</b>	<b>105,537</b>	<b>104,120</b>	<b>-1.3</b>	<b>6.6</b>	<b>11.6</b>	<b>466,028</b>	<b>501,951</b>	<b>496,382</b>	<b>531,440</b>	<b>7.1</b>	<b>5.9</b>	<b>14.0</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>MAY</u>							<u>JANUARY - MAY</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	555	792	1,929	1,148	-40.5	44.9	106.8	9,486	12,011	16,325	16,302	-0.1	35.7	71.9
British Columbia	424	509	961	622	-35.3	22.2	46.7	4,798	5,488	9,298	7,591	-18.4	38.3	58.2
Manitoba	71	114	171	174	1.8	52.6	145.1	2,928	3,704	4,785	4,841	1.2	30.7	65.3
New Brunswick	72	144	230	261	13.5	81.3	262.5	1,649	2,420	2,878	3,808	32.3	57.4	130.9
Newfoundland	88	205	310	435	40.3	112.2	394.3	484	959	1,407	2,186	55.4	127.9	351.7
Nova Scotia	163	430	621	710	14.3	65.1	335.6	2,810	3,493	4,306	6,518	51.4	86.6	132.0
Ontario	7,639	9,248	11,383	12,432	9.2	34.4	62.7	59,573	73,620	91,075	102,493	12.5	39.2	72.0
P.E. Island	11	27	89	74	-16.9	174.1	572.7	286	272	429	544	26.8	100.0	90.2
Quebec	931	1,486	2,125	1,803	-15.2	21.3	93.7	14,095	18,563	26,108	26,699	2.3	43.8	89.4
Saskatchewan	65	93	142	167	17.6	79.6	156.9	2,824	5,215	5,231	6,008	14.9	15.2	112.7
Northwest Territories	12	10	14	21	50.0	110.0	75.0	168	232	304	285	-6.3	22.8	69.6
<b>Total</b>	<b>10,031</b>	<b>13,058</b>	<b>17,975</b>	<b>17,847</b>	<b>-0.7</b>	<b>36.7</b>	<b>77.9</b>	<b>99,101</b>	<b>125,977</b>	<b>162,146</b>	<b>177,275</b>	<b>9.3</b>	<b>40.7</b>	<b>78.9</b>
<b><u>LONDON OFFICE</u></b>														
<b><u>Northern Europe</u></b>														
U.K.	14,858	15,891	16,735	15,528	-7.2	-2.3	4.5	74,008	75,238	73,656	70,867	-3.8	-5.8	-4.2
Denmark	91	60	48	43	-10.4	-28.3	-52.7	519	377	370	395	6.8	4.8	-23.9
Finland	22	18	29	17	-41.4	-5.6	-22.7	113	155	246	209	-15.0	34.8	85.0
Ireland	227	271	202	228	12.9	-15.9	0.4	1,853	1,333	1,149	1,135	-1.2	-14.9	-38.7
Norway	61	37	33	43	30.3	16.2	-29.5	390	470	440	495	12.5	5.3	26.9
Sweden	46	98	77	86	11.7	-12.2	87.0	568	843	757	806	6.5	-4.4	41.9
	<b>15,305</b>	<b>16,375</b>	<b>17,124</b>	<b>15,945</b>	<b>-6.9</b>	<b>-2.6</b>	<b>4.2</b>	<b>77,451</b>	<b>78,416</b>	<b>76,618</b>	<b>73,907</b>	<b>-3.5</b>	<b>-5.8</b>	<b>-4.6</b>
<b><u>Southern Europe</u></b>														
Greece	14	13	10	34	240.0	161.5	142.9	80	147	130	131	0.8	-10.9	63.8
Italy	562	577	852	744	-12.7	28.9	32.4	7,271	7,099	6,624	7,265	9.7	2.3	-0.1
Portugal	442	389	790	825	4.4	112.1	86.7	1,426	1,047	895	2,937	228.2	180.5	106.0
Spain	1,191	1,531	931	1,148	23.3	-25.0	-3.6	3,390	3,533	1,763	1,885	6.9	-46.6	-44.4
	<b>5,443</b>	<b>5,819</b>	<b>5,588</b>	<b>5,578</b>	<b>-0.2</b>	<b>-4.1</b>	<b>2.5</b>	<b>31,406</b>	<b>30,456</b>	<b>28,442</b>	<b>30,077</b>	<b>5.7</b>	<b>-1.2</b>	<b>-4.2</b>
<b><u>Western Europe</u></b>														
Austria	162	134	129	134	3.9	0.0	-17.3	1,362	1,140	1,277	1,424	11.5	24.9	4.6
Belgium	595	791	579	451	-22.1	-43.0	-24.2	2,378	2,815	2,864	2,071	-27.7	-26.4	-12.9
France	231	210	226	277	22.6	31.9	19.9	1,966	1,790	1,878	1,957	4.2	9.3	-0.5
Germany	1,476	1,428	1,429	1,291	-9.7	-9.6	-12.5	9,473	8,743	9,075	8,556	-5.7	-2.1	-9.7
Luxemburg	13	8	15	15	0.0	87.5	15.4	103	83	112	92	-17.9	10.8	-10.7
Netherlands	600	599	462	486	5.2	-18.9	-19.0	2,915	3,080	2,836	2,625	-7.4	-14.8	-9.9
Switzerland	157	139	165	173	4.8	24.5	10.2	1,042	979	988	1,134	14.8	15.8	8.8
	<b>5,443</b>	<b>5,819</b>	<b>5,588</b>	<b>5,578</b>	<b>-0.2</b>	<b>-4.1</b>	<b>2.5</b>	<b>31,406</b>	<b>30,456</b>	<b>28,442</b>	<b>30,077</b>	<b>5.7</b>	<b>-1.2</b>	<b>-4.2</b>
<b><u>Central/East Europe</u></b>														
Czech Republic	20	22	18	20	11.1	-9.1	0.0	471	406	319	229	-28.2	-43.6	-51.4
Hungary	12	20	12	12	0.0	-40.0	0.0	199	549	166	272	63.9	-50.5	36.7
Poland	34	69	60	45	-25.0	-34.8	32.4	268	418	483	657	36.0	57.2	145.1
Russia	86	154	117	174	48.7	13.0	102.3	448	939	956	1,094	14.4	16.5	144.2
Ukraine	18	25	28	25	-10.7	0.0	38.9	107	213	245	193	-21.2	-9.4	80.4
Other Europe	95	135	100	81	-19.0	-40.0	-14.7	1,130	1,266	784	754	-3.8	-40.4	-33.3
	<b>265</b>	<b>425</b>	<b>335</b>	<b>357</b>	<b>6.6</b>	<b>-16.0</b>	<b>34.7</b>	<b>2,623</b>	<b>3,791</b>	<b>2,953</b>	<b>3,199</b>	<b>8.3</b>	<b>-15.6</b>	<b>22.0</b>
<b>Total</b>	<b>21,013</b>	<b>22,619</b>	<b>23,047</b>	<b>21,880</b>	<b>-5.1</b>	<b>-3.3</b>	<b>4.1</b>	<b>111,480</b>	<b>112,663</b>	<b>108,013</b>	<b>107,183</b>	<b>-0.8</b>	<b>-4.9</b>	<b>-3.9</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<b>MAY</b>							<b>JANUARY - MAY</b>						
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	% Change			<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	% Change		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
<b><u>LATIN AMERICA</u></b>														
<b><u>CENTRAL AMERICA</u></b>														
Mexico	170	332	165	184	11.5	-44.6	8.2	839	1,399	820	884	7.8	-36.8	5.4
Belize	51	36	30	42	40.0	16.7	-17.6	189	207	220	193	-12.3	-6.8	2.1
Costa Rica	61	65	57	56	-1.8	-13.8	-8.2	297	375	340	301	-11.5	-19.7	1.3
El Salvador	15	21	22	12	-45.5	-42.9	-20.0	73	104	63	55	-12.7	-47.1	-24.7
Guatemala	34	41	37	33	-10.8	-19.5	-2.9	122	111	140	175	25.0	57.7	43.4
Honduras	15	25	12	10	-16.7	-60.0	-33.3	58	95	69	45	-34.8	-52.6	-22.4
Nicaragua	7	11	4	11	175.0	0.0	57.1	26	42	30	34	13.3	-19.0	30.8
Panama	107	116	98	89	-9.2	-23.3	-16.8	482	474	473	503	6.3	6.1	4.4
<b>Total</b>	<b>460</b>	<b>647</b>	<b>425</b>	<b>437</b>	<b>2.8</b>	<b>-32.5</b>	<b>-5.0</b>	<b>2,086</b>	<b>2,807</b>	<b>2,155</b>	<b>2,190</b>	<b>1.6</b>	<b>-22.0</b>	<b>5.0</b>
<b><u>SOUTH AMERICA</u></b>														
Argentina	111	177	166	200	20.5	13.0	80.2	451	795	887	926	4.4	16.5	105.3
Bolivia	1	2	0	1	-	-50.0	0.0	19	31	24	13	-45.8	-58.1	-31.6
Brazil	134	153	112	151	34.8	-1.3	12.7	546	738	636	778	22.3	5.4	42.5
Chile	39	103	179	50	-72.1	-51.5	28.2	160	297	496	276	-44.4	-7.1	72.5
Colombia	72	45	75	65	-13.3	44.4	-9.7	306	588	410	391	-4.6	-33.5	27.8
Ecuador	32	6	25	15	-40.0	150.0	-53.1	52	402	459	246	-46.4	-38.8	373.1
Paraguay	1	3	10	1	-90.0	-66.7	0.0	8	7	15	9	-40.0	28.6	12.5
Peru	30	69	29	30	3.4	-56.5	0.0	103	193	233	183	-21.5	-5.2	77.7
Uruguay	12	9	7	4	-42.9	-55.6	-66.7	37	62	63	46	-27.0	-25.8	24.3
Venezuela	72	75	40	71	77.5	-5.3	-1.4	376	329	493	262	-46.9	-20.4	-30.3
Other South America	0	0	0	2	-	-	-	2	5	2	3	50.0	-40.0	50.0
<b>Total</b>	<b>504</b>	<b>642</b>	<b>643</b>	<b>590</b>	<b>-8.2</b>	<b>-8.1</b>	<b>17.1</b>	<b>2,060</b>	<b>3,447</b>	<b>3,718</b>	<b>3,133</b>	<b>-15.7</b>	<b>-9.1</b>	<b>52.1</b>
<b>Total Latin America</b>	<b>964</b>	<b>1,289</b>	<b>1,068</b>	<b>1,027</b>	<b>-3.8</b>	<b>-20.3</b>	<b>6.5</b>	<b>4,146</b>	<b>6,254</b>	<b>5,873</b>	<b>5,323</b>	<b>-9.4</b>	<b>-14.9</b>	<b>28.4</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	MAY							JANUARY - MAY						
	2007	2008	2009	2010	% Change			2007	2008	2009	2010	% Change		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
<b>CARIBBEAN</b>														
Antigua	133	184	134	117	-12.7	-36.4	-12.0	672	806	831	783	-5.8	-2.9	16.5
Bahamas	509	307	356	372	4.5	21.2	-26.9	1,533	1,643	1,901	1,581	-16.8	-3.8	3.1
Barbados	661	511	387	290	-25.1	-43.2	-56.1	2,120	2,108	2,021	1,727	-14.5	-18.1	-18.5
Bermuda	127	220	195	194	-0.5	-11.8	52.8	1,092	1,375	1,131	1,018	-10.0	-26.0	-6.8
British Virgin Is.	42	51	47	70	48.9	37.3	66.7	250	333	297	314	5.7	-5.7	25.6
Cayman Is.	1,438	1,883	1,845	1,201	-34.9	-36.2	-16.5	7,178	7,917	9,482	6,805	-28.2	-14.0	-5.2
Dominica	29	33	25	29	16.0	-12.1	0.0	146	178	192	149	-22.4	-16.3	2.1
Grenada	63	65	41	36	-12.2	-44.6	-42.9	264	269	295	183	-38.0	-32.0	-30.7
Guyana	161	145	161	137	-14.9	-5.5	-14.9	764	807	738	628	-14.9	-22.2	-17.8
Monsterrat	9	20	10	12	20.0	-40.0	33.3	39	56	53	45	-15.1	-19.6	15.4
St. Kitts/Nevis/Anguilla	73	60	58	43	-25.9	-28.3	-41.1	306	307	375	317	-15.5	3.3	3.6
St. Lucia	116	228	85	58	-31.8	-74.6	-50.0	474	659	466	340	-27.0	-48.4	-28.3
St. Vincent	61	46	42	32	-23.8	-30.4	-47.5	208	231	196	187	-4.6	-19.0	-10.1
Turks & Caicos Is.	121	125	87	106	21.8	-15.2	-12.4	559	541	416	492	18.3	-9.1	-12.0
Trinidad & Tobago	1,151	815	773	651	-15.8	-20.1	-43.4	4,002	4,194	3,612	3,792	5.0	-9.6	-5.2
<b>Comm. Caribbean</b>	<b>4,694</b>	<b>4,693</b>	<b>4,246</b>	<b>3,348</b>	<b>-21.1</b>	<b>-28.7</b>	<b>-28.7</b>	<b>19,607</b>	<b>21,424</b>	<b>22,006</b>	<b>18,361</b>	<b>-16.6</b>	<b>-14.3</b>	<b>-6.4</b>
Aruba	15	20	13	11	-15.4	-45.0	-26.7	102	132	106	124	17.0	-6.1	21.6
Cuba	169	27	103	35	-66.0	29.6	-79.3	278	427	552	223	-59.6	-47.8	-19.8
Curacao	75	113	154	28	-81.8	-75.2	-62.7	350	583	511	247	-51.7	-57.6	-29.4
Dominican Rep.	158	87	114	99	-13.2	13.8	-37.3	566	814	532	377	-29.1	-53.7	-33.4
Guadelope	9	20	2	12	500.0	-40.0	33.3	59	65	30	83	176.7	27.7	40.7
Haiti	48	30	39	131	235.9	336.7	172.9	94	92	113	274	142.5	197.8	191.5
Puerto Rico	127	165	101	133	31.7	-19.4	4.7	580	647	501	547	9.2	-15.5	-5.7
St. Maarten	50	75	53	56	5.7	-25.3	12.0	224	271	239	258	7.9	-4.8	15.2
Surinam	49	30	36	35	-2.8	16.7	-28.6	198	182	161	176	9.3	-3.3	-11.1
All other Caribbean	80	50	35	122	248.6	144.0	52.5	349	249	196	390	99.0	56.6	11.7
<b>Other Caribbean</b>	<b>780</b>	<b>617</b>	<b>650</b>	<b>662</b>	<b>1.8</b>	<b>7.3</b>	<b>-15.1</b>	<b>2,800</b>	<b>3,462</b>	<b>2,941</b>	<b>2,699</b>	<b>-8.2</b>	<b>-22.0</b>	<b>-3.6</b>
<b>TOTAL CARIBBEAN</b>	<b>5,474</b>	<b>5,310</b>	<b>4,896</b>	<b>4,010</b>	<b>-18.1</b>	<b>-24.5</b>	<b>-26.7</b>	<b>22,407</b>	<b>24,886</b>	<b>24,947</b>	<b>21,060</b>	<b>-15.6</b>	<b>-15.4</b>	<b>-6.0</b>
<b>ASIA</b>														
India	162	70	102	125	22.5	78.6	-22.8	749	475	621	438	-29.5	-7.8	-41.5
Pakistan	1	1	2	3	50.0	200.0	200.0	63	10	11	6	-45.5	-40.0	-90.5
Japan	250	197	159	127	-20.1	-35.5	-49.2	1,480	1,439	1,166	950	-18.5	-34.0	-35.8
China	155	91	100	90	-10.0	-1.1	-41.9	362	455	637	416	-34.7	-8.6	14.9
Taiwan	3	6	9	7	-22.2	16.7	133.3	12	50	20	56	180.0	12.0	366.7
Korea	33	26	31	23	-25.8	-11.5	-30.3	67	126	142	87	-38.7	-31.0	29.9
Philippines	46	39	30	51	70.0	30.8	10.9	165	214	183	255	39.3	19.2	54.5
Singapore	24	14	5	8	60.0	-42.9	-66.7	81	75	72	41	-43.1	-45.3	-49.4
Other Asia	22	47	52	24	-53.8	-48.9	9.1	289	206	209	140	-33.0	-32.0	-51.6
	<b>696</b>	<b>491</b>	<b>490</b>	<b>458</b>	<b>-6.5</b>	<b>-6.7</b>	<b>-34.2</b>	<b>3,268</b>	<b>3,050</b>	<b>3,061</b>	<b>2,389</b>	<b>-22.0</b>	<b>-21.7</b>	<b>-26.9</b>
<b>OTHER COUNTRIES</b>														
African Countries	141	93	94	124	31.9	33.3	-12.1	701	453	534	460	-13.9	1.5	-34.4
Israel	76	84	65	50	-23.1	-40.5	-34.2	422	492	371	289	-22.1	-41.3	-31.5
Saudi Arabia	0	1	3	2	-33.3	100.0	-	2	6	11	6	-45.5	0.0	200.0
Turkey	8	44	14	8	-42.9	-81.8	0.0	111	130	149	67	-55.0	-48.5	-39.6
Other Middle East	33	38	46	46	0.0	21.1	39.4	161	163	185	190	2.7	16.6	18.0
Australia	227	455	182	187	2.7	-58.9	-17.6	1,728	1,207	844	878	4.0	-27.3	-49.2
New Zealand	47	21	23	15	-34.8	-28.6	-68.1	281	134	99	92	-7.1	-31.3	-67.3
All Other Ctries	2	15	3	1	-66.7	-93.3	-50.0	21	28	15	12	-20.0	-57.1	-42.9
<b>Total</b>	<b>534</b>	<b>751</b>	<b>430</b>	<b>433</b>	<b>0.7</b>	<b>-42.3</b>	<b>-18.9</b>	<b>3,427</b>	<b>2,613</b>	<b>2,208</b>	<b>1,994</b>	<b>-9.7</b>	<b>-23.7</b>	<b>-41.8</b>
<b>GRAND TOTAL</b>	<b>132,044</b>	<b>141,236</b>	<b>153,443</b>	<b>149,775</b>	<b>-2.4</b>	<b>6.0</b>	<b>13.4</b>	<b>709,857</b>	<b>777,394</b>	<b>802,630</b>	<b>846,664</b>	<b>5.5</b>	<b>8.9</b>	<b>19.3</b>

## STOPOVER VISITORS BY MARKET SHARE

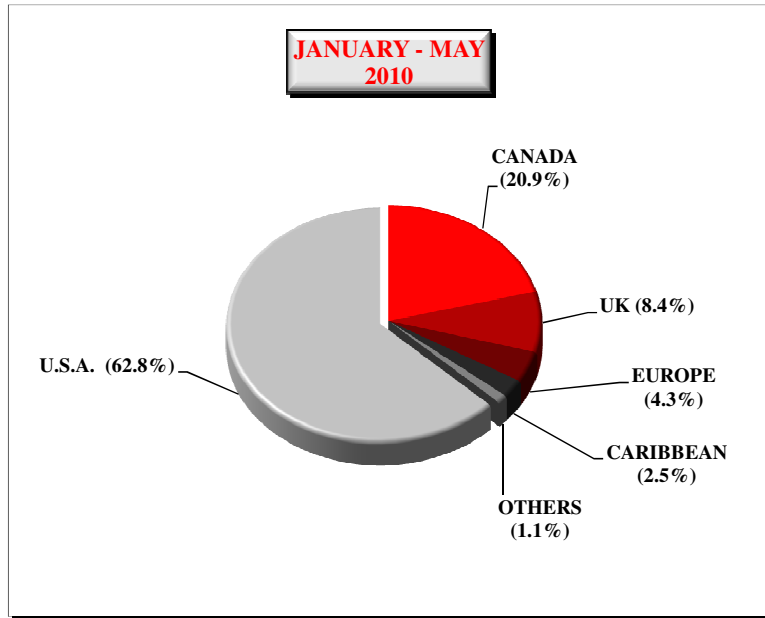


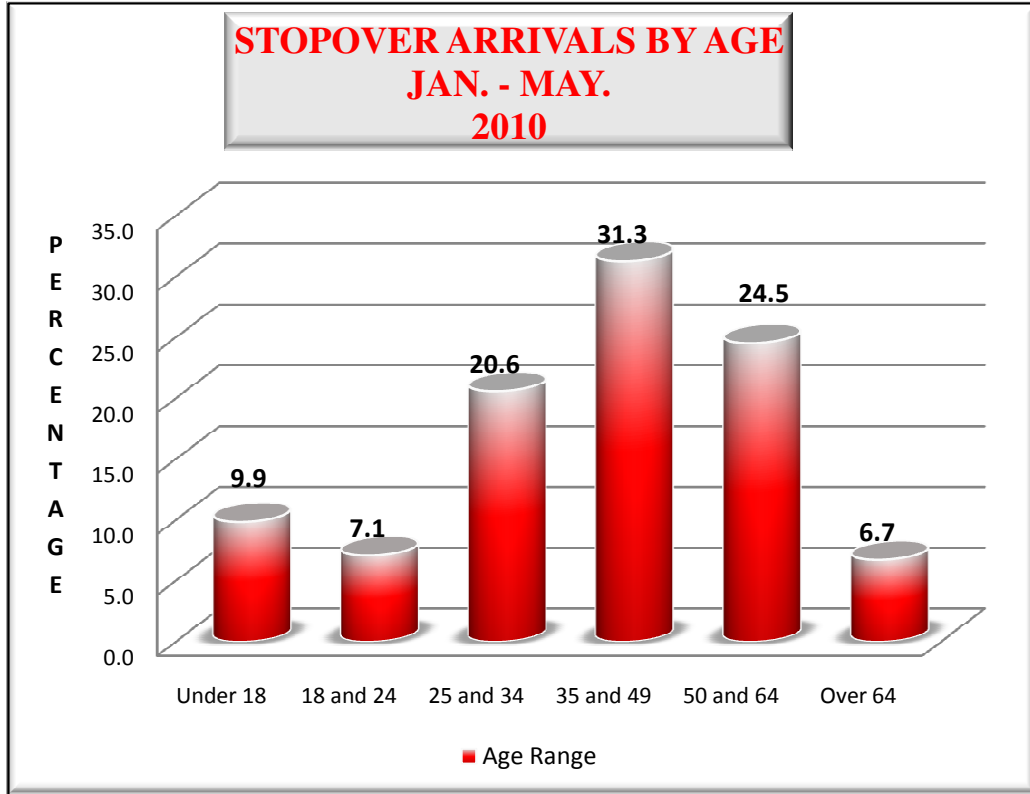
Fig. 2

Country	May 2010	% Share	Jan. - May 2010	% Share	Jan. - May 2009	% Share	% Change 2010/09
U.S.A	104,120	69.5%	531,440	62.8%	496,382	61.8%	7.1%
CANADA	17,847	11.9%	177,275	20.9%	162,146	20.2%	9.3%
U.K.	15,528	10.4%	70,867	8.4%	73,656	9.2%	-3.8%
EUROPE	6,352	4.2%	36,316	4.3%	34,357	4.3%	5.7%
CARIBBEAN	4,010	2.7%	21,060	2.5%	24,947	3.1%	-15.6%
OTHERS	1,918	1.3%	9,706	1.1%	11,142	1.4%	-12.9%
<b>Total</b>	<b>149,775</b>	<b>100.0%</b>	<b>846,664</b>	<b>100.0%</b>	<b>802,630</b>	<b>100.0%</b>	<b>5.5%</b>

**TABLE 3**

<b>AVERAGE LENGTH OF STAY (Nights)</b>								
	<b><u>FOREIGN NATIONALS</u></b>				<b><u>NON-RESIDENT JAMAICANS</u></b>			
	<b>All Types of Accommodation</b>		<b>Hotel</b>		<b>All Types of Accommodation</b>		<b>Hotel</b>	
	2009	2010	2009	2010	2009	2010	2009	2010
	<b>January</b>	9.5	9.4	7.3	7.3	16.1	17.4	8.2
<b>February</b>	8.4	8.3	7.0	7.0	14.2	14.4	7.4	7.3
<b>March</b>	8.3	8.2	6.8	6.7	14.7	14.2	7.2	7.6
<b>April</b>	8.3	7.8	6.7	6.6	14.3	13.5	7.6	7.2
<b>May</b>	8.3	8.2	6.8	6.8	15.2	15.4	7.8	8.1
<b>Jan.-May</b>	8.5	8.4	6.9	6.9	14.8	14.8	7.6	7.8

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



**Fig. 3**

**AGE DISTRIBUTION OF STOPOVER ARRIVALS**

Age Range	MAY		JAN. - MAY.		JAN. - MAY.		% Change 2010/09
	2010	% Share	2010	% Share	2009	% Share	
Under 18	10,810	7.2	83,412	9.9	76,887	9.6	8.5%
18 and 24	12,879	8.6	59,884	7.1	61,231	7.6	-2.2%
25 and 34	41,454	27.7	174,240	20.6	168,393	21.0	3.5%
35 and 49	44,545	29.7	264,765	31.3	254,723	31.7	3.9%
50 and 64	31,266	20.9	207,546	24.5	188,997	23.5	9.8%
Over 64	8,821	5.9	56,817	6.7	52,399	6.5	8.4%
<b>Total</b>	<b>149,775</b>	<b>100.0</b>	<b>846,664</b>	<b>100.0</b>	<b>802,630</b>	<b>100.0</b>	<b>5.5%</b>

**TABLE 4**

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL  
JANUARY - MAY 2010**

	MONTEGO BAY		% Change 2010/09		OCHO RIOS		% Change 2010/09		2010 TOTAL		2009 TOTAL		% Change 2010/09	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	13	30,439	-18.8%	-10.4%	21	56,637	-19.2%	-23.3%	35	87,136	43	107,827	-18.6%	-19.2%
February	11	25,235	-26.7%	-25.9%	19	53,295	-9.5%	-4.0%	31	78,805	38	90,477	-18.4%	-12.9%
March	16	39,606	6.7%	14.0%	25	71,317	-7.4%	-7.6%	42	111,356	44	112,416	-4.5%	-0.9%
April	14	29,220	16.7%	-20.2%	17	50,896	-29.2%	-23.9%	31	80,116	36	103,484	-13.9%	-22.6%
Jan. - Apr.	<b>54</b>	<b>124,500</b>	<b>-6.9%</b>	<b>-10.7%</b>	<b>82</b>	<b>232,145</b>	<b>-16.3%</b>	<b>-15.1%</b>	<b>139</b>	<b>357,413</b>	<b>161</b>	<b>414,204</b>	<b>-13.7%</b>	<b>-13.7%</b>
May	10	19,500	-9.1%	-30.1%	12	40,804	0.0%	1.3%	22	60,304	23	68,181	-4.3%	-11.6%
Jan. - May	<b>64</b>	<b>144,000</b>	<b>-7.2%</b>	<b>-13.9%</b>	<b>94</b>	<b>272,949</b>	<b>-14.5%</b>	<b>-13.0%</b>	<b>161</b>	<b>417,717</b>	<b>184</b>	<b>482,385</b>	<b>-12.5%</b>	<b>-13.4%</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.

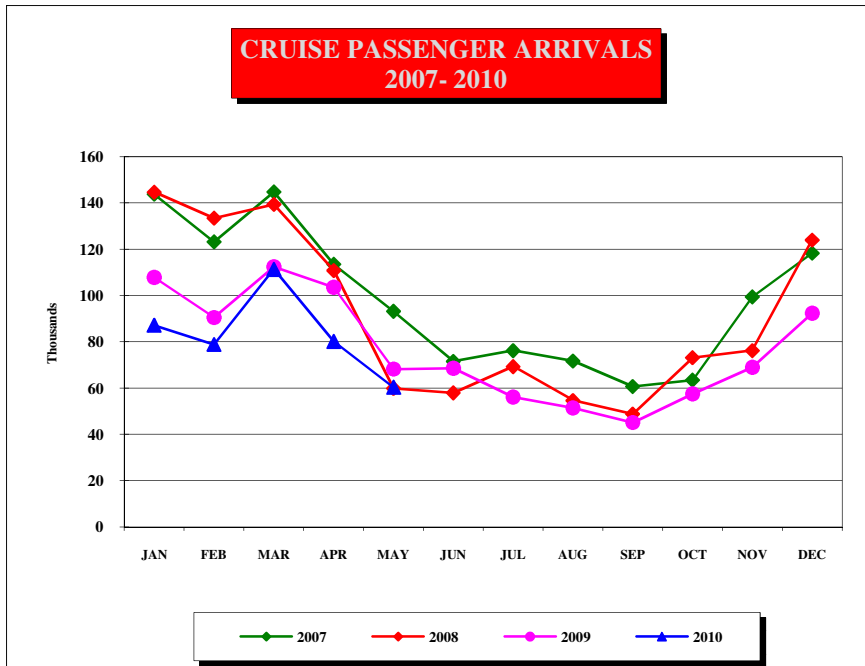


FIG. 4

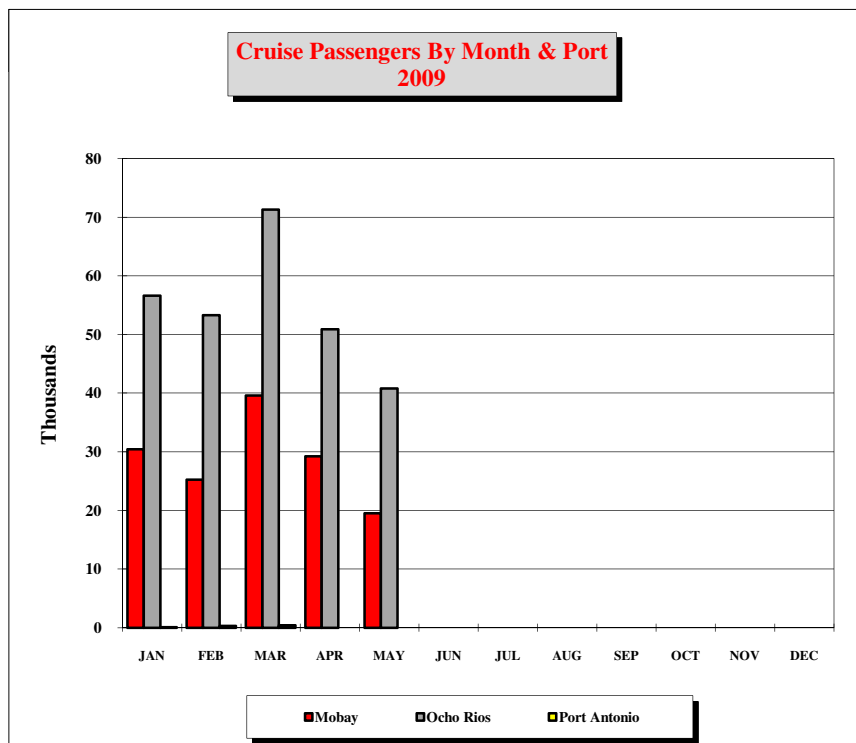


FIG. 4a

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

	MAY 2010			JANUARY - MAY 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	2,259	0	2,259	14,682	10	14,692
Delaware	562	0	562	2,707	0	2,707
Maine	268	1	269	2,838	192	3,030
Maryland	4,251	1	4,252	19,489	13	19,502
Massachusetts	3,082	6	3,088	19,386	19	19,405
New Hampshire	415	0	415	3,796	2	3,798
New Jersey	6,188	2	6,190	30,823	15	30,838
New York	17,768	13	17,781	98,758	468	99,226
Pennsylvania	7,278	3	7,281	33,173	26	33,199
Rhode Island	390	0	390	2,179	0	2,179
Vermont	171	0	171	1,701	6	1,707
Virginia	2,933	3	2,936	13,033	13	13,046
Washington D.C.	522	0	522	2,563	4	2,567
West Virginia	367	0	367	1,618	0	1,618
<b>Total</b>	<b>46,454</b>	<b>29</b>	<b>46,483</b>	<b>246,746</b>	<b>768</b>	<b>247,514</b>
<b><u>MIDWEST (CHICAGO)</u></b>						
Illinois	4,355	68	4,423	23,535	593	24,128
Indiana	1,374	0	1,374	7,206	11	7,217
Iowa	658	0	658	6,341	286	6,627
Kansas	648	4	652	2,893	16	2,909
Kentucky	783	0	783	3,075	6	3,081
Michigan	2,506	4	2,510	17,982	37	18,019
Minnesota	771	0	771	11,887	1,925	13,812
Missouri	1,735	183	1,918	6,576	1,043	7,619
Nebraska	471	2	473	2,891	12	2,903
North Dakota	135	0	135	1,617	50	1,667
Ohio	2,142	3	2,145	10,916	12	10,928
South Dakota	131	0	131	1,621	72	1,693
Wisconsin	1,327	1	1,328	14,481	1,813	16,294
<b>Total</b>	<b>17,036</b>	<b>265</b>	<b>17,301</b>	<b>111,021</b>	<b>5,876</b>	<b>116,897</b>

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

	MAY 2010			JANUARY - MAY 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b><u>SOUTH (MIAMI)</u></b>						
Alabama	1,117	2	1,119	3,044	3	3,047
Arkansas	434	0	434	1,716	1	1,717
Florida	13,864	56	13,920	68,407	218	68,625
Georgia	4,945	4	4,949	19,889	48	19,937
Louisiana	851	0	851	2,422	0	2,422
Mississippi	562	0	562	1,566	5	1,571
North Carolina	2,554	12	2,566	10,839	27	10,866
Oklahoma	728	0	728	2,093	5	2,098
South Carolina	1,160	0	1,160	4,647	2	4,649
Tennessee	1,531	0	1,531	5,958	2	5,960
<b>Total</b>	<b>27,746</b>	<b>74</b>	<b>27,820</b>	<b>120,581</b>	<b>311</b>	<b>120,892</b>
<b><u>WEST (LOS ANGELES)</u></b>						
Alaska	43	0	43	294	0	294
Arizona	1,049	0	1,049	3,526	1	3,527
California	3,593	7	3,600	14,356	43	14,399
Colorado	1,097	11	1,108	4,361	18	4,379
Hawaii	23	0	23	156	0	156
Idaho	108	0	108	540	0	540
Montana	68	0	68	588	3	591
Nevada	377	0	377	1,489	2	1,491
New Mexico	184	0	184	658	1	659
Oregon	243	0	243	1,273	7	1,280
Texas	4,689	1	4,690	14,250	52	14,302
Utah	339	1	340	1,197	2	1,199
Washington	605	0	605	2,869	11	2,880
Wyoming	78	0	78	438	2	440
<b>Total</b>	<b>12,496</b>	<b>20</b>	<b>12,516</b>	<b>45,995</b>	<b>142</b>	<b>46,137</b>
<b>TOTAL U.S.A.</b>	<b>103,732</b>	<b>388</b>	<b>104,120</b>	<b>524,343</b>	<b>7,097</b>	<b>531,440</b>

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

	MAY 2010			JANUARY - MAY 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
::						
<b><u>CANADA (TORONTO)</u></b>						
Alberta	1,130	18	1,148	10,401	5,901	16,302
British Columbia	621	1	622	5,911	1,680	7,591
Manitoba	173	1	174	2,620	2,221	4,841
New Brunswick	124	137	261	1,875	1,933	3,808
Newfoundland	353	82	435	1,819	367	2,186
Nova Scotia	180	530	710	2,311	4,207	6,518
Ontario	10,062	2,370	12,432	55,438	47,055	102,493
P.E. Island	33	41	74	154	390	544
Quebec	1,022	781	1,803	8,005	18,694	26,699
Saskatchewan	167	0	167	1,826	4,182	6,008
Other Canada	20	1	21	199	86	285
<b>Total</b>	<b>13,885</b>	<b>3,962</b>	<b>17,847</b>	<b>90,559</b>	<b>86,716</b>	<b>177,275</b>
<b><u>EUROPE</u></b>						
<b><u>LONDON OFFICE</u></b>						
<b><u>Northern Europe</u></b>						
U.K.	8,620	6,908	15,528	46,159	24,708	70,867
Denmark	36	7	43	377	18	395
Finland	17	0	17	206	3	209
Ireland	187	41	228	917	218	1,135
Norway	40	3	43	484	11	495
Sweden	72	14	86	782	24	806
<b>Sub-Total</b>	<b>8,972</b>	<b>6,973</b>	<b>15,945</b>	<b>48,925</b>	<b>24,982</b>	<b>73,907</b>
<b><u>GERMAN OFFICE</u></b>						
<b><u>Southern Europe</u></b>						
Greece	34	0	34	129	2	131
Italy	738	6	744	7,211	54	7,265
Portugal	13	812	825	149	2,788	2,937
Spain	196	952	1,148	791	1,094	1,885
<b><u>Western Europe</u></b>						
Austria	134	0	134	1,418	6	1,424
Belgium	451	0	451	2,062	9	2,071
France	268	9	277	1,889	68	1,957
Germany	1,284	7	1,291	8,497	59	8,556
Luxemburg	15	0	15	91	1	92
Netherlands	478	8	486	2,600	25	2,625
Switzerland	173	0	173	1,112	22	1,134
<b>Sub-Total</b>	<b>3,784</b>	<b>1,794</b>	<b>5,578</b>	<b>25,949</b>	<b>4,128</b>	<b>30,077</b>
<b><u>Central/East Europe</u></b>						
Czechoslovakia	20	0	20	226	3	229
Hungary	11	1	12	268	4	272
Poland	43	2	45	594	63	657
Russia	170	4	174	827	267	1,094
Ukraine	25	0	25	193	0	193
Other Europe	70	11	81	646	108	754
<b>Sub-Total</b>	<b>339</b>	<b>18</b>	<b>357</b>	<b>2,754</b>	<b>445</b>	<b>3,199</b>
<b>Total</b>	<b>13,095</b>	<b>8,785</b>	<b>21,880</b>	<b>77,628</b>	<b>29,555</b>	<b>107,183</b>

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

::

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

**OTHER COUNTRIES**

**CENTRAL AMERICA**

Mexico	177	7	184	875	9	884
Belize	42	0	42	193	0	193
Costa Rica	56	0	56	298	3	301
El Salvador	12	0	12	55	0	55
Guatemala	31	2	33	159	16	175
Honduras	10	0	10	45	0	45
Nicaragua	11	0	11	32	2	34
Panama	89	0	89	503	0	503
<b>Total</b>	<b>428</b>	<b>9</b>	<b>437</b>	<b>2,160</b>	<b>30</b>	<b>2,190</b>

**SOUTH AMERICA**

Argentina	198	2	200	923	3	926
Bolivia	1	0	1	13	0	13
Brazil	151	0	151	776	2	778
Chile	50	0	50	276	0	276
Colombia	64	1	65	278	113	391
Ecuador	15	0	15	44	202	246
Paraguay	1	0	1	9	0	9
Peru	30	0	30	182	1	183
Uruguay	4	0	4	46	0	46
Venezuela	45	26	71	201	58	259
Other South America	2	0	2	6	0	6
<b>Total</b>	<b>561</b>	<b>29</b>	<b>590</b>	<b>2,754</b>	<b>379</b>	<b>3,133</b>
<b>Total Latin America</b>	<b>989</b>	<b>38</b>	<b>1,027</b>	<b>4,914</b>	<b>409</b>	<b>5,323</b>

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

	MAY 2010			JANUARY - MAY 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>CARIBBEAN</b>						
Antigua	117	0	117	772	11	783
Bahamas	236	136	372	1,330	251	1,581
Barbados	283	7	290	1,624	103	1,727
Bermuda	193	1	194	1,016	2	1,018
British Virgin Is.	70	0	70	313	1	314
Cayman Is.	1,193	8	1,201	6,772	33	6,805
Dominica	29	0	29	144	5	149
Grenada	36	0	36	183	0	183
Guyana	137	0	137	611	17	628
Montserrat	12	0	12	45	0	45
St. Kitts/Nevis/Anguilla	43	0	43	310	7	317
St. Lucia	58	0	58	322	18	340
St. Vincent	32	0	32	185	2	187
Turks & Caicos Is.	100	6	106	483	9	492
Trinidad & Tobago	628	23	651	3,653	139	3,792
<b>Comm. Caribbean</b>	<b>3,167</b>	<b>181</b>	<b>3,348</b>	<b>17,763</b>	<b>598</b>	<b>18,361</b>
Aruba	11	0	11	124	0	124
Bonaire	0	0	0	0	0	0
Cuba	20	13	33	190	24	214
Curacao	27	1	28	246	1	247
Dominican Republic	97	2	99	366	11	377
Guadelope	12	0	12	83	0	83
Haiti	28	103	131	73	201	274
Puerto Rico	133	0	133	546	1	547
St. Maarten	56	0	56	258	0	258
Surinam	35	0	35	175	1	176
All other Caribbean	123	1	124	304	95	399
<b>Other Caribbean</b>	<b>542</b>	<b>120</b>	<b>662</b>	<b>2,365</b>	<b>334</b>	<b>2,699</b>
<b>TOTAL CARIBBEAN</b>	<b>3,709</b>	<b>301</b>	<b>4,010</b>	<b>20,128</b>	<b>932</b>	<b>21,060</b>
<b>OTHER COUNTRIES</b>						
India	125	0	125	436	2	438
Pakistan	3	0	3	6	0	6
Japan	127	0	127	949	1	950
China	90	0	90	414	2	416
Taiwan	7	0	7	55	1	56
Korea	23	0	23	84	3	87
Philippines	51	0	51	252	3	255
Singapore	8	0	8	41	0	41
Other Asia	24	0	24	131	9	140
<b>Asia</b>	<b>458</b>	<b>0</b>	<b>458</b>	<b>2,368</b>	<b>21</b>	<b>2,389</b>
African Countries	121	3	124	439	21	460
Israel	50	0	50	277	12	289
Saudi Arabia	2	0	2	6	0	6
Turkey	8	0	8	65	2	67
Other Middle East	45	1	46	180	10	190
Australia	180	7	187	852	26	878
New Zealand	15	0	15	92	0	92
All Other Ctries	1	0	1	12	0	12
<b>Total</b>	<b>422</b>	<b>11</b>	<b>433</b>	<b>1,923</b>	<b>71</b>	<b>1,994</b>
<b>GRAND TOTAL</b>	<b>136,290</b>	<b>13,485</b>	<b>149,775</b>	<b>721,863</b>	<b>124,801</b>	<b>846,664</b>

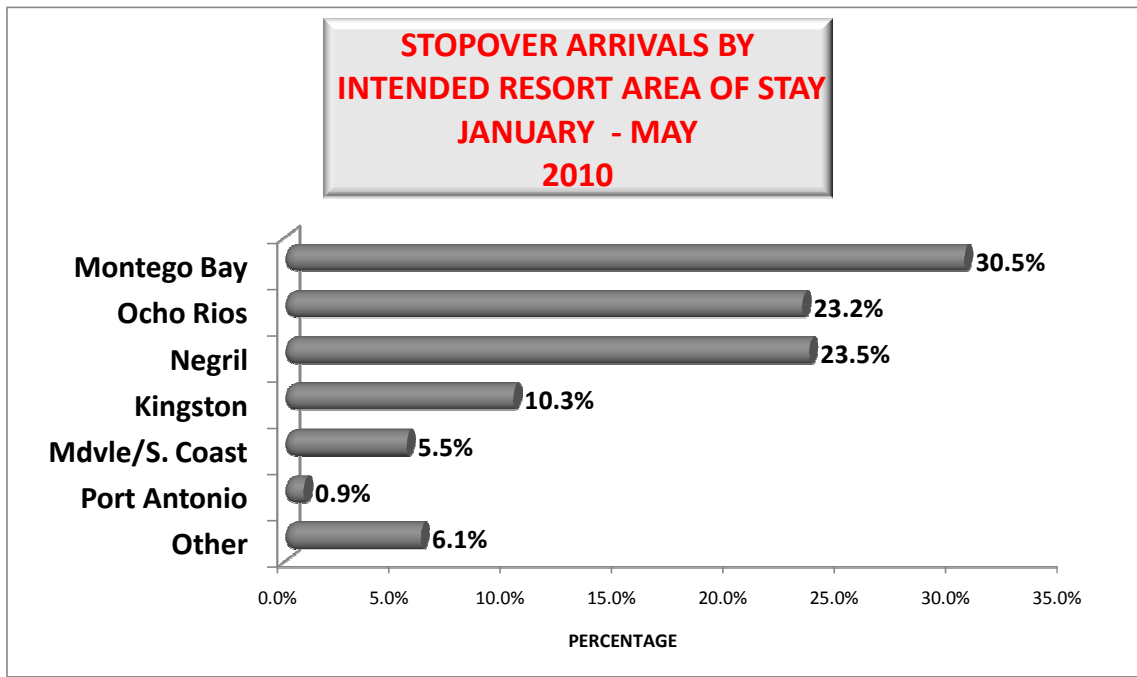


Fig. 5

**STOPOVER ARRIVALS BY INTENDED AREA OF STAY**

Area	MAY			JANUARY - MAY			JANUARY - MAY			% Change 2010/09 ARRIVALS
	2010	%Share	LENGTH OF STAY	2010	%Share	LENGTH OF STAY	2009	%Share	LENGTH OF STAY	
Montego Bay	46,811	31.3%	7.0	258,326	30.5%	7.2	232,359	28.9%	7.4	11.2%
Ocho Rios	33,506	22.4%	8.2	196,785	23.2%	8.3	185,293	23.1%	8.3	6.2%
Negril	36,169	24.1%	7.3	199,340	23.5%	7.9	191,894	23.9%	8.0	3.9%
Kingston	14,829	9.9%	10.8	86,847	10.3%	10.8	89,261	11.1%	11.0	-2.7%
Mdvle/S. Coast	8,311	5.5%	12.8	46,273	5.5%	12.7	45,194	5.6%	12.6	2.4%
Port Antonio	1,257	0.8%	13.5	7,350	0.9%	14.5	6,563	0.8%	15.3	12.0%
Other	8,892	5.9%	14.4	51,743	6.1%	14.4	52,066	6.5%	14.9	-0.6%
<b>Total</b>	<b>149,775</b>	<b>100.0%</b>	<b>8.7</b>	<b>846,664</b>	<b>100.0%</b>	<b>8.8</b>	<b>802,630</b>	<b>100.0%</b>	<b>9.0</b>	<b>5.5%</b>

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