

JAMAICA TOURIST BOARD

IN NOVEMBER 2009.....

- Stopover arrivals up by 2.7%
- US Market down by 0.1%
- Canada increased by 4.3%
- Europe up by 15.9%
- Cruise Passenger decreased by 9.5%

TOURIST (Stopover Arrivals)

Stopover arrivals in November 2009 were **125,494** an increase of **2.7%** over the **122,250** recorded in November 2008.

For the seven months, May—November 2009, stopover arrivals increased by **5.1%**, with a total of **1,000,094** compared to **951,499** for the same period in 2008

For the January to November period, arrivals increased by **3.9%** with **1,649,281** compared to **1,587,657** in 2008.

United States

Stopover arrivals from the United States market decreased by **0.1%** in November with a total of **76,716** visitors compared to the **76,804** visitors who came in November 2008. The Northeast recorded an increase of **12.7%**. While the West, the Midwest and South regions all recorded declines of **7.2%**, **7.9%** and **12.7%** respectively.

For the summer period to date, May to November 2009, the US market recorded a **5.5%** increase compared to the same period in 2008. The Northeast, the Midwest and the West regions all recorded increases, of **12.1%**, **6.5%** and **0.1%** respectively. While the South region recorded decrease of **1.7%**

For the January to November period, the US market recorded an increase of **2.1%**. Total visitors from this market were **1,063,061** compared to **1,041,216** in 2008. The Northeast, and the Midwest both recorded increases of **5.9%** and **2.4%** respectively. All other marketing regions recorded decreases, the South by **1.8%**, the West by **3.4%**.

Canada

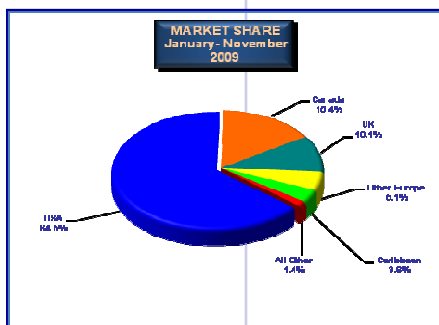
In November, the Canadian market grew by **4.3%**. Total stopovers from the Canadian market were **20,356** compared to **19,508** in November 2008.

The leading province of Ontario increased by **5.7%**, while the second most important visitor-producing province of Quebec increased by **12.2%**. Other notable performances came from the provinces of Alberta down by **10.3%**, British Columbia down by **6.1%**, and Saskatchewan up by **9.3%**

For the summer period to date, May to November 2009, a total of **109,520** stopovers came from this market compared to **88,079** in 2008, an increase of **24.3%**.

Cumulatively, the Canadian market continued on its exceptional growth trend recording an increase of **26.2%** in the January to November period with a total of **253,691** stopovers compared to **200,998** in 2008. The top visitor producing provinces of Ontario with **155,790** and Quebec with **39,213** increase by **21.4%** and **36.8%** respectively. The provinces of Alberta, British Columbia, Saskatchewan and Manitoba increased by **38.0%**, **54.0%**, **4.5%** and **29.6%** respectively.

Europe



The European market recorded a **15.9%** increase in November 2009. This market provided a total of **22,323** stopover visitors compared to the **19,268** recorded in November 2008. In the Northern European market region the main visitor producing country, United Kingdom with **14,806** arrivals increased by **16.1%**. In the South/Western Europe region the main visitor producing countries, Germany with **2,363** increased by **13.6%**, Italy with **1,197** increased by **35.4%**, Belgium with **619** increased by **35.7%**, and Portugal with **566** increased by **1351.3%**. In the third market region, Central/East Europe with **610** arrivals, increased by **13.0%**.

During the summer period to date, May to November 2009, the European market recorded a **2.4%** decline with **165,136** compared to **169,281** in 2008.

Year to date 2009, January to November period, the European market declined by **3.6%**, Total stopovers were **250,102** compared to **259,325** in 2008. From the Northern European market region arrivals decreased by **2.6%** with a total of **172,505**. From South/Western Europe region, **72,237** arrivals declined by **4.2%**. From the third market region, Central/East Europe **5,360** arrivals declined by **20.0%**

Latin America

The Latin American market decreased by **51.0%** in November 2009, with a total of **890** stopovers compared to **1,818** in November 2008. From the Central American region a total of **457** arrivals decreased by **46.8%**. From South America, **433** arrivals a decrease of **54.8%**.

For the summer period to date, May to November 2009, the Latin American market recorded decline of **14.5%** compared to 2008. Total arrivals from this market were **8,632** compared to **10,093** in 2008.

Cumulatively, for the January to November period, the Latin American market decreased by **10.8%** with a total of **13,437** visitors compared to **15,058** for the corresponding period in 2008. From Central American region a total of **5,196** arrivals decreased by **22.8%**. From the South American region a total of **8,241** arrivals a decrease of **1.0%**.

The Caribbean

Visitors to Jamaica from the Caribbean region increased by **6.2%** in November with a total of **4,363** visitors, compared to **4,107** in November 2008.

The major Caribbean countries which provided visitors to Jamaica in November were: the Cayman Islands (**1,408**), Trinidad and Tobago (**791**), Barbados (**431**), Bahamas Is. (**301**), Bermuda (**174**), Antigua (**168**) and Guyana (**132**).

For the summer period to date, May to November 2009, the Caribbean market recorded a **4.1%** decline compared to the same period in 2008.

Cumulatively the Caribbean stopover arrivals in the January to November period decreased by **1.9%**, with **58,728** in 2009 compared to **59,886** in 2008. 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 **20,971** visitors followed by Trinidad and Tobago **8,834**, Barbados with **4,547**, and Bahamas Is. with **4,531** visitors.

Asia

The Asian market increased by **8.2%** in November 2009 with a total of **461** stopovers compared to **426** in November

2008.

The major Asian countries which provided visitors to Jamaica in November were: Japan (**207**) down **4.2%**; India (**110**) up **50.7%**, and China (**48**) up **17.1%**, compared to November 2008

For the summer period to date, May to November 2009, the Asian market recorded an increase of **2.6%**, compared to the same period in 2008.

Year-to-date, January to November the Asian market grew by **1.6%** with **5,655** arrivals compared to **5,566** arrivals in 2008.

Other Countries

Of the Other Countries, Australia with **132** stopovers increased by **20.0%** and Israel increased by **11.5%** with **58** stopovers in November 2009 against the **110** and **52** respectively who came in November 2008.

Collectively, January to November Other Countries recorded a decline of **17.8%** with **4,607** arrivals in 2009 compared to **5,608** in 2008.

Market Share

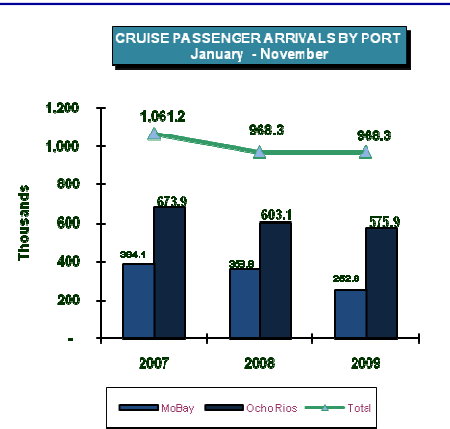
The market share of stopover visitors for year-to-date January to November were as follows: USA **64.5%**; Canada **15.4%**; UK **10.1%**; Continental Europe **5.1%**, the Caribbean **3.6%**; Latin America **0.7%**; Asia **0.4%** and Other Countries **0.3%**.

Cruise Passengers

A total of **68,971** cruise passengers visited Jamaica in November 2009. This represented a **9.5%** decrease against the **76,223** recorded for November 2008.

For the summer period to date, May to November 2009, the cruise passengers arrivals recorded a **5.5%** decrease with a total of **415,831** passengers compared to **440,030** in 2008.

Cumulatively, a total of **830,035** cruise passengers visited our shores in January to November 2009 period, a decrease of **14.3%** against the **968,289** recorded for the corresponding period in 2008.



A total of **51,777** cruise passengers visited the port of Ocho Rios in November 2009, an increase of **13.4%** over the **45,667** recorded for November 2008.

Year-to-date cruise passenger arrivals visiting the port of Ocho Rios decreased by **4.5%** with **575,936** passengers compared to the **603,075** during the same corresponding period in 2008

The port in Montego Bay recorded a total of **17,194** cruise passengers for November 2009 a decrease of **42.2%** against the **29,745** recorded in 2008.

Cumulatively, a total of **252,550** passengers visited Montego Bay, a decrease of **29.8%**, compared to the **359,838** recorded in 2008.

Length of Stay

The average length of stay of **Foreign National** arrivals in November was **9.6** nights, compared to the **9.4** nights recorded for all types of accommodations in 2008. The average length of stay in hotels was **7.0** nights compared to **6.9** nights in November 2008.

Cumulatively, the average length of stay for the January to November period was **9.0** nights compared to **9.1** nights in for all type of

accommodations in 2008. The average length of stay in hotels was **6.9** nights the same level as recorded for hotels in 2008.

The average length of stay of **Non-Resident Jamaican** arrivals in November 2009 was **20.1** nights compared to the **19.6** nights in November 2008. The average length of stay in hotels was **8.5** nights compared to **6.9** nights in November 2008.

Cumulatively, the average length of stay for January to November period was **16** nights as against the **16.7** nights recorded for all types of accommodations in 2008. In hotels the average length of stay during the period under review was **8.0** nights compared to **8.2** nights during 2008

Purpose of Visit

Year-to-date January to November 2009, **79.8%** or **1,217,589** of the **1,525,042** **Foreign Nationals** who visited Jamaica were visiting for the purpose of Leisure, **8.2%** were Visiting Friends & Relatives, **5.7%** were on Business, and the remaining **6.3%** were on Other purposes of travel.

A total of **48,570** or **39.1%** of the **124,239** **Non-Resident Jamaicans** who travelled to Jamaica during January and November 2009 were visiting for Leisure, **28.9%** were visiting Friends & Relatives, **6.9%** were on Business and the remaining **25.1%** were on Other purposes of travel.

Intended Resort Area of Stay

Of the **1,647,281** stopover arrivals visiting Jamaica year-to-date, January to November 2009, the resort area of Montego Bay welcomed **470,041** arrivals or **28.5%**. Ocho Rios got **384,718** or **23.3%**, Negril received **361,374** or **21.9%**, and Kingston got **200,544** or **12.2%**. The remaining **14%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

Type of Airlines used

Of the **1,649,281** stopovers arrivals visiting Jamaica during January and November 2009, **1,371,958** or **83.2%** used scheduled airlines, while **277,323** or **16.8%** used chartered flights.

During the corresponding period in 2008 the percentage distribution was **83.9%** scheduled airlines and **16.1%** chartered airlines.

TABLE 1
TOURIST ARRIVALS
January - November
2009

Month	Foreign Nationals	<----- Stopovers ----->		Non-Resident Jamaicans			Total Stopover Arrivals		
		+/- 2009/08	+/- 2009/07		+/- 2009/08	+/- 2009/07		+/- 2009/08	+/- 2009/07
January	139,481	3.9%	12.3%	9,405	9.2%	69.2%	148,886	4.2%	14.7%
February	150,608	2.2%	18.1%	9,674	2.0%	78.9%	160,282	2.2%	20.6%
March	164,997	-4.4%	5.0%	10,932	-6.8%	48.7%	175,929	-4.5%	6.9%
April	151,241	7.0%	6.1%	12,849	18.3%	59.8%	164,090	7.8%	9.0%
Jan.-Apr.	606,327	1.8%	10.0%	42,860	5.3%	62.6%	649,187	2.0%	12.4%
May	143,241	9.5%	15.2%	10,202	-2.4%	31.8%	153,443	8.6%	16.2%
June	155,036	4.4%	8.0%	13,525	0.4%	4.4%	168,561	4.1%	7.7%
July	177,714	5.8%	0.2%	18,226	4.3%	0.7%	195,940	5.7%	0.3%
August	138,826	7.0%	12.0%	13,747	8.4%	8.3%	152,573	7.1%	11.6%
September	86,561	3.7%	6.0%	8,702	1.4%	8.6%	95,263	3.5%	6.2%
October	100,174	2.7%	0.7%	8,646	0.6%	-0.9%	108,820	2.6%	0.6%
November	117,163	2.8%	1.8%	8,331	0.1%	-10.7%	125,494	2.7%	0.8%
May - Nov.	918,715	5.4%	6.2%	81,379	2.3%	4.9%	1,000,094	5.1%	6.1%
Jan.- Nov.	1,525,042	3.9%	7.6%	124,239	3.3%	19.6%	1,649,281	3.9%	8.5%

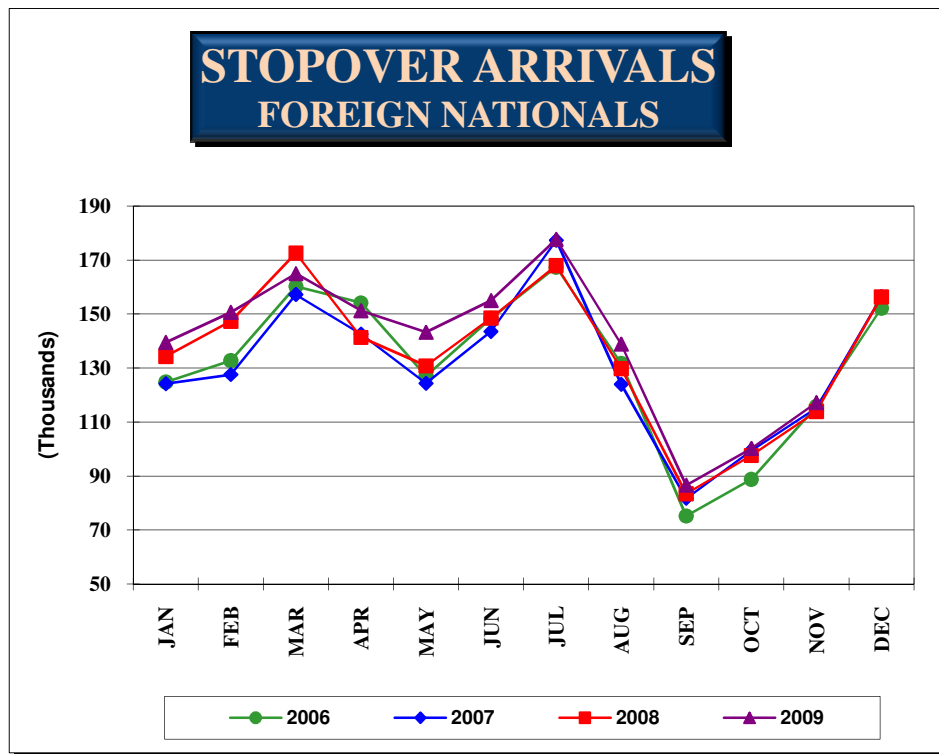


FIG. 1

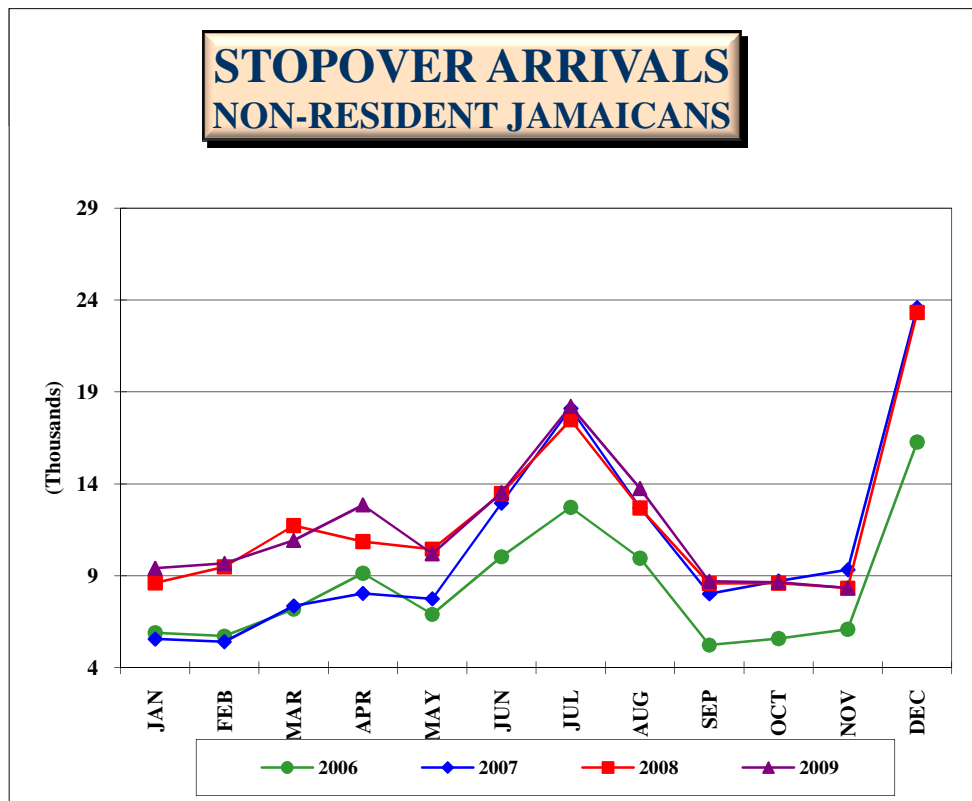


FIG. 1a

**STOPOVER ARRIVALS BY PURPOSE OF VISIT
JANUARY - NOVEMBER
2009**

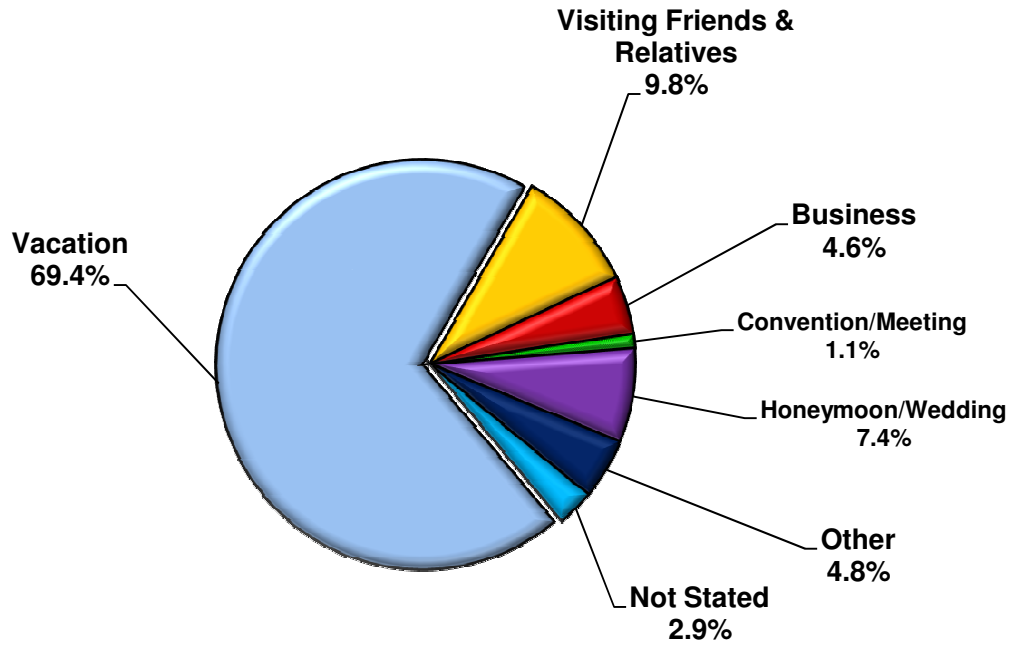


Fig. 1b

STOPOVER ARRIVALS BY PURPOSE OF VISIT						
January - November 2009	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	1,098,074	72.0%	46,450	37.4%	1,144,524	69.4%
Visiting Friends & Relatives	125,420	8.2%	35,892	28.9%	161,312	9.8%
Business	68,232	4.5%	7,486	6.0%	75,718	4.6%
Convention/Meeting	17,682	1.2%	1,134	0.9%	18,816	1.1%
Honeymoon/Wedding	119,515	7.8%	2,120	1.7%	121,635	7.4%
Other	66,526	4.4%	12,869	10.4%	79,395	4.8%
Not Stated	29,593	1.9%	18,288	14.7%	47,881	2.9%
TOTAL	1,525,042	100.0%	124,239	100.0%	1,649,281	100.0%

TABLE 1.2
STOPOVER ARRIVALS BY MARKET REGION
AND MONTH OF ARRIVAL 2009

	U.S.A.					Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West	Total							
January	33,915	21,529	17,900	6,846	80,190	39,960	21,594	1,334	4,746	540	522	148,886
February	42,160	25,479	19,686	5,977	93,302	39,244	20,403	1,246	4,863	844	380	160,282
March	44,518	29,094	24,359	9,969	107,940	39,170	22,247	915	4,529	629	499	175,929
April	51,537	19,751	28,875	9,250	109,413	25,797	20,722	1,310	5,913	558	377	164,090
Jan.-Apr.	172,130	95,853	90,820	32,042	390,845	144,171	84,966	4,805	20,051	2,571	1,778	649,187
May	43,701	19,002	31,037	11,797	105,537	17,975	23,047	1,068	4,896	490	430	153,443
June	46,424	21,069	39,365	15,830	122,688	13,219	24,916	1,024	5,798	511	405	168,561
July	63,837	16,511	41,067	17,550	138,965	18,961	27,105	1,645	8,302	474	488	195,940
August	53,543	10,856	25,917	11,476	101,792	16,343	25,783	1,815	6,134	311	395	152,573
September	24,699	8,014	18,590	6,176	57,479	9,966	21,455	964	4,557	465	377	95,263
October	30,416	11,440	20,253	6,930	69,039	12,700	20,507	1,226	4,627	372	349	108,820
November	37,696	13,379	17,804	7,837	76,716	20,356	22,323	890	4,363	461	385	125,494
May - Nov.	300,316	100,271	194,033	77,596	672,216	109,520	165,136	8,632	38,677	3,084	2,829	1,000,094
Jan. - Nov.	472,446	196,124	284,853	109,638	1,063,061	253,691	250,102	13,437	58,728	5,655	4,607	1,649,281
+/- %	5.9%	2.4%	-1.8%	-3.4%	2.1%	26.2%	-3.6%	-10.8%	-1.9%	1.6%	-17.8%	3.9%

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	NOVEMBER							JANUARY - NOVEMBER						
	2006	2007	2008	2009	% Change			2006	2007	2008	2009	% Change		
					2009/08	2009/07	2009/06					2009/08	2009/07	2009/06
U.S.A.														
<u>NORTHEAST (NEW YORK)</u>														
Connecticut	1,875	2,065	1,724	1,918	11.3	-7.1	2.3	26,643	26,183	27,391	26,781	-2.2	2.3	0.5
Delaware	551	569	427	398	-6.8	-30.1	-27.8	5,457	5,394	5,032	4,967	-1.3	-7.9	-9.0
Maine	247	241	191	236	23.6	-2.1	-4.5	3,377	2,877	2,929	3,376	15.3	17.3	0.0
Maryland	3,686	3,632	2,927	3,073	5.0	-15.4	-16.6	44,455	42,058	40,671	39,913	-1.9	-5.1	-10.2
Massachusetts	1,850	1,841	2,058	2,630	27.8	42.9	42.2	26,289	25,359	26,655	31,283	17.4	23.4	19.0
New Hampshire	314	368	444	465	4.7	26.4	48.1	4,208	4,250	4,297	4,862	13.1	14.4	15.5
New Jersey	6,981	6,853	5,936	6,112	3.0	-10.8	-12.4	67,788	63,048	61,043	63,547	4.1	0.8	-6.3
New York	13,057	14,920	11,909	15,092	26.7	1.2	15.6	179,901	178,083	183,125	195,366	6.7	9.7	8.6
Pennsylvania	4,747	4,807	4,978	4,871	-2.1	1.3	2.6	55,762	54,230	57,569	63,266	9.9	16.7	13.5
Rhode Island	269	245	224	273	21.9	11.4	1.5	3,469	3,209	3,001	3,659	21.9	14.0	5.5
Vermont	111	196	106	126	18.9	-35.7	13.5	1,764	1,789	1,719	1,729	0.6	-3.4	-2.0
Virginia	2,145	1,997	1,901	1,898	-0.2	-5.0	-11.5	26,362	24,119	24,988	25,118	0.5	4.1	-4.7
Washington D.C.	473	464	430	437	1.6	-5.8	-7.6	5,999	5,618	5,152	5,634	9.4	0.3	-6.1
West Virginia	190	183	179	167	-6.7	-8.7	-12.1	2,478	2,200	2,482	2,945	18.7	33.9	18.8
Total	36,496	38,381	33,434	37,696	12.7	-1.8	3.3	453,952	438,417	446,054	472,446	5.9	7.8	4.1
<u>MIDWEST (CHICAGO)</u>														
Illinois	4,428	4,244	4,119	3,645	-11.5	-14.1	-17.7	49,784	44,225	45,535	44,619	-2.0	0.9	-10.4
Indiana	1,141	983	1,002	925	-7.7	-5.9	-18.9	15,878	13,868	13,902	13,577	-2.3	-2.1	-14.5
Iowa	546	586	780	869	11.4	48.3	59.2	8,457	7,801	8,811	10,045	14.0	28.8	18.8
Kansas	419	431	433	338	-21.9	-21.6	-19.3	5,370	5,263	5,348	6,024	12.6	14.5	12.2
Kentucky	581	368	418	388	-7.2	5.4	-33.2	8,481	6,664	6,701	6,868	2.5	3.1	-19.0
Michigan	1,790	1,621	1,788	2,027	13.4	25.0	13.2	27,154	22,157	24,221	26,154	8.0	18.0	-3.7
Minnesota	1,017	953	896	795	-11.3	-16.6	-21.8	20,305	16,872	17,321	16,985	-1.9	0.7	-16.4
Missouri	1,230	1,112	1,103	1,091	-1.1	-1.9	-11.3	18,237	17,932	15,406	17,785	15.4	-0.8	-2.5
Nebraska	483	472	544	451	-17.1	-4.4	-6.6	5,366	5,332	5,558	5,942	6.9	11.4	10.7
North Dakota	127	106	132	113	-14.4	6.6	-11.0	1,966	2,017	2,149	2,198	2.3	9.0	11.8
Ohio	1,905	1,415	1,742	1,583	-9.1	11.9	-16.9	23,677	19,306	21,268	22,232	4.5	15.2	-6.1
South Dakota	145	104	158	105	-33.5	1.0	-27.6	2,246	1,957	2,156	2,354	9.2	20.3	4.8
Wisconsin	1,455	1,397	1,409	1,049	-25.6	-24.9	-27.9	25,285	21,877	23,222	21,341	-8.1	-2.5	-15.6
Total	15,267	13,792	14,524	13,379	-7.9	-3.0	-12.4	212,206	185,271	191,598	196,124	2.4	5.9	-7.6

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	NOVEMBER							JANUARY - NOVEMBER						
	2006	2007	2008	2009	% Change			2006	2007	2008	2009	% Change		
					2009/08	2009/07	2009/06					2009/08	2009/07	2009/06
SOUTH (MIAMI)														
Alabama	577	541	581	428	-26.3	-20.9	-25.8	8,147	7,185	7,576	7,480	-1.3	4.1	-8.2
Arkansas	305	221	290	238	-17.9	7.7	-22.0	4,075	3,581	3,983	4,096	2.8	14.4	0.5
Florida	12,551	14,180	12,010	10,270	-14.5	-27.6	-18.2	168,803	166,602	166,228	163,904	-1.4	-1.6	-2.9
Georgia	3,430	3,761	3,444	2,899	-15.8	-22.9	-15.5	48,544	48,209	50,646	46,666	-7.9	-3.2	-3.9
Louisiana	617	555	552	457	-17.2	-17.7	-25.9	7,671	6,941	6,322	6,554	3.7	-5.6	-14.6
Mississippi	220	237	192	195	1.6	-17.7	-11.4	3,901	3,160	3,253	3,412	4.9	8.0	-12.5
North Carolina	1,694	1,536	1,434	1,711	19.3	11.4	1.0	21,407	20,220	22,154	23,383	5.5	15.6	9.2
Oklahoma	243	240	342	304	-11.1	26.7	25.1	6,078	4,956	5,065	5,521	9.0	11.4	-9.2
South Carolina	931	698	757	615	-18.8	-11.9	-33.9	9,561	9,081	10,823	10,590	-2.2	16.6	10.8
Tennessee	847	861	800	687	-14.1	-20.2	-18.9	13,971	12,396	14,029	13,247	-5.6	6.9	-5.2
Total	21,415	22,830	20,402	17,804	-12.7	-22.0	-16.9	292,158	282,331	290,079	284,853	-1.8	0.9	-2.5
WEST (LOS ANGELES)														
Alaska	42	42	37	48	29.7	14.3	14.3	382	345	463	397	-14.3	15.1	3.9
Arizona	530	440	507	514	1.4	16.8	-3.0	6,664	6,055	6,408	5,785	-9.7	-4.5	-13.2
California	3,593	3,627	3,158	2,727	-13.6	-24.8	-24.1	48,253	44,450	42,929	37,345	-13.0	-16.0	-22.6
Colorado	732	672	627	712	13.6	6.0	-2.7	8,443	7,769	8,061	8,100	0.5	4.3	-4.1
Hawaii	35	22	17	24	41.2	9.1	-31.4	285	277	328	279	-14.9	0.7	-2.1
Idaho	185	86	91	119	30.8	38.4	-35.7	1,303	1,046	1,187	966	-18.6	-7.6	-25.9
Montana	216	53	53	67	26.4	26.4	-69.0	1,156	819	768	892	16.1	8.9	-22.8
Nevada	289	259	297	286	-3.7	10.4	-1.0	3,333	2,973	3,332	3,635	9.1	22.3	9.1
New Mexico	158	175	78	85	9.0	-51.4	-46.2	1,363	1,391	1,369	1,410	3.0	1.4	3.4
Oregon	238	230	229	248	8.3	7.8	4.2	2,692	2,509	2,664	2,373	-10.9	-5.4	-11.8
Texas	2,318	2,463	2,497	2,227	-10.8	-9.6	-3.9	39,999	36,691	37,035	39,622	7.0	8.0	-0.9
Utah	227	197	210	216	2.9	9.6	-4.8	2,481	1,931	2,348	2,521	7.4	30.6	1.6
Washington	475	484	600	528	-12.0	9.1	11.2	5,800	5,395	5,883	5,525	-6.1	2.4	-4.7
Wyoming	78	63	43	36	-16.3	-42.9	-53.8	760	670	710	788	11.0	17.6	3.7
Total	9,116	8,813	8,444	7,837	-7.2	-11.1	-14.0	122,914	112,321	113,485	109,638	-3.4	-2.4	-10.8
TOTAL U.S.A.	82,294	83,816	76,804	76,716	-0.1	-8.5	-6.8	1,081,230	1,018,340	1,041,216	1,063,061	2.1	4.4	-1.7

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	NOVEMBER							JANUARY - NOVEMBER						
	2006	2007	2008	2009	% Change			2006	2007	2008	2009	% Change		
					2009/08	2009/07	2009/06					2009/08	2009/07	2009/06
CANADA (TORONTO)														
Alberta	507	742	1,628	1,461	-10.3	96.9	188.2	7,128	12,460	16,142	22,277	38.0	78.8	212.5
British Columbia	515	487	1,223	1,149	-6.1	135.9	123.1	3,999	6,777	8,488	13,074	54.0	92.9	226.9
Manitoba	104	132	262	240	-8.4	81.8	130.8	2,289	3,453	4,431	5,742	29.6	66.3	150.9
New Brunswick	68	115	141	177	25.5	53.9	160.3	1,838	1,966	2,797	3,402	21.6	73.0	85.1
Newfoundland	52	78	211	163	-22.7	109.0	213.5	781	767	1,484	2,172	46.4	183.2	178.1
Nova Scotia	117	137	219	225	2.7	64.2	92.3	2,900	3,266	4,216	5,087	20.7	55.8	75.4
Ontario	7,426	9,004	12,456	13,170	5.7	46.3	77.3	92,025	107,702	128,379	155,790	21.4	44.6	69.3
P.E. Island	14	5	28	14	-50.0	180.0	0.0	227	311	318	481	51.3	54.7	111.9
Quebec	1,698	1,842	3,059	3,431	12.2	86.3	102.1	17,174	20,945	28,664	39,213	36.8	87.2	128.3
Saskatchewan	61	135	259	283	9.3	109.6	363.9	1,195	3,182	5,778	6,037	4.5	89.7	405.2
Northwest Territories	19	20	22	43	95.5	115.0	126.3	313	260	301	416	38.2	60.0	32.9
Total	10,581	12,697	19,508	20,356	4.3	60.3	92.4	129,869	161,089	200,998	253,691	26.2	57.5	95.3
LONDON OFFICE														
Northern Europe														
U.K.	15,368	13,185	12,749	14,806	16.1	12.3	-3.7	156,610	167,297	170,455	166,466	-2.3	-0.5	6.3
Denmark	103	80	57	59	3.5	-26.3	-42.7	1,054	982	743	709	-4.6	-27.8	-32.7
Finland	15	27	49	44	-10.2	63.0	193.3	271	237	324	454	40.1	91.6	67.5
Ireland	247	252	164	232	41.5	-7.9	-6.1	2,847	3,718	3,195	2,680	-16.1	-27.9	-5.9
Norway	56	104	71	82	15.5	-21.2	46.4	687	753	957	850	-11.2	12.9	23.7
Sweden	100	179	135	145	7.4	-19.0	45.0	946	1,112	1,521	1,346	-11.5	21.0	42.3
Total	15,889	13,827	13,225	15,368	16.2	11.1	-3.3	162,415	174,099	177,195	172,505	-2.6	-0.9	6.2
Southern Europe														
Greece	23	17	18	13	-27.8	-23.5	-43.5	193	165	343	266	-22.4	61.2	37.8
Italy	1,364	1,576	884	1,197	35.4	-24.0	-12.2	15,706	15,243	13,208	12,799	-3.1	-16.0	-18.5
Portugal	42	124	39	566	1351.3	356.5	1247.6	3,313	11,805	9,622	8,426	-12.4	-28.6	154.3
Spain	215	638	451	241	-46.6	-62.2	12.1	7,115	17,167	15,303	12,496	-18.3	-27.2	75.6
Western Europe														
Austria	336	232	260	275	5.8	18.5	-18.2	2,549	2,250	1,967	2,216	12.7	-1.5	-13.1
Belgium	676	545	456	619	35.7	13.6	-8.4	4,319	5,696	5,633	6,036	7.2	6.0	39.8
France	233	222	541	257	-52.5	15.8	10.3	2,838	3,302	3,493	3,366	-3.6	1.9	18.6
Germany	2,365	2,189	2,080	2,363	13.6	7.9	-0.1	17,295	17,901	16,902	18,067	6.9	0.9	4.5
Luxembourg	29	25	20	24	20.0	-4.0	-17.2	254	220	180	224	24.4	1.8	-11.8
Netherlands	805	806	524	545	4.0	-32.4	-32.3	6,585	7,193	6,888	6,337	-8.0	-11.9	-3.8
Switzerland	280	193	230	245	6.5	26.9	-12.5	2,513	1,915	1,891	2,004	6.0	4.6	-20.3
Total	6,368	6,567	5,503	6,345	15.3	-3.4	-0.4	62,680	82,857	75,430	72,237	-4.2	-12.8	15.2
Central/East Europe														
Czech Republic	54	51	55	70	27.3	37.3	29.6	304	614	623	520	-16.5	-15.3	71.1
Hungary	26	33	21	25	19.0	-24.2	-3.8	197	289	668	234	-65.0	-19.0	18.8
Poland	99	86	153	177	15.7	105.8	78.8	605	802	1,205	1,195	-0.8	49.0	97.5
Russia	87	132	123	144	17.1	9.1	65.5	893	1,086	1,647	1,559	-5.3	43.6	74.6
Ukraine	19	36	34	37	8.8	2.8	94.7	130	247	383	390	1.8	57.9	200.0
Other Europe	325	375	154	157	1.9	-58.1	-51.7	1,521	2,172	2,174	1,462	-32.8	-32.7	-3.9
Total	610	713	540	610	13.0	-14.4	0.0	3,650	5,210	6,700	5,360	-20.0	2.9	46.8
Total	22,867	21,107	19,268	22,323	15.9	5.8	-2.4	228,745	262,166	259,325	250,102	-3.6	-4.6	9.3

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>NOVEMBER</u>			<u>% Change</u>				<u>JANUARY - NOVEMBER</u>			<u>% Change</u>			
	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2009/08</u>	<u>2009/07</u>	<u>2009/06</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2009/08</u>	<u>2009/07</u>	<u>2009/06</u>
	LATIN AMERICA													
CENTRAL AMERICA														
Mexico	201	245	465	183	-60.6	-25.3	-9.0	1,968	2,104	3,362	2,023	-39.8	-3.8	2.8
Belize	51	34	47	52	10.6	52.9	2.0	601	494	543	553	1.8	11.9	-8.0
Costa Rica	65	42	74	39	-47.3	-7.1	-40.0	605	655	774	743	-4.0	13.4	22.8
El Salvador	7	38	69	23	-66.7	-39.5	228.6	99	197	292	165	-43.5	-16.2	66.7
Guatemala	50	47	49	29	-40.8	-38.3	-42.0	317	297	263	327	24.3	10.1	3.2
Honduras	15	12	46	11	-76.1	-8.3	-26.7	144	132	347	140	-59.7	6.1	-2.8
Nicaragua	8	5	9	9	0.0	80.0	12.5	56	63	89	80	-10.1	27.0	42.9
Panama	108	54	100	111	11.0	105.6	2.8	1,097	1,057	1,061	1,165	9.8	10.2	6.2
Total	505	477	859	457	-46.8	-4.2	-9.5	4,887	4,999	6,731	5,196	-22.8	3.9	6.3
SOUTH AMERICA														
Argentina	77	117	163	92	-43.6	-21.4	19.5	927	1,088	1,653	1,584	-4.2	45.6	70.9
Bolivia	1	4	4	1	-75.0	-75.0	0.0	49	34	50	34	-32.0	0.0	-30.6
Brazil	118	131	156	114	-26.9	-13.0	-3.4	1,251	1,321	1,686	1,379	-18.2	4.4	10.2
Chile	27	22	51	34	-33.3	54.5	25.9	493	471	779	850	9.1	80.5	72.4
Colombia	24	93	174	76	-56.3	-18.3	216.7	782	1,640	927	829	-10.6	-49.5	6.0
Ecuador	18	157	166	36	-78.3	-77.1	100.0	227	327	1,819	1,827	0.4	458.7	704.8
Paraguay	3	3	1	7	600.0	133.3	133.3	16	29	15	30	100.0	3.4	87.5
Peru	74	43	56	25	-55.4	-41.9	-66.2	480	314	451	437	-3.1	39.2	-9.0
Uruguay	6	9	9	9	0.0	0.0	50.0	92	80	142	182	28.2	127.5	97.8
Venezuela	62	54	179	39	-78.2	-27.8	-37.1	930	804	797	1,073	34.6	33.5	15.4
Other South America	0	0	0	0	-	-	-	2	11	8	16	100.0	45.5	700.0
Total	410	633	959	433	-54.8	-31.6	5.6	5,249	6,119	8,327	8,241	-1.0	34.7	57.0
Total Latin America	915	1,110	1,818	890	-51.0	-19.8	-2.7	10,136	11,118	15,058	13,437	-10.8	20.9	32.6

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	NOVEMBER							JANUARY - NOVEMBER						
	2006	2007	2008	2009	% Change			2006	2007	2008	2009	% Change		
					2009/08	2009/07	2009/06					2009/08	2009/07	2009/06
CARIBBEAN														
Antigua	174	142	151	168	11.3	18.3	-3.4	2,126	1,900	2,425	2,265	-6.6	19.2	6.5
Bahamas	279	459	204	301	47.5	-34.4	7.9	3,195	4,897	3,766	4,531	20.3	-7.5	41.8
Barbados	514	392	423	431	1.9	9.9	-16.1	5,487	4,773	5,568	4,547	-18.3	-4.7	-17.1
Bermuda	162	159	195	174	-10.8	9.4	7.4	2,498	2,566	2,756	2,672	-3.0	4.1	7.0
British Virgin Is.	35	31	58	67	15.5	116.1	91.4	852	756	836	860	2.9	13.8	0.9
Cayman Is.	1,247	1,522	1,068	1,408	31.8	-7.5	12.9	14,902	17,216	17,590	20,971	19.2	21.8	40.7
Dominica	34	35	23	32	39.1	-8.6	-5.9	454	362	557	509	-8.6	40.6	12.1
Grenada	58	45	63	39	-38.1	-13.3	-32.8	542	679	912	578	-36.6	-14.9	6.6
Guyana	159	167	138	132	-4.3	-21.0	-17.0	1,922	1,985	2,119	1,906	-10.1	-4.0	-0.8
Monsterrat	10	5	12	18	50.0	260.0	80.0	133	104	134	141	5.2	35.6	6.0
St. Kitts/Nevis/Anguilla	101	68	102	88	-13.7	29.4	-12.9	913	779	958	1,014	5.8	30.2	11.1
St. Lucia	125	146	109	120	10.1	-17.8	-4.0	1,237	1,308	1,611	1,220	-24.3	-6.7	-1.4
St. Vincent	48	56	66	43	-34.8	-23.2	-10.4	692	580	807	537	-33.5	-7.4	-22.4
Turks & Caicos Is.	83	129	128	83	-35.2	-35.7	0.0	1,276	1,513	1,591	1,262	-20.7	-16.6	-1.1
Trinidad & Tobago	720	813	844	791	-6.3	-2.7	9.9	7,735	8,876	9,864	8,834	-10.4	-0.5	14.2
Comm. Caribbean	3,749	4,169	3,584	3,895	8.7	-6.6	3.9	43,964	48,294	51,494	51,847	0.7	7.4	17.9
Aruba	33	31	29	24	-17.2	-22.6	-27.3	354	345	436	356	-18.3	3.2	0.6
Bonaire	1	0	0	0	-	-	-	25	23	1	0	-	-	-
Cuba	27	88	48	69	43.8	-21.6	155.6	195	973	727	1,016	39.8	4.4	421.0
Curacao	116	48	100	63	-37.0	31.3	-45.7	976	805	1,739	1,160	-33.3	44.1	18.9
Dominican Rep.	119	157	80	57	-28.8	-63.7	-52.1	1,008	1,745	1,547	1,058	-31.6	-39.4	5.0
Guadelope	16	8	11	7	-36.4	-12.5	-56.3	81	140	150	112	-25.3	-20.0	38.3
Haiti	14	29	15	18	20.0	-37.9	28.6	110	247	241	274	13.7	10.9	149.1
Puerto Rico	131	116	101	97	-4.0	-16.4	-26.0	1,526	1,360	1,578	1,258	-20.3	-7.5	-17.6
St. Maarten	38	52	76	53	-30.3	1.9	39.5	672	702	837	681	-18.6	-3.0	1.3
Surinam	27	19	36	35	-2.8	84.2	29.6	419	406	443	400	-9.7	-1.5	-4.5
All other Caribbean	55	48	27	45	66.7	-6.3	-18.2	593	629	693	566	-18.3	-10.0	-4.6
Other Caribbean	577	596	523	468	-10.5	-21.5	-18.9	5,959	7,375	8,392	6,881	-18.0	-6.7	15.5
TOTAL CARIBBEAN	4,326	4,765	4,107	4,363	6.2	-8.4	0.9	49,923	55,669	59,886	58,728	-1.9	5.5	17.6
ASIA														
India	55	96	73	110	50.7	14.6	100.0	555	1,429	827	1,142	38.1	-20.1	105.8
Pakistan	1	2	3	1	-66.7	-50.0	-	14	79	19	15	-21.1	-81.0	7.1
Japan	302	307	216	207	-4.2	-32.6	-31.5	3,454	2,767	2,600	2,232	-14.2	-19.3	-35.4
China	128	107	41	48	17.1	-55.1	-62.5	873	963	890	1,074	20.7	11.5	23.0
Taiwan	2	2	16	17	6.3	750.0	750.0	66	35	117	65	-44.4	85.7	-1.5
Korea	15	28	8	26	225.0	-7.1	73.3	169	225	202	275	36.1	22.2	62.7
Philippines	60	22	35	24	-31.4	9.1	-60.0	596	324	407	306	-24.8	-5.6	-48.7
Singapore	8	16	7	5	-28.6	-68.8	-37.5	95	131	115	120	4.3	-8.4	26.3
Other Asia	25	22	27	23	-14.8	4.5	-8.0	389	492	389	426	9.5	-13.4	9.5
	596	602	426	461	8.2	-23.4	-22.7	6,211	6,445	5,566	5,655	1.6	-12.3	-9.0
OTHER COUNTRIES														
African Countries	63	86	73	109	49.3	26.7	73.0	921	1,318	1,104	1,074	-2.7	-18.5	16.6
Israel	94	84	52	58	11.5	-31.0	-38.3	902	1,017	1,069	825	-22.8	-18.9	-8.5
Saudi Arabia	1	0	0	3	-	-	200.0	24	10	22	18	-18.2	80.0	-25.0
Turkey	12	18	29	24	-17.2	33.3	100.0	151	187	278	245	-11.9	31.0	62.3
Other Middle East	34	23	23	26	13.0	13.0	-23.5	339	421	502	455	-9.4	8.1	34.2
Australia	100	147	110	132	20.0	-10.2	32.0	1,676	2,515	2,242	1,668	-25.6	-33.7	-0.5
New Zealand	25	15	24	30	25.0	100.0	20.0	276	418	327	294	-10.1	-29.7	6.5
All Other Ctries	8	4	8	3	-62.5	-25.0	-62.5	68	46	64	28	-56.3	-39.1	-58.8
Total	337	377	319	385	20.7	2.1	14.2	4,357	5,932	5,608	4,607	-17.8	-22.3	5.7
GRAND TOTAL	121,916	124,474	122,250	125,494	2.7	0.8	2.9	1,510,471	1,520,759	1,587,657	1,649,281	3.9	8.5	9.2

STOPOVER VISITORS BY MARKET SHARE

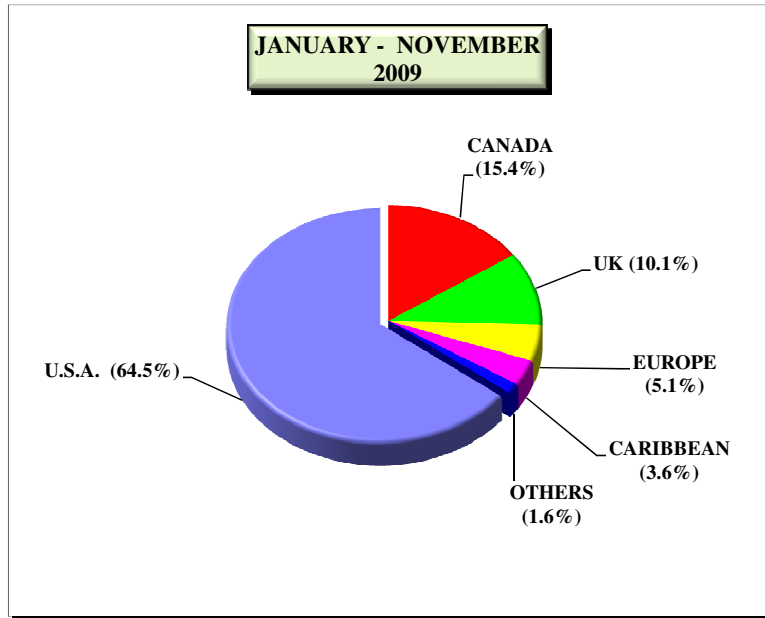


Fig. 2

Country	November 2009	% Share	Jan.-Nov. 2009	% Share	Jan.-Nov. 2008	% Share	% Change 2009/08
U.S.A	76,716	61.1%	1,063,061	64.5%	1,041,216	65.6%	2.1%
CANADA	20,356	16.2%	253,691	15.4%	200,998	12.7%	26.2%
U.K.	14,806	11.8%	166,466	10.1%	170,455	10.7%	-2.3%
EUROPE	7,517	6.0%	83,636	5.1%	88,870	5.6%	-5.9%
CARIBBEAN	4,363	3.5%	58,728	3.6%	59,886	3.8%	-1.9%
OTHERS	1,736	1.4%	23,699	1.4%	26,232	1.7%	-9.7%
Total	125,494	100.0%	1,649,281	100.0%	1,587,657	100.0%	3.9%

TABLE 3

AVERAGE LENGTH OF STAY (Nights)								
	<u>FOREIGN NATIONALS</u>				<u>NON-RESIDENT JAMAICANS</u>			
	All Types of Accommodation		Hotel		All Types of Accommodation		Hotel	
	2008	2009	2008	2009	2008	2009	2008	2009
	January	9.5	9.5	7.3	7.3	17.7	16.1	8.2
February	8.5	8.4	7.0	7.0	16.1	14.2	8.5	7.4
March	8.2	8.3	6.8	6.8	16.1	14.7	8.5	7.2
April	8.1	8.3	6.6	6.7	15.6	14.3	9.1	7.6
May	8.4	8.3	6.5	6.8	15.1	15.2	8.3	7.8
June	9.7	9.6	6.8	6.8	19.6	18.1	8.5	8.3
July	10.1	10.1	7.1	7.0	17.3	17.5	9.1	8.8
August	9.3	9.2	7.1	7.0	15.3	14.4	8.0	8.5
September	9.9	9.5	7.3	7.0	16.1	15.8	7.3	7.2
October	8.8	8.9	6.8	6.9	14.9	15.7	6.4	6.8
November	9.4	9.6	6.9	7.0	19.6	20.1	6.9	8.5
Jan - Oct	9.1	9.0	6.9	6.9	16.7	16.0	8.2	8.0

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

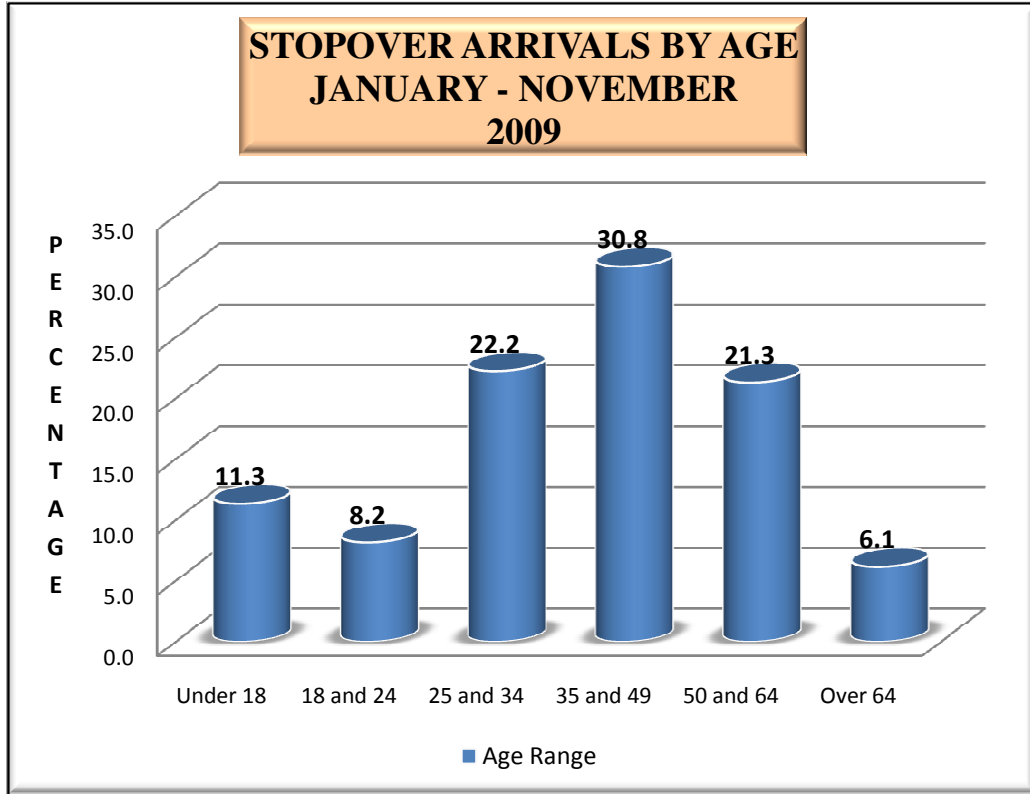


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

Age Range	NOVEMBER		JAN - NOV.		JAN - NOV.		% Change 2009/08
	2009	% Share	2009	% Share	2008	% Share	
Under 18	10,489	8.4	186,936	11.3	185,789	11.7	0.6%
18 and 24	7,043	5.6	134,611	8.2	128,419	8.1	4.8%
25 and 34	27,544	21.9	366,681	22.2	342,825	21.6	7.0%
35 and 49	40,733	32.5	507,998	30.8	501,704	31.6	1.3%
50 and 64	29,900	23.8	351,699	21.3	333,318	21.0	5.5%
Over 64	9,785	7.8	101,356	6.1	95,602	6.0	6.0%
Total	125,494	100.0	1,649,281	100.0	1,587,657	100.0	3.9%

TABLE 4

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL
JANUARY - NOVEMBER 2009**

	MONTEGO BAY		% Change 2009/08		OCHO RIOS		% Change 2009/08		2009 TOTAL		2008 TOTAL		% Change 2009/08	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	16	33,958	-38.5%	-45.6%	26	73,813	-10.3%	-8.3%	43	107,827	58	144,671	-25.9%	-25.5%
February	15	34,071	-25.0%	-28.5%	21	55,536	-34.4%	-35.0%	38	90,477	53	133,403	-28.3%	-32.2%
March	15	34,727	-25.0%	-23.9%	27	77,164	-20.6%	-16.4%	44	112,416	56	139,347	-21.4%	-19.3%
April	12	36,638	-33.3%	-13.2%	24	66,846	-4.0%	-0.9%	36	103,484	46	110,838	-21.7%	-6.6%
Jan. - Apr.	58	139,394	-31.0%	-29.6%	98	273,359	-18.3%	-16.1%	161	414,204	213	528,259	-24.4%	-21.6%
May	11	27,898	57.1%	28.2%	12	40,283	0.0%	5.7%	23	68,181	19	59,860	21.1%	13.9%
June	6	16,386	-14.3%	-28.4%	15	52,153	50.0%	48.7%	21	68,539	17	57,962	23.5%	18.2%
July	4	14,521	-50.0%	-52.6%	11	41,591	0.0%	7.5%	15	56,112	19	69,343	-21.1%	-19.1%
August	3	10,618	-40.0%	-45.0%	11	40,831	10.0%	15.5%	14	51,449	15	54,656	-6.7%	-5.9%
September	4	12,877	0.0%	-4.5%	9	32,126	-18.2%	-9.1%	15	45,101	15	48,821	0.0%	-7.6%
October	5	13,662	-28.6%	-43.1%	14	43,816	-12.5%	-10.8%	19	57,478	23	73,165	-17.4%	-21.4%
November	8	17,194	-27.3%	-42.2%	18	51,777	0.0%	13.4%	26	68,971	30	76,223	-13.3%	-9.5%
May - Nov.	41	113,156	-16.3%	-30.1%	90	302,577	2.3%	9.1%	133	415,831	138	440,030	-3.6%	-5.5%
Jan. - Nov.	99	252,550	-25.6%	-29.8%	188	575,936	-9.6%	-4.5%	294	830,035	351	968,289	-16.2%	-14.3%

- * Note:
1. During the month of January two Cruise Ship calls with 3,195 Cruise passengers visited two ports.
 2. During the month of January one Cruise Ship calls with 56 Cruise passengers visited Port Antonio.
 3. During the month of February 2 Cruise Ship calls with 870 Cruise passengers visited Kingston.
 4. During the month of March 2 Cruise Ship calls with 525 Cruise passengers visited Port Antonio.

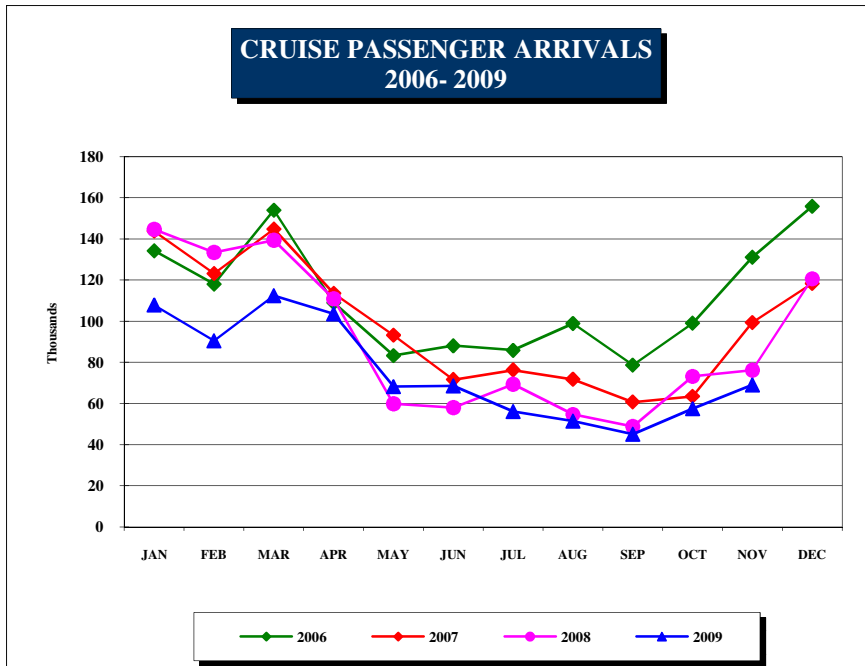


FIG. 4

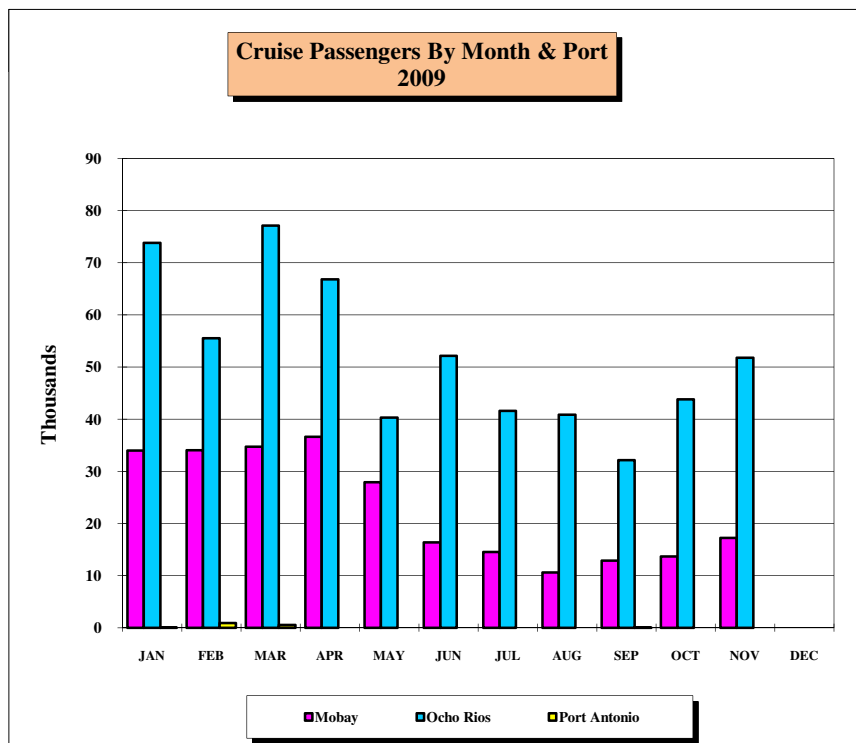


FIG. 4a

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

	NOVEMBER 2009			JANUARY - NOVEMBER 2009		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
U.S.A.						
<u>NORTHEAST (NEW YORK)</u>						
Connecticut	1,918	0	1,918	26,768	13	26,781
Delaware	398	0	398	4,964	3	4,967
Maine	236	0	236	3,376	0	3,376
Maryland	3,071	2	3,073	39,888	25	39,913
Massachusetts	2,630	0	2,630	31,272	11	31,283
New Hampshire	465	0	465	4,856	6	4,862
New Jersey	6,111	1	6,112	63,518	29	63,547
New York	15,075	17	15,092	194,612	754	195,366
Pennsylvania	4,868	3	4,871	61,989	1,277	63,266
Rhode Island	273	0	273	3,657	2	3,659
Vermont	126	0	126	1,724	5	1,729
Virginia	1,896	2	1,898	25,099	19	25,118
Washington D.C.	437	0	437	5,615	19	5,634
West Virginia	166	1	167	2,822	123	2,945
Total	37,670	26	37,696	470,160	2,286	472,446
<u>MIDWEST (CHICAGO)</u>						
Illinois	3,482	163	3,645	39,835	4,784	44,619
Indiana	911	14	925	13,280	297	13,577
Iowa	849	20	869	9,592	453	10,045
Kansas	332	6	338	5,925	99	6,024
Kentucky	388	0	388	6,787	81	6,868
Michigan	2,014	13	2,027	25,590	564	26,154
Minnesota	794	1	795	14,938	2,047	16,985
Missouri	844	247	1,091	12,427	5,358	17,785
Nebraska	451	0	451	5,913	29	5,942
North Dakota	113	0	113	2,141	57	2,198
Ohio	1,580	3	1,583	21,711	521	22,232
South Dakota	105	0	105	2,335	19	2,354
Wisconsin	1,048	1	1,049	16,080	5,261	21,341
Total	12,911	468	13,379	176,554	19,570	196,124

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

NOVEMBER 2009			JANUARY - NOVEMBER 2009			
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	
SOUTH (MIAMI)						
Alabama	428	0	428	7,468	12	7,480
Arkansas	237	1	238	4,042	54	4,096
Florida	10,249	21	10,270	163,563	341	163,904
Georgia	2,898	1	2,899	46,610	56	46,666
Louisiana	455	2	457	6,536	18	6,554
Mississippi	195	0	195	3,404	8	3,412
North Carolina	1,710	1	1,711	23,371	12	23,383
Oklahoma	304	0	304	5,451	70	5,521
South Carolina	603	12	615	10,566	24	10,590
Tennessee	687	0	687	13,219	28	13,247
Total	17,766	38	17,804	284,230	623	284,853

WEST (LOS ANGELES)

Alaska	48	0	48	383	14	397
Arizona	514	0	514	5,755	30	5,785
California	2,719	8	2,727	37,167	178	37,345
Colorado	712	0	712	8,073	27	8,100
Hawaii	24	0	24	278	1	279
Idaho	119	0	119	964	2	966
Montana	67	0	67	887	5	892
Nevada	285	1	286	3,623	12	3,635
New Mexico	84	1	85	1,404	6	1,410
Oregon	248	0	248	2,346	27	2,373
Texas	2,226	1	2,227	39,575	47	39,622
Utah	216	0	216	2,508	13	2,521
Washington	525	3	528	5,485	40	5,525
Wyoming	36	0	36	783	5	788
Total	7,823	14	7,837	109,231	407	109,638
TOTAL U.S.A.	76,170	546	76,716	1,040,175	22,886	1,063,061

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

	NOVEMBER 2009			JANUARY - NOVEMBER 2009		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
CANADA (TORONTO)						
Alberta	612	849	1,461	10,812	11,465	22,277
British Columbia	506	643	1,149	6,862	6,212	13,074
Manitoba	84	156	240	2,549	3,193	5,742
New Brunswick	136	41	177	1,806	1,596	3,402
Newfoundland	80	83	163	1,114	1,058	2,172
Nova Scotia	140	85	225	2,478	2,609	5,087
Ontario	4,379	8,791	13,170	65,157	90,633	155,790
P.E. Island	7	7	14	188	293	481
Quebec	1,065	2,366	3,431	13,486	25,727	39,213
Saskatchewan	138	145	283	2,026	4,011	6,037
Other Canada	26	17	43	254	162	416
Total	7,173	13,183	20,356	106,732	146,959	253,691
EUROPE						
LONDON OFFICE						
Northern Europe						
U.K.	10,141	4,665	14,806	101,186	65,280	166,466
Denmark	59	0	59	659	50	709
Finland	42	2	44	434	20	454
Ireland	186	46	232	2,032	648	2,680
Norway	82	0	82	759	91	850
Sweden	138	7	145	1,257	89	1,346
Sub-Total	10,648	4,720	15,368	106,327	66,178	172,505
GERMAN OFFICE						
Southern Europe						
Greece	12	1	13	256	10	266
Italy	390	807	1,197	5,060	7,739	12,799
Portugal	20	546	566	381	8,045	8,426
Spain	176	65	241	2,086	10,410	12,496
Western Europe						
Austria	272	3	275	2,190	26	2,216
Belgium	93	526	619	701	5,335	6,036
France	198	59	257	2,545	821	3,366
Germany	2,344	19	2,363	17,796	271	18,067
Luxemburg	10	14	24	126	98	224
Netherlands	106	439	545	1,513	4,824	6,337
Switzerland	235	10	245	1,914	90	2,004
Sub-Total	3,856	2,489	6,345	34,568 #	37,669	72,237
Central/East Europe						
Czechoslovakia	70	0	70	495	25	520
Hungary	23	2	25	217	17	234
Poland	166	11	177	1,091	104	1,195
Russia	143	1	144	1,524	35	1,559
Ukraine	37	0	37	333	57	390
Other Europe	137	20	157	1,292	170	1,462
Sub-Total	576	34	610	4,952	408	5,360
Total	15,080	7,243	22,323	145,847	104,255	250,102

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

	NOVEMBER 2009			JANUARY - NOVEMBER 2009		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
OTHER COUNTRIES						
CENTRAL AMERICA						
Mexico	180	3	183	2,000	23	2,023
Belize	50	2	52	542	11	553
Costa Rica	39	0	39	737	6	743
El Salvador	23	0	23	165	0	165
Guatemala	29	0	29	322	5	327
Honduras	11	0	11	140	0	140
Nicaragua	9	0	9	75	5	80
Panama	111	0	111	1,161	4	1,165
Total	452	5	457	5,142	54	5,196
SOUTH AMERICA						
Argentina	92	0	92	1,584	0	1,584
Bolivia	1	0	1	32	2	34
Brazil	114	0	114	1,362	17	1,379
Chile	34	0	34	846	4	850
Colombia	76	0	76	780	49	829
Ecuador	36	0	36	197	1,630	1,827
Paraguay	7	0	7	30	0	30
Peru	25	0	25	431	6	437
Uruguay	8	1	9	181	1	182
Venezuela	33	6	39	771	302	1,073
Other South America	0	0	0	16	0	16
Total	426	7	433	6,230	2,011	8,241
Total Latin America	878	12	890	11,372	2,065	13,437

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

	NOVEMBER 2009			JANUARY - NOVEMBER 2009		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
CARIBBEAN						
Antigua	168	0	168	2,261	4	2,265
Bahamas	301	0	301	4,506	25	4,531
Barbados	422	9	431	4,485	62	4,547
Bermuda	169	5	174	2,665	7	2,672
British Virgin Is.	67	0	67	860	0	860
Cayman Is.	1,402	6	1,408	20,849	122	20,971
Dominica	32	0	32	506	3	509
Grenada	39	0	39	570	8	578
Guyana	132	0	132	1,904	2	1,906
Montserrat	18	0	18	141	0	141
St. Kitts/Nevis/Anguilla	88	0	88	1,012	2	1,014
St. Lucia	120	0	120	1,207	13	1,220
St. Vincent	43	0	43	523	14	537
Turks & Caicos Is.	83	0	83	1,209	54	1,263
Trinidad & Tobago	791	0	791	8,491	342	8,833
Comm. Caribbean	3,875	20	3,895	51,189	658	51,847
Aruba	24	0	24	355	1	356
Bonaire	0	0	0	0	0	0
Cuba	65	2	67	959	28	987
Curacao	62	1	63	1,159	1	1,160
Dominican Republic	53	4	57	955	103	1,058
Guadelope	7	0	7	109	3	112
Haiti	18	0	18	222	52	274
Puerto Rico	97	0	97	1,246	12	1,258
St. Maarten	53	0	53	681	0	681
Surinam	35	0	35	399	1	400
All other Caribbean	47	0	47	563	32	595
Other Caribbean	461	7	468	6,648	233	6,881
TOTAL CARIBBEAN	4,336	27	4,363	57,837	891	58,728
OTHER COUNTRIES						
India	110	0	110	1,139	3	1,142
Pakistan	1	0	1	15	0	15
Japan	207	0	207	2,225	7	2,232
China	47	1	48	985	89	1,074
Taiwan	14	3	17	62	3	65
Korea	23	3	26	271	4	275
Philippines	24	0	24	304	2	306
Singapore	5	0	5	111	9	120
Other Asia	23	0	23	398	28	426
Asia	454	7	461	5,510	145	5,655
African Countries	102	7	109	966	23	989
Israel	58	0	58	826	15	841
Saudi Arabia	3	0	3	81	4	85
Turkey	23	1	24	217	6	223
Other Middle East	23	3	26	419	23	442
Australia	128	4	132	1,521	43	1,564
New Zealand	30	0	30	403	8	411
All Other Ctries	3	0	3	52	0	52
Total	370	15	385	4,485	122	4,607
GRAND TOTAL	104,461	21,033	125,494	1,371,958	277,323	1,649,281

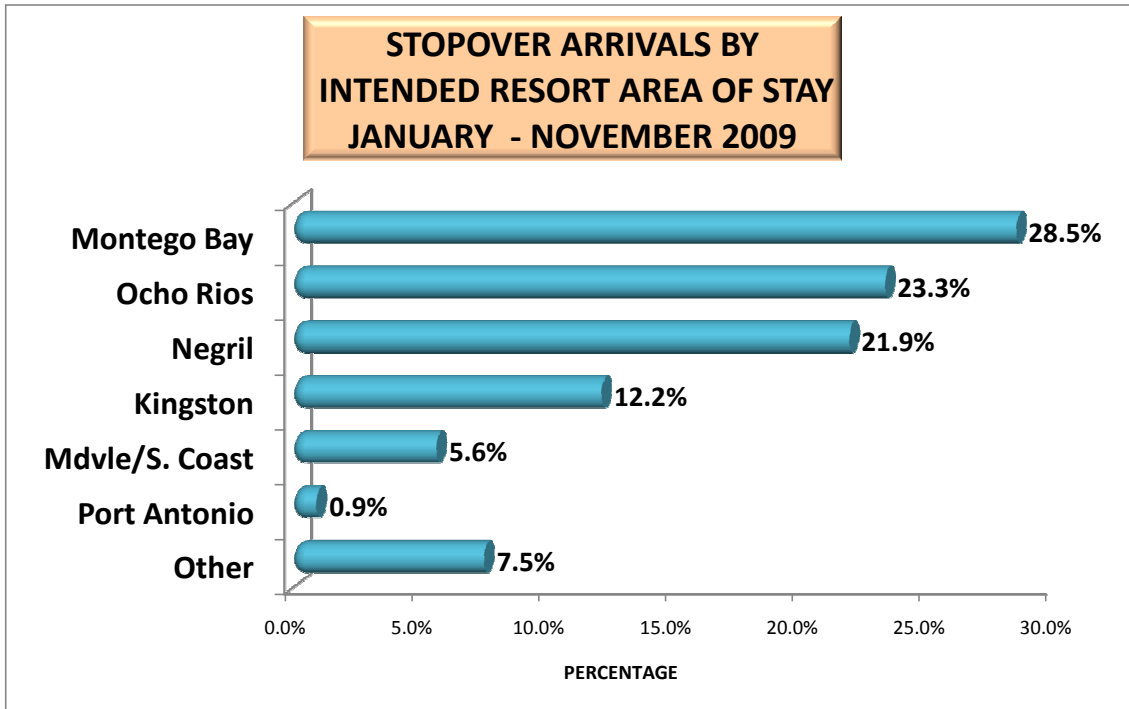


Fig. 5

STOPOVER ARRIVALS BY INTENDED AREA OF STAY

Area	NOVEMBER			JANUARY - NOVEMBER			JANUARY - NOVEMBER			%Change 2009/08 ARRIVALS
	2009	%Share	LENGTH OF STAY	2009	%Share	LENGTH OF STAY	2008	%Share	LENGTH OF STAY	
Montego Bay	37,480	29.9%	7.9	470,041	28.5%	7.7	427,580	26.9%	7.8	9.9%
Ocho Rios	29,579	23.6%	9.1	384,718	23.3%	8.6	404,161	25.5%	8.5	-4.8%
Negril	29,356	23.4%	8.6	361,374	21.9%	8.1	317,888	20.0%	8.3	13.7%
Kingston	14,665	11.7%	12.0	200,544	12.2%	11.7	201,630	12.7%	11.8	-0.5%
Mdvle/S. Coast	5,088	4.1%	21.7	93,123	5.6%	14.5	104,196	6.6%	13.5	-10.6%
Port Antonio	1,020	0.8%	22.5	15,295	0.9%	16.5	15,592	1.0%	16.9	-1.9%
Other	8,306	6.6%	19.8	124,186	7.5%	15.9	116,610	7.3%	16.2	6.5%
Total	125,494	100.0%	10.3	1,649,281	100.0%	9.6	1,587,657	100.0%	9.7	3.9%

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