

JAMAICA TOURIST BOARD

IN NOVEMBER 2010.....

- Stopover arrivals up by 7%
- US Market up by 3.1%
- Canada up by 27.6%
- Europe up by 2.7%

TOURIST (Stopover Arrivals)

Stopover arrivals in November 2010 were **134,320**, an increase of **7%** over the **125,494** recorded in November 2009.

For the period May to November 2010, arrivals to Jamaica increased by **2.4%** with **1,023,943** compared to **1,000,094** in 2009.

Year to date 2010, January to November, arrivals increased by **4.3%** with **1,720,832** compared to **1,649,281** in 2009.

United States

Stopover arrivals from the United States market recorded a **3.1%** increase in November with a total of **79,072** arrivals compared to the **76,716** arrivals who visited in November 2009. All marketing regions, with the exception of the North-east recorded increases in arrivals. The South with **20,246** stopovers increased by **13.7%**, the Mid-west with **13,838** increased by **3.4%**, the West with **7,958** increased by **1.5%** and the North-east with **37,030** decreased by **1.8%**.

For the period May to November 2010, all marketing regions recorded increases in arrivals over 2009.

Year to date 2010, January to November, arrivals from the US market recorded an increase of **5.8%**. In total, **1,124,439** stopovers arrived from this market compared to **1,063,061** in 2009. Arrivals from the Northeast increased most significantly by **10%**.

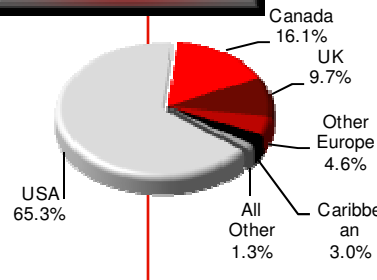
Canada

In November 2010, the Canadian market recorded an increase of **27.6%**, with **25,974** Stopover arrivals compared to **20,356** in November 2009.

Stopover arrivals from the leading province of Ontario increased by **23.2%**, while those from the second most important visitor-producing province of Quebec increased by **7.1%**. The greatest percentage increase in November came from Saskatchewan:- **171.7%**. The Northwestern territories had negative growth of **27.9%**. All other areas displayed positive growth in tourist stopover arrivals between November 2009 and 2010.

Between May and November 2010, Canadian arrivals to Jamaica increased by **6.7%** with **116,868** compared to **109,520** in 2009. Cumulatively, the Canadian market has generated **22,605** additional arrivals for 2010, with a total of **276,296** stopovers compared to **253,691** in 2009. The top visitor producing provinces of Ontario with **172,731** stopovers and Quebec with **41,506** stopovers increased by **10.9%** and **5.8%**, respectively. Other provinces recorded significant increases in visitor arrivals such as, Nova Scotia, Newfoundland, New Brunswick and P.E. Island of **45.1%**, **34.6%**, **27.8%** and **25.6%**, respectively. Visitor arrivals from British Columbia, the Northwestern territories and Alberta recorded declines of **15%**, **12.5%** and **1%**, in that order.

MARKET SHARE
January - November
2010



Europe

The European market recorded a **2.7%** increase in November 2010. This market provided **22,919** stopover arrivals compared to the **22,323** recorded in November 2009.

In the Northern market, the main visitor-producing country, United Kingdom, with **16,441** arrivals, increased by **11%**. In the South/Western European region, visitor arrivals from the two most important visitor-producing provinces, Germany and Italy, declined by **19.5%** and **21.6%**, respectively. Stopover arrivals from South-western and Central/East Europe declined by **15.4%** and **8.9%**, respectively.

Year to date 2010, January to November, the European market decreased by **1.3%**. Total stopovers were **246,878** compared to **250,102** in 2009. Arrivals from Northern Europe increased by **0.4%** from **172,505** in 2009 to **173,280** in 2010. From South/Western Europe, **68,184** arrivals were recorded, down by **5.6%**. From Central/East Europe, arrivals increased by **1%**.

Latin America

Arrivals from Latin America increased by **9.2%** in November 2010, with a total of **972** stopovers compared to **890** in November 2009. From the Central American region, stopover arrivals increased by **3.1%** and in the South American region they rose by **15.7%**.

Between May and November 2010, stopover arrivals fell by **5.8%**

Cumulatively, for the January to November period, the Latin American market shrunk by **7.5%** with a total of **12,425** stopovers compared to **13,437** for the corresponding period in 2009.

The Caribbean

Stopover arrivals to Jamaica from the Caribbean region rose by **3.8%** in November 2010 with a total of **4,528** visitors, compared to **4,363** in November 2009.

Trinidad and Tobago and the Cayman Islands continued to be the major visitor producing Caribbean countries in November 2010 with **1,158** and **1,083** stopover arrivals, respectively in 2010.

In the period May to November 2010, stopover arrivals decreased by **11.4%**.

Caribbean stopover arrivals between January and November fell by **12.6%**, moving down from **58,728** in 2009 to **51,310** in 2010. The Cayman Islands provided a total of **15,902** stopovers in this period, followed by Trinidad and Tobago with **9,452**, the Bahamas with **4,177** and Barbados with **3,948** stopover arrivals.

Asia

The Asian market increased by **16.3%** in November with a total of **536** stopovers compared to **461** in November 2009.

Japan, China and India continued to be the major visitor-producing countries with **167**, **141** and **115** stopovers arriving from each country, respectively.

Year-to-date, January to November, the Asian market declined by **7.5%** with **5,233** arrivals compared to **5,655** arrivals for the corresponding period in 2009.

Other Countries

Overall, stopover arrivals decreased by **17.1%** in November 2010. Of the Other Countries, Australia and Israel provided the most stopover arrivals to Jamaica, with **141** and **40** visitors, respectively. This represents an increase of **6.8%** for Australia and a decrease of **31%** for Israel over 2009.

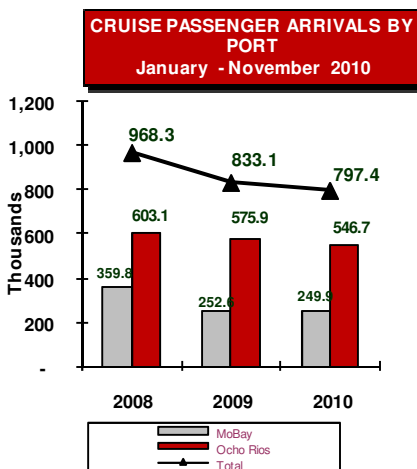
Cumulatively, for the January to November period, Other Countries recorded a **7.7%** decline with **4,251** arrivals in 2010 compared to **4,607** in 2009.

Market Share

The market share of stopover visitors for January to November 2010 were as follows: USA **65.3%**; Canada **16.1%**; UK **9.7%**; Continental Europe **4.6%**, the

Caribbean **3%**; and the others, including Latin America and Asia increased by **1.3%**.

Cruise Passengers



A total of **71,601** cruise passengers visited Jamaica in November 2010. This represented a **3.8%** increase against the **68,971** recorded for November 2009.

Cumulatively, for the January to November 2010 period, total cruise passengers to the Island was **797,383** a decrease of **3.9%**.

For November 2010, Cruise passengers visiting the port of Ocho Rios declined by **20.7%** and those visiting Montego Bay jumped by **77.6%**.

Year-to-date (January to November) cruise passenger arrivals visiting both the ports of Ocho Rios and Montego Bay decreased by **5.1%** and **1.1%**, respectively. The arrivals at these ports were **546,721** and **249,894**, in 2010 compared with **575,936** and **252,550** recorded for the corresponding period in 2009, respectively.

Length of Stay

The average length of stay of **Foreign National** arrivals in November was **9.2** nights compared to **9.6** nights recorded in November 2009. The average length of stay in hotels was **7** nights in both 2009 and 2010.

Cumulatively, the average length of stay for the January to November period was **8.8** nights compared to **9.0** nights in 2009. In hotels, the average length of stay during the period under review was **6.9** nights, the same level as in 2009.

The average length of stay of **Non-Resident Jamaican** arrivals in November 2010 was **19.4** nights compared to the **20.1** nights in November 2009. The average length of stay in hotels was **7.9** nights compared to **8.5** in November 2009.

The average length of stay for the January to November period was **16.0** nights in 2009 and 2010. In hotels, the average length of stay during the period under review was **8.1** as against the **8.0** nights recorded in 2009.

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

Purpose of Visit

Year-to-date January to November 2010, **80.4%** or **1,280,101** of the **1,592,841** **Foreign Nationals** visited Jamaica for Leisure, **5.5%** were on Business, **8.1%** were Visiting Friends & Relatives, **4.1%** were on Other purposes of travel and **2.0%** did not state purpose of travel.

A total of **48,902** or **38.2%** of the **127,991** **Non-Resident Jamaicans** were visiting for Leisure, **29.2%** were visiting Friends & Relatives, **6.6%** were on Business, **10.3%** were on Other purposes of travel and **15.7%** failed to provide a reason for travel.

Intended Resort Area of Stay

Of the **1,720,832** stopover arrivals visiting Jamaica year-to-date, January to November 2010, the resort area of Montego Bay welcomed **522,069** arrivals or **30.3%**; Ocho Rios welcomed **379,903** or **22.1%**; Negril received **376,976** or **21.9%**, and **196,045** or **11.4%** visited Kingston. The remaining **14.3%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

Type of Airlines used

Between January and November 2010, **1,516,518** or **88.1%** of the stopover visitors used scheduled airlines, while **204,314** or **11.9%** used chartered flights.

During the corresponding period in 2009 the percentage distribution was **83.2%** used scheduled airlines, while **16.8%** used chartered flights.

TABLE 1
TOURIST ARRIVALS
January - November
2010

Month	Foreign Nationals	<----- Stopovers ----->		Non-Resident Jamaicans			Total Stopover Arrivals		
		+/- 2010/09	+/- 2010/08		+/- 2010/09	+/- 2010/08		+/- 2010/09	+/- 2010/08
January	151,681	8.7%	13.0%	9,413	0.1%	9.3%	161,094	8.2%	12.8%
February	158,243	5.1%	7.4%	9,219	-4.7%	-2.8%	167,462	4.5%	6.8%
March	188,113	14.0%	9.0%	13,265	21.3%	13.0%	201,378	14.5%	9.3%
April	155,515	2.8%	10.0%	11,440	-11.0%	5.4%	166,955	1.7%	9.7%
Jan.-Apr.	653,552	7.8%	9.8%	43,337	1.1%	6.5%	696,889	7.3%	9.5%
May	140,717	-1.8%	7.6%	9,058	-11.2%	-13.3%	149,775	-2.4%	6.0%
June	150,775	-2.7%	1.5%	13,430	-0.7%	-0.3%	164,205	-2.6%	1.4%
July	185,088	4.1%	10.2%	19,438	6.6%	11.2%	204,526	4.4%	10.3%
August	144,593	4.2%	11.4%	14,815	7.8%	16.8%	159,408	4.5%	11.9%
September	87,975	1.6%	5.4%	9,035	3.8%	5.3%	97,010	1.8%	5.4%
October	105,224	5.0%	7.9%	9,475	9.6%	10.3%	114,699	5.4%	8.1%
November	124,917	6.6%	9.6%	9,403	12.9%	12.9%	134,320	7.0%	9.9%
May - Nov.	939,289	2.2%	7.7%	84,654	4.0%	6.4%	1,023,943	2.4%	7.6%
Jan.- Nov.	1,592,841	4.4%	8.5%	127,991	3.0%	6.4%	1,720,832	4.3%	8.4%

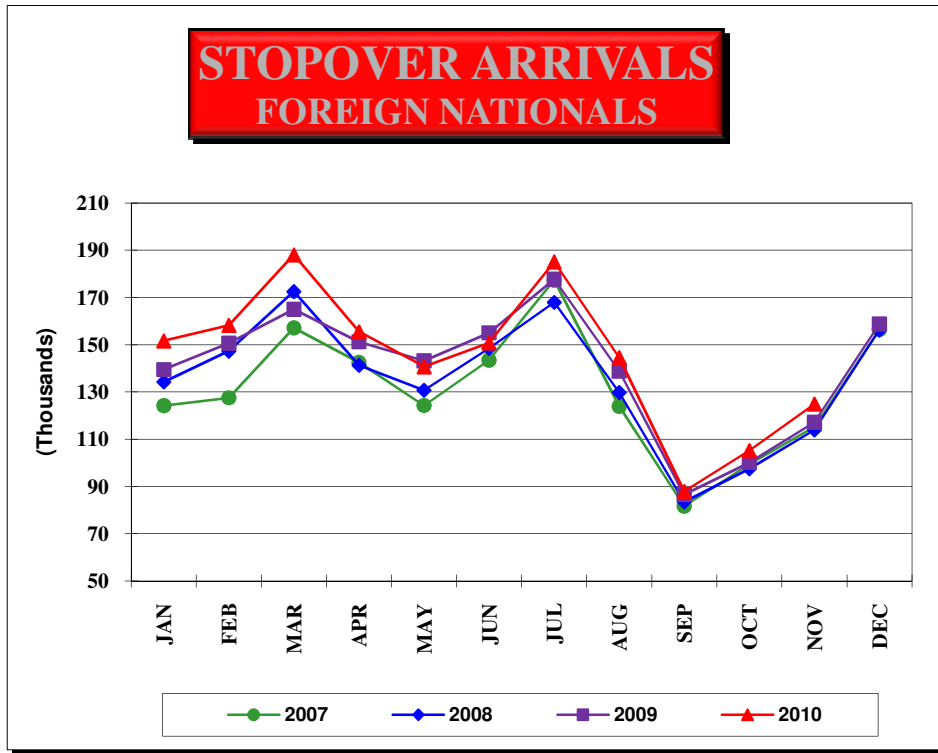


FIG. 1

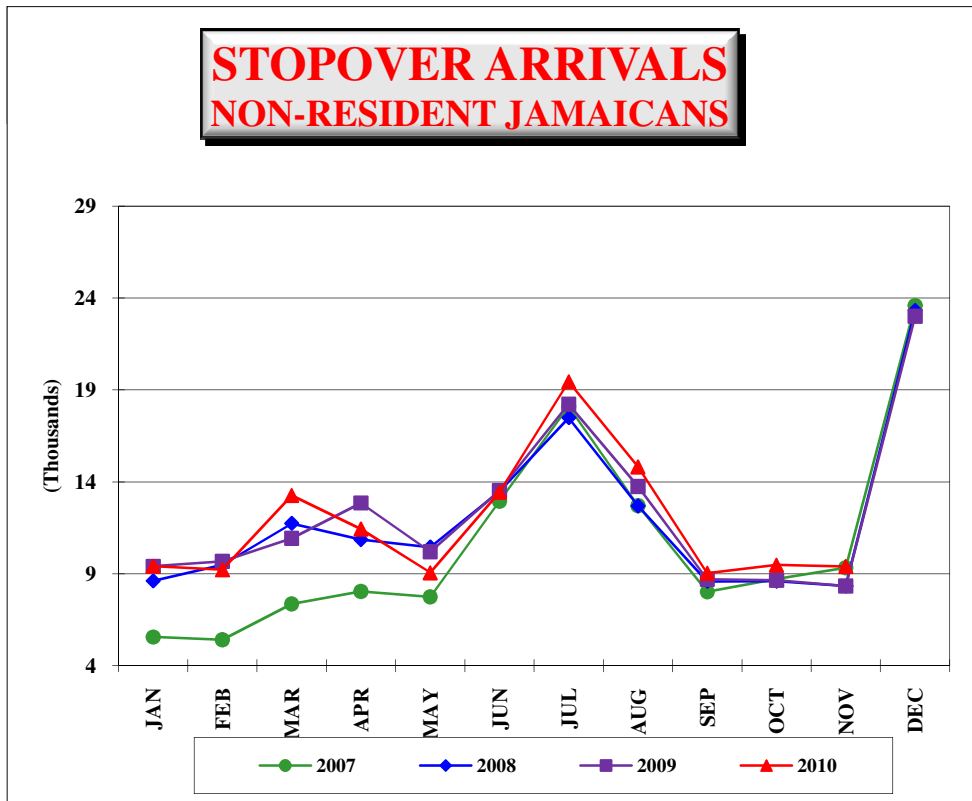


FIG. 1a

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

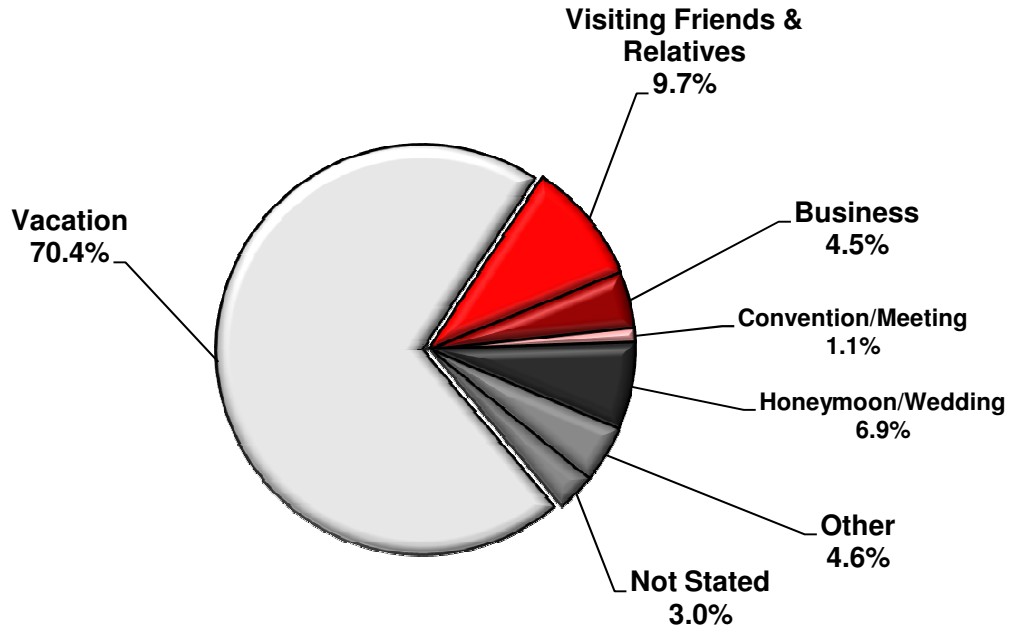


Fig. 1b

STOPOVER ARRIVALS BY PURPOSE OF VISIT						
January - November 2010	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	1,164,223	73.1%	46,544	36.4%	1,210,767	70.4%
Visiting Friends & Relatives	129,182	8.1%	37,335	29.2%	166,517	9.7%
Business	70,019	4.4%	7,315	5.7%	77,334	4.5%
Convention/Meeting	17,123	1.1%	1,195	0.9%	18,318	1.1%
Honeymoon/Wedding	115,878	7.3%	2,358	1.8%	118,236	6.9%
Other	65,141	4.1%	13,165	10.3%	78,306	4.6%
Not Stated	31,275	2.0%	20,079	15.7%	51,354	3.0%
TOTAL	1,592,841	100.0%	127,991	100.0%	1,720,832	100.0%

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							
January	40,019	21,900	17,145	6,929	85,993	46,573	22,193	1,208	4,223	438	466	161,094
February	46,318	25,930	18,433	6,162	96,843	43,814	21,247	1,198	3,616	471	273	167,462
March	59,789	30,059	28,693	10,627	129,168	40,962	24,826	969	4,463	528	462	201,378
April	54,905	21,707	28,801	9,903	115,316	28,079	17,037	921	4,748	494	360	166,955
Jan.-Apr.	201,031	99,596	93,072	33,621	427,320	159,428	85,303	4,296	17,050	1,931	1,561	696,889
May	46,483	17,301	27,820	12,516	104,120	17,847	21,880	1,027	4,010	458	433	149,775
June	49,258	19,742	37,505	16,288	122,793	12,829	22,209	906	4,620	483	365	164,205
July	69,890	17,760	43,170	17,546	148,366	20,370	26,877	1,316	6,758	401	438	204,526
August	58,186	12,207	26,147	10,940	107,480	16,763	27,127	1,556	5,634	425	423	159,408
September	25,529	8,909	19,774	6,410	60,622	9,893	20,385	1,052	4,250	476	332	97,010
October	32,367	12,745	22,285	7,269	74,666	13,192	20,178	1,300	4,460	523	380	114,699
November	37,030	13,838	20,246	7,958	79,072	25,974	22,919	972	4,528	536	319	134,320
May - Nov.	318,743	102,502	196,947	78,927	697,119	116,868	161,575	8,129	34,260	3,302	2,690	1,023,943
Jan. - Nov.	519,774	202,098	290,019	112,548	1,124,439	276,296	246,878	12,425	51,310	5,233	4,251	1,720,832
+/- %	10.0%	3.0%	1.8%	2.7%	5.8%	8.9%	-1.3%	-7.5%	-12.6%	-7.4%	-7.8%	4.3%

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

U.S.A.	NOVEMBER							JANUARY - NOVEMBER						
	2007	2008	2009	2010	% Change			2007	2008	2009	2010	% Change		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
NORTHEAST (NEW YORK)														
Connecticut	2,065	1,724	1,918	2,009	4.7	16.5	-2.7	26,183	27,391	26,781	30,259	13.0	10.5	15.6
Delaware	569	427	398	441	10.8	3.3	-22.5	5,394	5,032	4,967	5,779	16.3	14.8	7.1
Maine	241	191	236	221	-6.4	15.7	-8.3	2,877	2,929	3,376	4,154	23.0	41.8	44.4
Maryland	3,632	2,927	3,073	3,019	-1.8	3.1	-16.9	42,058	40,671	39,913	43,484	8.9	6.9	3.4
Massachusetts	1,841	2,058	2,630	2,418	-8.1	17.5	31.3	25,359	26,655	31,283	33,384	6.7	25.2	31.6
New Hampshire	368	444	465	386	-17.0	-13.1	4.9	4,250	4,297	4,862	5,475	12.6	27.4	28.8
New Jersey	6,853	5,936	6,112	5,551	-9.2	-6.5	-19.0	63,048	61,043	63,547	68,413	7.7	12.1	8.5
New York	14,920	11,909	15,092	14,654	-2.9	23.0	-1.8	178,083	183,125	195,366	217,238	11.2	18.6	22.0
Pennsylvania	4,807	4,978	4,871	5,449	11.9	9.5	13.4	54,230	57,569	63,266	68,892	8.9	19.7	27.0
Rhode Island	245	224	273	231	-15.4	3.1	-5.7	3,209	3,001	3,659	3,710	1.4	23.6	15.6
Vermont	196	106	126	151	19.8	42.5	-23.0	1,789	1,719	1,729	2,234	29.2	30.0	24.9
Virginia	1,997	1,901	1,898	1,910	0.6	0.5	-4.4	24,119	24,988	25,118	27,907	11.1	11.7	15.7
Washington D.C.	464	430	437	417	-4.6	-3.0	-10.1	5,618	5,152	5,634	5,625	-0.2	9.2	0.1
West Virginia	183	179	167	173	3.6	-3.4	-5.5	2,200	2,482	2,945	3,220	9.3	29.7	46.4
Total	38,381	33,434	37,696	37,030	-1.8	10.8	-3.5	438,417	446,054	472,446	519,774	10.0	16.5	18.6
MIDWEST (CHICAGO)														
Illinois	4,244	4,119	3,645	3,679	0.9	-10.7	-13.3	44,225	45,535	44,619	45,499	2.0	-0.1	2.9
Indiana	983	1,002	925	1,288	39.2	28.5	31.0	13,868	13,902	13,577	15,084	11.1	8.5	8.8
Iowa	586	780	869	746	-14.2	-4.4	27.3	7,801	8,811	10,045	9,780	-2.6	11.0	25.4
Kansas	431	433	338	457	35.2	5.5	6.0	5,263	5,348	6,024	6,416	6.5	20.0	21.9
Kentucky	368	418	388	410	5.7	-1.9	11.4	6,664	6,701	6,868	7,023	2.3	4.8	5.4
Michigan	1,621	1,788	2,027	1,822	-10.1	1.9	12.4	22,157	24,221	26,154	28,211	7.9	16.5	27.3
Minnesota	953	896	795	1,031	29.7	15.1	8.2	16,872	17,321	16,985	18,322	7.9	5.8	8.6
Missouri	1,112	1,103	1,091	910	-16.6	-17.5	-18.2	17,932	15,406	17,785	16,642	-6.4	8.0	-7.2
Nebraska	472	544	451	378	-16.2	-30.5	-19.9	5,332	5,558	5,942	5,230	-12.0	-5.9	-1.9
North Dakota	106	132	113	115	1.8	-12.9	8.5	2,017	2,149	2,198	2,161	-1.7	0.6	7.1
Ohio	1,415	1,742	1,583	1,600	1.1	-8.2	13.1	19,306	21,268	22,232	22,580	1.6	6.2	17.0
South Dakota	104	158	105	132	25.7	-16.5	26.9	1,957	2,156	2,354	2,318	-1.5	7.5	18.4
Wisconsin	1,397	1,409	1,049	1,270	21.1	-9.9	-9.1	21,877	23,222	21,341	22,832	7.0	-1.7	4.4
Total	13,792	14,524	13,379	13,838	3.4	-4.7	0.3	185,271	191,598	196,124	202,098	3.0	5.5	9.1

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	NOVEMBER							JANUARY - NOVEMBER						
	2007	2008	2009	2010	% Change			2007	2008	2009	2010	% Change		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
SOUTH (MIAMI)														
Alabama	541	581	428	524	22.4	-9.8	-3.1	7,185	7,576	7,480	7,426	-0.7	-2.0	3.4
Arkansas	221	290	238	195	-18.1	-32.8	-11.8	3,581	3,983	4,096	3,845	-6.1	-3.5	7.4
Florida	14,180	12,010	10,270	12,131	18.1	1.0	-14.4	166,602	166,228	163,904	165,195	0.8	-0.6	-0.8
Georgia	3,761	3,444	2,899	3,517	21.3	2.1	-6.5	48,209	50,646	46,666	50,279	7.7	-0.7	4.3
Louisiana	555	552	457	527	15.3	-4.5	-5.0	6,941	6,322	6,554	6,583	0.4	4.1	-5.2
Mississippi	237	192	195	258	32.3	34.4	8.9	3,160	3,253	3,412	3,651	7.0	12.2	15.5
North Carolina	1,536	1,434	1,711	1,429	-16.5	-0.3	-7.0	20,220	22,154	23,383	24,049	2.8	8.6	18.9
Oklahoma	240	342	304	258	-15.1	-24.6	7.5	4,956	5,065	5,521	4,916	-11.0	-2.9	-0.8
South Carolina	698	757	615	761	23.7	0.5	9.0	9,081	10,823	10,590	10,545	-0.4	-2.6	16.1
Tennessee	861	800	687	646	-6.0	-19.3	-25.0	12,396	14,029	13,247	13,530	2.1	-3.6	9.1
Total	22,830	20,402	17,804	20,246	13.7	-0.8	-11.3	282,331	290,079	284,853	290,019	1.8	0.0	2.7
WEST (LOS ANGELES)														
Alaska	42	37	48	30	-37.5	-18.9	-28.6	345	463	397	448	12.8	-3.2	29.9
Arizona	440	507	514	468	-8.9	-7.7	6.4	6,055	6,408	5,785	7,256	25.4	13.2	19.8
California	3,627	3,158	2,727	2,795	2.5	-11.5	-22.9	44,450	42,929	37,345	37,169	-0.5	-13.4	-16.4
Colorado	672	627	712	646	-9.3	3.0	-3.9	7,769	8,061	8,100	8,572	5.8	6.3	10.3
Hawaii	22	17	24	22	-8.3	29.4	0.0	277	328	279	306	9.7	-6.7	10.5
Idaho	86	91	119	63	-47.1	-30.8	-26.7	1,046	1,187	966	1,001	3.6	-15.7	-4.3
Montana	53	53	67	61	-9.0	15.1	15.1	819	768	892	996	11.7	29.7	21.6
Nevada	259	297	286	253	-11.5	-14.8	-2.3	2,973	3,332	3,635	3,555	-2.2	6.7	19.6
New Mexico	175	78	85	116	36.5	48.7	-33.7	1,391	1,369	1,410	1,428	1.3	4.3	2.7
Oregon	230	229	248	259	4.4	13.1	12.6	2,509	2,664	2,373	2,581	8.8	-3.1	2.9
Texas	2,463	2,497	2,227	2,481	11.4	-0.6	0.7	36,691	37,035	39,622	40,009	1.0	8.0	9.0
Utah	197	210	216	174	-19.4	-17.1	-11.7	1,931	2,348	2,521	2,394	-5.0	2.0	24.0
Washington	484	600	528	540	2.3	-10.0	11.6	5,395	5,883	5,525	6,094	10.3	3.6	13.0
Wyoming	63	43	36	50	38.9	16.3	-20.6	670	710	788	739	-6.2	4.1	10.3
Total	8,813	8,444	7,837	7,958	1.5	-5.8	-9.7	112,321	113,485	109,638	112,548	2.7	-0.8	0.2
TOTAL U.S.A.	83,816	76,804	76,716	79,072	3.1	3.0	-5.7	1,018,340	1,041,216	1,063,061	1,124,439	5.8	8.0	10.4

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	NOVEMBER							JANUARY - NOVEMBER						
	2007	2008	2009	2010	% Change			2007	2008	2009	2010	% Change		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
CANADA (TORONTO)														
Alberta	742	1,628	1,461	2,534	73.4	55.7	241.5	12,460	16,142	22,277	22,055	-1.0	36.6	77.0
British Columbia	487	1,223	1,149	1,334	16.1	9.1	173.9	6,777	8,488	13,074	11,111	-15.0	30.9	64.0
Manitoba	132	262	240	564	135.0	115.3	327.3	3,453	4,431	5,742	6,081	5.9	37.2	76.1
New Brunswick	115	141	177	257	45.2	82.3	123.5	1,966	2,797	3,402	4,347	27.8	55.4	121.1
Newfoundland	78	211	163	232	42.3	10.0	197.4	767	1,484	2,172	2,924	34.6	97.0	281.2
Nova Scotia	137	219	225	337	49.8	53.9	146.0	3,266	4,216	5,087	7,381	45.1	75.1	126.0
Ontario	9,004	12,456	13,170	16,220	23.2	30.2	80.1	107,702	128,379	155,790	172,731	10.9	34.5	60.4
P.E. Island	5	28	14	23	64.3	-17.9	360.0	311	318	481	604	25.6	89.9	94.2
Quebec	1,842	3,059	3,431	3,673	7.1	20.1	99.4	20,945	28,664	39,213	41,506	5.8	44.8	98.2
Saskatchewan	135	259	283	769	171.7	196.9	469.6	3,182	5,778	6,037	7,192	19.1	24.5	126.0
Northwest Territories	20	22	43	31	-27.9	40.9	55.0	260	301	416	364	-12.5	20.9	40.0
Total	12,697	19,508	20,356	25,974	27.6	33.1	104.6	161,089	200,998	253,691	276,296	8.9	37.5	71.5
LONDON OFFICE														
Northern Europe														
U.K.	13,185	12,749	14,806	16,441	11.0	29.0	24.7	167,297	170,455	166,466	167,366	0.5	-1.8	0.0
Denmark	80	57	59	77	30.5	35.1	-3.8	982	743	709	717	1.1	-3.5	-27.0
Finland	27	49	44	43	-2.3	-12.2	59.3	237	324	454	376	-17.2	16.0	58.6
Ireland	252	164	232	210	-9.5	28.0	-16.7	3,718	3,195	2,680	2,612	-2.5	-18.2	-29.7
Norway	104	71	82	67	-18.3	-5.6	-35.6	753	957	850	837	-1.5	-12.5	11.2
Sweden	179	135	145	155	6.9	14.8	-13.4	1,112	1,521	1,346	1,372	1.9	-9.8	23.4
Total	13,827	13,225	15,368	16,993	10.6	28.5	22.9	174,099	177,195	172,505	173,280	0.4	-2.2	-0.5
Southern Europe														
Greece	17	18	13	18	38.5	0.0	5.9	165	343	266	235	-11.7	-31.5	42.4
Italy	1,576	884	1,197	939	-21.6	6.2	-40.4	15,243	13,208	12,799	12,527	-2.1	-5.2	-17.8
Portugal	124	39	566	373	-34.1	856.4	200.8	11,805	9,622	8,426	9,724	15.4	1.1	-17.6
Spain	638	451	241	236	-2.1	-47.7	-63.0	17,167	15,303	12,496	9,885	-20.9	-35.4	-42.4
Total	2,355	1,392	3,122	2,566	-10.5	10.6	-45.0	44,380	38,474	34,287	32,381	-11.1	-25.2	-27.6
Western Europe														
Austria	232	260	275	204	-25.8	-21.5	-12.1	2,250	1,967	2,216	2,286	3.2	16.2	1.6
Belgium	545	456	619	508	-17.9	11.4	-6.8	5,696	5,633	6,036	4,748	-21.3	-15.7	-16.6
France	222	541	257	328	27.6	-39.4	47.7	3,302	3,493	3,366	3,393	0.8	-2.9	2.8
Germany	2,189	2,080	2,363	1,903	-19.5	-8.5	-13.1	17,901	16,902	18,067	16,768	-7.2	-0.8	-6.3
Luxemburg	25	20	24	20	-16.7	0.0	-20.0	220	180	224	169	-24.6	-6.1	-23.2
Netherlands	806	524	545	518	-5.0	-1.1	-35.7	7,193	6,888	6,337	6,045	-4.6	-12.2	-16.0
Switzerland	193	230	245	323	31.8	40.4	67.4	1,915	1,891	2,004	2,404	20.0	27.1	25.5
Total	6,567	5,503	6,345	5,370	-15.4	-2.4	-18.2	82,857	75,430	72,237	68,184	-5.6	-9.6	-17.7
Central/East Europe														
Czech Republic	51	55	70	61	-12.9	10.9	19.6	614	623	520	403	-22.5	-35.3	-34.4
Hungary	33	21	25	22	-12.0	4.8	-33.3	289	668	234	355	51.7	-46.9	22.8
Poland	86	153	177	115	-35.0	-24.8	33.7	802	1,205	1,195	1,189	-0.5	-1.3	48.3
Russia	132	123	144	184	27.8	49.6	39.4	1,086	1,647	1,559	1,759	12.8	6.8	62.0
Ukraine	36	34	37	27	-27.0	-20.6	-25.0	247	383	390	343	-12.1	-10.4	38.9
Other Europe	375	154	157	147	-6.4	-4.5	-60.8	2,172	2,174	1,462	1,365	-6.6	-37.2	-37.2
Total	713	540	610	556	-8.9	3.0	-22.0	5,210	6,700	5,360	5,414	1.0	-19.2	3.9
Total	21,107	19,268	22,323	22,919	2.7	18.9	8.6	262,166	259,325	250,102	246,878	-1.3	-4.8	-5.8

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	NOVEMBER							JANUARY - NOVEMBER			% Change			
	2007	2008	2009	2010	% Change			2007	2008	2009	2010	% Change		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
LATIN AMERICA														
CENTRAL AMERICA														
Mexico	245	465	183	171	-6.6	-63.2	-30.2	2,104	3,362	2,023	1,817	-10.2	-46.0	-13.6
Belize	34	47	52	34	-34.6	-27.7	0.0	494	543	553	449	-18.8	-17.3	-9.1
Costa Rica	42	74	39	65	66.7	-12.2	54.8	655	774	743	715	-3.8	-7.6	9.2
El Salvador	38	69	23	14	-39.1	-79.7	-63.2	197	292	165	135	-18.2	-53.8	-31.5
Guatemala	47	49	29	61	110.3	24.5	29.8	297	263	327	503	53.8	91.3	69.4
Honduras	12	46	11	12	9.1	-73.9	0.0	132	347	140	124	-11.4	-64.3	-6.1
Nicaragua	5	9	9	9	0.0	0.0	80.0	63	89	80	68	-15.0	-23.6	7.9
Panama	54	100	111	105	-5.4	5.0	94.4	1,057	1,061	1,165	1,040	-10.7	-2.0	-1.6
Total	477	859	457	471	3.1	-45.2	-1.3	4,999	6,731	5,196	4,851	-6.6	-27.9	-3.0
SOUTH AMERICA														
Argentina	117	163	92	102	10.9	-37.4	-12.8	1,088	1,653	1,584	1,617	2.1	-2.2	48.6
Bolivia	4	4	1	2	100.0	-50.0	-50.0	34	50	34	44	29.4	-12.0	29.4
Brazil	131	156	114	157	37.7	0.6	19.8	1,321	1,686	1,379	1,512	9.6	-10.3	14.5
Chile	22	51	34	15	-55.9	-70.6	-31.8	471	779	850	670	-21.2	-14.0	42.3
Colombia	93	174	76	112	47.4	-35.6	20.4	1,640	927	829	985	18.8	6.3	-39.9
Ecuador	157	166	36	19	-47.2	-88.6	-87.9	327	1,819	1,827	1,460	-20.1	-19.7	346.5
Paraguay	3	1	7	0	-100.0	-100.0	-100.0	29	15	30	22	-26.7	46.7	-24.1
Peru	43	56	25	38	52.0	-32.1	-11.6	314	451	437	374	-14.4	-17.1	19.1
Uruguay	9	9	9	9	0.0	0.0	0.0	80	142	182	133	-26.9	-6.3	66.3
Venezuela	54	179	39	46	17.9	-74.3	-14.8	804	797	1,073	736	-31.4	-7.7	-8.5
Other South America	0	0	0	1	-	-	-	11	8	16	21	31.3	162.5	90.9
Total	633	959	433	501	15.7	-47.8	-20.9	6,119	8,327	8,241	7,574	-8.1	-9.0	23.8
Total Latin America	1,110	1,818	890	972	9.2	-46.5	-12.4	11,118	15,058	13,437	12,425	-7.5	-17.5	11.8

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	NOVEMBER							JANUARY - NOVEMBER						
	2007	2008	2009	2010	% Change			2007	2008	2009	2010	% Change		
					2010/09	2010/08	2010/07					2010/09	2010/08	2010/07
CARIBBEAN														
Antigua	142	151	168	147	-12.5	-2.6	3.5	1,900	2,425	2,265	1,976	-12.8	-18.5	4.0
Bahamas	459	204	301	415	37.9	103.4	-9.6	4,897	3,766	4,531	4,177	-7.8	10.9	-14.7
Barbados	392	423	431	383	-11.1	-9.5	-2.3	4,773	5,568	4,547	3,948	-13.2	-29.1	-17.3
Bermuda	159	195	174	158	-9.2	-19.0	-0.6	2,566	2,756	2,672	2,453	-8.2	-11.0	-4.4
British Virgin Is.	31	58	67	77	14.9	32.8	148.4	756	836	860	887	3.1	6.1	17.3
Cayman Is.	1,522	1,068	1,408	1,083	-23.1	1.4	-28.8	17,216	17,590	20,971	15,902	-24.2	-9.6	-7.6
Dominica	35	23	32	32	0.0	39.1	-8.6	362	557	509	353	-30.6	-36.6	-2.5
Grenada	45	63	39	44	12.8	-30.2	-2.2	679	912	578	421	-27.2	-53.8	-38.0
Guyana	167	138	132	167	26.5	21.0	0.0	1,985	2,119	1,906	1,683	-11.7	-20.6	-15.2
Monsterrat	5	12	18	14	-22.2	16.7	180.0	104	134	141	125	-11.3	-6.7	20.2
St. Kitts/Nevis/Anguilla	68	102	88	76	-13.6	-25.5	11.8	779	958	1,014	859	-15.3	-10.3	10.3
St. Lucia	146	109	120	80	-33.3	-26.6	-45.2	1,308	1,611	1,220	902	-26.1	-44.0	-31.0
St. Vincent	56	66	43	29	-32.6	-56.1	-48.2	580	807	537	413	-23.1	-48.8	-28.8
Turks & Caicos Is.	129	128	83	87	4.8	-32.0	-32.6	1,513	1,591	1,262	1,366	8.2	-14.1	-9.7
Trinidad & Tobago	813	844	791	1,158	46.4	37.2	42.4	8,876	9,864	8,834	9,452	7.0	-4.2	6.5
Comm. Caribbean	4,169	3,584	3,895	3,950	1.4	10.2	-5.3	48,294	51,494	51,847	44,917	-13.4	-12.8	-7.0
Aruba	31	29	24	38	58.3	31.0	22.6	345	436	356	335	-5.9	-23.2	-2.9
Cuba	88	48	69	36	-47.8	-25.0	-59.1	973	727	1,016	487	-52.1	-33.0	-49.9
Curacao	48	100	63	48	-23.8	-52.0	0.0	805	1,739	1,160	660	-43.1	-62.0	-18.0
Dominican Rep.	157	80	57	121	112.3	51.3	-22.9	1,745	1,547	1,058	955	-9.7	-38.3	-45.3
Guadeloupe	8	11	7	4	-42.9	-63.6	-50.0	140	150	112	174	55.4	16.0	24.3
Haiti	29	15	18	28	55.6	86.7	-3.4	247	241	274	436	59.1	80.9	76.5
Puerto Rico	116	101	97	136	40.2	34.7	17.2	1,360	1,578	1,258	1,374	9.2	-12.9	1.0
St. Maarten	52	76	53	52	-1.9	-31.6	0.0	702	837	681	818	20.1	-2.3	16.5
Surinam	19	36	35	35	0.0	-2.8	84.2	406	443	400	405	1.3	-8.6	-0.2
All other Caribbean	48	27	45	80	77.8	196.3	66.7	652	694	566	749	32.3	7.9	14.9
Other Caribbean	596	523	468	578	23.5	10.5	-3.0	7,375	8,392	6,881	6,393	-7.1	-23.8	-13.3
TOTAL CARIBBEAN	4,765	4,107	4,363	4,528	3.8	10.3	-5.0	55,669	59,886	58,728	51,310	-12.6	-14.3	-7.8
ASIA														
India	96	73	110	115	4.5	57.5	19.8	1,429	827	1,142	1,002	-12.3	21.2	-29.9
Pakistan	2	3	1	1	0.0	-66.7	-	79	19	15	25	66.7	31.6	-68.4
Japan	307	216	207	167	-19.3	-22.7	-45.6	2,767	2,600	2,232	1,782	-20.2	-31.5	-35.6
China	107	41	48	141	193.8	243.9	31.8	963	890	1,074	1,165	8.5	30.9	21.0
Taiwan	2	16	17	1	-94.1	-93.8	-50.0	35	117	65	70	7.7	-40.2	100.0
Korea	28	8	26	56	115.4	600.0	100.0	225	202	275	353	28.4	74.8	56.9
Philippines	22	35	24	25	4.2	-28.6	13.6	324	407	306	439	43.5	7.9	35.5
Singapore	16	7	5	6	20.0	-14.3	-62.5	131	115	120	91	-24.2	-20.9	-30.5
Other Asia	22	27	23	24	4.3	-11.1	9.1	492	389	426	306	-28.2	-21.3	-37.8
	602	426	461	536	16.3	25.8	-11.0	6,445	5,566	5,655	5,233	-7.5	-6.0	-18.8
OTHER COUNTRIES														
African Countries	86	73	109	87	-20.2	19.2	1.2	1,318	1,104	1,074	1,022	-4.8	-7.4	-22.5
Israel	84	52	58	40	-31.0	-23.1	-52.4	1,017	1,069	825	649	-21.3	-39.3	-36.2
Saudi Arabia	0	0	3	0	-	-	-	10	22	18	8	-55.6	-63.6	-20.0
Turkey	18	29	24	8	-66.7	-72.4	-55.6	187	278	245	128	-47.8	-54.0	-31.6
Other Middle East	23	23	26	25	-3.8	8.7	8.7	421	502	455	492	8.1	-2.0	16.9
Australia	147	110	132	141	6.8	28.2	-4.1	2,515	2,242	1,668	1,685	1.0	-24.8	-33.0
New Zealand	15	24	30	17	-43.3	-29.2	13.3	418	327	294	232	-21.1	-29.1	-44.5
All Other Ctries	4	8	3	1	-66.7	-87.5	-75.0	46	64	28	35	25.0	-45.3	-23.9
Total	377	319	385	319	-17.1	0.0	-15.4	5,932	5,608	4,607	4,251	-7.7	-24.2	-28.3
GRAND TOTAL	124,474	122,250	125,494	134,320	7.0	9.9	7.9	1,520,759	1,587,657	1,649,281	1,720,832	4.3	8.4	13.2

STOPOVER VISITORS BY MARKET SHARE

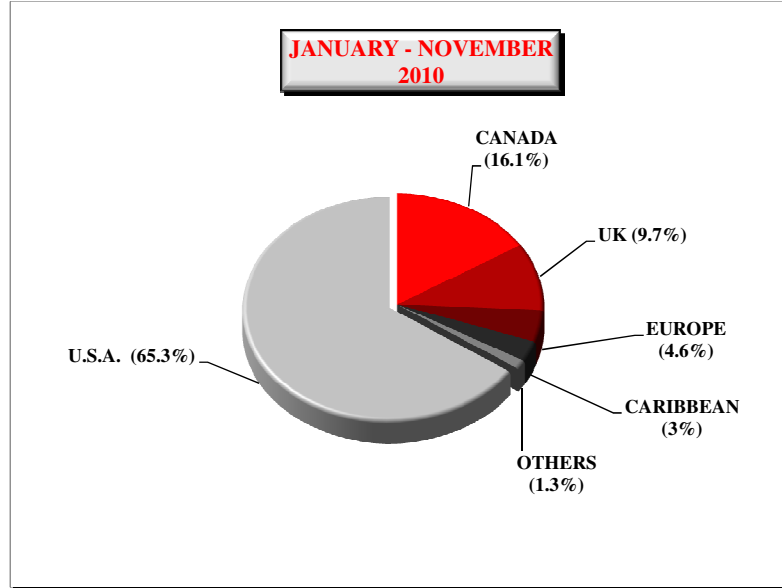


Fig. 2

Country	November 2010	% Share	Jan. - Nov. 2010	% Share	Jan. - Nov. 2009	% Share	% Change 2010/09
U.S.A	79,072	58.9%	1,124,439	65.3%	1,063,061	64.5%	5.8%
CANADA	25,974	19.3%	276,296	16.1%	253,691	15.4%	8.9%
U.K.	16,441	12.2%	167,366	9.7%	166,466	10.1%	0.5%
EUROPE	6,478	4.8%	79,512	4.6%	83,636	5.1%	-4.9%
CARIBBEAN	4,528	3.4%	51,310	3.0%	58,728	3.6%	-12.6%
OTHERS	1,827	1.4%	21,909	1.3%	23,699	1.4%	-7.6%
Total	134,320	100.0%	1,720,832	100.0%	1,649,281	100.0%	4.3%

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	
	2009	2010	2009	2010	2009	2010	2009	2010
	January	9.5	9.4	7.3	7.3	16.1	17.4	8.2
February	8.4	8.3	7.0	7.0	14.2	14.4	7.4	7.3
March	8.3	8.2	6.8	6.7	14.7	14.2	7.2	7.6
April	8.3	7.8	6.7	6.6	14.3	13.5	7.6	7.2
May	8.3	8.1	6.8	6.6	15.2	15.4	7.8	8.1
June	9.6	9.5	6.8	6.7	18.1	18.3	8.3	9.2
July	10.1	9.8	7.0	6.9	17.5	17.4	8.8	8.4
August	9.2	9.2	7.0	7.1	14.4	15.0	8.5	8.8
September	9.5	9.3	7.0	6.9	15.8	15.9	7.2	7.8
October	8.9	8.7	6.9	6.8	15.7	15.1	6.8	6.9
November	9.6	9.2	7.0	7.0	20.1	19.4	8.5	7.9
Jan.-Nov.	9.0	8.8	6.9	6.9	16.0	16.0	8.0	8.1

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

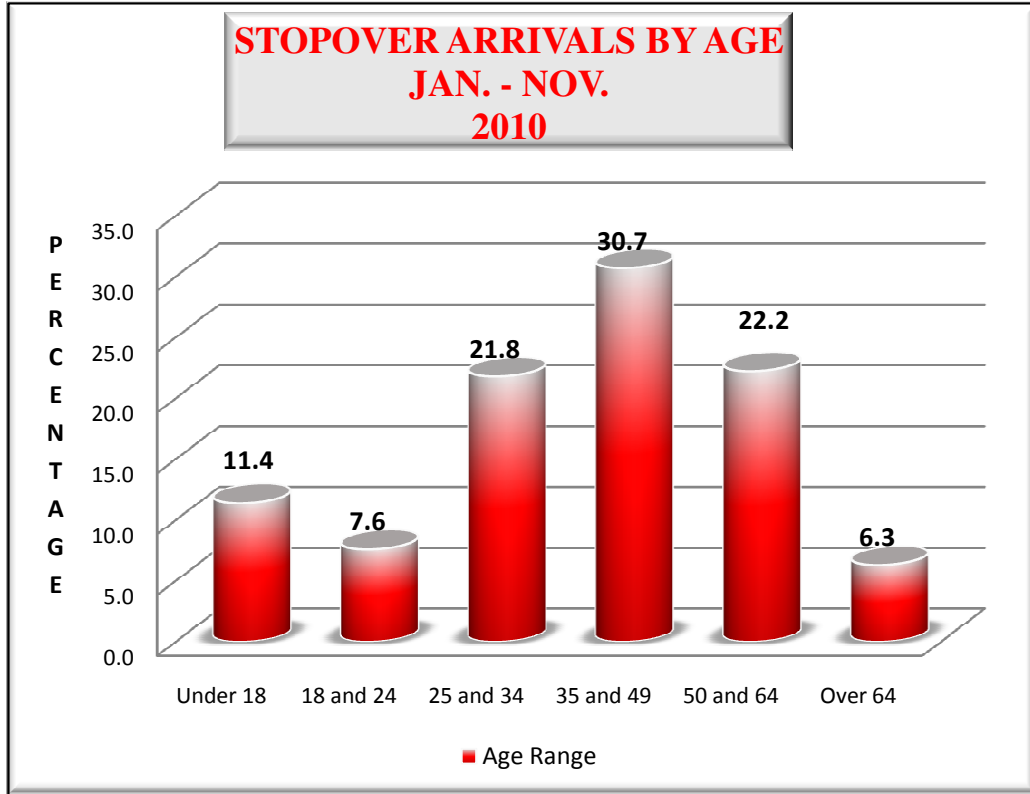


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

Age Range	NOVEMBER		JAN. - NOV.		JAN. - NOV.		% Change 2010/09
	2010	% Share	2010	% Share	2009	% Share	
Under 18	10,774	8.0	196,081	11.4	186,936	11.3	4.9%
18 and 24	7,210	5.4	130,841	7.6	134,611	8.2	-2.8%
25 and 34	30,210	22.5	375,264	21.8	366,681	22.2	2.3%
35 and 49	42,954	32.0	527,897	30.7	507,998	30.8	3.9%
50 and 64	32,651	24.3	382,426	22.2	351,699	21.3	8.7%
Over 64	10,521	7.8	108,323	6.3	101,356	6.1	6.9%
Total	134,320	100.0	1,720,832	100.0	1,649,281	100.0	4.3%

TABLE 4

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL
JANUARY - NOVEMBER 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.	54	124,500	-6.9%	-10.7%	82	232,145	-16.3%	-15.1%	139	357,413	161	414,204	-13.7%	-13.7%
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%
June	7	17,562	16.7%	7.2%	13	48,955	-13.3%	-6.1%	20	66,517	21	68,539	-4.8%	-3.0%
July	5	16,231	25.0%	11.8%	13	48,673	18.2%	17.0%	18	64,904	15	56,112	20.0%	15.7%
August	4	13,371	33.3%	25.9%	13	48,472	18.2%	18.7%	17	61,843	14	51,449	21.4%	20.2%
September	3	7,311	-25.0%	-43.2%	14	48,092	55.6%	49.7%	17	55,403	15	45,101	13.3%	22.8%
October	7	20,882	40.0%	52.8%	14	38,516	0.0%	-12.1%	21	59,398	19	57,478	10.5%	3.3%
November	13	30,537	62.5%	77.6%	16	41,064	-11.1%	-20.7%	29	71,601	26	68,971	11.5%	3.8%
May - Dec	49	125,394	19.5%	10.8%	95	314,576	5.6%	4.0%	144	439,970	133	415,831	8.3%	5.8%
Jan. - Dec.	103	249,894	4.0%	-1.1%	177	546,721	-5.9%	-5.1%	283	797,383	294	830,035	-3.7%	-3.9%

- * 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.
 4. During the month of September one Cruise Ship call to the port of Montego Bay was cancelled due to the passage of Tropical Storm Nicole

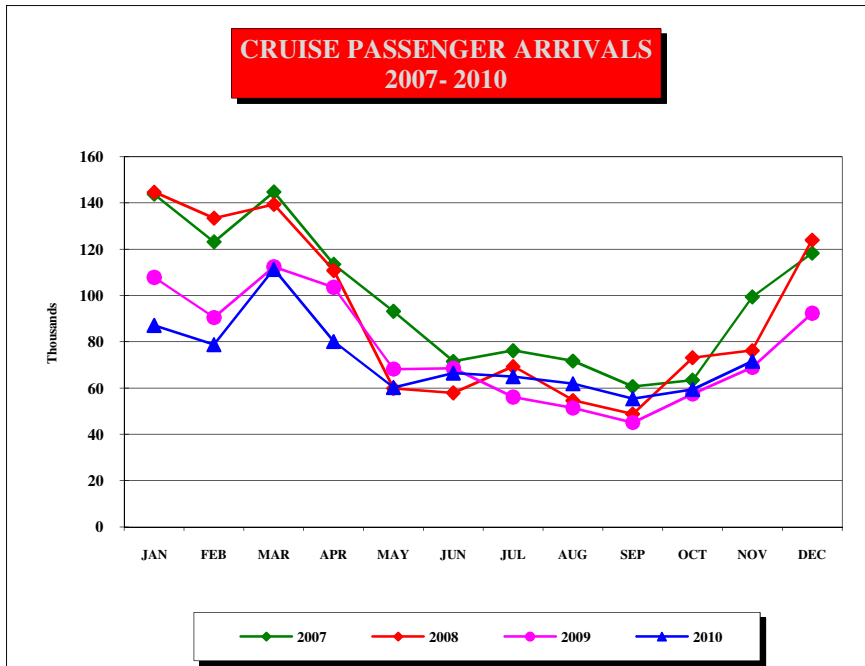


FIG. 4

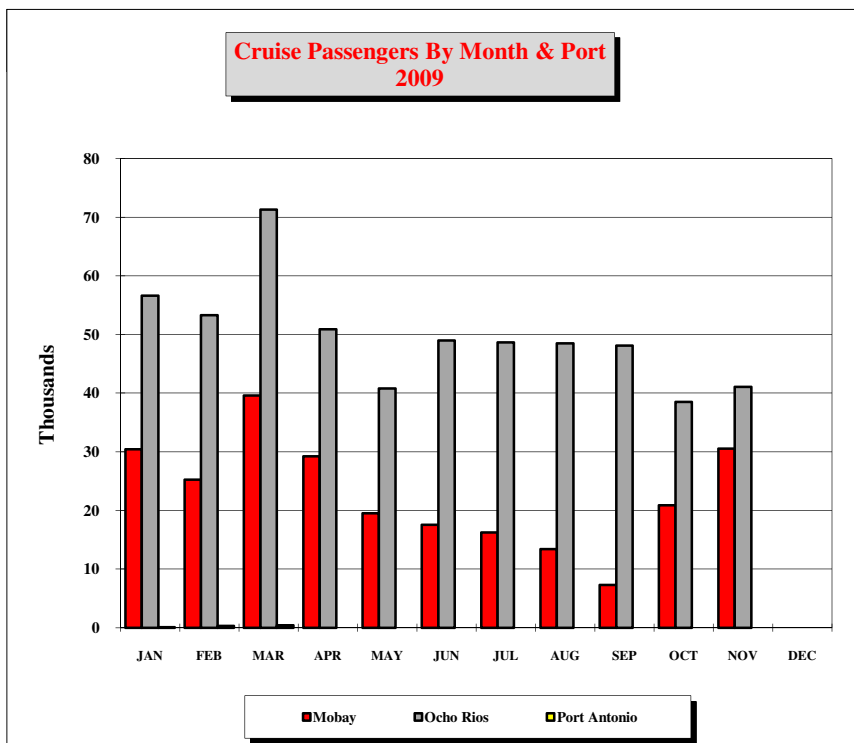


FIG. 4a

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

	NOVEMBER 2010			JANUARY - NOVEMBER 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
U.S.A.						
<u>NORTHEAST (NEW YORK)</u>						
Connecticut	2,007	2	2,009	30,244	15	30,259
Delaware	441	0	441	5,776	3	5,779
Maine	221	0	221	3,961	193	4,154
Maryland	3,017	2	3,019	43,444	40	43,484
Massachusetts	2,418	0	2,418	33,357	27	33,384
New Hampshire	382	4	386	5,467	8	5,475
New Jersey	5,548	3	5,551	68,391	22	68,413
New York	14,618	36	14,654	216,668	568	217,236
Pennsylvania	5,448	1	5,449	68,854	39	68,893
Rhode Island	231	0	231	3,709	2	3,711
Vermont	151	0	151	2,228	6	2,234
Virginia	1,909	1	1,910	27,880	27	27,907
Washington D.C.	417	0	417	5,618	7	5,625
West Virginia	173	0	173	3,220	0	3,220
Total	36,981	49	37,030	518,817	957	519,774
<u>MIDWEST (CHICAGO)</u>						
Illinois	3,679	0	3,679	44,700	799	45,499
Indiana	1,287	1	1,288	15,061	23	15,084
Iowa	746	0	746	9,489	291	9,780
Kansas	457	0	457	6,388	28	6,416
Kentucky	409	1	410	7,000	22	7,022
Michigan	1,820	2	1,822	28,160	52	28,212
Minnesota	1,031	0	1,031	16,397	1,925	18,322
Missouri	910	0	910	15,071	1,571	16,642
Nebraska	378	0	378	5,217	13	5,230
North Dakota	115	0	115	2,111	50	2,161
Ohio	1,597	3	1,600	22,559	21	22,580
South Dakota	132	0	132	2,246	72	2,318
Wisconsin	1,270	0	1,270	21,019	1,813	22,832
Total	13,831	7	13,838	195,418	6,680	202,098

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

	NOVEMBER 2010			JANUARY - NOVEMBER 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
SOUTH (MIAMI)						
Alabama	524	0	524	7,422	10	7,432
Arkansas	195	0	195	3,836	3	3,839
Florida	12,081	50	12,131	164,710	485	165,195
Georgia	3,514	3	3,517	50,200	79	50,279
Louisiana	527	0	527	6,583	0	6,583
Mississippi	258	0	258	3,641	10	3,651
North Carolina	1,429	0	1,429	24,020	29	24,049
Oklahoma	258	0	258	4,908	8	4,916
South Carolina	751	10	761	10,529	16	10,545
Tennessee	646	0	646	13,519	11	13,530
Total	20,183	63	20,246	289,368	651	290,019

WEST (LOS ANGELES)

Alaska	30	0	30	448	0	448
Arizona	466	2	468	7,251	5	7,256
California	2,788	7	2,795	37,101	68	37,169
Colorado	646	0	646	8,553	19	8,572
Hawaii	22	0	22	306	0	306
Idaho	63	0	63	1,001	0	1,001
Montana	61	0	61	993	3	996
Nevada	253	0	253	3,553	2	3,555
New Mexico	115	1	116	1,426	2	1,428
Oregon	259	0	259	2,570	11	2,581
Texas	2,480	1	2,481	39,938	71	40,009
Utah	174	0	174	2,391	3	2,394
Washington	537	3	540	6,077	17	6,094
Wyoming	50	0	50	737	2	739
Total	7,944	14	7,958	112,345	203	112,548
TOTAL U.S.A.	78,939	133	79,072	1,115,948	8,491	1,124,439

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

	NOVEMBER 2010			JANUARY - NOVEMBER 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
CANADA (TORONTO)						
Alberta	2,247	287	2,534	15,839	6,216	22,055
British Columbia	1,290	44	1,334	9,377	1,734	11,111
Manitoba	559	5	564	3,837	2,244	6,081
New Brunswick	245	12	257	2,381	1,966	4,347
Newfoundland	228	4	232	2,533	391	2,924
Nova Scotia	337	0	337	3,162	4,219	7,381
Ontario	9,645	6,575	16,220	110,200	62,532	172,732
P.E. Island	19	4	23	203	401	604
Quebec	2,616	1,057	3,673	16,334	25,172	41,506
Saskatchewan	739	30	769	2,972	4,219	7,191
Other Canada	29	2	31	274	90	364
Total	17,954	8,020	25,974	167,112	109,184	276,296
EUROPE						
LONDON OFFICE						
Northern Europe						
U.K.	10,204	6,237	16,441	104,727	62,639	167,366
Denmark	66	11	77	685	32	717
Finland	36	7	43	360	16	376
Ireland	171	39	210	2,029	583	2,612
Norway	63	4	67	805	32	837
Sweden	150	5	155	1,321	51	1,372
Sub-Total	10,690	6,303	16,993	109,927	63,353	173,280
GERMAN OFFICE						
Southern Europe						
Greece	18	0	18	231	4	235
Italy	938	1	939	12,435	92	12,527
Portugal	32	341	373	277	9,447	9,724
Spain	188	48	236	1,681	8,204	9,885
Western Europe						
Austria	204	0	204	2,278	8	2,286
Belgium	506	2	508	4,725	23	4,748
France	321	7	328	3,278	115	3,393
Germany	1,870	33	1,903	16,656	112	16,768
Luxemburg	19	1	20	166	3	169
Netherlands	510	8	518	5,973	72	6,045
Switzerland	319	4	323	2,361	43	2,404
Sub-Total	4,925	445	5,370	50,061 #	18,123	68,184
Central/East Europe						
Czechoslovakia	57	4	61	389	14	403
Hungary	20	2	22	346	9	355
Poland	97	18	115	1,066	123	1,189
Russia	184	0	184	1,484	275	1,759
Ukraine	27	0	27	331	12	343
Other Europe	111	36	147	1,155	210	1,365
Sub-Total	496	60	556	4,771	643	5,414
Total	16,111	6,808	22,919	164,759	82,119	246,878

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

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

OTHER COUNTRIES

CENTRAL AMERICA

Mexico	170	1	171	1,801	16	1,817
Belize	34	0	34	449	0	449
Costa Rica	65	0	65	712	3	715
El Salvador	14	0	14	134	1	135
Guatemala	61	0	61	483	20	503
Honduras	12	0	12	124	0	124
Nicaragua	8	1	9	60	8	68
Panama	105	0	105	1,038	2	1,040
Total	469	2	471	4,801	50	4,851

SOUTH AMERICA

Argentina	102	0	102	1,613	4	1,617
Bolivia	2	0	2	44	0	44
Brazil	122	35	157	1,449	63	1,512
Chile	15	0	15	663	7	670
Colombia	111	1	112	857	128	985
Ecuador	19	0	19	124	1,336	1,460
Paraguay	0	0	0	22	0	22
Peru	38	0	38	372	2	374
Uruguay	8	1	9	132	1	133
Venezuela	45	1	46	626	106	732
Other South America	1	0	1	25	0	25
Total	463	38	501	5,927	1,647	7,574
Total Latin America	932	40	972	10,728	1,697	12,425

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

	NOVEMBER 2010			JANUARY - NOVEMBER 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
CARIBBEAN						
Antigua	146	1	147	1,956	20	1,976
Bahamas	399	16	415	3,355	822	4,177
Barbados	376	7	383	3,792	156	3,948
Bermuda	157	1	158	2,447	6	2,453
British Virgin Is.	77	0	77	884	3	887
Cayman Is.	1,072	11	1,083	15,833	69	15,902
Dominica	32	0	32	345	8	353
Grenada	44	0	44	414	7	421
Guyana	167	0	167	1,618	65	1,683
Montserrat	14	0	14	125	0	125
St. Kitts/Nevis/Anguilla	76	0	76	849	10	859
St. Lucia	80	0	80	874	28	902
St. Vincent	28	1	29	395	18	413
Turks & Caicos Is.	81	6	87	1,335	31	1,366
Trinidad & Tobago	1,150	8	1,158	9,157	295	9,452
Comm. Caribbean	3,899	51	3,950	43,379	1,538	44,917
Aruba	5	33	38	164	171	335
Bonaire	0	0	0	0	0	0
Cuba	19	15	34	330	127	457
Curacao	13	35	48	376	284	660
Dominican Republic	113	8	121	922	33	955
Guadelope	4	0	4	174	0	174
Haiti	27	1	28	201	235	436
Puerto Rico	135	1	136	1,372	2	1,374
St. Maarten	51	1	52	813	5	818
Surinam	23	12	35	331	74	405
All other Caribbean	80	2	82	658	121	779
Other Caribbean	470	108	578	5,341	1,052	6,393
TOTAL CARIBBEAN	4,369	159	4,528	48,720	2,590	51,310
OTHER COUNTRIES						
India	103	12	115	967	35	1,002
Pakistan	1	0	1	19	6	25
Japan	167	0	167	1,776	6	1,782
China	132	9	141	1,140	25	1,165
Taiwan	1	0	1	68	2	70
Korea	56	0	56	350	3	353
Philippines	24	1	25	435	4	439
Singapore	6	0	6	91	0	91
Other Asia	24	0	24	294	12	306
Asia	514	22	536	5,140	93	5,233
African Countries	85	2	87	984	38	1,022
Israel	40	0	40	631	18	649
Saudi Arabia	0	0	0	6	2	8
Turkey	8	0	8	125	3	128
Other Middle East	18	7	25	463	29	492
Australia	139	2	141	1,640	45	1,685
New Zealand	17	0	17	229	3	232
All Other Ctries	1	0	1	33	2	35
Total	308	11	319	4,111	140	4,251
GRAND TOTAL	119,127	15,193	134,320	1,516,518	204,314	1,720,832

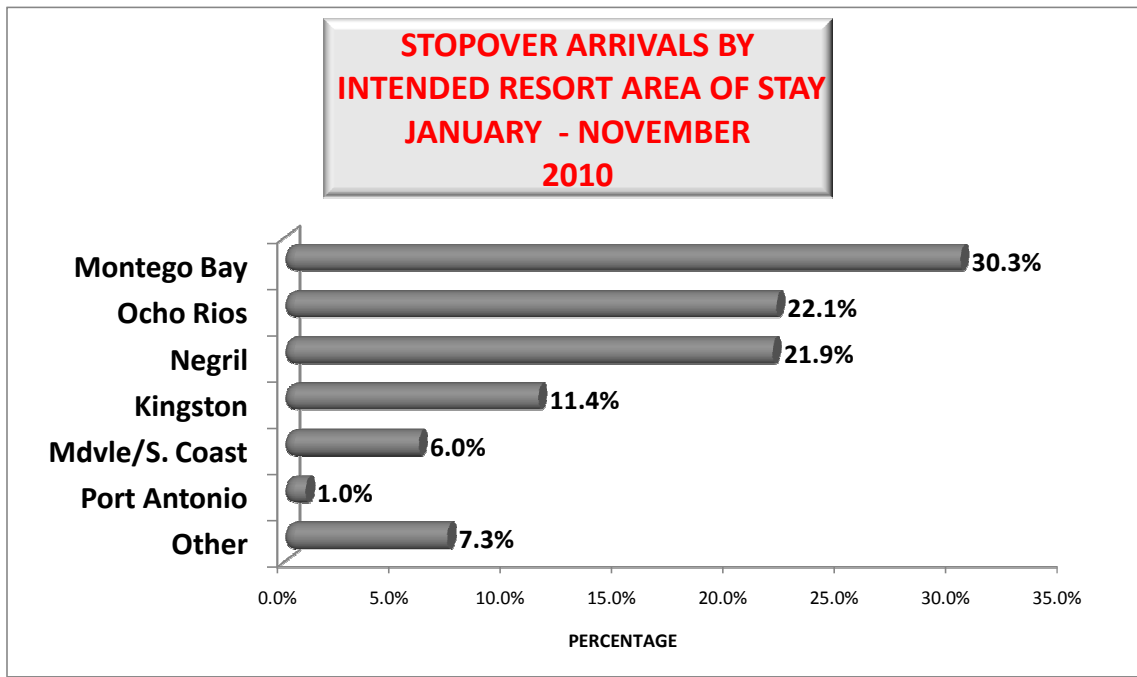


Fig. 5

STOPOVER ARRIVALS BY INTENDED AREA OF STAY

Area	NOVEMBER			JANUARY - NOVEMBER			JANUARY - NOVEMBER			% Change 2010/09 ARRIVALS
	2010	%Share	LENGTH OF STAY	2010	%Share	LENGTH OF STAY	2009	%Share	LENGTH OF STAY	
Montego Bay	45,281	33.7%	7.7	522,069	30.3%	7.6	470,041	28.5%	7.7	11.1%
Ocho Rios	27,599	20.5%	9.4	379,903	22.1%	8.7	384,718	23.3%	8.6	-1.3%
Negril	27,647	20.6%	8.8	376,976	21.9%	8.0	361,374	21.9%	8.1	4.3%
Kingston	16,037	11.9%	11.1	196,045	11.4%	11.5	200,544	12.2%	11.7	-2.2%
Mdvle/S. Coast	7,741	5.8%	15.5	103,701	6.0%	13.6	93,123	5.6%	14.5	11.4%
Port Antonio	1,154	0.9%	21.2	16,417	1.0%	16.2	15,295	0.9%	16.5	7.3%
Other	8,861	6.6%	18.1	125,721	7.3%	15.4	124,186	7.5%	15.9	1.2%
Total	134,320	100.0%	9.9	1,720,832	100.0%	9.4	1,649,281	100.0%	9.6	4.3%