

# JAMAICA TOURIST BOARD

**IN OCTOBER 2007.....**

- Stopover arrivals increased by 14.7%
- US Market increased by 9.8%
- Canada increased by 25.7%
- Europe increased by 21.9%
- Cruise Passenger arrivals down by 36.0%

## TOURIST (Stopover Arrivals)

Stopover arrivals in October 2007 were **108,205** an increase of **14.7%** over the **94,351** recorded in October 2006.

For the six months of summer, May to October 2007, stopover arrivals increased by **3.8%**, with a total of **818,472** compared to **788,721** for the same period in 2006.

Cumulatively stopover arrivals for the January to October period have slightly increased by **0.6%** with **1,396,285** compared to **1,388,555** in 2006. When compared to the same period in 2005, it shows an increase of **17.2%** with an additional **204,627** arrivals.

### United States

Stopover arrivals from the United States market increased by **9.8%** in October with a total of **67,643** visitors compared to the **61,602** visitors who came in October 2006. All marketing regions recorded increases in arrivals during October. The Northeast with **27,975** stopovers increased by **12.2%**, the West with **5,090** increased by **10.4%**, the South with **23,381** up by **9.5%** and the Midwest with **11,197** up by **4.6%**.

For the summer period to date, May to October, the US market recorded a decline of **1.6%** with **561,828** visitors compared to **570,778** during the same period in 2006. The South and Northeast regions were both up by **0.6%**, while the West was down **6.3%** and the Midwest down by **9.7%**.

For the January to October period, the US market recorded a decline of **6.4%**. Total visitors from this market was **934,524** compared to **998,936** in 2006 a reduction of **64,412** visitors. All marketing regions recorded declines during this period. The Northeast declined by **4.2%**, the South declined by **4.8%**, the West by **9.0%**, and the Midwest by **12.9%**.

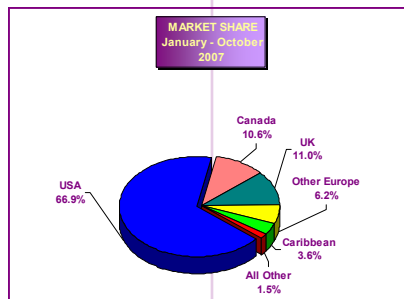
### Canada

In October, total stopovers from the Canadian market were **8,843** compared to **7,036** in 2006 an increase of **25.7%**.

The leading province of Ontario increased by **29.1%**, while the second most important visitor-producing province of Quebec declined by **2.2%**. Increases were recorded for the provinces of Alberta and British Columbia up by **21.5%** and **50.8%** respectively.

For the six months of summer, May to October, a total of **59,322** stopovers came from this market compared to **51,666** in 2006, an increase of **14.8%**.

Cumulatively, the Canadian market has generated **29,104** additional arrivals for the period January to October 2007, with a total of **148,392** stopovers compared to **119,288** in 2006. The main provinces, Ontario with **98,698** and Quebec with **19,103** increased by **16.7%** and **23.4%** respectively. The provinces of Alberta, British Columbia and Saskatchewan increased by **77%**, **80.5%**, and **168.7%**, respectively.



### Europe

The European market recorded a **21.9%** increase in October 2007. The market provided a total of **24,355** stopover visitors compared to the **19,975** recorded in October 2006. In the Northern European market region the main visitor producing country, United Kingdom with **15,301** arrivals increased by **3.9%**, while Ireland with **296** visitors increased by **28.7%**. In the South/Western Europe region the main visitor producing countries, Spain and Portugal with **2,415** and **1,455** increased by **103.6%** and **946.8%** respectively. Germany with **1,371** increased by **17%**, and Italy with **1,244** increased by **70.4%**. In the third market region, Central/East Europe with **507** arrivals, increased by **74.2%**.

During the summer period, May to October, the European Market increased by **20.5%** with **150,592** arrivals compared to **124,999** in 2006.

For the January to October period, the European market increased by **17.1%**. Total stopovers was **241,059** compared to **205,878** in 2006. In Northern Europe, the United Kingdom with **154,112** arrivals increased by **9.1%**. In South/Western Europe, Spain with **16,529** increased by **139.6%**, Germany with **15,712** arrivals increased by **5.2%** and Portugal with **11,681** increased by **257.1%** while Italy with **13,667** declined by **4.7%**. In Central/East Europe, **4,497** arrivals increased by **47.9%** compared to **3,040** in 2006.

## Latin America

The Latin American market increased by **69.7%** in October with a total of **1,434** stopovers compared to **845** in October 2006. From the Central American region a total of **542** arrivals up by **37.2%**. From South America, **892** arrivals up by **98.2%**.

For the January to October period, The Latin American market grew by **8.5%** with a total of **10,008** visitors compared to **9,221** for the corresponding period in 2006.

## The Caribbean

Visitors to Jamaica from the Caribbean region increased by **24.5%** in October with a total of **5,007** visitors, compared to **4,022** in October 2006.

The major Caribbean countries which provided visitors to Jamaica in October were: the Cayman Islands (**1,521**), Trinidad and Tobago (**757**), the Bahamas Is. (**602**) and Barbados (**431**).

Cumulatively, the Caribbean stopover arrivals to Jamaica in the January to October period increased by **11.6%**, moving from **45,597** in 2006 to **50,904** in 2007. The Cayman Islands is the leading provider of visitors to Jamaica from the Caribbean region. In the period under review, they provided a total of **15,694** visitors followed by Trinidad & Tobago with **8,063**, the Bahamas Is. with **4,438** and Barbados with **4,381** visitors.

## Other Countries

Of the other countries, Japan with **192** stopovers in October increased by **1.6%** against the **189** who came in 2006. Australia with **130** was down by **18.8%** compared to the **160** who came in 2006. India with **108** up by **54.3%** compared to the **70** who came in 2006.

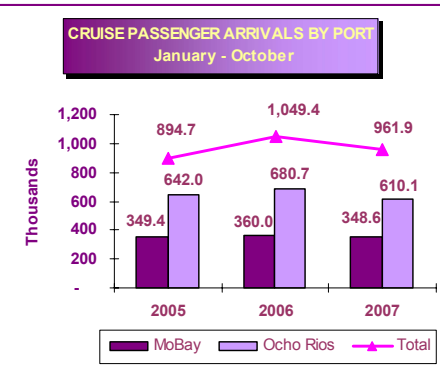
## Market Share

The market share of stopover visitors for the January to October period was as follows:

USA **66.9%**; Canada **10.6%**; UK **11%**; Continental Europe **6.2%**, the Caribbean **3.6%**; and Other Countries **1.5%**.

## Cruise Passengers

A total of **63,438** cruise passengers visited Jamaica in October 2007. This represented a **36%** decrease against the **99,103** recorded for October 2006.



For the summer period to date, May to October, cruise passenger arrivals decreased by **18.3%**, with a total of **436,736** passengers compared to **534,597** in 2006.

Cumulatively, a total of **961,882** cruise passengers visited our shores in the January to October period, a decrease of **8.4%** against the **1,049,973** recorded for the corresponding period in 2006.

A total of **35,596** cruise passengers visited the port of Ocho Rios in October, this was down **44.2%** over the **63,835** recorded for October 2006.

For the January to October period, cruise passenger arrivals to the port of Ocho Rios was **610,104**, a decrease of **10.4%** against the **680,700** recorded for the corresponding period in 2006.

Montego Bay recorded a total of **27,842** cruise passengers for the month, a decline of **19.4%** against the **34,531** recorded for 2006.

Cumulatively, for the January to October period, cruise passenger arrivals to the port of Montego Bay was **348,552**, a decrease of **3.3%** against the **359,996** recorded for the corresponding period in 2006.

## Length of Stay

The average length of stay of **Foreign Nationals** in October was **9.2** nights compared to **9.9** nights in October 2006. The average length of stay in hotels was at the same level of **6.9** nights in October 2006.

Cumulatively, the average length of stay for the January to October period was **9.4** nights compared to **9.5** nights recorded in 2006. In hotels the average length of stay during the period under review was **7** nights compared to **6.8** nights during 2006.

The average length of stay of **Non-Resident Jamaican** arrivals in October was **17** nights compared to the **16.9** nights in October 2006. The average length of stay in hotels was **7.7** nights compared to **6.2** nights in October 2006.

Cumulatively, the average length of stay for the January to October period was at the same level of **16.7** nights as recorded in 2006. In hotels the average length of stay during the period under review was **8.3** nights compared to **7.5** nights during 2006.

## Purpose of Visit

During the period under review, January to October 2007, **78.8%** or **1,025,589** of the **1,396,285** Foreign Nationals who visited Jamaica were visiting for the purpose of Leisure, **6.2%** were on Business, **8%** were Visiting Friends & Relatives, and the remaining **7%** were on Other purposes of travel.

A total of **39,517** or **41.8%** of the **94,592** Non-Resident Jamaicans who travelled to Jamaica in October 2007 were visiting for Leisure, **27%** were visiting Friends & Relatives, **8.3%** were on Business and the remaining **22.9%** were on Other purposes of travel.

## Intended Resort Area of Stay

Of the **1,396,285** stopover arrivals visiting Jamaica during January to October 2007, the resort area of Ocho Rios surpassed Montego Bay by **18,177** arrivals to welcome **367,931** arrivals or **26.4%**. Montego Bay received **349,754** or **25%**, Negril got **285,294** or **20.4%**, and Kingston got **184,922** or **13.2%**. The remaining **14.9%** stayed in the Mandeville/Southcoast, Port Antonio resort regions and Other areas in Jamaica.

**TABLE 1**  
**TOURIST ARRIVALS**  
January - October  
**2007**

Month	Foreign Nationals	<----- Stopovers ----->				Total Stopover Arrivals	+/-		
		+/- 2007/06	+/- 2007/05	Non-Resident Jamaicans	+/- 2007/06		+/- 2007/05	+/- 2007/06	+/- 2007/05
January	124,199	-0.5%	10.9%	5,557	-5.8%	15.5%	<b>129,756</b>	-0.7%	11.1%
February	127,541	-3.9%	8.2%	5,408	-5.4%	4.1%	<b>132,949</b>	-4.0%	8.1%
March	157,193	-1.9%	6.8%	7,354	2.5%	-7.2%	<b>164,547</b>	-1.7%	6.1%
April	142,520	-7.5%	21.7%	8,041	-11.9%	24.1%	<b>150,561</b>	-7.8%	21.8%
<b>Jan.-Apr.</b>	<b>551,453</b>	<b>-3.6%</b>	<b>11.6%</b>	<b>26,360</b>	<b>-5.6%</b>	<b>8.0%</b>	<b>577,813</b>	<b>-3.7%</b>	<b>11.4%</b>
May	124,301	-2.1%	18.0%	7,743	12.2%	40.7%	<b>132,044</b>	-1.4%	19.2%
June	143,501	-3.3%	14.9%	12,949	29.1%	65.0%	<b>156,450</b>	-1.2%	17.9%
July	177,303	6.0%	26.1%	18,106	42.3%	69.2%	<b>195,409</b>	<b>8.6%</b>	29.2%
August	123,961	-5.9%	13.2%	12,699	27.7%	50.5%	<b>136,660</b>	-3.5%	15.9%
September	81,690	8.7%	21.6%	8,014	53.3%	39.0%	<b>89,704</b>	<b>11.6%</b>	23.0%
October	99,484	12.1%	21.2%	8,721	56.2%	61.4%	<b>108,205</b>	<b>14.7%</b>	23.7%
<b>May - Oct.</b>	<b>750,240</b>	<b>1.6%</b>	<b>19.2%</b>	<b>68,232</b>	<b>35.3%</b>	<b>56.3%</b>	<b>818,472</b>	<b>3.8%</b>	<b>21.6%</b>
<b>Jan. - Oct.</b>	<b>1,301,693</b>	<b>-0.7%</b>	<b>15.9%</b>	<b>94,592</b>	<b>20.8%</b>	<b>39.0%</b>	<b>1,396,285</b>	<b>0.6%</b>	<b>17.2%</b>

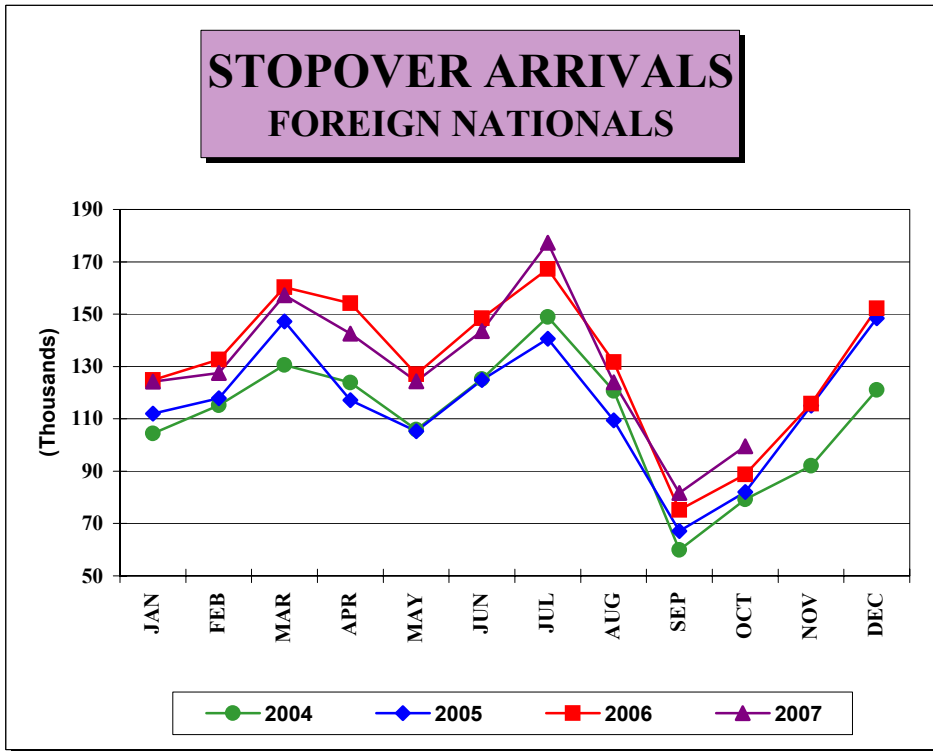


FIG. 1

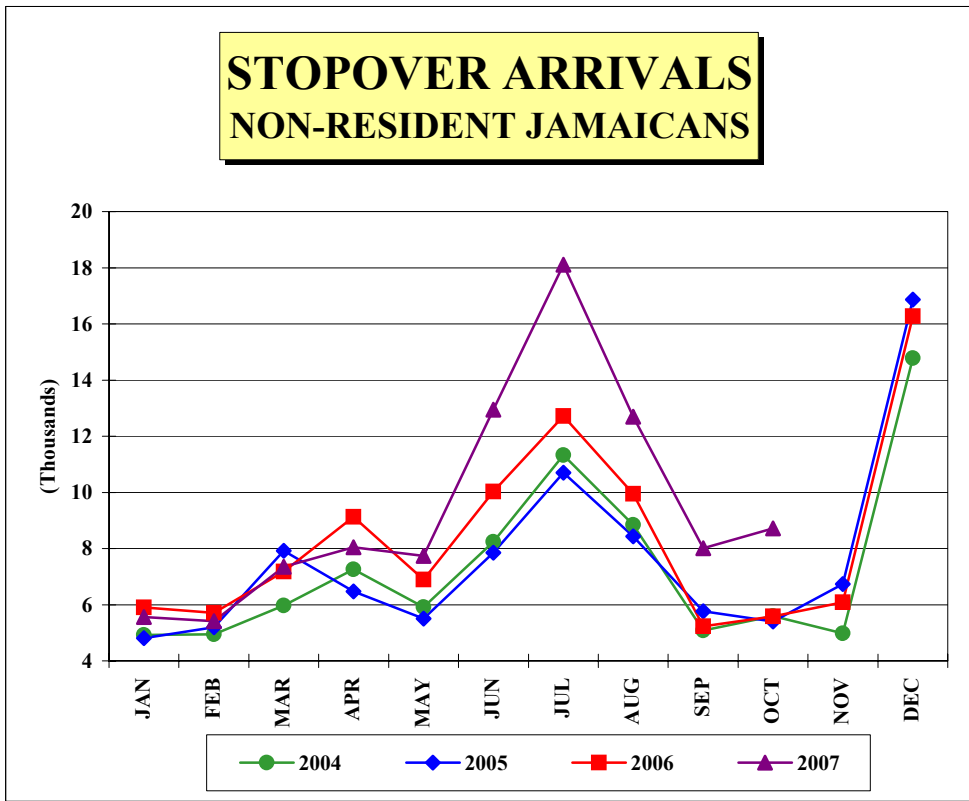
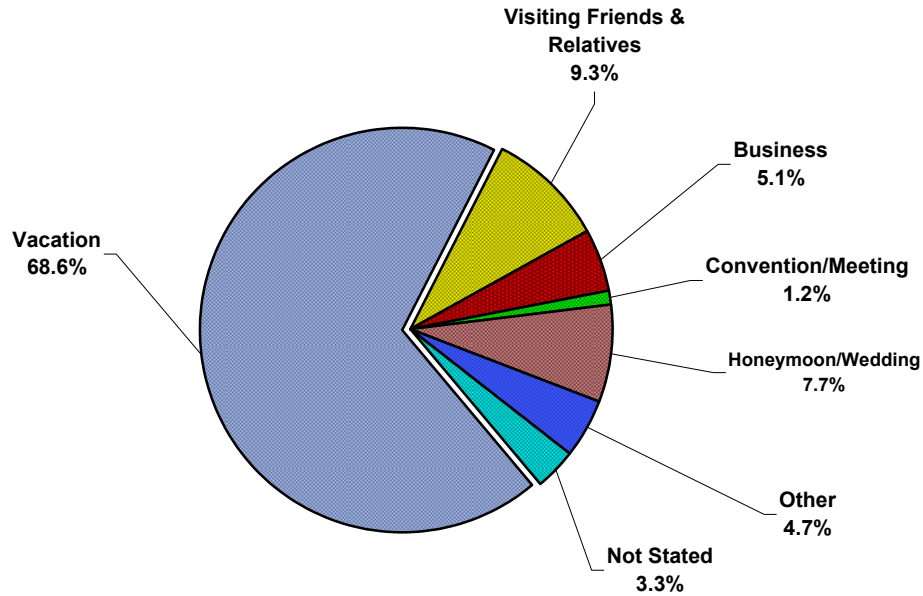


FIG. 1a

**STOPOVER ARRIVALS BY PURPOSE OF VISIT  
JANUARY - OCTOBER  
2007**



**Fig. 1b**

<b>STOPOVER ARRIVALS BY PURPOSE OF VISIT</b>						
<b>January - October 2007</b>	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	<b>Total</b>	<b>% Share</b>
Vacation	920,938	70.7%	37,273	39.4%	958,211	68.6%
Visiting Friends & Relatives	104,644	8.0%	25,594	27.1%	130,238	9.3%
Business	64,381	4.9%	6,648	7.0%	71,029	5.1%
Convention/Meeting	16,173	1.2%	1,210	1.3%	17,383	1.2%
Honeymoon/Wedding	104,651	8.0%	2,244	2.4%	106,895	7.7%
Other	56,802	4.4%	8,986	9.5%	65,788	4.7%
Not Stated	34,104	2.6%	12,637	13.4%	46,741	3.3%
<b>TOTAL</b>	<b>1,301,693</b>	<b>100.0%</b>	<b>94,592</b>	<b>100.0%</b>	<b>1,396,285</b>	<b>100.0%</b>

**TABLE 1.2**  
**STOPOVER ARRIVALS BY MARKET REGION**  
**AND MONTH OF ARRIVAL 2007**

	U.S.A.					Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West	Total							
<b>January</b>	33,147	21,956	18,627	5,351	79,081	22,843	22,166	1,116	3,712	385	453	129,756
<b>February</b>	37,442	23,135	17,477	4,605	82,659	23,144	22,214	587	3,550	464	331	132,949
<b>March</b>	45,085	28,439	28,251	6,672	108,447	24,991	24,597	721	4,344	749	698	164,547
<b>April</b>	47,523	18,963	28,335	7,688	102,509	18,092	21,490	758	5,327	606	1,779	150,561
<b>Jan.-Apr.</b>	<b>163,197</b>	<b>92,493</b>	<b>92,690</b>	<b>24,316</b>	<b>372,696</b>	<b>89,070</b>	<b>90,467</b>	<b>3,182</b>	<b>16,933</b>	<b>2,204</b>	<b>3,261</b>	<b>577,813</b>
<b>May</b>	37,525	14,981	33,287	7,539	93,332	10,031	21,013	964	5,474	696	534	132,044
<b>June</b>	43,668	17,520	45,987	10,015	117,190	8,866	22,500	1,164	5,808	545	377	156,450
<b>July</b>	59,825	17,100	49,590	10,431	136,946	14,440	33,640	1,513	7,807	513	550	195,409
<b>August</b>	46,686	10,117	27,791	7,583	92,177	9,820	27,835	783	5,233	429	383	136,660
<b>September</b>	21,160	8,071	21,003	4,306	54,540	7,322	21,249	968	4,642	595	388	89,704
<b>October</b>	27,975	11,197	23,381	5,090	67,643	8,843	24,355	1,434	5,007	493	430	108,205
<b>May - Oct.</b>	<b>236,839</b>	<b>78,986</b>	<b>201,039</b>	<b>44,964</b>	<b>561,828</b>	<b>59,322</b>	<b>150,592</b>	<b>6,826</b>	<b>33,971</b>	<b>3,271</b>	<b>2,662</b>	<b>818,472</b>
<b>Jan. - Oct.</b>	<b>400,036</b>	<b>171,479</b>	<b>293,729</b>	<b>69,280</b>	<b>934,524</b>	<b>148,392</b>	<b>241,059</b>	<b>10,008</b>	<b>50,904</b>	<b>5,475</b>	<b>5,923</b>	<b>1,396,285</b>
<b>+/- %</b>	<b>-4.2%</b>	<b>-12.9%</b>	<b>-4.8%</b>	<b>-9.0%</b>	<b>-6.4%</b>	<b>24.4%</b>	<b>17.1%</b>	<b>8.5%</b>	<b>11.6%</b>	<b>-2.5%</b>	<b>47.3%</b>	<b>0.6%</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>OCTOBER</u>							<u>JANUARY - OCTOBER</u>						
	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>% Change</u>			<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>% Change</u>				
				<u>2007</u>	<u>2007/06</u>	<u>2007/05</u>				<u>2007/04</u>	<u>2007</u>	<u>2007/06</u>	<u>2007/05</u>	<u>2007/04</u>
<b>U.S.A.</b>														
<b><u>NORTHEAST (NEW YORK)</u></b>														
Connecticut	1,199	1,452	1,256	1,565	24.6	7.8	30.5	22,158	22,411	24,768	24,118	-2.6	7.6	8.8
Delaware	344	275	401	423	5.5	53.8	23.0	4,622	4,227	4,906	4,825	-1.7	14.1	4.4
Maine	163	216	152	141	-7.2	-34.7	-13.5	2,730	2,948	3,130	2,636	-15.8	-10.6	-3.4
Maryland	2,549	2,549	2,926	3,090	5.6	21.2	21.2	34,238	33,549	40,769	38,426	-5.7	14.5	12.2
Massachusetts	1,557	1,259	1,351	1,372	1.6	9.0	-11.9	27,727	25,610	24,439	23,518	-3.8	-8.2	-15.2
New Hampshire	245	242	219	247	12.8	2.1	0.8	4,166	4,111	3,894	3,882	-0.3	-5.6	-6.8
New Jersey	3,712	3,417	3,607	3,876	7.5	13.4	4.4	55,994	53,339	60,807	56,195	-7.6	5.4	0.4
New York	8,903	9,971	9,685	10,934	12.9	9.7	22.8	146,885	146,275	166,844	163,163	-2.2	11.5	11.1
Pennsylvania	3,063	3,132	3,087	3,852	24.8	23.0	25.8	48,817	47,045	51,015	49,423	-3.1	5.1	1.2
Rhode Island	197	177	170	187	10.0	5.6	-5.1	3,467	3,282	3,200	2,964	-7.4	-9.7	-14.5
Vermont	50	64	55	70	27.3	9.4	40.0	1,592	1,630	1,653	1,593	-3.6	-2.3	0.1
Virginia	1,413	1,463	1,536	1,735	13.0	18.6	22.8	19,077	19,779	24,217	22,122	-8.7	11.8	16.0
Washington D.C.	336	345	312	329	5.4	-4.6	-2.1	4,557	4,542	5,526	5,154	-6.7	13.5	13.1
West Virginia	116	124	172	154	-10.5	24.2	32.8	1,936	1,907	2,288	2,017	-11.8	5.8	4.2
<b>Total</b>	<b>23,847</b>	<b>24,686</b>	<b>24,929</b>	<b>27,975</b>	<b>12.2</b>	<b>13.3</b>	<b>17.3</b>	<b>377,966</b>	<b>370,655</b>	<b>417,456</b>	<b>400,036</b>	<b>-4.2</b>	<b>7.9</b>	<b>5.8</b>
<b><u>MIDWEST (CHICAGO)</u></b>														
Illinois	2,113	2,220	2,593	2,636	1.7	18.7	24.8	42,097	38,700	45,356	39,981	-11.9	3.3	-5.0
Indiana	901	1,047	1,076	1,068	-0.7	2.0	18.5	11,446	12,521	14,737	12,885	-12.6	2.9	12.6
Iowa	315	416	350	432	23.4	3.8	37.1	6,714	6,550	7,911	7,215	-8.8	10.2	7.5
Kansas	297	456	390	447	14.6	-2.0	50.5	4,545	4,921	4,951	4,832	-2.4	-1.8	6.3
Kentucky	422	563	750	577	-23.1	2.5	36.7	5,211	5,893	7,900	6,296	-20.3	6.8	20.8
Michigan	989	1,169	1,037	1,093	5.4	-6.5	10.5	23,492	22,103	25,364	20,536	-19.0	-7.1	-12.6
Minnesota	752	832	702	649	-7.5	-22.0	-13.7	16,881	19,426	19,288	15,919	-17.5	-18.1	-5.7
Missouri	973	1,325	1,087	1,062	-2.3	-19.8	9.1	18,136	19,202	17,007	16,820	-1.1	-12.4	-7.3
Nebraska	288	330	316	495	56.6	50.0	71.9	4,021	4,256	4,883	4,860	-0.5	14.2	20.9
North Dakota	52	47	75	65	-13.3	38.3	25.0	1,475	1,360	1,839	1,911	3.9	40.5	29.6
Ohio	1,055	1,273	1,203	1,257	4.5	-1.3	19.1	17,100	17,498	21,772	17,891	-17.8	2.2	4.6
South Dakota	46	74	81	83	2.5	12.2	80.4	1,519	1,693	2,101	1,853	-11.8	9.5	22.0
Wisconsin	1,159	1,228	1,040	1,333	28.2	8.6	15.0	23,269	23,111	23,830	20,480	-14.1	-11.4	-12.0
<b>Total</b>	<b>9,362</b>	<b>10,980</b>	<b>10,700</b>	<b>11,197</b>	<b>4.6</b>	<b>2.0</b>	<b>19.6</b>	<b>175,906</b>	<b>177,234</b>	<b>196,939</b>	<b>171,479</b>	<b>-12.9</b>	<b>-3.2</b>	<b>-2.5</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>OCTOBER</u>							<u>JANUARY - OCTOBER</u>						
	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>% Change</u>			<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>% Change</u>		
					2007/06	2007/05	2007/04					2007/06	2007/05	2007/04
<b><u>SOUTH (MIAMI)</u></b>														
Alabama	510	519	614	513	-16.4	-1.2	0.6	6,185	6,194	7,570	6,644	-12.2	7.3	7.4
Arkansas	218	290	249	243	-2.4	-16.2	11.5	2,769	3,503	3,770	3,360	-10.9	-4.1	21.3
Florida	9,125	9,133	11,577	12,505	8.0	36.9	37.0	101,618	111,111	156,252	152,422	-2.5	37.2	50.0
Georgia	2,834	2,682	2,948	3,723	26.3	38.8	31.4	36,609	35,250	45,114	44,448	-1.5	26.1	21.4
Louisiana	365	290	399	504	26.3	73.8	38.1	5,342	5,269	7,054	6,386	-9.5	21.2	19.5
Mississippi	180	163	251	275	9.6	68.7	52.8	2,781	2,832	3,681	2,923	-20.6	3.2	5.1
North Carolina	1,267	1,327	1,439	1,523	5.8	14.8	20.2	16,237	17,532	19,713	18,684	-5.2	6.6	15.1
Oklahoma	202	480	276	322	16.7	-32.9	59.4	4,213	5,773	5,835	4,716	-19.2	-18.3	11.9
South Carolina	591	631	601	674	12.1	6.8	14.0	7,236	7,270	8,630	8,383	-2.9	15.3	15.9
Tennessee	773	1,093	1,153	1,212	5.1	10.9	56.8	10,605	11,229	13,124	11,535	-12.1	2.7	8.8
Texas	1,818	2,325	1,854	1,887	1.8	-18.8	3.8	32,770	35,571	37,681	34,228	-9.2	-3.8	4.4
<b>Total</b>	<b>17,883</b>	<b>18,933</b>	<b>21,361</b>	<b>23,381</b>	<b>9.5</b>	<b>23.5</b>	<b>30.7</b>	<b>226,365</b>	<b>241,534</b>	<b>308,424</b>	<b>293,729</b>	<b>-4.8</b>	<b>21.6</b>	<b>29.8</b>
<b><u>WEST (LOS ANGELES)</u></b>														
Alaska	22	33	46	26	-43.5	-21.2	18.2	299	338	340	303	-10.9	-10.4	1.3
Arizona	311	467	497	523	5.2	12.0	68.2	4,094	4,967	6,134	5,615	-8.5	13.0	37.2
California	2,564	2,593	2,350	2,781	18.3	7.3	8.5	38,895	39,019	44,660	40,823	-8.6	4.6	5.0
Colorado	395	593	517	500	-3.3	-15.7	26.6	6,235	6,290	7,711	7,097	-8.0	12.8	13.8
Hawaii	16	15	17	25	47.1	66.7	56.3	237	240	250	255	2.0	6.3	7.6
Idaho	65	53	58	76	31.0	43.4	16.9	717	892	1,118	960	-14.1	7.6	33.9
Montana	52	39	51	64	25.5	64.1	23.1	701	613	940	766	-18.5	25.0	9.3
Nevada	190	198	229	259	13.1	30.8	36.3	2,131	2,850	3,044	2,714	-10.8	-4.8	27.4
New Mexico	58	62	75	96	28.0	54.8	65.5	894	969	1,205	1,216	0.9	25.5	36.0
Oregon	140	158	158	144	-8.9	-8.9	2.9	1,874	2,216	2,454	2,279	-7.1	2.8	21.6
Utah	118	146	259	154	-40.5	5.5	30.5	1,234	1,482	2,254	1,734	-23.1	17.0	40.5
Washington	255	251	327	405	23.9	61.4	58.8	3,344	4,547	5,325	4,911	-7.8	8.0	46.9
Wyoming	14	28	28	37	32.1	32.1	164.3	390	390	682	607	-11.0	55.6	55.6
<b>Total</b>	<b>4,200</b>	<b>4,636</b>	<b>4,612</b>	<b>5,090</b>	<b>10.4</b>	<b>9.8</b>	<b>21.2</b>	<b>61,045</b>	<b>64,813</b>	<b>76,117</b>	<b>69,280</b>	<b>-9.0</b>	<b>6.9</b>	<b>13.5</b>
<b>TOTAL U.S.A.</b>	<b>55,292</b>	<b>59,235</b>	<b>61,602</b>	<b>67,643</b>	<b>9.8</b>	<b>14.2</b>	<b>22.3</b>	<b>841,282</b>	<b>854,236</b>	<b>998,936</b>	<b>934,524</b>	<b>-6.4</b>	<b>9.4</b>	<b>11.1</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>OCTOBER</u>							<u>JANUARY - OCTOBER</u>						
	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>% Change</u>			<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>% Change</u>		
					<u>2007/06</u>	<u>2007/05</u>	<u>2007/04</u>					<u>2007/06</u>	<u>2007/05</u>	<u>2007/04</u>
<b>CANADA (TORONTO)</b>														
Alberta	204	230	344	418	21.5	81.7	104.9	4,681	5,445	6,621	11,718	77.0	115.2	150.3
British Columbia	139	207	246	371	50.8	79.2	166.9	2,475	3,083	3,484	6,290	80.5	104.0	154.1
Manitoba	42	45	61	62	1.6	37.8	47.6	1,970	1,687	2,185	3,321	52.0	96.9	68.6
New Brunswick	27	39	36	65	80.6	66.7	140.7	876	1,012	1,770	1,851	4.6	82.9	111.3
Newfoundland	38	61	31	58	87.1	-4.9	52.6	465	593	729	689	-5.5	16.2	48.2
Nova Scotia	61	103	79	115	45.6	11.7	88.5	1,588	1,688	2,783	3,129	12.4	85.4	97.0
Ontario	4,266	3,984	5,207	6,720	29.1	68.7	57.5	61,089	63,127	84,599	98,698	16.7	56.3	61.6
P.E. Island	4	2	4	6	50.0	200.0	50.0	148	125	213	306	43.7	144.8	106.8
Quebec	345	327	972	951	-2.2	190.8	175.7	8,594	12,413	15,476	19,103	23.4	53.9	122.3
Saskatchewan	32	27	36	65	80.6	140.7	103.1	930	1,070	1,134	3,047	168.7	184.8	227.6
Other Canada	9	19	20	12	-40.0	-36.8	33.3	174	159	294	240	-18.4	50.9	37.9
<b>Total</b>	<b>5,167</b>	<b>5,044</b>	<b>7,036</b>	<b>8,843</b>	<b>25.7</b>	<b>75.3</b>	<b>71.1</b>	<b>82,990</b>	<b>90,402</b>	<b>119,288</b>	<b>148,392</b>	<b>24.4</b>	<b>64.1</b>	<b>78.8</b>
<b>LONDON OFFICE</b>														
<b>Northern Europe</b>														
U.K.	12,438	12,480	14,733	15,301	3.9	22.6	23.0	130,727	121,542	141,242	154,112	9.1	26.8	17.9
Denmark	96	38	99	82	-17.2	115.8	-14.6	598	473	951	902	-5.2	90.7	50.8
Finland	36	21	13	12	-7.7	-42.9	-66.7	329	229	256	210	-18.0	-8.3	-36.2
Ireland	231	244	230	296	28.7	21.3	28.1	2,417	2,253	2,600	3,466	33.3	53.8	43.4
Norway	35	52	49	37	-24.5	-28.8	5.7	542	574	631	649	2.9	13.1	19.7
Sweden	127	84	86	95	10.5	13.1	-25.2	904	876	846	933	10.3	6.5	3.2
	<b>12,963</b>	<b>12,919</b>	<b>15,210</b>	<b>15,823</b>	<b>4.0</b>	<b>22.5</b>	<b>22.1</b>	<b>135,517</b>	<b>125,947</b>	<b>146,526</b>	<b>160,272</b>	<b>9.4</b>	<b>27.3</b>	<b>18.3</b>
<b>Southern Europe</b>														
Greece	29	9	8	14	75.0	55.6	-51.7	185	224	170	148	-12.9	-33.9	-20.0
Italy	1,623	1,043	730	1,244	70.4	19.3	-23.4	21,157	20,534	14,342	13,667	-4.7	-33.4	-35.4
Portugal	72	49	139	1,455	946.8	2869.4	1920.8	770	1,819	3,271	11,681	257.1	542.2	1417.0
Spain	1,603	1,027	1,186	2,415	103.6	135.2	50.7	10,059	6,546	6,900	16,529	139.6	152.5	64.3
<b>Western Europe</b>														
Austria	157	128	102	99	-2.9	-22.7	-36.9	2,270	2,067	2,213	2,018	-8.8	-2.4	-11.1
Belgium	311	235	361	456	26.3	94.0	46.6	3,418	3,789	3,643	5,151	41.4	35.9	50.7
France	197	317	199	250	25.6	-21.1	26.9	2,449	3,073	2,605	3,080	18.2	0.2	25.8
Germany	1,457	1,467	1,172	1,371	17.0	-6.5	-5.9	14,086	15,052	14,930	15,712	5.2	4.4	11.5
Luxemburg	23	14	12	17	41.7	21.4	-26.1	162	163	225	195	-13.3	19.6	20.4
Netherlands	226	417	395	562	42.3	34.8	148.7	3,092	4,822	5,780	6,387	10.5	32.5	106.6
Switzerland	334	219	170	142	-16.5	-35.2	-57.5	3,261	2,472	2,233	1,722	-22.9	-30.3	-47.2
	<b>6,032</b>	<b>4,925</b>	<b>4,474</b>	<b>8,025</b>	<b>79.4</b>	<b>62.9</b>	<b>33.0</b>	<b>60,909</b>	<b>60,561</b>	<b>56,312</b>	<b>76,290</b>	<b>35.5</b>	<b>26.0</b>	<b>25.3</b>
<b>Central/East Europe</b>														
Czech Republic	10	26	27	15	-44.4	-42.3	50.0	306	277	250	563	125.2	103.2	84.0
Hungary	11	7	16	5	-68.8	-28.6	-54.5	196	232	171	256	49.7	10.3	30.6
Poland	36	39	54	74	37.0	89.7	105.6	598	528	506	716	41.5	35.6	19.7
Russia	50	81	76	115	51.3	42.0	130.0	763	1,132	806	954	18.4	-15.7	25.0
Ukraine	0	0	14	21	50.0	-	-	0	0	111	211	90.1	-	-
Other Europe	83	306	104	277	166.3	-9.5	233.7	1,056	1,335	1,196	1,797	50.3	34.6	70.2
	<b>190</b>	<b>459</b>	<b>291</b>	<b>507</b>	<b>74.2</b>	<b>10.5</b>	<b>166.8</b>	<b>2,919</b>	<b>3,504</b>	<b>3,040</b>	<b>4,497</b>	<b>47.9</b>	<b>28.3</b>	<b>54.1</b>
<b>Total</b>	<b>19,185</b>	<b>18,303</b>	<b>19,975</b>	<b>24,355</b>	<b>21.9</b>	<b>33.1</b>	<b>26.9</b>	<b>199,345</b>	<b>190,012</b>	<b>205,878</b>	<b>241,059</b>	<b>17.1</b>	<b>26.9</b>	<b>20.9</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>OCTOBER</u>							<u>JANUARY - OCTOBER</u>						
	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>% Change</u>			<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>% Change</u>		
					2007/06	2007/05	2007/04					2007/06	2007/05	2007/04
<b><u>LATIN AMERICA</u></b>														
<b><u>CENTRAL AMERICA</u></b>														
Mexico	115	143	144	235	63.2	64.3	104.3	2,006	1,364	1,767	1,859	5.2	36.3	-7.3
Belize	54	38	47	48	2.1	26.3	-11.1	429	442	550	460	-16.4	4.1	7.2
Costa Rica	104	41	53	63	18.9	53.7	-39.4	539	494	540	613	13.5	24.1	13.7
El Salvador	52	2	14	24	71.4	1100.0	-53.8	192	88	92	159	72.8	80.7	-17.2
Guatemala	15	27	22	30	36.4	11.1	100.0	311	227	267	250	-6.4	10.1	-19.6
Honduras	12	12	13	15	15.4	25.0	25.0	203	134	129	120	-7.0	-10.4	-40.9
Nicaragua	3	6	5	17	240.0	183.3	466.7	58	56	48	58	20.8	3.6	0.0
Panama	88	89	97	110	13.4	23.6	25.0	836	795	989	1,003	1.4	26.2	20.0
<b>Total</b>	<b>443</b>	<b>358</b>	<b>395</b>	<b>542</b>	<b>37.2</b>	<b>51.4</b>	<b>22.3</b>	<b>4,574</b>	<b>3,600</b>	<b>4,382</b>	<b>4,522</b>	<b>3.2</b>	<b>25.6</b>	<b>-1.1</b>
<b><u>SOUTH AMERICA</u></b>														
Argentina	26	39	68	82	20.6	110.3	215.4	423	527	850	971	14.2	84.3	129.6
Bolivia	8	8	1	2	100.0	-75.0	-75.0	40	45	48	30	-37.5	-33.3	-25.0
Brazil	118	109	128	121	-5.5	11.0	2.5	801	829	1,133	1,190	5.0	43.5	48.6
Chile	38	39	35	45	28.6	15.4	18.4	365	323	466	449	-3.6	39.0	23.0
Colombia	19	32	24	432	1700.0	1250.0	2173.7	237	303	758	1,547	104.1	410.6	552.7
Ecuador	5	15	2	29	1350.0	93.3	480.0	81	300	209	170	-18.7	-43.3	109.9
Paraguay	0	1	1	4	300.0	300.0	-	16	13	13	26	100.0	100.0	62.5
Peru	23	19	116	33	-71.6	73.7	43.5	240	243	406	271	-33.3	11.5	12.9
Uruguay	4	8	8	6	-25.0	-25.0	50.0	88	48	86	71	-17.4	47.9	-19.3
Venezuela	33	59	67	129	92.5	118.6	290.9	537	781	868	750	-13.6	-4.0	39.7
Other South America	0	2	0	9	-	350.0	-	1	9	2	11	450.0	22.2	1000.0
<b>Total</b>	<b>274</b>	<b>331</b>	<b>450</b>	<b>892</b>	<b>98.2</b>	<b>169.5</b>	<b>225.5</b>	<b>2,829</b>	<b>3,421</b>	<b>4,839</b>	<b>5,486</b>	<b>13.4</b>	<b>60.4</b>	<b>93.9</b>
<b>Total Latin America</b>	<b>717</b>	<b>689</b>	<b>845</b>	<b>1,434</b>	<b>69.7</b>	<b>108.1</b>	<b>100.0</b>	<b>7,403</b>	<b>7,021</b>	<b>9,221</b>	<b>10,008</b>	<b>8.5</b>	<b>42.5</b>	<b>35.2</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	OCTOBER							JANUARY - OCTOBER						
	2004	2005	2006	2007	% Change			2004	2005	2006	2007	% Change		
					2007/06	2007/05	2007/04					2007/06	2007/05	2007/04
<b>CARIBBEAN</b>														
Antigua	152	121	142	133	-6.3	9.9	-12.5	1,636	1,594	1,952	1,758	-9.9	10.3	7.5
Bahamas	209	147	251	602	139.8	309.5	188.0	2,697	2,244	2,916	4,438	52.2	97.8	64.6
Barbados	342	423	450	431	-4.2	1.9	26.0	4,686	4,309	4,973	4,381	-11.9	1.7	-6.5
Bermuda	99	103	126	160	27.0	55.3	61.6	1,693	1,800	2,336	2,407	3.0	33.7	42.2
British Virgin Is.	39	38	45	51	13.3	34.2	30.8	729	670	817	725	-11.3	8.2	-0.5
Cayman Is.	1,205	1,056	1,249	1,521	21.8	44.0	26.2	11,583	12,924	13,655	15,694	14.9	21.4	35.5
Dominica	22	28	29	20	-31.0	-28.6	-9.1	276	369	420	327	-22.1	-11.4	18.5
Grenada	42	33	47	58	23.4	75.8	38.1	514	651	484	634	31.0	-2.6	23.3
Guyana	123	160	144	167	16.0	4.4	35.8	1,457	1,509	1,763	1,818	3.1	20.5	24.8
Monsterrat	2	7	6	8	33.3	14.3	300.0	88	75	123	99	-19.5	32.0	12.5
St. Kitts/Nevis/Anguilla	62	46	57	50	-12.3	8.7	-19.4	773	714	812	711	-12.4	-0.4	-8.0
St. Lucia	131	81	76	93	22.4	14.8	-29.0	1,701	1,187	1,112	1,162	4.5	-2.1	-31.7
St. Vincent	41	42	54	47	-13.0	11.9	14.6	561	482	644	524	-18.6	8.7	-6.6
Turks & Caicos Is.	73	87	130	137	5.4	57.5	87.7	939	708	1,193	1,384	16.0	95.5	47.4
Trinidad & Tobago	517	558	598	757	26.6	35.7	46.4	6,130	6,416	7,015	8,063	14.9	25.7	31.5
<b>Comm. Caribbean</b>	<b>3,059</b>	<b>2,930</b>	<b>3,404</b>	<b>4,235</b>	<b>24.4</b>	<b>44.5</b>	<b>38.4</b>	<b>35,463</b>	<b>35,652</b>	<b>40,215</b>	<b>44,125</b>	<b>9.7</b>	<b>23.8</b>	<b>24.4</b>
Aruba	29	33	32	24	-25.0	-27.3	-17.2	392	339	321	314	-2.2	-7.4	-19.9
Bonaire	3	2	2	1	-50.0	-50.0	-66.7	76	48	24	23	-4.2	-52.1	-69.7
Cuba	22	17	21	115	447.6	576.5	422.7	324	488	168	885	426.8	81.4	173.1
Curacao	122	124	150	63	-58.0	-49.2	-48.4	976	897	860	757	-12.0	-15.6	-22.4
Dominican Rep.	119	51	83	246	196.4	382.4	106.7	1,010	1,040	889	1,588	78.6	52.7	57.2
Guadeloupe	2	6	1	19	1800.0	216.7	850.0	128	61	65	132	103.1	116.4	3.1
Haiti	61	6	10	9	-10.0	50.0	-85.2	377	151	96	218	127.1	44.4	-42.2
Puerto Rico	125	125	188	144	-23.4	15.2	15.2	1,322	1,091	1,395	1,244	-10.8	14.0	-5.9
St. Maarten	51	38	62	70	12.9	84.2	37.3	673	543	634	650	2.5	19.7	-3.4
Surinam	42	33	21	36	71.4	9.1	-14.3	274	306	392	387	-1.3	26.5	41.2
All other Caribbean	30	43	48	45	-6.3	4.7	50.0	567	400	538	581	8.0	45.3	2.5
<b>Other Caribbean</b>	<b>606</b>	<b>478</b>	<b>618</b>	<b>772</b>	<b>24.9</b>	<b>61.5</b>	<b>27.4</b>	<b>6,119</b>	<b>5,364</b>	<b>5,382</b>	<b>6,779</b>	<b>26.0</b>	<b>26.4</b>	<b>10.8</b>
<b>TOTAL CARIBBEAN</b>	<b>3,665</b>	<b>3,408</b>	<b>4,022</b>	<b>5,007</b>	<b>24.5</b>	<b>46.9</b>	<b>36.6</b>	<b>41,582</b>	<b>41,016</b>	<b>45,597</b>	<b>50,904</b>	<b>11.6</b>	<b>24.1</b>	<b>22.4</b>
<b>OTHER COUNTRIES</b>														
African Countries	63	76	124	105	-15.3	38.2	66.7	986	729	858	1,232	43.6	69.0	24.9
Israel	63	117	72	109	51.4	-6.8	73.0	685	789	808	933	15.5	18.3	36.2
Saudi Arabia	1	0	0	2	-	-	100.0	25	14	23	10	-56.5	-28.6	-60.0
Turkey	3	23	7	5	-28.6	-78.3	66.7	142	110	139	169	21.6	53.6	19.0
Other Middle East	12	16	26	41	57.7	156.3	241.7	276	275	305	398	30.5	44.7	44.2
India	44	33	70	108	54.3	227.3	145.5	459	389	500	1,333	166.6	242.7	190.4
Pakistan	1	1	2	1	-50.0	0.0	0.0	10	2	13	77	492.3	3750.0	670.0
Japan	276	195	189	192	1.6	-1.5	-30.4	3,660	3,485	3,152	2,460	-22.0	-29.4	-32.8
China	38	89	84	83	-1.2	-6.7	118.4	432	612	745	856	14.9	39.9	98.1
Taiwan	2	6	5	5	0.0	-16.7	150.0	44	64	64	33	-48.4	-48.4	-25.0
Korea	16	7	11	21	90.9	200.0	31.3	180	157	154	197	27.9	25.5	9.4
Philippines	37	41	28	43	53.6	4.9	16.2	463	516	536	302	-43.7	-41.5	-34.8
Singapore	11	0	3	6	100.0	-	-45.5	85	99	87	115	32.2	16.2	35.3
Other Asia	33	14	49	34	-30.6	142.9	3.0	296	224	364	470	29.1	109.8	58.8
Australia	156	136	160	130	-18.8	-4.4	-16.7	1,242	1,273	1,576	2,368	50.3	86.0	90.7
New Zealand	16	30	30	33	10.0	10.0	106.3	225	201	251	403	60.6	100.5	79.1
All Other Ctries	4	4	11	5	-54.5	25.0	25.0	25	32	60	42	-30.0	31.3	68.0
<b>Total</b>	<b>776</b>	<b>788</b>	<b>871</b>	<b>923</b>	<b>6.0</b>	<b>17.1</b>	<b>18.9</b>	<b>9,235</b>	<b>8,971</b>	<b>9,635</b>	<b>11,398</b>	<b>18.3</b>	<b>27.1</b>	<b>23.4</b>
<b>GRAND TOTAL</b>	<b>84,802</b>	<b>87,467</b>	<b>94,351</b>	<b>108,205</b>	<b>14.7</b>	<b>23.7</b>	<b>27.6</b>	<b>1,181,837</b>	<b>1,191,658</b>	<b>1,388,555</b>	<b>1,396,285</b>	<b>0.6</b>	<b>17.2</b>	<b>18.1</b>

## STOPOVER VISITORS BY MARKET SHARE

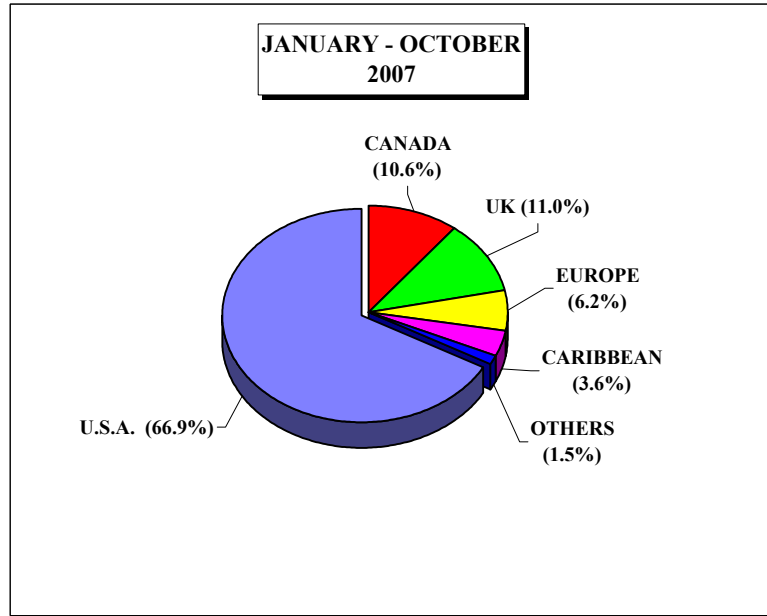


Fig. 2

Country	October 2007	% Share	Jan.-Oct. 2007	% Share	Jan.-Oct. 2006	% Share	%Change 2007/06
U.S.A	67,643	62.5%	934,524	66.9%	998,936	71.9%	-6.4%
CANADA	8,843	8.2%	148,392	10.6%	119,288	8.6%	24.4%
U.K.	15,301	14.1%	154,112	11.0%	141,242	10.2%	9.1%
EUROPE	9,054	8.4%	86,947	6.2%	64,636	4.7%	34.5%
CARIBBEAN	5,007	4.6%	50,904	3.6%	45,597	3.3%	11.6%
OTHERS	2,357	2.2%	21,406	1.5%	18,856	1.4%	13.5%
<b>Total</b>	<b>108,205</b>	<b>100.0%</b>	<b>1,396,285</b>	<b>100.0%</b>	<b>1,388,555</b>	<b>100.0%</b>	<b>0.6%</b>

**TABLE 3**

<b>AVERAGE LENGTH OF STAY (Nights)</b>								
	<b>FOREIGN NATIONALS</b>				<b>NON-RESIDENT JAMAICANS</b>			
	<b>All Types of Accommodation</b>		<b>Hotel</b>		<b>All Types of Accommodation</b>		<b>Hotel</b>	
	2006	2007	2006	2007	2006	2007	2006	2007
<b>January</b>	9.5	10.2	7.2	7.4	18.1	17.1	8.1	7.6
<b>February</b>	9.0	9.2	6.9	7.3	16.6	15.0	7.3	7.7
<b>March</b>	8.5	8.8	6.6	6.8	15.5	16.9	7.2	8.5
<b>April</b>	8.6	8.4	6.6	6.6	14.5	14.2	8.8	6.8
<b>May</b>	8.6	8.6	6.3	6.6	14.0	14.9	6.9	7.3
<b>June</b>	10.2	10.0	6.5	7.0	16.5	19.6	6.8	9.0
<b>July</b>	10.8	10.3	7.1	7.3	19.9	18.3	8.1	9.1
<b>August</b>	10.3	9.7	7.1	7.4	16.7	15.1	8.2	8.4
<b>September</b>	10.5	9.9	7.0	7.2	16.9	16.1	7.4	8.7
<b>October</b>	9.9	9.2	6.9	6.9	16.9	17	6.2	7.7
<b>Jan - Oct.</b>	9.5	9.4	6.8	7.0	16.7	16.7	7.5	8.3

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

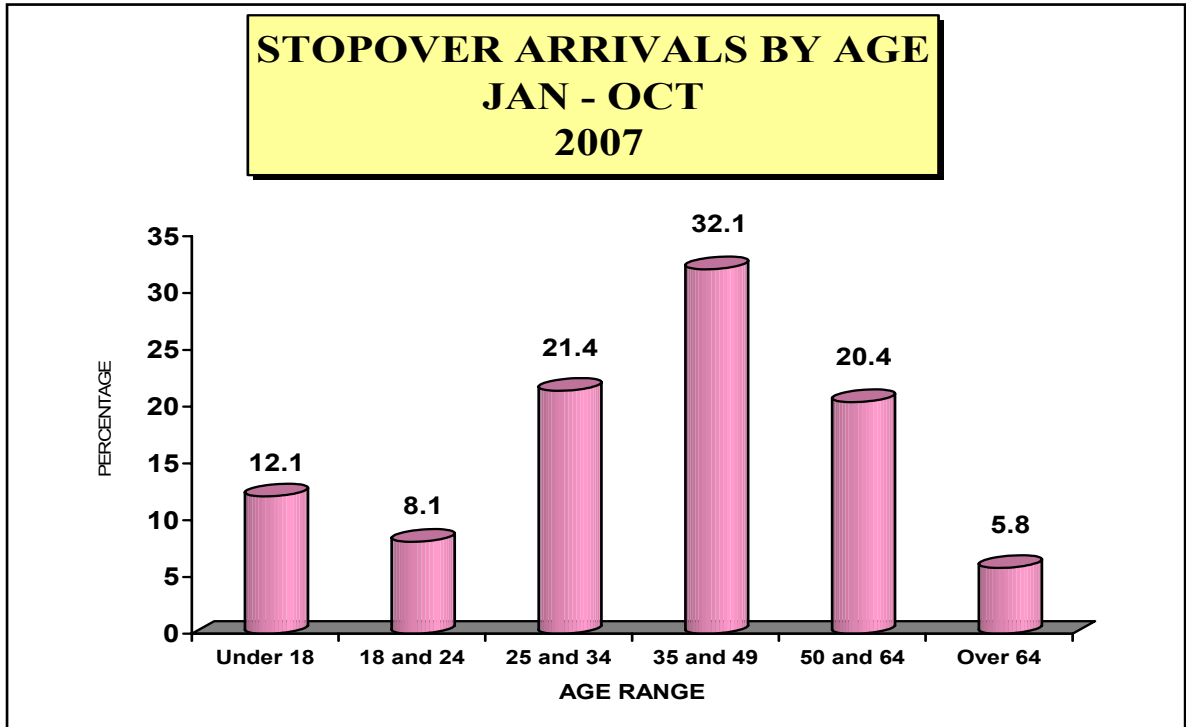


Fig. 3

**AGE DISTRIBUTION OF STOPOVER ARRIVALS**

Age	OCTOBER		JAN - OCT.		JAN - OCT.		%Change
	2007	% Share	2007	% Share	2006	% Share	2007/06
Under 18	7,728	7.1	169,273	12.1	180,269	13.0	-6.1%
18 and 24	6,891	6.4	113,547	8.1	120,474	8.7	-5.7%
25 and 34	26,525	24.5	299,428	21.4	301,235	21.7	-0.6%
35 and 49	36,277	33.5	447,654	32.1	448,276	32.3	-0.1%
50 and 64	23,723	21.9	285,457	20.4	264,649	19.1	7.9%
Over 64	7,061	6.5	80,926	5.8	73,652	5.3	9.9%
<b>Total</b>	<b>108,205</b>	<b>100.0</b>	<b>1,396,285</b>	<b>100.0</b>	<b>1,388,555</b>	<b>100.0</b>	<b>0.6%</b>

**TABLE 4**

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL  
JANUARY - OCTOBER 2007**

	MONTEGO BAY		% Change 2007/06		OCHO RIOS		% Change 2007/06		2007 TOTAL		2006 TOTAL		% Change 2007/06	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	21	51,363	-22.2%	12.8%	37	90,958	2.8%	5.2%	60	143,728	67	134,279	-10.4%	7.0%
February	19	43,921	-9.5%	21.6%	31	78,104	-3.1%	-2.8%	52	123,130	56	118,051	-7.1%	4.3%
March	21	51,773	-22.2%	0.6%	36	92,991	-7.7%	-6.8%	57	144,764	70	153,972	-18.6%	-6.0%
April	12	37,084	-33.3%	14.5%	29	75,726	0.0%	0.6%	43	113,524	49	109,074	-12.2%	4.1%
Jan. - Apr.	<b>73</b>	<b>184,141</b>	<b>-21.5%</b>	<b>11.3%</b>	<b>133</b>	<b>337,779</b>	<b>-2.2%</b>	<b>-1.2%</b>	<b>212</b>	<b>525,146</b>	<b>242</b>	<b>515,376</b>	<b>-12.4%</b>	<b>1.9%</b>
May	10	31,282	-9.1%	44.7%	21	61,869	-8.7%	0.3%	31	93,151	34	83,311	-8.8%	11.8%
June	8	27,132	-38.5%	-19.5%	14	44,413	-22.2%	-18.3%	22	71,545	31	88,087	-29.0%	-18.8%
July	9	31,592	-25.0%	-7.3%	14	44,639	-17.6%	-13.9%	23	76,231	29	85,935	-20.7%	-11.3%
August	8	25,917	-42.9%	-32.6%	14	45,772	-30.0%	-24.3%	22	71,689	34	98,918	-35.3%	-27.5%
September	6	20,646	-53.8%	-36.7%	14	40,036	-17.6%	-14.2%	20	60,682	30	79,243	-33.3%	-23.4%
October	9	27,842	-35.7%	-19.4%	12	35,596	-52.0%	-44.2%	21	63,438	40	99,103	-47.5%	-36.0%
May - Oct.	<b>50</b>	<b>164,411</b>	<b>-35.1%</b>	<b>-15.7%</b>	<b>89</b>	<b>272,325</b>	<b>-25.8%</b>	<b>-19.6%</b>	<b>139</b>	<b>436,736</b>	<b>198</b>	<b>534,597</b>	<b>-29.8%</b>	<b>-18.3%</b>
Jan. - Oct.	<b>123</b>	<b>348,552</b>	<b>-27.6%</b>	<b>-3.3%</b>	<b>222</b>	<b>610,104</b>	<b>-13.3%</b>	<b>-10.4%</b>	<b>351</b>	<b>961,882</b>	<b>440</b>	<b>1,049,973</b>	<b>-20.2%</b>	<b>-8.4%</b>

- \* Note:
1. During the month of January two Cruise Ship calls with 2,484 Cruise passengers visited two ports.
  2. Included in the total Cruise passengers for the month of January, 2 calls with 1,407 passengers visited Port Antonio.
  3. Included in the total Cruise passengers for the month of February, 2 calls with 1,105 passengers visited Port Antonio.
  4. During the month of March two Cruise Ship calls with 2,479 Cruise passengers visited two ports.
  5. Included in the total Cruise passengers for the month of April, 2 calls with 714 passengers visited Port Antonio.
  6. During the month of August, 6 calls were cancelled as a result of Hurricane Dean.

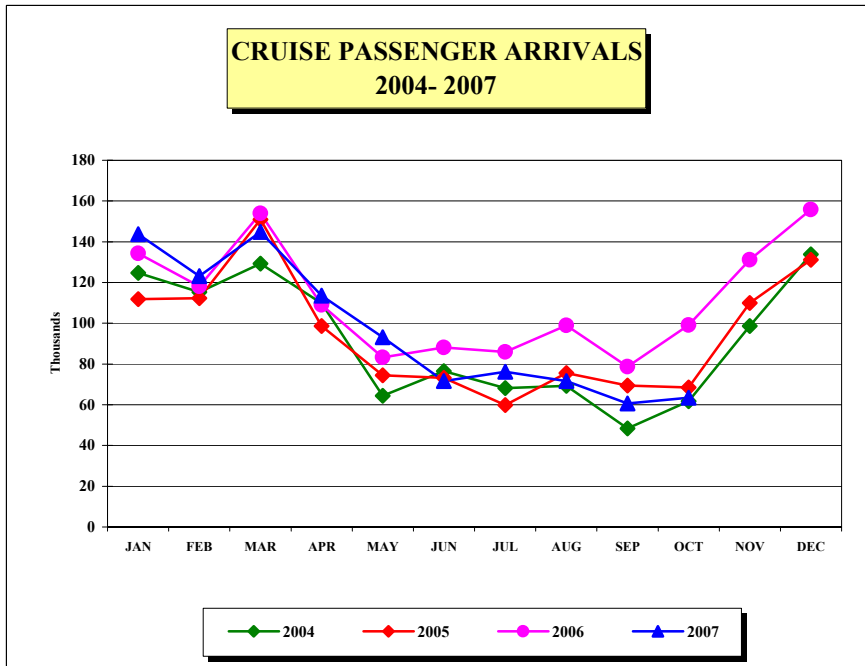


FIG. 4

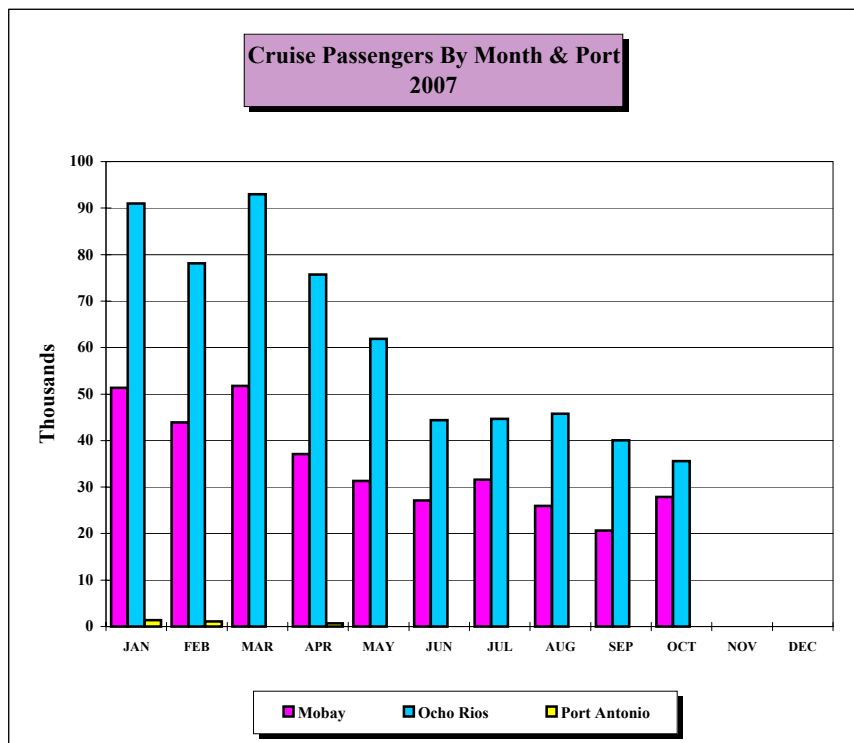


FIG. 4a

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

	OCTOBER 2007			JANUARY - OCTOBER 2007		
	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	1,560	5	1,565	24,049	69	24,118
Delaware	423	0	423	4,820	5	4,825
Maine	141	0	141	2,494	142	2,636
Maryland	3,089	1	3,090	38,378	47	38,425
Massachusetts	1,372	0	1,372	22,421	1,097	23,518
New Hampshire	247	0	247	3,624	259	3,883
New Jersey	3,876	0	3,876	56,160	35	56,195
New York	10,925	9	10,934	162,704	459	163,163
Pennsylvania	3,852	0	3,852	49,388	35	49,423
Rhode Island	187	0	187	2,901	63	2,964
Vermont	70	0	70	1,566	27	1,593
Virginia	1,732	3	1,735	22,100	22	22,122
Washington D.C.	329	0	329	5,149	5	5,154
West Virginia	153	1	154	2,011	6	2,017
<b>Total</b>	<b>27,956</b>	<b>19</b>	<b>27,975</b>	<b>397,765</b>	<b>2,271</b>	<b>400,036</b>

**MIDWEST (CHICAGO)**

Illinois	2,502	134	2,636	33,761	6,220	39,981
Indiana	1,054	14	1,068	12,381	504	12,885
Iowa	426	6	432	6,414	801	7,215
Kansas	446	1	447	4,621	187	4,808
Kentucky	568	9	577	6,193	127	6,320
Michigan	1,092	1	1,093	17,797	2,739	20,536
Minnesota	648	1	649	12,579	3,340	15,919
Missouri	769	293	1,062	7,551	9,269	16,820
Nebraska	490	5	495	4,817	167	4,984
North Dakota	65	0	65	1,740	47	1,787
Ohio	1,252	5	1,257	17,463	428	17,891
South Dakota	83	0	83	1,784	69	1,853
Wisconsin	1,331	2	1,333	13,678	6,802	20,480
<b>Total</b>	<b>10,726</b>	<b>471</b>	<b>11,197</b>	<b>140,779</b>	<b>30,700</b>	<b>171,479</b>

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

	OCTOBER 2007			JANUARY - OCTOBER 2007		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>SOUTH (MIAMI)</b>						
Alabama	513	0	513	6,630	14	6,644
Arkansas	243	0	243	3,191	149	3,340
Florida	12,448	57	12,505	151,994	446	152,440
Georgia	3,721	2	3,723	44,399	51	44,450
Louisiana	504	0	504	6,292	85	6,377
Mississippi	275	0	275	2,912	20	2,932
North Carolina	1,523	0	1,523	18,663	21	18,684
Oklahoma	321	1	322	3,613	1,103	4,716
South Carolina	673	1	674	8,361	22	8,383
Tennessee	1,212	0	1,212	11,492	43	11,535
Texas	1,880	7	1,887	29,092	5,136	34,228
<b>Total</b>	<b>23,313</b>	<b>68</b>	<b>23,381</b>	<b>286,639</b>	<b>7,090</b>	<b>293,729</b>

**WEST (LOS ANGELES)**

Alaska	24	2	26	286	17	303
Arizona	523	0	523	5,589	26	5,615
California	2,767	8	2,775	40,737	80	40,817
Colorado	505	1	506	7,064	39	7,103
Hawaii	24	1	25	252	3	255
Idaho	76	0	76	956	4	960
Montana	64	0	64	758	8	766
Nevada	259	0	259	2,701	13	2,714
New Mexico	96	0	96	1,206	10	1,216
Oregon	144	0	144	2,273	6	2,279
Utah	154	0	154	1,726	8	1,734
Washington	403	2	405	4,885	26	4,911
Wyoming	36	1	37	601	6	607
<b>Total</b>	<b>5,075</b>	<b>15</b>	<b>5,090</b>	<b>69,034</b>	<b>246</b>	<b>69,280</b>
<b>TOTAL U.S.A.</b>	<b>67,070</b>	<b>573</b>	<b>67,643</b>	<b>894,217</b>	<b>40,307</b>	<b>934,524</b>

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

	<b>OCTOBER 2007</b>			<b>JANUARY - OCTOBER 2007</b>		
	<b>SCHEDULED AIRLINES</b>	<b>CHARTERED AIRLINES</b>	<b>TOTAL STOPOVERS</b>	<b>SCHEDULED AIRLINES</b>	<b>CHARTERED AIRLINES</b>	<b>TOTAL STOPOVERS</b>
<b><u>CANADA (TORONTO)</u></b>						
Alberta	394	24	418	7,813	3,905	11,718
British Columbia	356	15	371	3,895	2,395	6,290
Manitoba	53	9	62	1,839	1,482	3,321
New Brunswick	53	12	65	947	904	1,851
Newfoundland	46	12	58	501	188	689
Nova Scotia	111	4	115	1,580	1,549	3,129
Ontario	3,866	2,854	6,720	57,180	41,518	98,698
P.E. Island	6	0	6	154	152	306
Quebec	429	522	951	7,129	11,974	19,103
Saskatchewan	63	2	65	1,084	1,963	3,047
Other Canada	12	0	12	186	54	240
<b>Total</b>	<b>5,389</b>	<b>3,454</b>	<b>8,843</b>	<b>82,308</b>	<b>66,084</b>	<b>148,392</b>
<b><u>EUROPE</u></b>						
<b><u>LONDON OFFICE</u></b>						
<b><u>Northern Europe</u></b>						
U.K.	9,259	6,042	15,301	91,003	63,109	154,112
Denmark	79	3	82	868	34	902
Finland	12	0	12	199	11	210
Ireland	225	71	296	2,353	1,113	3,466
Norway	35	2	37	611	38	649
Sweden	94	1	95	903	30	933
Sub-Total	<b>9,704</b>	<b>6,119</b>	<b>15,823</b>	<b>95,937</b>	<b>64,335</b>	<b>160,272</b>
<b><u>GERMAN OFFICE</u></b>						
<b><u>Southern Europe</u></b>						
Greece	14	0	14	141 #	7	148
Italy	249	995	1,244	3,695 #	9,972	13,667
Portugal	12	1,443	1,455	288 #	11,393	11,681
Spain	296	2,119	2,415	1,978 #	14,551	16,529
<b><u>Western Europe</u></b>						
Austria	93	6	99	1,680 #	338	2,018
Belgium	69	387	456	847 #	4,304	5,151
France	181	69	250	2,022 #	1,056	3,078
Germany	1,308	63	1,371	15,273 #	434	15,707
Luxemburg	10	7	17	98 #	104	202
Netherlands	143	419	562	2,293 #	4,094	6,387
Switzerland	133	9	142	1,446 #	276	1,722
Sub-Total	<b>2,508</b>	<b>5,517</b>	<b>8,025</b>	<b>29,761 #</b>	<b>46,529</b>	<b>76,290</b>
<b><u>Central/East Europe</u></b>						
Czechoslovakia	13	2	15	233	330	563
Hungary	5	0	5	210	46	256
Poland	73	1	74	685	31	716
Russia	110	5	115	927	27	954
Ukraine	14	7	21	160	51	211
Other Europe	207	70	277	1,111	686	1,797
Sub-Total	<b>422</b>	<b>85</b>	<b>507</b>	<b>3,326</b>	<b>1,171</b>	<b>4,497</b>
<b>Total</b>	<b>12,634</b>	<b>11,721</b>	<b>24,355</b>	<b>129,024</b>	<b>112,035</b>	<b>241,059</b>

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

OCTOBER 2007			JANUARY - OCTOBER 2007		
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS

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**OTHER COUNTRIES**

**CENTRAL AMERICA**

Mexico	232	3	235	1,833	26	1,859
Belize	48	0	48	460	0	460
Costa Rica	63	0	63	612	1	613
El Salvador	24	0	24	159	0	159
Guatemala	30	0	30	250	0	250
Honduras	15	0	15	119	1	120
Nicaragua	16	1	17	57	1	58
Panama	110	0	110	994	9	1,003
<b>Total</b>	<b>538</b>	<b>4</b>	<b>542</b>	<b>4,484</b>	<b>38</b>	<b>4,522</b>

**SOUTH AMERICA**

Argentina	81	1	82	964	7	971
Bolivia	2	0	2	30	0	30
Brazil	113	8	121	1,129	61	1,190
Chile	45	0	45	446	3	449
Colombia	224	208	432	754	793	1,547
Ecuador	29	0	29	168	2	170
Paraguay	4	0	4	26	0	26
Peru	33	0	33	270	1	271
Uruguay	6	0	6	70	1	71
Venezuela	66	63	129	542	208	750
Other South America	9	0	9	11	0	11
<b>Total</b>	<b>612</b>	<b>280</b>	<b>892</b>	<b>4,410</b>	<b>1,076</b>	<b>5,486</b>
<b>Total Latin America</b>	<b>1,150</b>	<b>284</b>	<b>1,434</b>	<b>8,894</b>	<b>1,114</b>	<b>10,008</b>

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

	OCTOBER 2007			JANUARY - OCTOBER 2007		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>CARIBBEAN</b>						
Antigua	132	1	133	1,745	13	1,758
Bahamas	598	4	602	4,424	14	4,438
Barbados	427	4	431	4,356	25	4,381
Bermuda	159	1	160	2,400	7	2,407
British Virgin Is.	50	1	51	723	2	725
Cayman Is.	1,517	4	1,521	15,658	36	15,694
Dominica	20	0	20	304	23	327
Grenada	58	0	58	624	10	634
Guyana	165	2	167	1,735	83	1,818
Montserrat	8	0	8	99	0	99
St. Kitts/Nevis/Anguilla	50	0	50	710	1	711
St. Lucia	90	3	93	1,132	30	1,162
St. Vincent	46	1	47	520	4	524
Turks & Caicos Is.	82	55	137	800	583	1,383
Trinidad & Tobago	753	4	757	8,014	50	8,064
<b>Comm. Caribbean</b>	<b>4,155</b>	<b>80</b>	<b>4,235</b>	<b>43,244</b>	<b>881</b>	<b>44,125</b>
Aruba	24	0	24	314	0	314
Bonaire	1	0	1	23	0	23
Cuba	107	5	112	681	200	881
Curacao	63	0	63	738	19	757
Dominican Republic	126	120	246	857	730	1,587
Guadelope	6	13	19	118	14	132
Haiti	9	0	9	154	64	218
Puerto Rico	142	2	144	1,234	8	1,242
St. Maarten	70	0	70	648	2	650
Surinam	36	0	36	386	1	387
All other Caribbean	47	1	48	577	11	588
<b>Other Caribbean</b>	<b>631</b>	<b>141</b>	<b>772</b>	<b>5,730</b>	<b>1,049</b>	<b>6,779</b>
<b>TOTAL CARIBBEAN</b>	<b>4,786</b>	<b>221</b>	<b>5,007</b>	<b>48,974</b>	<b>1,930</b>	<b>50,904</b>
<b>OTHER COUNTRIES</b>						
African Countries	102	3	105	1,175	57	1,232
Israel	105	4	109	912	21	933
Saudi Arabia	2	0	2	10	0	10
Turkey	4	1	5	153	16	169
Other Middle East	38	3	41	370	28	398
India	107	1	108	1,321	12	1,333
Pakistan	1	0	1	76	1	77
Japan	192	0	192	2,445	15	2,460
China	82	1	83	854	2	856
Taiwan	5	0	5	32	1	33
Korea	21	0	21	193	4	197
Philippines	43	0	43	297	5	302
Singapore	6	0	6	114	1	115
Other Asia	28	6	34	457	13	470
Australia	128	2	130	2,344	24	2,368
New Zealand	31	2	33	398	5	403
All Other Ctries	5	0	5	38	4	42
<b>Total</b>	<b>900</b>	<b>23</b>	<b>923</b>	<b>11,189</b>	<b>209</b>	<b>11,398</b>
<b>GRAND TOTAL</b>	<b>91,929</b>	<b>16,276</b>	<b>108,205</b>	<b>1,174,606</b>	<b>221,679</b>	<b>1,396,285</b>

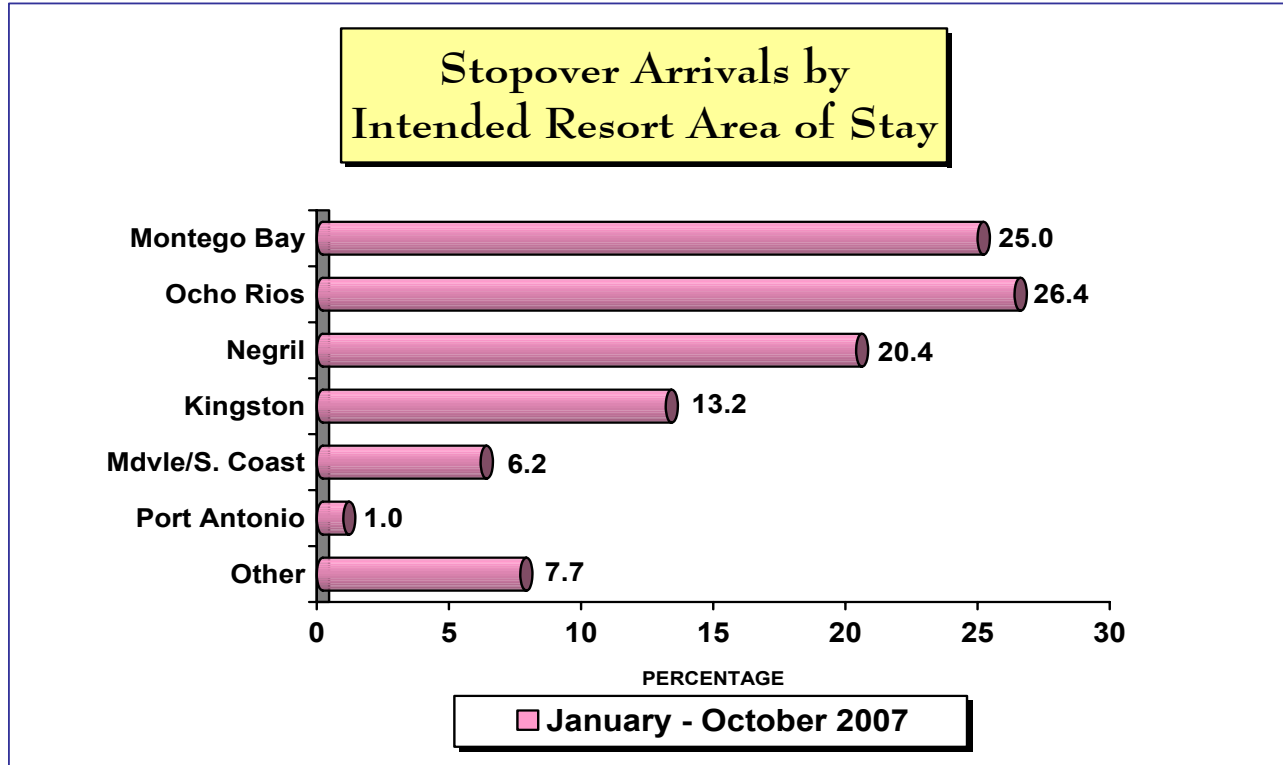


Fig. 5

**STOPOVER ARRIVALS BY INTENDED AREA OF STAY**

Area	OCTOBER			JANUARY - OCTOBER			JANUARY - OCTOBER			%Change 2007/06 ARRIVALS
	2007	%Share	LENGTH OF STAY	2007	%Share	LENGTH OF STAY	2006	%Share	LENGTH OF STAY	
Montego Bay	23,115	21.4%	8.1	349,754	25.0%	8.1	377,373	27.2%	7.6	-7.3%
Ocho Rios	30,185	27.9%	8.5	367,931	26.4%	8.5	331,967	23.9%	8.3	10.8%
Negril	22,262	20.6%	8.3	285,294	20.4%	8.3	292,757	21.1%	8.1	-2.5%
Kingston	16,455	15.2%	11.1	184,922	13.2%	12.4	180,492	13.0%	13.8	2.5%
Mdvle/S. Coast	6,640	6.1%	14.1	86,625	6.2%	13.9	85,149	6.1%	13.9	1.7%
Port Antonio	990	0.9%	16.6	14,080	1.0%	16.5	15,247	1.1%	17.1	-7.7%
Other	8,558	7.9%	16.1	107,679	7.7%	16.7	105,570	7.6%	17.8	2.0%
<b>Total</b>	<b>108,205</b>	<b>100.0%</b>	<b>9.8</b>	<b>1,396,285</b>	<b>100.0%</b>	<b>9.9</b>	<b>1,388,555</b>	<b>100.0%</b>	<b>9.9</b>	<b>0.6%</b>

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