

# JAMAICA TOURIST BOARD

**IN OCTOBER 2009.....**

- Stopover arrivals up by 2.6%
- US Market up by 0.2%
- Canada increased by 37.5%
- Europe down by 1.3%
- Cruise Passenger decreased by 21.4%

## TOURIST (Stopover Arrivals)

Stopover arrivals in October 2009 were **108,820** an increase of **2.6%** over the **106,104** recorded in October 2008.

For the six months of Summer, May—October 2009, stopover arrivals increased by **5.5%**, with a total of **874,600** compared to **829,249** for the same period in 2008

For the January to October period, arrivals increased by **4.0%** with **1,523,787** compared to **1,465,407** in 2008.

### United States

Stopover arrivals from the United States market increased by **0.2%** in October with a total of **69,039** visitors compared to the **68,879** visitors who came in October 2008. The Northeast recorded an increase of **7.8%**. While the West, the Midwest and South regions all recorded declines of **2.1%**, **3.4%** and **6.8%** respectively .

For the summer period to date, May to October 2009, the US market recorded a **6.3%** increase compared to the same period in 2008. The Northeast, the Midwest and the West regions all recorded increases, of **11.9%**, **9.1%** and **1.0%** respectively. While the South region recorded decrease of **0.4%**

For the January to October period, the US market recorded an increase of **2.3%**. Total visitors from this market were **986,345** compared to **964,412** in 2008. The Northeast, and the Midwest both recorded increases of **5.4%** and **3.2%** respectively. All other marketing regions recorded decreases, the South by **1.0%**, the West by **3.1%**.

### Canada

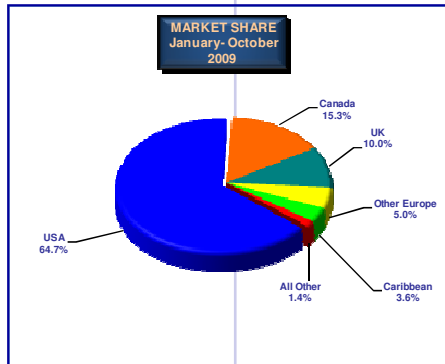
In October, the Canadian market grew by **37.5%**. Total stopovers from the Canadian market were **12,700** compared to **9,237** in October 2008.

The leading province of Ontario increased by **35.0%**, while the second most important visitor-producing province of Quebec increased by **12.9%**. Other notable performances came from the provinces of Alberta up by **77.2%**, British Columbia up by **61.8%**, and Newfoundland up by **232.0%**

For the summer period to date, May to October 2009, a total of **89,164** stopovers came from this market compared to **68,571** in 2008, an increase of **30.0%**.

Cumulatively, the Canadian market continued on it exceptional growth trend recording an increase of **28.6%** in the January to October period with a total of **233,335** stopovers compared to **181,490** in 2008. The top visitor producing provinces of Ontario with **142,620** and Quebec with **35,782** increase by **23.0%** and **39.7%** respectively. The provinces of Alberta, British Columbia, Saskatchewan and Manitoba increased by **43.4%**, **64.1%**, **4.3%** and **32.0%** respectively.

### Europe



The European market recorded a **1.3%** decrease in October 2009. This market provided a total of **20,507** stopover visitors compared to the **20,787** recorded in October 2008. In the Northern European market region the main visitor producing country, United Kingdom with **14,276** arrivals decreased by **0.4%**. In the South/Western Europe region the main visitor producing countries, Germany with **1,440** increased by **2.6%**, Portugal with **1,023** increased by **116.3%**, Spain with **744** decreased by **49.7%**, and the Netherlands with **566** decreased by **18.8%**. In the third market region, Central/East Europe with **468** arrivals, increased by **3.1%**.

During the summer period to date, May to October 2009, the European market recorded a **4.8%** decline with **142,813** compared to **150,013** in 2008.

Year to date 2009, January to October period, the European market declined by **5.1%**. Total stopovers were **227,779** compared to **240,057** in 2008. From the Northern European market region arrivals decreased by **4.2%** with a total of **157,137**. From South/Western Europe region, **65,892** arrivals declined by **5.8%**. From the third market region, Central/East Europe **4,750** arrivals declined by **22.9%**

### Latin America

The Latin American market decreased by **10.1%** in October 2009, with a total of **1,226** stopovers compared to **1,364** in October 2008. From the Central American region a total of **551** arrivals decreased by **18.2%**. From South America, **675** arrivals a decrease of **2.2%**.

For the summer period to date, May to October 2009, the Latin American market recorded decline of **6.4%** compared to 2008. Total arrivals from this market were **7,742** compared to **8,275** in 2008.

Cumulatively, for the January to October period, the Latin American market decreased by **5.2%** with a total of **12,547** visitors compared to **13,240** for the corresponding period in 2008. From Central American region a total of **4,739** arrivals decreased by **19.3%**. From the South American region a total of **7,808** arrivals an increased of **6.0%**.

## The Caribbean

Visitors to Jamaica from the Caribbean region decreased by **5.0%** in October with a total of **4,627** visitors, compared to **4,868** in October 2008.

The major Caribbean countries which provided visitors to Jamaica in October were: the Cayman Islands (**1,694**), Trinidad and Tobago (**704**), Barbados (**373**), Bahamas Is. (**340**), Bermuda (**188**), Antigua (**187**) and Guyana (**124**).

For the summer period to date, May to October 2009, the Caribbean market recorded a **5.2%** decline compared to the same period in 2008.

Cumulatively the Caribbean stopover arrivals in the January to October period decreased by **2.5%**, with **54,365** in 2009 compared to **55,779** 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 **19,563** visitors followed by Trinidad and Tobago **8,043**, Bahamas Is. with **4,230**, and Barbados with **4,116** visitors.

## Asia

The Asian market decreased by **16.4%** in October 2009 with a total of **372** stopovers compared to **445** in October 2008.

The major Asian countries which provided visitors to Jamaica in October were: Japan (**164**) down **29.3%**; India (**72**) up **22.0%**, and China (**68**) down **8.1%**, compared to October 2008

For the summer period to date, May to October 2009, the Asian market recorded an increase of **1.6%**, compared to the same period in 2008.

Year-to-date, January to October the Asian market grew by **1.1%** with **5,194** arrivals compared to **5,140** arrivals in 2008.

## Other Countries

Of the other countries, Australia with **136** stopovers decreased by **9.9%** and Israel decreased by **59.0%** with **57** stopovers in October 2009 against the **151** and **139** respectively who came in October 2008.

Collectively, January to October other countries recorded a decline of **20.2%** with **4,222** arrivals in 2009 compared to **5,289** in 2008.

## Market Share

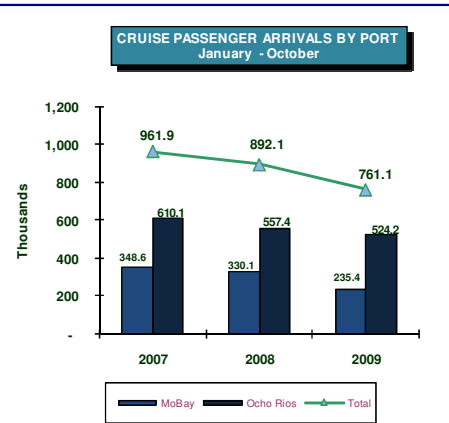
The market share of stopover visitors for year-to-date January to October were as follows: USA **64.7%**; Canada **15.3%**; UK **10.0%**; Continental Europe **5.0%**, the Caribbean **3.6%**; Latin America **0.7%**; Asia **0.4%** and Other Countries **0.3%**.

## Cruise Passengers

A total of **57,478** cruise passengers visited Jamaica in October 2009. This represented a **21.4%** decrease against the **73,165** recorded for October 2008.

For the summer period to date, May to October 2009, the cruise passengers arrivals recorded a **4.7%** decrease with a total of **346,860** passengers compared to **363,807** in 2008.

Cumulatively, a total of **761,064** cruise passengers visited our shores in January to October 2009 period, a decrease of **14.7%** against the **892,066** recorded for the corresponding period in 2008.



A total of **43,816** cruise passengers visited the port of Ocho Rios in October 2009, a decrease of **10.8%** over the **49,148** recorded for October 2008.

Year-to-date cruise passenger arrivals visiting the port of Ocho Rios decreased by **6.0%** with **524,159** passengers compared to the **557,408** during the same corresponding period in 2008

The port in Montego Bay recorded a total of **13,662** cruise passengers for October 2009 a decrease of **43.1%** against the **24,017** recorded in 2008.

Cumulatively, a total of **235,356** passengers visited Montego Bay, a decrease of **28.7%**, compared to the **330,093** recorded in 2008.

## Length of Stay

The average length of stay of **Foreign National** arrivals in October was **8.9** nights, compared to the **8.8** nights recorded for all types of accommodations in 2008. The average length of stay in hotels was **6.9** nights compared to **6.8** nights in October 2008.

Cumulatively, the average length of stay for the January to October period was **9.0** nights the same level as recorded for hotels 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 October 2009 was **15.7** nights compared to the **14.9** nights in October 2008. The average length of stay in hotels was **6.8** nights compared to **6.4** nights in October 2008.

Cumulatively, the average length of stay for January to October period was **15.7** nights as against the **16.5** nights recorded for all types of accommodations in 2008. In hotels the average length of stay during the period under review was **7.9** nights compared to **8.3** nights during 2008

## Purpose of Visit

Year-to-date January to October 2009, **79.8%** or **1,124,128** of the **1,407,879** **Foreign Nationals** who visited Jamaica were visiting for the purpose of Leisure, **8.2%** were Visiting Friends & Relatives, **5.5%** were on Business, and the remaining **6.3%** were on Other purposes of travel.

A total of **45,954** or **39.7%** of the **115,908** **Non-Resident Jamaicans** who travelled to Jamaica during January and October 2009 were visiting for Leisure, **28.8%** were visiting Friends & Relatives, **6.8%** were on Business and the remaining **24.7%** were on Other purposes of travel.

## Intended Resort Area of Stay

Of the **1,523,787** stopover arrivals visiting Jamaica year-to-date, January to October 2009, the resort area of Montego Bay welcomed **432,561** arrivals or **28.4%**. Ocho Rios got **355,139** or **23.3%**, Negril received **332,018** or **21.8%**, and Kingston got **185,879** or **12.2%**. The remaining **14.3%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

## Type of Airlines used

Of the **1,523,787** stopovers arrivals visiting Jamaica during January and October 2009, **1,267,497** or **83.1%** used scheduled airlines, while **256,290** or **16.9%** used chartered flights.

During the corresponding period in 2008 the percentage distribution was **84%** scheduled airlines and **16%** chartered airlines.

**TABLE 1**  
**TOURIST ARRIVALS**  
January - October  
**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%
<b>Jan.-Apr.</b>	<b>606,327</b>	<b>1.8%</b>	<b>10.0%</b>	<b>42,860</b>	<b>5.3%</b>	<b>62.6%</b>	<b>649,187</b>	<b>2.0%</b>	<b>12.4%</b>
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%
<b>May - Oct.</b>	<b>801,552</b>	<b>5.7%</b>	<b>6.8%</b>	<b>73,048</b>	<b>2.5%</b>	<b>7.1%</b>	<b>874,600</b>	<b>5.5%</b>	<b>6.9%</b>
<b>Jan.- Oct.</b>	<b>1,407,879</b>	<b>4.0%</b>	<b>8.2%</b>	<b>115,908</b>	<b>3.5%</b>	<b>22.5%</b>	<b>1,523,787</b>	<b>4.0%</b>	<b>9.1%</b>

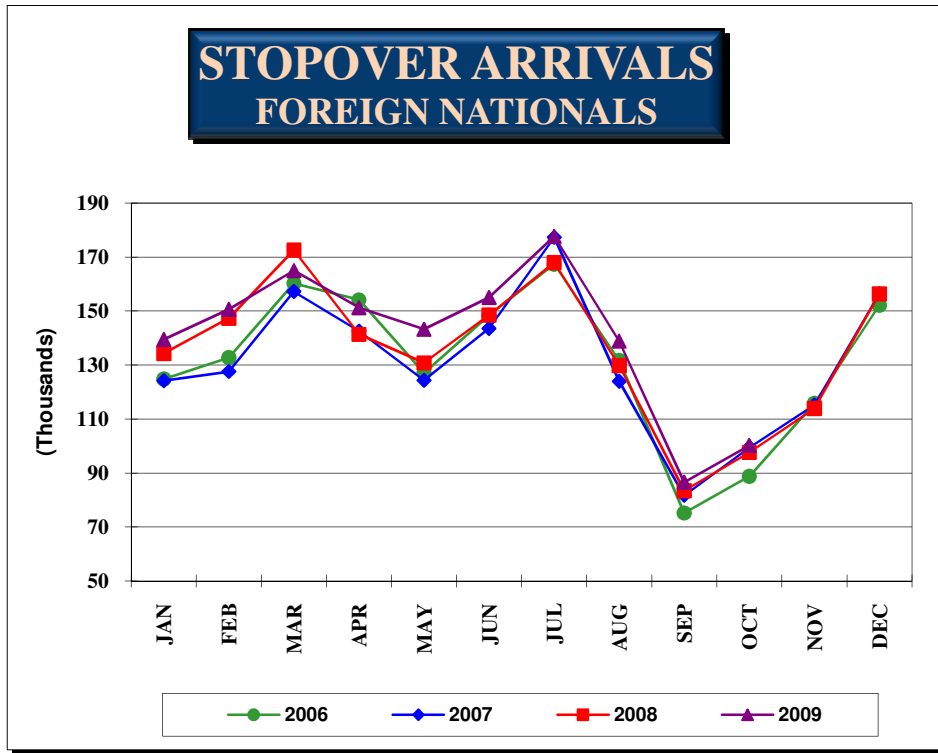


FIG. 1

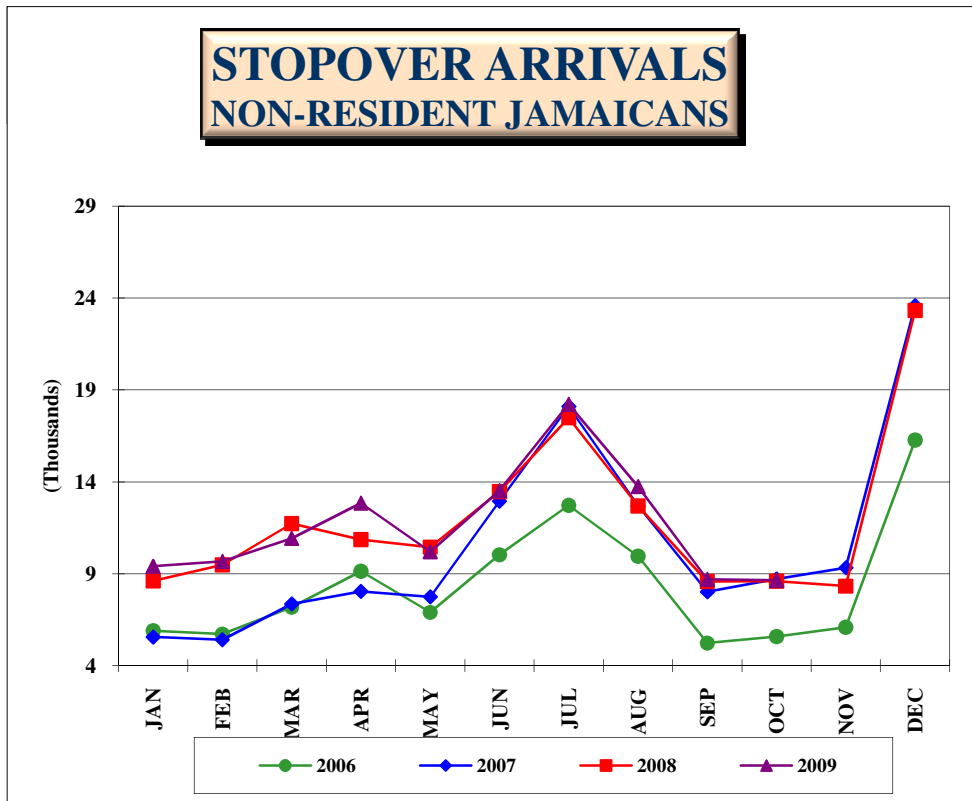
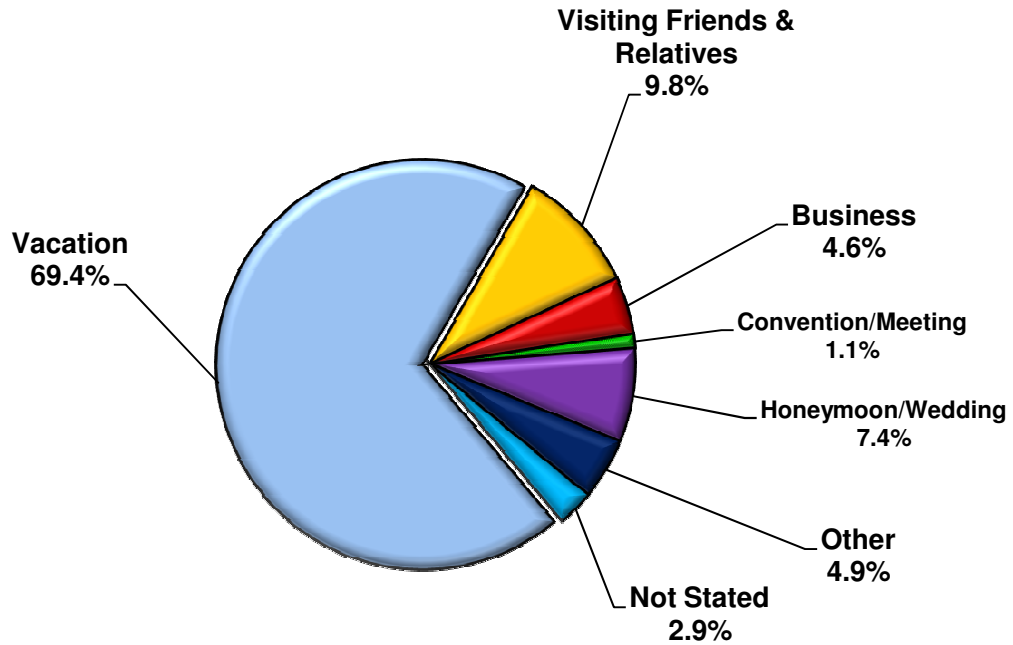


FIG. 1a

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



**Fig. 1b**

<b>STOPOVER ARRIVALS BY PURPOSE OF VISIT</b>						
<b>January - October 2009</b>	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	<b>Total</b>	<b>% Share</b>
Vacation	1,013,794	72.0%	43,995	38.0%	1,057,789	69.4%
Visiting Friends & Relatives	116,096	8.2%	33,362	28.8%	149,458	9.8%
Business	62,463	4.4%	6,876	5.9%	69,339	4.6%
Convention/Meeting	16,068	1.1%	1,038	0.9%	17,106	1.1%
Honeymoon/Wedding	110,334	7.8%	1,959	1.7%	112,293	7.4%
Other	62,310	4.4%	11,990	10.3%	74,300	4.9%
Not Stated	26,814	1.9%	16,688	14.4%	43,502	2.9%
<b>TOTAL</b>	<b>1,407,879</b>	<b>100.0%</b>	<b>115,908</b>	<b>100.0%</b>	<b>1,523,787</b>	<b>100.0%</b>

**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							
<b>January</b>	33,915	21,529	17,900	6,846	<b>80,190</b>	39,960	21,594	1,334	4,746	540	522	<b>148,886</b>
<b>February</b>	42,160	25,479	19,686	5,977	<b>93,302</b>	39,244	20,403	1,246	4,863	844	380	<b>160,282</b>
<b>March</b>	44,518	29,094	24,359	9,969	<b>107,940</b>	39,170	22,247	915	4,529	629	499	<b>175,929</b>
<b>April</b>	51,537	19,751	28,875	9,250	<b>109,413</b>	25,797	20,722	1,310	5,913	558	377	<b>164,090</b>
<b>Jan.-Apr.</b>	<b>172,130</b>	<b>95,853</b>	<b>90,820</b>	<b>32,042</b>	<b>390,845</b>	<b>144,171</b>	<b>84,966</b>	<b>4,805</b>	<b>20,051</b>	<b>2,571</b>	<b>1,778</b>	<b>649,187</b>
<b>May</b>	43,701	19,002	31,037	11,797	<b>105,537</b>	17,975	23,047	1,068	4,896	490	430	<b>153,443</b>
<b>June</b>	46,424	21,069	39,365	15,830	<b>122,688</b>	13,219	24,916	1,024	5,798	511	405	<b>168,561</b>
<b>July</b>	63,837	16,511	41,067	17,550	<b>138,965</b>	18,961	27,105	1,645	8,302	474	488	<b>195,940</b>
<b>August</b>	53,543	10,856	25,917	11,476	<b>101,792</b>	16,343	25,783	1,815	6,134	311	395	<b>152,573</b>
<b>September</b>	24,699	8,014	18,590	6,176	<b>57,479</b>	9,966	21,455	964	4,557	465	377	<b>95,263</b>
<b>October</b>	30,416	11,440	20,253	6,930	<b>69,039</b>	12,700	20,507	1,226	4,627	372	349	<b>108,820</b>
<b>May - Oct.</b>	<b>262,620</b>	<b>86,892</b>	<b>176,229</b>	<b>69,759</b>	<b>595,500</b>	<b>89,164</b>	<b>142,813</b>	<b>7,742</b>	<b>34,314</b>	<b>2,623</b>	<b>2,444</b>	<b>874,600</b>
<b>Jan. - Oct.</b>	<b>434,750</b>	<b>182,745</b>	<b>267,049</b>	<b>101,801</b>	<b>986,345</b>	<b>233,335</b>	<b>227,779</b>	<b>12,547</b>	<b>54,365</b>	<b>5,194</b>	<b>4,222</b>	<b>1,523,787</b>
<b>+/- %</b>	<b>5.4%</b>	<b>3.2%</b>	<b>-1.0%</b>	<b>-3.1%</b>	<b>2.3%</b>	<b>28.6%</b>	<b>-5.1%</b>	<b>-5.2%</b>	<b>-2.5%</b>	<b>1.1%</b>	<b>-20.0%</b>	<b>4.0%</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	OCTOBER							JANUARY - OCTOBER						
	2006	2007	2008	2009	% Change			2006	2007	2008	2009	% Change		
					2009/08	2009/07	2009/06					2009/08	2009/07	2009/06
<b>U.S.A.</b>														
<b><u>NORTHEAST (NEW YORK)</u></b>														
Connecticut	1,256	1,565	1,535	1,593	3.8	1.8	26.8	24,768	24,118	25,667	24,863	-3.1	3.1	0.4
Delaware	401	423	417	319	-23.5	-24.6	-20.4	4,906	4,825	4,605	4,569	-0.8	-5.3	-6.9
Maine	152	141	139	179	28.8	27.0	17.8	3,130	2,636	2,738	3,140	14.7	19.1	0.3
Maryland	2,926	3,090	3,201	2,732	-14.7	-11.6	-6.6	40,769	38,426	37,744	36,840	-2.4	-4.1	-9.6
Massachusetts	1,351	1,372	1,476	1,863	26.2	35.8	37.9	24,439	23,518	24,597	28,653	16.5	21.8	17.2
New Hampshire	219	247	262	300	14.5	21.5	37.0	3,894	3,882	3,853	4,397	14.1	13.3	12.9
New Jersey	3,607	3,876	3,657	4,017	9.8	3.6	11.4	60,807	56,195	55,107	57,435	4.2	2.2	-5.5
New York	9,685	10,934	11,104	12,856	15.8	17.6	32.7	166,844	163,163	171,216	180,274	5.3	10.5	8.0
Pennsylvania	3,087	3,852	3,968	3,998	0.8	3.8	29.5	51,015	49,423	52,591	58,395	11.0	18.2	14.5
Rhode Island	170	187	190	251	32.1	34.2	47.6	3,200	2,964	2,777	3,386	21.9	14.2	5.8
Vermont	55	70	60	82	36.7	17.1	49.1	1,653	1,593	1,613	1,603	-0.6	0.6	-3.0
Virginia	1,536	1,735	1,708	1,668	-2.3	-3.9	8.6	24,217	22,122	23,087	23,220	0.6	5.0	-4.1
Washington D.C.	312	329	337	380	12.8	15.5	21.8	5,526	5,154	4,722	5,197	10.1	0.8	-6.0
West Virginia	172	154	166	178	7.2	15.6	3.5	2,288	2,017	2,303	2,778	20.6	37.7	21.4
<b>Total</b>	<b>24,929</b>	<b>27,975</b>	<b>28,220</b>	<b>30,416</b>	<b>7.8</b>	<b>8.7</b>	<b>22.0</b>	<b>417,456</b>	<b>400,036</b>	<b>412,620</b>	<b>434,750</b>	<b>5.4</b>	<b>8.7</b>	<b>4.1</b>
<b><u>MIDWEST (CHICAGO)</u></b>														
Illinois	2,593	2,636	2,782	2,877	3.4	9.1	11.0	45,356	39,981	41,416	40,974	-1.1	2.5	-9.7
Indiana	1,076	1,068	1,055	1,028	-2.6	-3.7	-4.5	14,737	12,885	12,900	12,652	-1.9	-1.8	-14.1
Iowa	350	432	500	500	0.0	15.7	42.9	7,911	7,215	8,031	9,176	14.3	27.2	16.0
Kansas	390	447	458	451	-1.5	0.9	15.6	4,951	4,832	4,915	5,686	15.7	17.7	14.8
Kentucky	750	577	588	614	4.4	6.4	-18.1	7,900	6,296	6,283	6,480	3.1	2.9	-18.0
Michigan	1,037	1,093	1,227	1,232	0.4	12.7	18.8	25,364	20,536	22,433	24,127	7.6	17.5	-4.9
Minnesota	702	649	655	631	-3.7	-2.8	-10.1	19,288	15,919	16,425	16,190	-1.4	1.7	-16.1
Missouri	1,087	1,062	1,169	999	-14.5	-5.9	-8.1	17,007	16,820	14,303	16,694	16.7	-0.7	-1.8
Nebraska	316	495	394	391	-0.8	-21.0	23.7	4,883	4,860	5,014	5,491	9.5	13.0	12.5
North Dakota	75	65	76	90	18.4	38.5	20.0	1,839	1,911	2,017	2,085	3.4	9.1	13.4
Ohio	1,203	1,257	1,551	1,575	1.5	25.3	30.9	21,772	17,891	19,526	20,649	5.8	15.4	-5.2
South Dakota	81	83	85	81	-4.7	-2.4	0.0	2,101	1,853	1,998	2,249	12.6	21.4	7.0
Wisconsin	1,040	1,333	1,304	971	-25.5	-27.2	-6.6	23,830	20,480	21,813	20,292	-7.0	-0.9	-14.8
<b>Total</b>	<b>10,700</b>	<b>11,197</b>	<b>11,844</b>	<b>11,440</b>	<b>-3.4</b>	<b>2.2</b>	<b>6.9</b>	<b>196,939</b>	<b>171,479</b>	<b>177,074</b>	<b>182,745</b>	<b>3.2</b>	<b>6.6</b>	<b>-7.2</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	OCTOBER							JANUARY - OCTOBER						
	2006	2007	2008	% Change			2006	2007	2008	2009	% Change			
				2009	2009/08	2009/07					2009/06	2009/08	2009/07	2009/06
<b>SOUTH (MIAMI)</b>														
Alabama	614	513	516	463	-10.3	-9.7	-24.6	7,570	6,644	6,995	7,052	0.8	6.1	-6.8
Arkansas	249	243	244	269	10.2	10.7	8.0	3,770	3,360	3,693	3,858	4.5	14.8	2.3
Florida	11,577	12,505	12,626	11,932	-5.5	-4.6	3.1	156,252	152,422	154,218	153,634	-0.4	0.8	-1.7
Georgia	2,948	3,723	3,491	3,015	-13.6	-19.0	2.3	45,114	44,448	47,202	43,767	-7.3	-1.5	-3.0
Louisiana	399	504	432	393	-9.0	-22.0	-1.5	7,054	6,386	5,770	6,097	5.7	-4.5	-13.6
Mississippi	251	275	251	273	8.8	-0.7	8.8	3,681	2,923	3,061	3,217	5.1	10.1	-12.6
North Carolina	1,439	1,523	1,744	1,620	-7.1	6.4	12.6	19,713	18,684	20,720	21,672	4.6	16.0	9.9
Oklahoma	276	322	360	361	0.3	12.1	30.8	5,835	4,716	4,723	5,217	10.5	10.6	-10.6
South Carolina	601	674	787	722	-8.3	7.1	20.1	8,630	8,383	10,066	9,975	-0.9	19.0	15.6
Tennessee	1,153	1,212	1,282	1,205	-6.0	-0.6	4.5	13,124	11,535	13,229	12,560	-5.1	8.9	-4.3
<b>Total</b>	<b>19,507</b>	<b>21,494</b>	<b>21,733</b>	<b>20,253</b>	<b>-6.8</b>	<b>-5.8</b>	<b>3.8</b>	<b>270,743</b>	<b>259,501</b>	<b>269,677</b>	<b>267,049</b>	<b>-1.0</b>	<b>2.9</b>	<b>-1.4</b>
<b>WEST (LOS ANGELES)</b>														
Alaska	46	26	42	32	-23.8	23.1	-30.4	340	303	426	349	-18.1	15.2	2.6
Arizona	497	523	539	447	-17.1	-14.5	-10.1	6,134	5,615	5,901	5,271	-10.7	-6.1	-14.1
California	2,350	2,781	2,750	2,375	-13.6	-14.6	1.1	44,660	40,823	39,771	34,618	-13.0	-15.2	-22.5
Colorado	517	500	589	599	1.7	19.8	15.9	7,711	7,097	7,434	7,388	-0.6	4.1	-4.2
Hawaii	17	25	30	13	-56.7	-48.0	-23.5	250	255	311	255	-18.0	0.0	2.0
Idaho	58	76	71	59	-16.9	-22.4	1.7	1,118	960	1,096	847	-22.7	-11.8	-24.2
Montana	51	64	75	63	-16.0	-1.6	23.5	940	766	715	825	15.4	7.7	-12.2
Nevada	229	259	260	252	-3.1	-2.7	10.0	3,044	2,714	3,035	3,349	10.3	23.4	10.0
New Mexico	75	96	86	58	-32.6	-39.6	-22.7	1,205	1,216	1,291	1,325	2.6	9.0	10.0
Oregon	158	144	183	140	-23.5	-2.8	-11.4	2,454	2,279	2,435	2,125	-12.7	-6.8	-13.4
Texas	1,854	1,887	1,907	2,318	21.6	22.8	25.0	37,681	34,228	34,538	37,395	8.3	9.3	-0.8
Utah	259	154	148	176	18.9	14.3	-32.0	2,254	1,734	2,138	2,305	7.8	32.9	2.3
Washington	327	405	363	362	-0.3	-10.6	10.7	5,325	4,911	5,283	4,997	-5.4	1.8	-6.2
Wyoming	28	37	39	36	-7.7	-2.7	28.6	682	607	667	752	12.7	23.9	10.3
<b>Total</b>	<b>6,466</b>	<b>6,977</b>	<b>7,082</b>	<b>6,930</b>	<b>-2.1</b>	<b>-0.7</b>	<b>7.2</b>	<b>113,798</b>	<b>103,508</b>	<b>105,041</b>	<b>101,801</b>	<b>-3.1</b>	<b>-1.6</b>	<b>-10.5</b>
<b>TOTAL U.S.A.</b>	<b>61,602</b>	<b>67,643</b>	<b>68,879</b>	<b>69,039</b>	<b>0.2</b>	<b>2.1</b>	<b>12.1</b>	<b>998,936</b>	<b>934,524</b>	<b>964,412</b>	<b>986,345</b>	<b>2.3</b>	<b>5.5</b>	<b>-1.3</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>OCTOBER</u>			<u>% Change</u>				<u>JANUARY - OCTOBER</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>
<b><u>CANADA (TORONTO)</u></b>														
Alberta	344	418	523	927	77.2	121.8	169.5	6,621	11,718	14,514	20,816	43.4	77.6	214.4
British Columbia	246	371	327	529	61.8	42.6	115.0	3,484	6,290	7,265	11,925	64.1	89.6	242.3
Manitoba	61	62	106	143	34.9	130.6	134.4	2,185	3,321	4,169	5,502	32.0	65.7	151.8
New Brunswick	36	65	70	112	60.0	72.3	211.1	1,770	1,851	2,656	3,225	21.4	74.2	82.2
Newfoundland	31	58	58	193	232.8	232.8	522.6	729	689	1,273	2,009	57.8	191.6	175.6
Nova Scotia	79	115	103	170	65.0	47.8	115.2	2,783	3,129	3,997	4,862	21.6	55.4	74.7
Ontario	5,207	6,720	6,695	9,041	35.0	34.5	73.6	84,599	98,698	115,923	142,620	23.0	44.5	68.6
P.E. Island	4	6	9	8	-11.1	33.3	100.0	213	306	290	467	61.0	52.6	119.2
Quebec	972	951	1,291	1,458	12.9	53.3	50.0	15,476	19,103	25,605	35,782	39.7	87.3	131.2
Saskatchewan	36	65	51	111	117.6	70.8	208.3	1,134	3,047	5,519	5,754	4.3	88.8	407.4
Northwest Territories	20	12	4	8	100.0	-33.3	-60.0	294	240	279	373	33.7	55.4	26.9
<b>Total</b>	<b>7,036</b>	<b>8,843</b>	<b>9,237</b>	<b>12,700</b>	<b>37.5</b>	<b>43.6</b>	<b>80.5</b>	<b>119,288</b>	<b>148,392</b>	<b>181,490</b>	<b>233,335</b>	<b>28.6</b>	<b>57.2</b>	<b>95.6</b>
<b><u>LONDON OFFICE</u></b>														
<b><u>Northern Europe</u></b>														
U.K.	14,733	15,301	14,334	14,276	-0.4	-6.7	-3.1	141,242	154,112	157,706	151,660	-3.8	-1.6	7.4
Denmark	99	82	79	62	-21.5	-24.4	-37.4	951	902	686	650	-5.2	-27.9	-31.7
Finland	13	12	23	13	-43.5	8.3	0.0	256	210	275	410	49.1	95.2	60.2
Ireland	230	296	244	210	-13.9	-29.1	-8.7	2,600	3,466	3,031	2,448	-19.2	-29.4	-5.8
Norway	49	37	59	62	5.1	67.6	26.5	631	649	886	768	-13.3	18.3	21.7
Sweden	86	95	130	85	-34.6	-10.5	-1.2	846	933	1,386	1,201	-13.3	28.7	42.0
	<b>15,210</b>	<b>15,823</b>	<b>14,869</b>	<b>14,708</b>	<b>-1.1</b>	<b>-7.0</b>	<b>-3.3</b>	<b>146,526</b>	<b>160,272</b>	<b>163,970</b>	<b>157,137</b>	<b>-4.2</b>	<b>-2.0</b>	<b>7.2</b>
<b><u>Southern Europe</u></b>														
Greece	8	14	29	7	-75.9	-50.0	-12.5	170	148	325	253	-22.2	70.9	48.8
Italy	730	1,244	534	476	-10.9	-61.7	-34.8	14,342	13,667	12,324	11,602	-5.9	-15.1	-19.1
Portugal	139	1,455	473	1,023	116.3	-29.7	636.0	3,271	11,681	9,583	7,860	-18.0	-32.7	140.3
Spain	1,186	2,415	1,478	744	-49.7	-69.2	-37.3	6,900	16,529	14,852	12,255	-17.5	-25.9	77.6
<b><u>Western Europe</u></b>														
Austria	102	99	83	160	92.8	61.6	56.9	2,213	2,018	1,707	1,941	13.7	-3.8	-12.3
Belgium	361	456	381	504	32.3	10.5	39.6	3,643	5,151	5,177	5,417	4.6	5.2	48.7
France	199	250	223	211	-5.4	-15.6	6.0	2,605	3,080	2,952	3,109	5.3	0.9	19.3
Germany	1,172	1,371	1,403	1,440	2.6	5.0	22.9	14,930	15,712	14,822	15,704	6.0	-0.1	5.2
Luxemburg	12	17	18	21	16.7	23.5	75.0	225	195	160	200	25.0	2.6	-11.1
Netherlands	395	562	697	566	-18.8	0.7	43.3	5,780	6,387	6,364	5,792	-9.0	-9.3	0.2
Switzerland	170	142	145	179	23.4	26.1	5.3	2,233	1,722	1,661	1,759	5.9	2.1	-21.2
	<b>4,474</b>	<b>8,025</b>	<b>5,464</b>	<b>5,331</b>	<b>-2.4</b>	<b>-33.6</b>	<b>19.2</b>	<b>56,312</b>	<b>76,290</b>	<b>69,927</b>	<b>65,892</b>	<b>-5.8</b>	<b>-13.6</b>	<b>17.0</b>
<b><u>Central/East Europe</u></b>														
Czech Republic	27	15	30	22	-26.7	46.7	-18.5	250	563	568	450	-20.8	-20.1	80.0
Hungary	16	5	24	15	-37.5	200.0	-6.3	171	256	647	209	-67.7	-18.4	22.2
Poland	54	74	101	160	58.4	116.2	196.3	506	716	1,052	1,018	-3.2	42.2	101.2
Russia	76	115	143	124	-13.3	7.8	63.2	806	954	1,524	1,415	-7.2	48.3	75.6
Ukraine	14	21	20	41	105.0	95.2	-	111	211	349	353	1.1	67.3	-
Other Europe	104	277	136	106	-22.1	-61.7	1.9	1,196	1,797	2,020	1,305	-35.4	-27.4	9.1
	<b>291</b>	<b>507</b>	<b>454</b>	<b>468</b>	<b>3.1</b>	<b>-7.7</b>	<b>60.8</b>	<b>3,040</b>	<b>4,497</b>	<b>6,160</b>	<b>4,750</b>	<b>-22.9</b>	<b>5.6</b>	<b>56.3</b>
<b>Total</b>	<b>19,975</b>	<b>24,355</b>	<b>20,787</b>	<b>20,507</b>	<b>-1.3</b>	<b>-15.8</b>	<b>2.7</b>	<b>205,878</b>	<b>241,059</b>	<b>240,057</b>	<b>227,779</b>	<b>-5.1</b>	<b>-5.5</b>	<b>10.6</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>OCTOBER</u>							<u>JANUARY - OCTOBER</u>						
	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>% Change</u>			<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>% Change</u>		
					2009/08	2009/07	2009/06					2009/08	2009/07	2009/06
<b>LATIN AMERICA</b>														
<b>CENTRAL AMERICA</b>														
Mexico	144	235	342	180	-47.4	-23.4	25.0	1,767	1,859	2,897	1,840	-36.5	-1.0	4.1
Belize	47	48	37	34	-8.1	-29.2	-27.7	550	460	496	501	1.0	8.9	-8.9
Costa Rica	53	63	60	136	126.7	115.9	156.6	540	613	700	704	0.6	14.8	30.4
El Salvador	14	24	12	18	50.0	-25.0	28.6	92	159	223	142	-36.3	-10.7	54.3
Guatemala	22	30	17	31	82.4	3.3	40.9	267	250	214	298	39.3	19.2	11.6
Honduras	13	15	104	11	-89.4	-26.7	-15.4	129	120	301	129	-57.1	7.5	0.0
Nicaragua	5	17	10	6	-40.0	-64.7	20.0	48	58	80	71	-11.3	22.4	47.9
Panama	97	110	92	135	46.7	22.7	39.2	989	1,003	961	1,054	9.7	5.1	6.6
<b>Total</b>	<b>395</b>	<b>542</b>	<b>674</b>	<b>551</b>	<b>-18.2</b>	<b>1.7</b>	<b>39.5</b>	<b>4,382</b>	<b>4,522</b>	<b>5,872</b>	<b>4,739</b>	<b>-19.3</b>	<b>4.8</b>	<b>8.1</b>
<b>SOUTH AMERICA</b>														
Argentina	68	82	141	122	-13.5	48.8	79.4	850	971	1,490	1,492	0.1	53.7	75.5
Bolivia	1	2	2	1	-50.0	-50.0	0.0	48	30	46	33	-28.3	10.0	-31.3
Brazil	128	121	175	129	-26.3	6.6	0.8	1,133	1,190	1,530	1,265	-17.3	6.3	11.7
Chile	35	45	64	59	-7.8	31.1	68.6	466	449	728	816	12.1	81.7	75.1
Colombia	24	432	42	69	64.3	-84.0	187.5	758	1,547	753	753	0.0	-51.3	-0.7
Ecuador	2	29	162	181	11.7	524.1	8950.0	209	170	1,653	1,791	8.3	953.5	756.9
Paraguay	1	4	5	5	0.0	25.0	400.0	13	26	14	23	64.3	-11.5	76.9
Peru	116	33	42	42	0.0	27.3	-63.8	406	271	395	412	4.3	52.0	1.5
Uruguay	8	6	15	16	6.7	166.7	100.0	86	71	133	173	30.1	143.7	101.2
Venezuela	67	129	41	50	22.0	-61.2	-25.4	868	750	618	1,034	67.3	37.9	19.1
Other South America	0	9	1	1	0.0	-88.9	-	2	11	8	16	100.0	45.5	700.0
<b>Total</b>	<b>450</b>	<b>892</b>	<b>690</b>	<b>675</b>	<b>-2.2</b>	<b>-24.3</b>	<b>50.0</b>	<b>4,839</b>	<b>5,486</b>	<b>7,368</b>	<b>7,808</b>	<b>6.0</b>	<b>42.3</b>	<b>61.4</b>
<b>Total Latin America</b>	<b>845</b>	<b>1,434</b>	<b>1,364</b>	<b>1,226</b>	<b>-10.1</b>	<b>-14.5</b>	<b>45.1</b>	<b>9,221</b>	<b>10,008</b>	<b>13,240</b>	<b>12,547</b>	<b>-5.2</b>	<b>25.4</b>	<b>36.1</b>

TABLE 2

## TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	OCTOBER							JANUARY - OCTOBER						
	2006	2007	2008	% Change			2009	2006	2007	2008	2009	% Change		
				2009/08	2009/07	2009/06						2009/08	2009/07	2009/06
<b>CARIBBEAN</b>														
Antigua	142	133	183	187	2.2	40.6	31.7	1,952	1,758	2,274	2,097	-7.8	19.3	7.4
Bahamas	251	602	274	340	24.1	-43.5	35.5	2,916	4,438	3,562	4,230	18.8	-4.7	45.1
Barbados	450	431	559	373	-33.3	-13.5	-17.1	4,973	4,381	5,145	4,116	-20.0	-6.0	-17.2
Bermuda	126	160	152	188	23.7	17.5	49.2	2,336	2,407	2,561	2,498	-2.5	3.8	6.9
British Virgin Is.	45	51	55	79	43.6	54.9	75.6	817	725	778	793	1.9	9.4	-2.9
Cayman Is.	1,249	1,521	1,418	1,694	19.5	11.4	35.6	13,655	15,694	16,522	19,563	18.4	24.7	43.3
Dominica	29	20	43	27	-37.2	35.0	-6.9	420	327	534	477	-10.7	45.9	13.6
Grenada	47	58	125	36	-71.2	-37.9	-23.4	484	634	849	539	-36.5	-15.0	11.4
Guyana	144	167	205	124	-39.5	-25.7	-13.9	1,763	1,818	1,981	1,774	-10.4	-2.4	0.6
Monsterrat	6	8	11	9	-18.2	12.5	50.0	123	99	122	123	0.8	24.2	0.0
St. Kitts/Nevis/Anguilla	57	50	74	96	29.7	92.0	68.4	812	711	856	926	8.2	30.2	14.0
St. Lucia	76	93	91	75	-17.6	-19.4	-1.3	1,112	1,162	1,502	1,100	-26.8	-5.3	-1.1
St. Vincent	54	47	44	50	13.6	6.4	-7.4	644	524	741	494	-33.3	-5.7	-23.3
Turks & Caicos Is.	130	137	106	81	-23.6	-40.9	-37.7	1,193	1,384	1,463	1,179	-19.4	-14.8	-1.2
Trinidad & Tobago	598	757	848	704	-17.0	-7.0	17.7	7,015	8,063	9,020	8,043	-10.8	-0.2	14.7
<b>Comm. Caribbean</b>	<b>3,404</b>	<b>4,235</b>	<b>4,188</b>	<b>4,063</b>	<b>-3.0</b>	<b>-4.1</b>	<b>19.4</b>	<b>40,215</b>	<b>44,125</b>	<b>47,910</b>	<b>47,952</b>	<b>0.1</b>	<b>8.7</b>	<b>19.2</b>
Aruba	32	24	25	32	28.0	33.3	0.0	321	314	407	332	-18.4	5.7	3.4
Bonaire	2	1	0	0	-	-	-	24	23	1	0	-100.0	-100.0	-100.0
Cuba	21	115	34	56	64.7	-51.3	166.7	168	885	679	947	39.5	7.0	463.7
Curacao	150	63	216	131	-39.4	107.9	-12.7	860	757	1,639	1,097	-33.1	44.9	27.6
Dominican Rep.	83	246	75	91	21.3	-63.0	9.6	889	1,588	1,467	1,001	-31.8	-37.0	12.6
Guadelope	1	19	15	10	-33.3	-47.4	900.0	65	132	139	105	-24.5	-20.5	61.5
Haiti	10	9	25	34	36.0	277.8	240.0	96	218	226	256	13.3	17.4	166.7
Puerto Rico	188	144	135	95	-29.6	-34.0	-49.5	1,395	1,244	1,477	1,161	-21.4	-6.7	-16.8
St. Maarten	62	70	60	53	-11.7	-24.3	-14.5	634	650	761	628	-17.5	-3.4	-0.9
Surinam	21	36	31	23	-25.8	-36.1	9.5	392	387	407	365	-10.3	-5.7	-6.9
All other Caribbean	48	45	64	39	-39.1	-13.3	-18.8	538	581	666	521	-21.8	-10.3	-3.2
<b>Other Caribbean</b>	<b>618</b>	<b>772</b>	<b>680</b>	<b>564</b>	<b>-17.1</b>	<b>-26.9</b>	<b>-8.7</b>	<b>5,382</b>	<b>6,779</b>	<b>7,869</b>	<b>6,413</b>	<b>-18.5</b>	<b>-5.4</b>	<b>19.2</b>
<b>TOTAL CARIBBEAN</b>	<b>4,022</b>	<b>5,007</b>	<b>4,868</b>	<b>4,627</b>	<b>-5.0</b>	<b>-7.6</b>	<b>15.0</b>	<b>45,597</b>	<b>50,904</b>	<b>55,779</b>	<b>54,365</b>	<b>-2.5</b>	<b>6.8</b>	<b>19.2</b>
<b>ASIA</b>														
India	70	108	59	72	22.0	-33.3	2.9	500	1,333	754	1,032	36.9	-22.6	106.4
Pakistan	2	1	2	0	-100.0	-100.0	-100.0	13	77	16	14	-12.5	-81.8	7.7
Japan	189	192	232	164	-29.3	-14.6	-13.2	3,152	2,460	2,384	2,025	-15.1	-17.7	-35.8
China	84	83	74	68	-8.1	-18.1	-19.0	745	856	849	1,026	20.8	19.9	37.7
Taiwan	5	5	6	3	-50.0	-40.0	-40.0	64	33	101	48	-52.5	45.5	-25.0
Korea	11	21	4	11	175.0	-47.6	0.0	154	197	194	249	28.4	26.4	61.7
Philippines	28	43	29	16	-44.8	-62.8	-42.9	536	302	372	282	-24.2	-6.6	-47.4
Singapore	3	6	9	10	11.1	66.7	-	87	115	108	115	6.5	0.0	32.2
Other Asia	49	34	30	28	-6.7	-17.6	-42.9	364	470	362	403	11.3	-14.3	10.7
	<b>441</b>	<b>493</b>	<b>445</b>	<b>372</b>	<b>-16.4</b>	<b>-24.5</b>	<b>-15.6</b>	<b>5,615</b>	<b>5,843</b>	<b>5,140</b>	<b>5,194</b>	<b>1.1</b>	<b>-11.1</b>	<b>-7.5</b>
<b>OTHER COUNTRIES</b>														
African Countries	124	105	141	76	-46.1	-27.6	-38.7	858	1,232	1,031	965	-6.4	-21.7	12.5
Israel	72	109	139	57	-59.0	-47.7	-20.8	808	933	1,017	767	-24.6	-17.8	-5.1
Saudi Arabia	0	2	1	1	0.0	-	-	23	10	22	15	-31.8	50.0	-34.8
Turkey	7	5	14	8	-42.9	60.0	14.3	139	169	249	221	-11.2	30.8	59.0
Other Middle East	26	41	31	26	-16.1	-36.6	0.0	305	398	479	429	-10.4	7.8	40.7
Australia	160	130	151	136	-9.9	4.6	-15.0	1,576	2,368	2,132	1,536	-28.0	-35.1	-2.5
New Zealand	30	33	38	41	7.9	24.2	36.7	251	403	303	264	-12.9	-34.5	5.2
All Other Ctries	11	5	9	4	-55.6	-20.0	-63.6	60	42	56	25	-55.4	-40.5	-58.3
<b>Total</b>	<b>430</b>	<b>430</b>	<b>524</b>	<b>349</b>	<b>-33.4</b>	<b>-18.8</b>	<b>-18.8</b>	<b>4,020</b>	<b>5,555</b>	<b>5,289</b>	<b>4,222</b>	<b>-20.2</b>	<b>-24.0</b>	<b>5.0</b>
<b>GRAND TOTAL</b>	<b>94,351</b>	<b>108,205</b>	<b>106,104</b>	<b>108,820</b>	<b>2.6</b>	<b>0.6</b>	<b>15.3</b>	<b>1,388,555</b>	<b>1,396,285</b>	<b>1,465,407</b>	<b>1,523,787</b>	<b>4.0</b>	<b>9.1</b>	<b>9.7</b>

## STOPOVER VISITORS BY MARKET SHARE

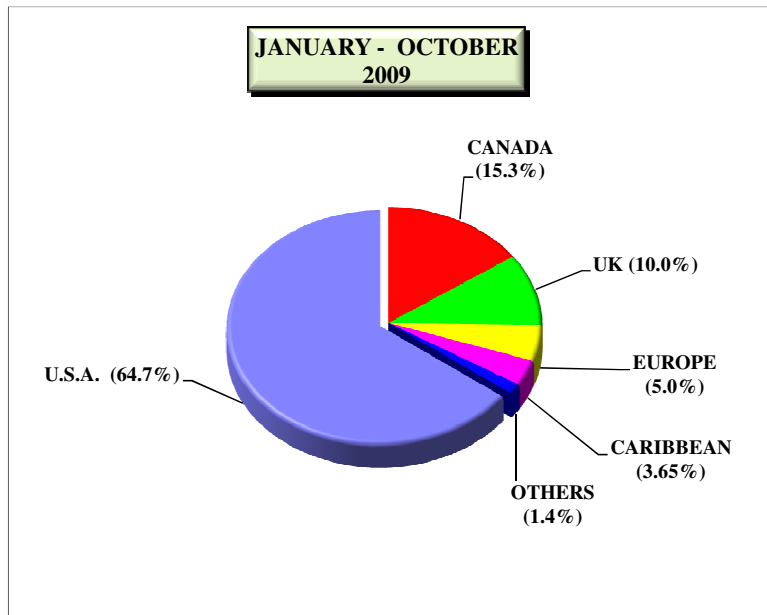


Fig. 2

Country	October 2009	% Share	Jan.-Oct. 2009	% Share	Jan.-Oct. 2008	% Share	% Change 2009/08
U.S.A	69,039	63.4%	986,345	64.7%	964,412	65.8%	2.3%
CANADA	12,700	11.7%	233,335	15.3%	181,490	12.4%	28.6%
U.K.	14,276	13.1%	151,660	10.0%	157,706	10.8%	-3.8%
EUROPE	6,231	5.7%	76,119	5.0%	82,351	5.6%	-7.6%
CARIBBEAN	4,627	4.3%	54,365	3.6%	55,779	3.8%	-2.5%
OTHERS	1,947	1.8%	21,963	1.4%	23,669	1.6%	-7.2%
<b>Total</b>	<b>108,820</b>	<b>100.0%</b>	<b>1,523,787</b>	<b>100.0%</b>	<b>1,465,407</b>	<b>100.0%</b>	<b>4.0%</b>

**TABLE 3**

<b>AVERAGE LENGTH OF STAY (Nights)</b>								
	<b><u>FOREIGN NATIONALS</u></b>				<b><u>NON-RESIDENT JAMAICANS</u></b>			
	<b>All Types of Accommodation</b>		<b>Hotel</b>		<b>All Types of Accommodation</b>		<b>Hotel</b>	
	2008	2009	2008	2009	2008	2009	2008	2009
	<b>January</b>	9.5	9.5	7.3	7.3	17.7	16.1	8.2
<b>February</b>	8.5	8.4	7.0	7.0	16.1	14.2	8.5	7.4
<b>March</b>	8.2	8.3	6.8	6.8	16.1	14.7	8.5	7.2
<b>April</b>	8.1	8.3	6.6	6.7	15.6	14.3	9.1	7.6
<b>May</b>	8.4	8.3	6.5	6.8	15.1	15.2	8.3	7.8
<b>June</b>	9.7	9.6	6.8	6.8	19.6	18.1	8.5	8.3
<b>July</b>	10.1	10.1	7.1	7.0	17.3	17.5	9.1	8.8
<b>August</b>	9.3	9.2	7.1	7.0	15.3	14.4	8.0	8.5
<b>September</b>	9.9	9.5	7.3	7.0	16.1	15.8	7.3	7.2
<b>October</b>	8.8	8.9	6.8	6.9	14.9	15.7	6.4	6.8
<b>Jan - Oct</b>	9.0	9.0	6.9	6.9	16.5	15.7	8.3	7.9

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

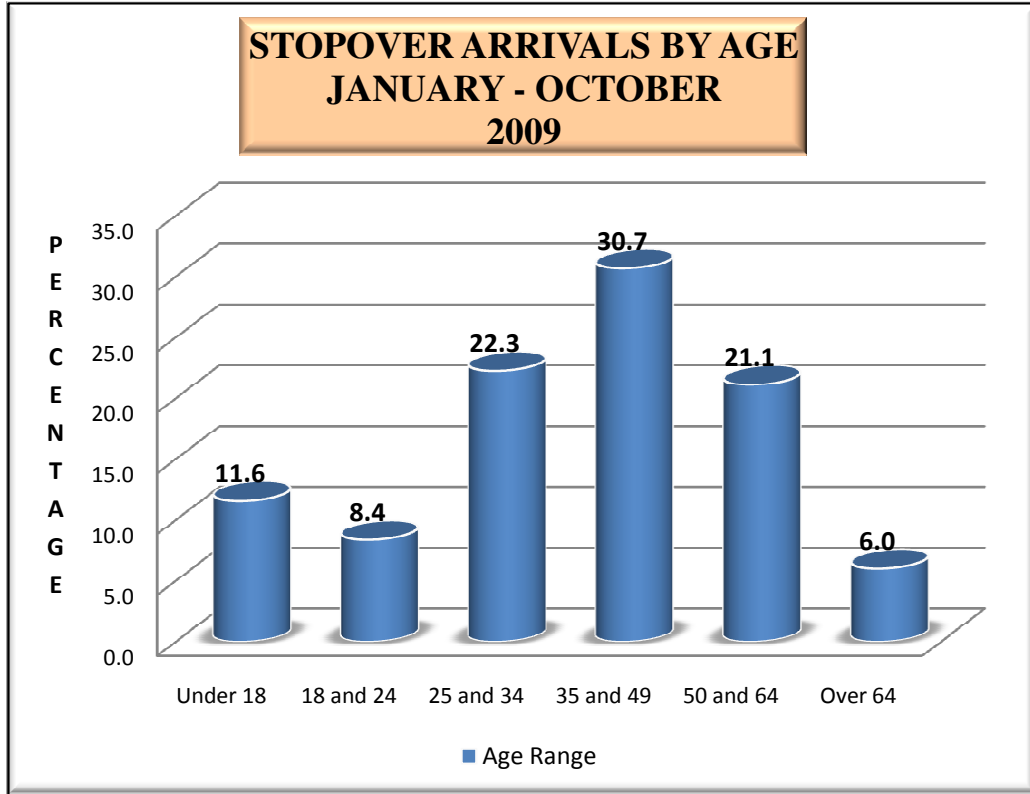


Fig. 3

**AGE DISTRIBUTION OF STOPOVER ARRIVALS**

Age Range	OCTOBER		JAN - OCT.		JAN - OCT.		% Change 2009/08
	2009	% Share	2009	% Share	2008	% Share	
Under 18	8,051	7.4	176,447	11.6	175,240	12.0	0.7%
18 and 24	6,882	6.3	127,568	8.4	121,289	8.3	5.2%
25 and 34	26,663	24.5	339,137	22.3	316,071	21.6	7.3%
35 and 49	35,263	32.4	467,265	30.7	461,464	31.5	1.3%
50 and 64	24,685	22.7	321,799	21.1	304,555	20.8	5.7%
Over 64	7,276	6.7	91,571	6.0	86,788	5.9	5.5%
<b>Total</b>	<b>108,820</b>	<b>100.0</b>	<b>1,523,787</b>	<b>100.0</b>	<b>1,465,407</b>	<b>100.0</b>	<b>4.0%</b>

**TABLE 4**

**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL  
JANUARY - OCTOBER 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.	<b>58</b>	<b>139,394</b>	<b>-31.0%</b>	<b>-29.6%</b>	<b>98</b>	<b>273,359</b>	<b>-18.3%</b>	<b>-16.1%</b>	<b>161</b>	<b>414,204</b>	<b>213</b>	<b>528,259</b>	<b>-24.4%</b>	<b>-21.6%</b>
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%
May - Oct.	<b>33</b>	<b>95,962</b>	<b>-13.2%</b>	<b>-27.4%</b>	<b>72</b>	<b>250,800</b>	<b>2.9%</b>	<b>8.2%</b>	<b>107</b>	<b>346,860</b>	<b>108</b>	<b>363,807</b>	<b>-0.9%</b>	<b>-4.7%</b>
Jan. - Oct.	<b>91</b>	<b>235,356</b>	<b>-25.4%</b>	<b>-28.7%</b>	<b>170</b>	<b>524,159</b>	<b>-10.5%</b>	<b>-6.0%</b>	<b>268</b>	<b>761,064</b>	<b>321</b>	<b>892,066</b>	<b>-16.5%</b>	<b>-14.7%</b>

- \* 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.

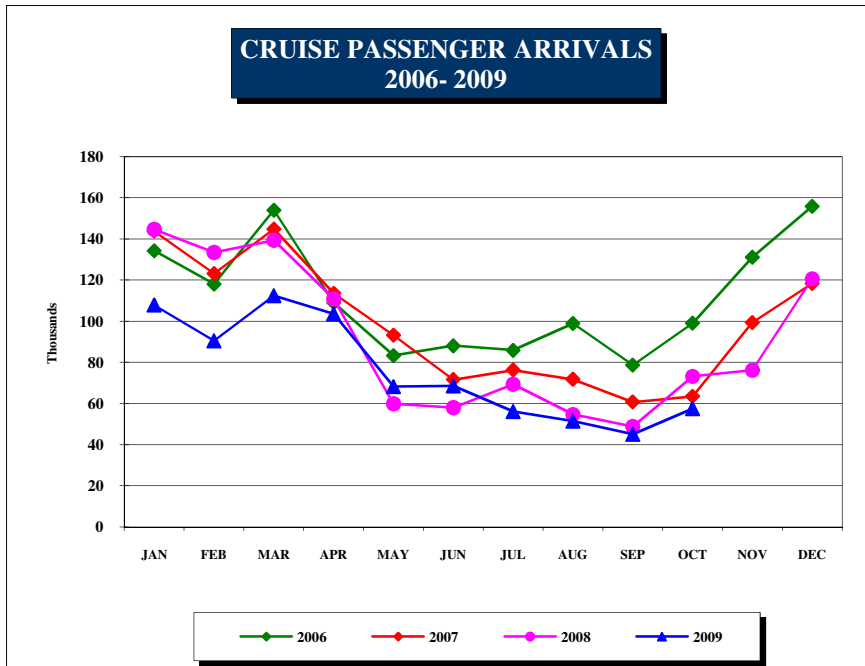


FIG. 4

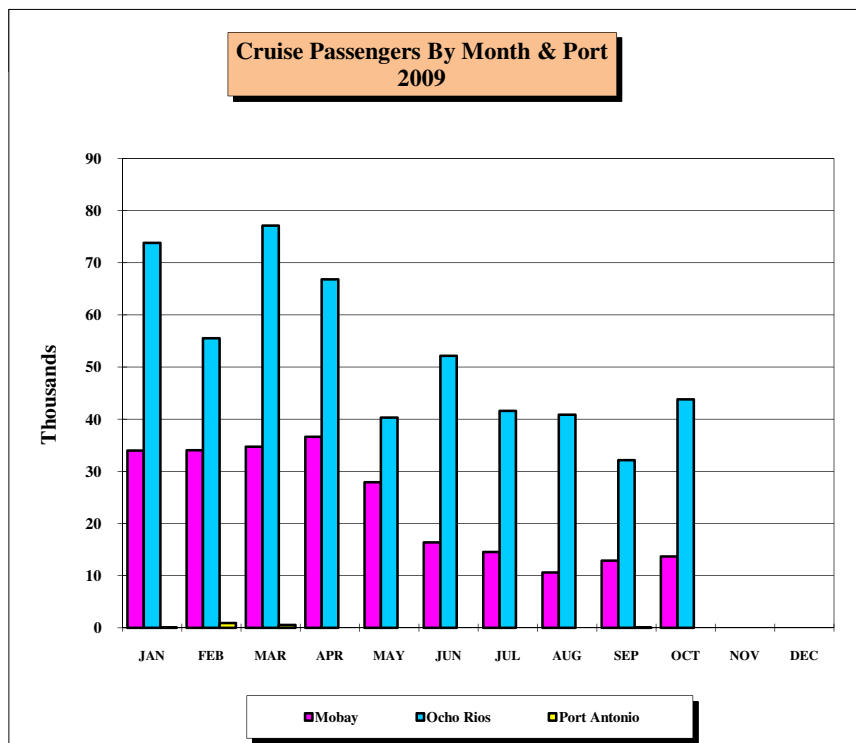


FIG. 4a

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

	OCTOBER 2009			JANUARY - OCTOBER 2009		
	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	1,589	4	1,593	24,850	13	24,863
Delaware	319	0	319	4,566	3	4,569
Maine	179	0	179	3,140	0	3,140
Maryland	2,731	1	2,732	36,817	23	36,840
Massachusetts	1,863	0	1,863	28,642	11	28,653
New Hampshire	299	1	300	4,391	6	4,397
New Jersey	4,015	2	4,017	57,407	28	57,435
New York	12,830	26	12,856	179,537	737	180,274
Pennsylvania	3,992	6	3,998	57,121	1,274	58,395
Rhode Island	251	0	251	3,384	2	3,386
Vermont	82	0	82	1,598	5	1,603
Virginia	1,668	0	1,668	23,203	17	23,220
Washington D.C.	380	0	380	5,178	19	5,197
West Virginia	178	0	178	2,656	122	2,778
<b>Total</b>	<b>30,376</b>	<b>40</b>	<b>30,416</b>	<b>432,490</b>	<b>2,260</b>	<b>434,750</b>

**MIDWEST (CHICAGO)**

Illinois	2,848	29	2,877	36,353	4,621	40,974
Indiana	1,023	5	1,028	12,369	283	12,652
Iowa	493	7	500	8,743	433	9,176
Kansas	447	4	451	5,593	93	5,686
Kentucky	610	4	614	6,399	81	6,480
Michigan	1,230	2	1,232	23,576	551	24,127
Minnesota	631	0	631	14,144	2,046	16,190
Missouri	924	75	999	11,583	5,111	16,694
Nebraska	391	0	391	5,462	29	5,491
North Dakota	90	0	90	2,028	57	2,085
Ohio	1,570	5	1,575	20,131	518	20,649
South Dakota	81	0	81	2,230	19	2,249
Wisconsin	970	1	971	15,032	5,260	20,292
<b>Total</b>	<b>11,308</b>	<b>132</b>	<b>11,440</b>	<b>163,643</b>	<b>19,102</b>	<b>182,745</b>

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

<b>OCTOBER 2009</b>			<b>JANUARY - OCTOBER 2009</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>	
Alabama	463	0	463	7,040	12	7,052
Arkansas	269	0	269	3,805	53	3,858
Florida	11,898	34	11,932	153,314	320	153,634
Georgia	3,009	6	3,015	43,712	55	43,767
Louisiana	392	1	393	6,081	16	6,097
Mississippi	273	0	273	3,209	8	3,217
North Carolina	1,620	0	1,620	21,661	11	21,672
Oklahoma	359	2	361	5,147	70	5,217
South Carolina	721	1	722	9,963	12	9,975
Tennessee	1,201	4	1,205	12,532	28	12,560
<b>Total</b>	<b>20,205</b>	<b>48</b>	<b>20,253</b>	<b>266,464</b>	<b>585</b>	<b>267,049</b>

**SOUTH (MIAMI)**

**WEST (LOS ANGELES)**

Alaska	32	0	32	335	14	349
Arizona	446	1	447	5,241	30	5,271
California	2,364	11	2,375	34,448	170	34,618
Colorado	599	0	599	7,361	27	7,388
Hawaii	13	0	13	254	1	255
Idaho	59	0	59	845	2	847
Montana	62	1	63	820	5	825
Nevada	252	0	252	3,338	11	3,349
New Mexico	58	0	58	1,320	5	1,325
Oregon	140	0	140	2,098	27	2,125
Texas	2,318	0	2,318	37,349	46	37,395
Utah	176	0	176	2,292	13	2,305
Washington	359	3	362	4,960	37	4,997
Wyoming	36	0	36	747	5	752
<b>Total</b>	<b>6,914</b>	<b>16</b>	<b>6,930</b>	<b>101,408</b>	<b>393</b>	<b>101,801</b>
<b>TOTAL U.S.A.</b>	<b>68,803</b>	<b>236</b>	<b>69,039</b>	<b>964,005</b>	<b>22,340</b>	<b>986,345</b>

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

	<b>OCTOBER 2009</b>			<b>JANUARY - OCTOBER 2009</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	475	452	927	10,200	10,616	20,816
British Columbia	378	151	529	6,356	5,569	11,925
Manitoba	78	65	143	2,465	3,037	5,502
New Brunswick	98	14	112	1,670	1,555	3,225
Newfoundland	104	89	193	1,034	975	2,009
Nova Scotia	139	31	170	2,338	2,524	4,862
Ontario	4,133	4,908	9,041	60,778	81,842	142,620
P.E. Island	8	0	8	181	286	467
Quebec	868	590	1,458	12,421	23,361	35,782
Saskatchewan	62	49	111	1,888	3,866	5,754
Other Canada	8	0	8	228	145	373
<b>Total</b>	<b>6,351</b>	<b>6,349</b>	<b>12,700</b>	<b>99,559</b>	<b>133,776</b>	<b>233,335</b>
<b><u>EUROPE</u></b>						
<b><u>LONDON OFFICE</u></b>						
<b><u>Northern Europe</u></b>						
U.K.	9,261	5,015	14,276	91,045	60,615	151,660
Denmark	62	0	62	600	50	650
Finland	13	0	13	392	18	410
Ireland	169	41	210	1,846	602	2,448
Norway	59	3	62	677	91	768
Sweden	80	5	85	1,119	82	1,201
Sub-Total	<b>9,644</b>	<b>5,064</b>	<b>14,708</b>	<b>95,679</b>	<b>61,458</b>	<b>157,137</b>
<b><u>GERMAN OFFICE</u></b>						
<b><u>Southern Europe</u></b>						
Greece	7	0	7	244 #	9	253
Italy	232	244	476	4,670 #	6,932	11,602
Portugal	28	995	1,023	361 #	7,499	7,860
Spain	162	582	744	1,910 #	10,345	12,255
<b><u>Western Europe</u></b>						
Austria	157	3	160	1,918 #	23	1,941
Belgium	122	382	504	608 #	4,809	5,417
France	166	45	211	2,347 #	762	3,109
Germany	1,419	21	1,440	15,452 #	252	15,704
Luxemburg	14	7	21	116 #	84	200
Netherlands	91	475	566	1,407 #	4,385	5,792
Switzerland	173	6	179	1,679 #	80	1,759
Sub-Total	<b>2,571</b>	<b>2,760</b>	<b>5,331</b>	<b>30,712 #</b>	<b>35,180</b>	<b>65,892</b>
<b><u>Central/East Europe</u></b>						
Czechoslovakia	21	1	22	425	25	450
Hungary	13	2	15	194	15	209
Poland	141	19	160	925	93	1,018
Russia	123	1	124	1,381	34	1,415
Ukraine	40	1	41	296	57	353
Other Europe	43	63	106	1,155	150	1,305
Sub-Total	<b>381</b>	<b>87</b>	<b>468</b>	<b>4,376</b>	<b>374</b>	<b>4,750</b>
<b>Total</b>	<b>12,596</b>	<b>7,911</b>	<b>20,507</b>	<b>130,767</b>	<b>97,012</b>	<b>227,779</b>

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

OCTOBER 2009			JANUARY - OCTOBER 2009		
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS

::

**OTHER COUNTRIES**

**CENTRAL AMERICA**

Mexico	180	0	180	1,820	20	1,840
Belize	34	0	34	492	9	501
Costa Rica	136	0	136	698	6	704
El Salvador	18	0	18	142	0	142
Guatemala	26	5	31	293	5	298
Honduras	11	0	11	129	0	129
Nicaragua	6	0	6	66	5	71
Panama	135	0	135	1,050	4	1,054
<b>Total</b>	<b>546</b>	<b>5</b>	<b>551</b>	<b>4,690</b>	<b>49</b>	<b>4,739</b>

**SOUTH AMERICA**

Argentina	122	0	122	1,492	0	1,492
Bolivia	1	0	1	31	2	33
Brazil	129	0	129	1,248	17	1,265
Chile	59	0	59	812	4	816
Colombia	69	0	69	704	49	753
Ecuador	25	156	181	161	1,630	1,791
Paraguay	5	0	5	23	0	23
Peru	42	0	42	406	6	412
Uruguay	16	0	16	173	0	173
Venezuela	47	3	50	738	296	1,034
Other South America	1	0	1	16	0	16
<b>Total</b>	<b>516</b>	<b>159</b>	<b>675</b>	<b>5,804</b>	<b>2,004</b>	<b>7,808</b>
<b>Total Latin America</b>	<b>1,062</b>	<b>164</b>	<b>1,226</b>	<b>10,494</b>	<b>2,053</b>	<b>12,547</b>

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

	OCTOBER 2009			JANUARY - OCTOBER 2009		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
<b>CARIBBEAN</b>						
Antigua	187	0	187	2,093	4	2,097
Bahamas	337	3	340	4,205	25	4,230
Barbados	372	1	373	4,063	53	4,116
Bermuda	188	0	188	2,496	2	2,498
British Virgin Is.	79	0	79	793	0	793
Cayman Is.	1,687	7	1,694	19,447	116	19,563
Dominica	26	1	27	474	3	477
Grenada	36	0	36	531	8	539
Guyana	124	0	124	1,772	2	1,774
Montserrat	9	0	9	123	0	123
St. Kitts/Nevis/Anguilla	96	0	96	924	2	926
St. Lucia	75	0	75	1,087	13	1,100
St. Vincent	50	0	50	480	14	494
Turks & Caicos Is.	47	34	81	1,126	54	1,180
Trinidad & Tobago	692	12	704	7,700	342	8,042
<b>Comm. Caribbean</b>	<b>4,005</b>	<b>58</b>	<b>4,063</b>	<b>47,314</b>	<b>638</b>	<b>47,952</b>
Aruba	32	0	32	331	1	332
Bonaire	0	0	0	0	0	0
Cuba	56	0	56	894	26	920
Curacao	131	0	131	1,097	0	1,097
Dominican Republic	85	6	91	902	99	1,001
Guadeloupe	10	0	10	102	3	105
Haiti	34	0	34	204	52	256
Puerto Rico	95	0	95	1,149	12	1,161
St. Maarten	53	0	53	628	0	628
Surinam	23	0	23	364	1	365
All other Caribbean	39	0	39	516	32	548
<b>Other Caribbean</b>	<b>558</b>	<b>6</b>	<b>564</b>	<b>6,187</b>	<b>226</b>	<b>6,413</b>
<b>TOTAL CARIBBEAN</b>	<b>4,563</b>	<b>64</b>	<b>4,627</b>	<b>53,501</b>	<b>864</b>	<b>54,365</b>
<b>OTHER COUNTRIES</b>						
India	71	1	72	1,029	3	1,032
Pakistan	0	0	0	14	0	14
Japan	164	0	164	2,018	7	2,025
China	67	1	68	938	88	1,026
Taiwan	3	0	3	48	0	48
Korea	10	1	11	248	1	249
Philippines	16	0	16	280	2	282
Singapore	10	0	10	106	9	115
Other Asia	27	1	28	375	28	403
<b>Asia</b>	<b>368</b>	<b>4</b>	<b>372</b>	<b>5,056</b>	<b>138</b>	<b>5,194</b>
African Countries	75	1	76	864	16	880
Israel	57	0	57	768	15	783
Saudi Arabia	1	0	1	78	4	82
Turkey	7	1	8	194	5	199
Other Middle East	26	0	26	396	20	416
Australia	135	1	136	1,393	39	1,432
New Zealand	38	3	41	373	8	381
All Other Ctries	4	0	4	49	0	49
<b>Total</b>	<b>343</b>	<b>6</b>	<b>349</b>	<b>4,115</b>	<b>107</b>	<b>4,222</b>
<b>GRAND TOTAL</b>	<b>94,086</b>	<b>14,734</b>	<b>108,820</b>	<b>1,267,497</b>	<b>256,290</b>	<b>1,523,787</b>

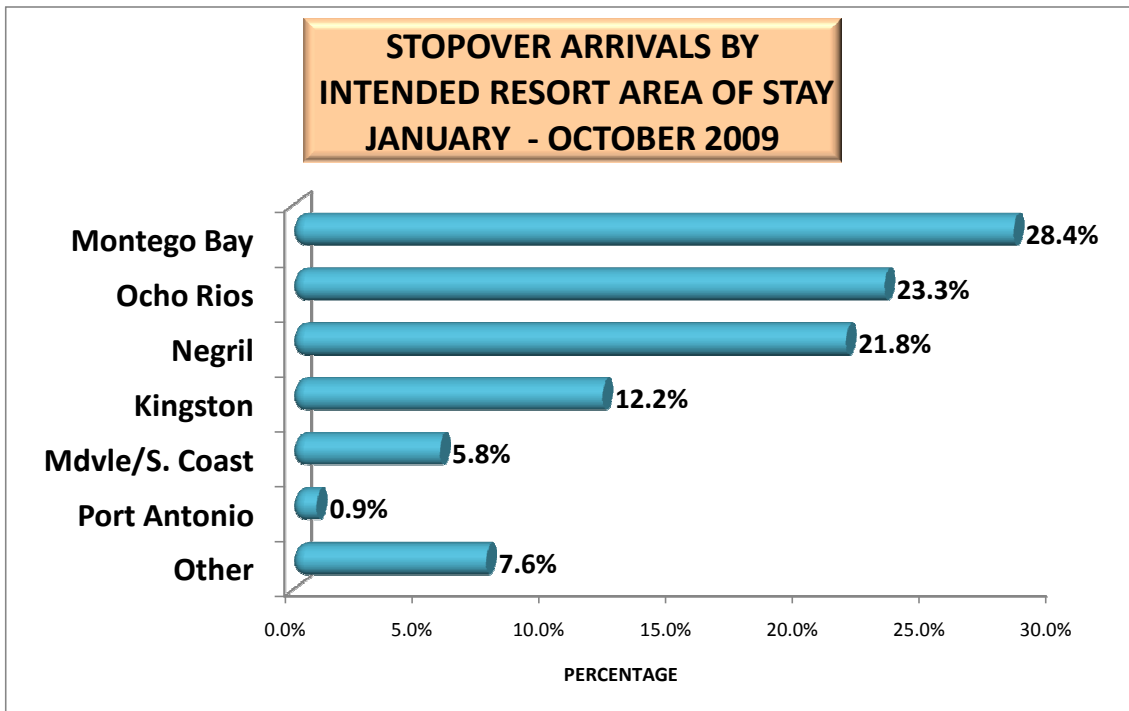


Fig. 5

**STOPOVER ARRIVALS BY INTENDED AREA OF STAY**

Area	OCTOBER			JANUARY - OCTOBER			JANUARY - OCTOBER			%Change 2009/08 ARRIVALS
	2009	%Share	LENGTH OF STAY	2009	%Share	LENGTH OF STAY	2008	%Share	LENGTH OF STAY	
Montego Bay	29,370	27.0%	7.8	432,561	28.4%	7.7	391,869	26.7%	7.8	10.4%
Ocho Rios	27,292	25.1%	8.5	355,139	23.3%	8.6	375,702	25.6%	8.5	-5.5%
Negril	23,308	21.4%	8.1	332,018	21.8%	8.0	290,514	19.8%	8.3	14.3%
Kingston	14,747	13.6%	10.2	185,879	12.2%	11.8	187,128	12.8%	11.8	-0.7%
Mdvle/S. Coast	4,862	4.5%	17.1	88,035	5.8%	14.1	96,664	6.6%	13.3	-8.9%
Port Antonio	950	0.9%	17.0	14,275	0.9%	16.0	14,647	1.0%	16.8	-2.5%
Other	8,291	7.6%	15.7	115,880	7.6%	15.6	108,883	7.4%	15.9	6.4%
<b>Total</b>	<b>108,820</b>	<b>100.0%</b>	<b>9.4</b>	<b>1,523,787</b>	<b>100.0%</b>	<b>9.5</b>	<b>1,465,407</b>	<b>100.0%</b>	<b>9.6</b>	<b>4.0%</b>

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