

JAMAICA

TOURIST BOARD

IN OCTOBER 2010.....

- Stopover arrivals up by 5.4%
- US Market up by 8.2%
- Canada up by 3.9%
- Europe down by 1.6%

TOURIST (Stopover Arrivals)

Stopover arrivals in October 2010 were **114,699**, an increase of **5.4%** over the **108,820** recorded in October 2009.

For the period May to October 2010, arrivals to Jamaica increased by **1.7%** with **889,623** compared to **874,600** in 2009.

Year to date 2010, January to October, arrivals increased by **4.1%** with **1,586,512** compared to **1,523,787** in 2009.

tional arrivals for 2010, with a total of **250,322** stopovers compared to **233,335** in 2009. The top visitor producing provinces of Ontario with **156,511** stopovers and Quebec with **37,833** stopovers increased by **9.7%** and **5.7%**, respectively. Other provinces recorded significant increases in visitor arrivals such as, Nova Scotia, Newfoundland, New Brunswick and Saskatchewan of **44.9%**, **34%**, **26.8%** and **11.6%**, respectively. Visitor arrivals from British Columbia, the Northwestern territories and Alberta recorded declines of **18%**, **10.7%** and **6.2%**, in that order.

United States

Stopover arrivals from the United States market recorded a **8.2%** increase in October with a total of **74,666** visitors compared to the **69,039** visitors who visited in October 2009. All marketing regions recorded increases in arrivals. The Mid-west with **12,745** stopovers increased by **11.4%**, the South with **22,285** increased by **10%**, the Northeast with **32,367** increased by **6.4%** and the West with **7,269** increased by **4.9%**.

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

Year to date 2010, January to October, arrivals from the US market recorded an increase of **6%**. In total, **1,045,367** stopovers arrived from this market compared to **986,345** in 2009. Arrivals from the Northeast increased most significantly by **11%**.

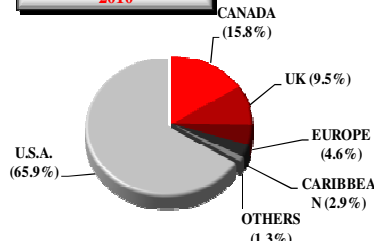
Canada

In October 2010, the Canadian market recorded an increase of **3.9%**, with **13,192** Stopover arrivals compared to **12,700** in October 2009.

Stopover arrivals from the leading province of Ontario increased by **5.1%**, while those from the second most important visitor-producing province of Quebec increased by **39.2%**. Arrivals from Saskatchewan increased by **2.7%** and those from the Northwestern territories displayed flat growth. All other areas displayed negative growth in tourist arrivals between 2009 and 2010.

Between May and October 2010, Canadian arrivals to Jamaica increased by **1.9%** with **90,894** compared to **89,164** in 2009. Cumulatively, the Canadian market has generated **16,987** addi-

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Europe

The European market recorded a **1.6%** decrease in October 2010. This market provided **20,178** stopover arrivals compared to the **20,507** recorded in October 2009.

In the Northern European market, the main visitor producing country, United Kingdom, with **15,628** arrivals, increased by **9.5%**. In the South/Western European region, visitor arrivals from Luxemburg and Spain declined most significantly by **81%** and **76.2%**, respectively. Germany with **1,360** visitor arrivals decreased by **5.6%**. Stopovers from Central/East Europe with **357** arrivals, decreased by **23.7%**.

Stopover arrivals between May and October 2010 declined by **2.9%**.

Year to date 2010, January to October, the European market decreased by **1.7%**. Total stopovers were **223,959** compared to **227,779** in 2009. Arrivals from Northern Europe decreased by **0.5%** from **157,137** in 2009 to **156,287** in 2010. From South/Western Europe, **62,814** arrivals were recorded, down by **4.7%**. From Central/East Europe, arrivals increased by **2.3%**.

Latin America

Arrivals from Latin America increased by **6%** in October 2010, with a total of **1,300** stopovers compared to **1,226** in October 2009. From the Central American region, stopover arrivals decreased by **13.1%** and in the South American region they rose by **21.6%**.

Between May and October 2010, stopover arrivals fell by **7.6%**

Cumulatively, for the January to October period, the Latin American market shrunk by **8.7%** with a total of **11,453** visitors compared to **12,547** for the corresponding period in 2009.

The Caribbean

Stopover arrivals to Jamaica from the Caribbean region decreased by **3.6%** in October 2010 with a total of **4,460** visitors, compared to **4,627** in October 2009.

The Cayman Islands and Trinidad and Tobago continued to be the major visitor producing Caribbean countries in 2010 with **1,397** and **864** visitor arrivals, respectively in 2010.

In the period May to October 2010, visitor arrivals decreased by **13.4%**.

Caribbean stopover arrivals between January and October fell by **13.9%**, moving down from **54,365** in 2009 to **46,782** in 2010. The Cayman Islands provided a total of **14,819** stopovers in this period, followed by Trinidad and Tobago with **8,294**, the Bahamas with **3,762** and Barbados with **3,565** stopover arrivals.

Asia

The Asian market increased by **40.6%** in October with a total of **523** stopovers compared to **372** in October 2009.

China, Japan and India continued to be the major visitor producing countries with **162,137** and **100** stopover arrivals arriving from each country, respectively.

Year-to-date, January to October the Asian market declined by **9.6%** with **4,697** arrivals compared to **5,194** arrivals for the corresponding period in 2009.

Other Countries

Overall, stopover arrivals increased by **8.9%** in this category. Of the Other Countries, Australia and Israel provided the most stopover arrivals to Jamaica, with **171** and **51** visitors, respectively. This represents an increase of **25.7%** for Australia and a decrease of **10.5%** for Israel over 2009.

Cumulatively, for the January to October period, Other Countries recorded a **6.9%** decline with **3,932** arrivals in 2010 compared to **4,222** in 2009.

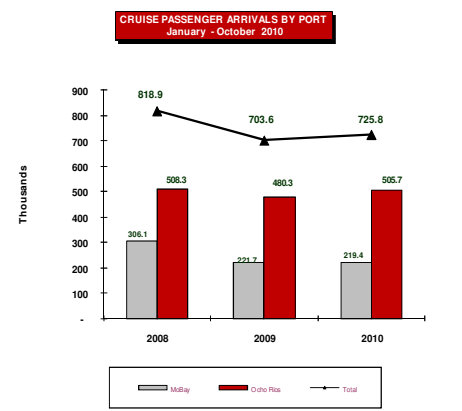
Market Share

The market share of stopover visitors for January to October 2010 were as follows: USA **65.9%**; Canada **15.8%**; UK **9.5%**; Continental Europe **4.6%**, the Caribbean **2.9%**; Latin America **0.7%**; Asia **0.3%** and Other Countries **0.2%**.

Cruise Passengers

A total of **59,398** cruise passengers visited Jamaica in October 2010. This represented a **3.3%** increase against the **57,478** recorded for October 2009.

Cumulatively, for the January to October 2010 period, total cruise passengers to the Island was **725,782** a decrease of **4.6%**.



Cruise passengers visiting the port of Ocho Rios declined by **12.1%** and those visiting Montego Bay increased by **52.8%**.

Year-to-date (January to October) cruise passenger arrivals visiting both the ports of Ocho Rios and Montego Bay decreased by **3.5%** and **6.8%**, respectively. The arrivals at these ports were **505,657** and **219,357**, in 2010 compared with **524,159** and **235,356** recorded for the corresponding period in 2009, respectively.

Length of Stay

The average length of stay of **Foreign National** arrivals in October was **8.7** nights compared to **8.9** nights recorded in October 2009. The average length of stay in hotels was **6.8** nights compared to the **6.9** nights in October 2009.

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

The average length of stay of **Non-Resident Jamaican** arrivals in October 2010 was **15.1** nights compared to the **15.7** nights in October 2009. The aver-

age length of stay in hotels was **6.9** nights compared to **6.8** in October 2009.

The average length of stay for the January to October period was **15.8** nights compared to the **15.7** nights in 2009. In hotels, the average length of stay during the period under review was **8.1** against the **7.9** nights recorded in 2009.

Among the visitor arrivals, *Non-Resident Jamaicans spent more time in all types of accommodation (including hotels) than Foreign nationals.*

Purpose of Visit

Year-to-date January to October 2010, **80.5%** or **1,181,108** of the **1,467,924** **Foreign Nationals** who visited Jamaica were visiting for the purpose of Leisure, **5.3%** were on Business, **8.1%** were Visiting Friends & Relatives, and the remaining **6.1%** were on Other purposes of travel.

A total of **45,914** or **38.7%** of the **118,588** **Non-Resident Jamaicans** who travelled to Jamaica between January and October 2010 were visiting for Leisure, **29.0%** were visiting Friends & Relatives, **6.5%** were on Business and the remaining **25.8%** were on Other purposes of travel.

Intended Resort Area of Stay

Of the **1,586,512** stopover arrivals visiting Jamaica year-to-date, January to October 2010, the resort area of Montego Bay welcomed **476,788** arrivals or **30.1%**; Ocho Rios welcomed **352,304** or **22.2%**; Negril received **349,329** or **22.0%**, and **180,008** or **11.3%** visited Kingston. The remaining **14.4%** stayed in the Mandeville/South Coast, Port Antonio resort regions and Other areas in Jamaica.

Type of Airlines used

Of the **1,586,512** stopover arrivals visiting Jamaica between January and October 2010, **1,398,391** or **88.1%** used scheduled airlines, while **189,121** or **11.9%** used chartered flights.

During the corresponding period in 2009 the percentage distribution was **83.1%** used scheduled airlines, while **16.9%** used chartered flights.

TABLE 1**TOURIST ARRIVALS**

January - October

2010

Month	Foreign Nationals	<----- Stopovers ----->				Total Stopover Arrivals	+/- 2010/09	+/- 2010/08	
		+/- 2010/09	+/- 2010/08	Non-Resident Jamaicans	+/- 2010/09				+/- 2010/08
January	151,681	8.7%	13.0%	9,413	0.1%	9.3%	161,094	8.2%	12.8%
February	158,243	5.1%	7.4%	9,219	-4.7%	-2.8%	167,462	4.5%	6.8%
March	188,113	14.0%	9.0%	13,265	21.3%	13.0%	201,378	14.5%	9.3%
April	155,515	2.8%	10.0%	11,440	-11.0%	5.4%	166,955	1.7%	9.7%
Jan.-Apr.	653,552	7.8%	9.8%	43,337	1.1%	6.5%	696,889	7.3%	9.5%
May	140,717	-1.8%	7.6%	9,058	-11.2%	-13.3%	149,775	-2.4%	6.0%
June	150,775	-2.7%	1.5%	13,430	-0.7%	-0.3%	164,205	-2.6%	1.4%
July	185,088	4.1%	10.2%	19,438	6.6%	11.2%	204,526	4.4%	10.3%
August	144,593	4.2%	11.4%	14,815	7.8%	16.8%	159,408	4.5%	11.9%
September	87,975	1.6%	5.4%	9,035	3.8%	5.3%	97,010	1.8%	5.4%
October	105,224	5.0%	7.9%	9,475	9.6%	10.3%	114,699	5.4%	8.1%
May - Oct.	814,372	1.6%	7.4%	75,251	3.0%	5.6%	889,623	1.7%	7.3%
Jan. - Oct.	1,467,924	4.3%	8.5%	118,588	2.3%	5.9%	1,586,512	4.1%	8.3%

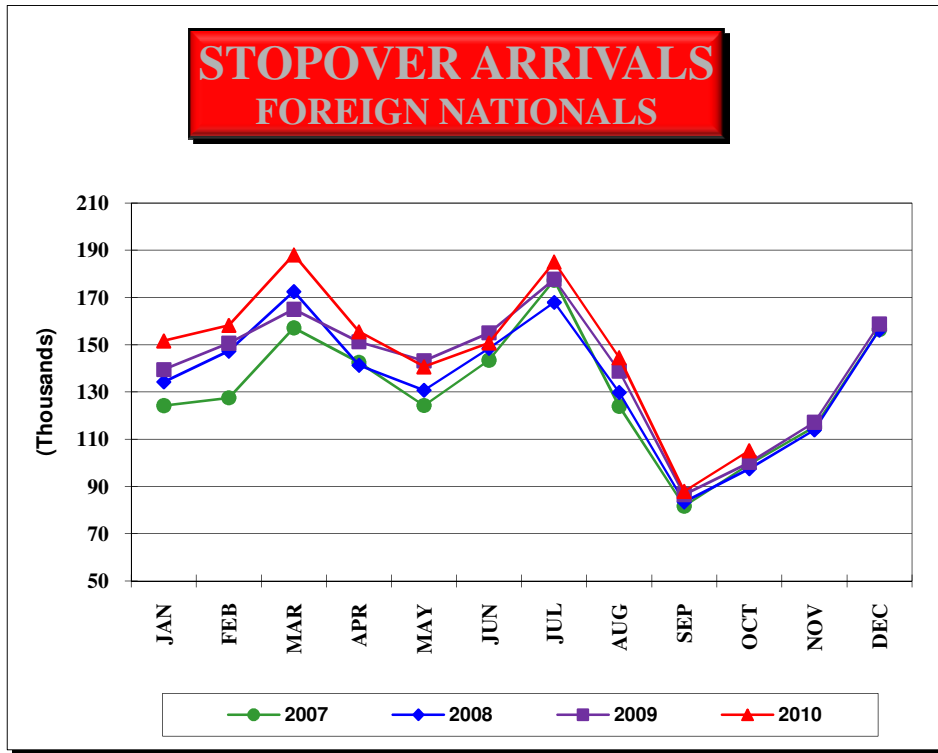


FIG. 1

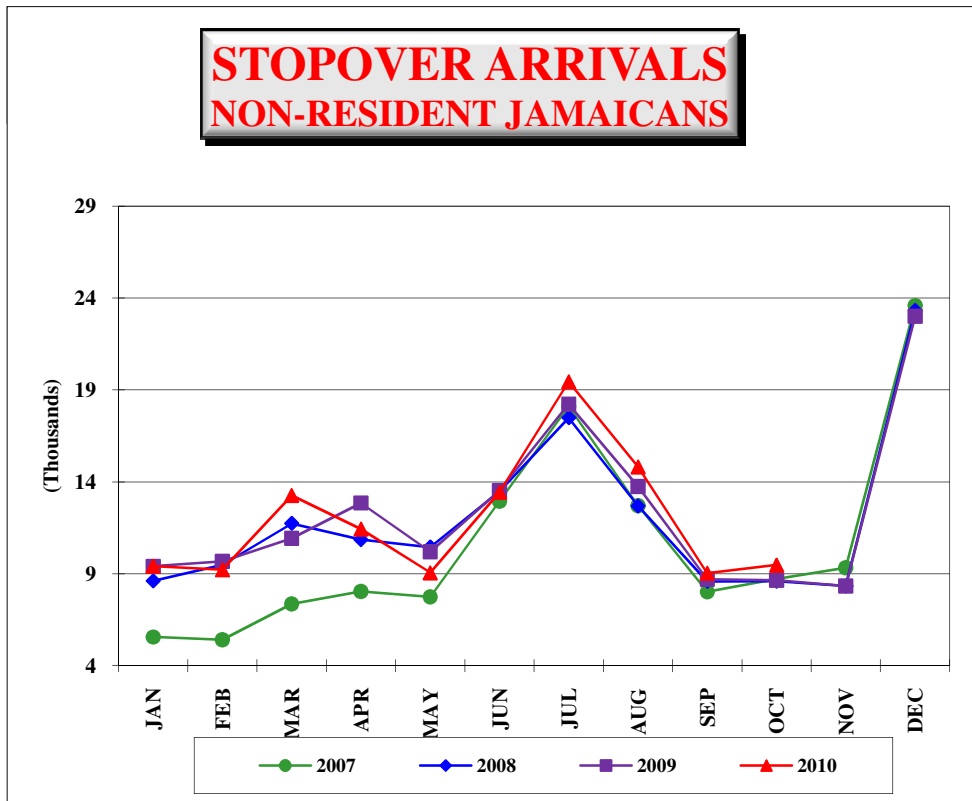


FIG. 1a

**STOPOVER ARRIVALS BY PURPOSE OF VISIT
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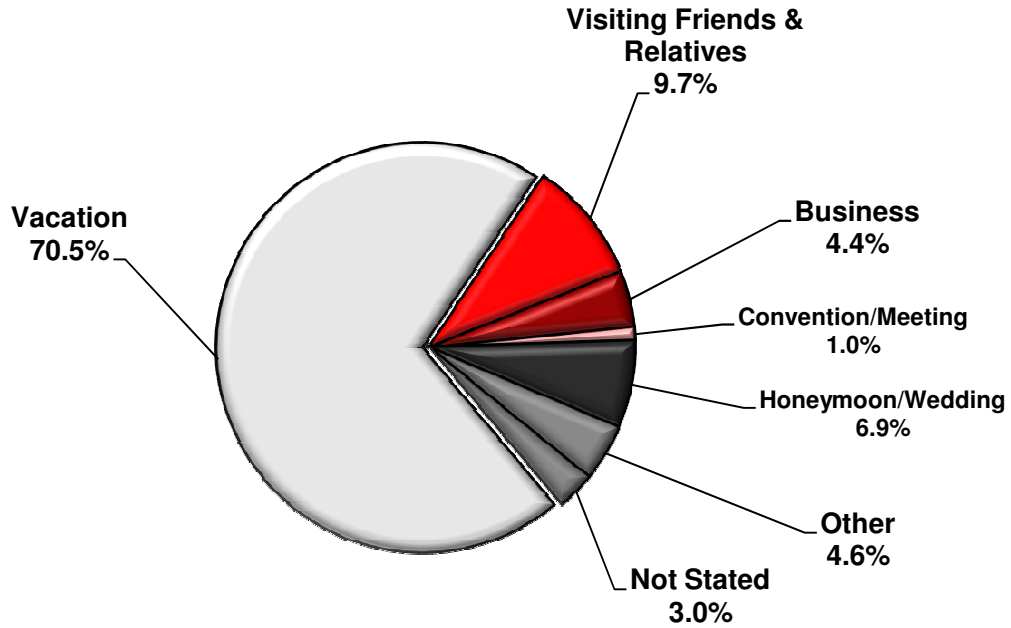


Fig. 1b

STOPOVER ARRIVALS BY PURPOSE OF VISIT						
January - October 2010	Foreign Nationals	% Share	Non Resident Jamaicans	% Share	Total	% Share
Vacation	1,074,299	73.2%	43,722	36.9%	1,118,021	70.5%
Visiting Friends & Relatives	119,135	8.1%	34,424	29.0%	153,559	9.7%
Business	63,459	4.3%	6,666	5.6%	70,125	4.4%
Convention/Meeting	15,305	1.0%	1,090	0.9%	16,395	1.0%
Honeymoon/Wedding	106,809	7.3%	2,192	1.8%	109,001	6.9%
Other	60,161	4.1%	12,041	10.2%	72,202	4.6%
Not Stated	28,756	2.0%	18,453	15.6%	47,209	3.0%
TOTAL	1,467,924	100.0%	118,588	100.0%	1,586,512	100.0%

TABLE 1.2

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

	U.S.A.					Canada	U.K. Europe	Latin America	Caribbean	Asia	Other Countries	Total
	Northeast	Mid-West	South	West	Total							
January	40,019	21,900	17,145	6,929	85,993	46,573	22,193	1,208	4,223	438	466	161,094
February	46,318	25,930	18,433	6,162	96,843	43,814	21,247	1,198	3,616	471	273	167,462
March	59,789	30,059	28,693	10,627	129,168	40,962	24,826	969	4,463	528	462	201,378
April	54,905	21,707	28,801	9,903	115,316	28,079	17,037	921	4,748	494	360	166,955
Jan.-Apr.	201,031	99,596	93,072	33,621	427,320	159,428	85,303	4,296	17,050	1,931	1,561	696,889
May	46,483	17,301	27,820	12,516	104,120	17,847	21,880	1,027	4,010	458	433	149,775
June	49,258	19,742	37,505	16,288	122,793	12,829	22,209	906	4,620	483	365	164,205
July	69,890	17,760	43,170	17,546	148,366	20,370	26,877	1,316	6,758	401	438	204,526
August	58,186	12,207	26,147	10,940	107,480	16,763	27,127	1,556	5,634	425	423	159,408
September	25,529	8,909	19,774	6,410	60,622	9,893	20,385	1,052	4,250	476	332	97,010
October	32,367	12,745	22,285	7,269	74,666	13,192	20,178	1,300	4,460	523	380	114,699
May - Oct.	281,713	88,664	176,701	70,969	618,047	90,894	138,656	7,157	29,732	2,766	2,371	889,623
Jan. - Oct.	482,744	188,260	269,773	104,590	1,045,367	250,322	223,959	11,453	46,782	4,697	3,932	1,586,512
+/- %	11.0%	3.0%	1.0%	2.7%	6.0%	7.3%	-1.7%	-8.7%	-13.9%	-9.5%	-7.0%	4.1%

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

U.S.A.	OCTOBER							JANUARY - OCTOBER						
	2007	2008	2009	% Change				2007	2008	2009	% Change			
				2010	2010/09	2010/08	2010/07				2010	2010/09	2010/08	2010/07
<u>NORTHEAST (NEW YORK)</u>														
Connecticut	1,565	1,535	1,593	1,740	9.2	13.4	11.2	24,118	25,667	24,863	28,250	13.6	10.1	17.1
Delaware	423	417	319	439	37.6	5.3	3.8	4,825	4,605	4,569	5,338	16.8	15.9	10.6
Maine	141	139	179	200	11.7	43.9	41.8	2,636	2,738	3,140	3,933	25.3	43.6	49.2
Maryland	3,090	3,201	2,732	2,841	4.0	-11.2	-8.1	38,426	37,744	36,840	40,465	9.8	7.2	5.3
Massachusetts	1,372	1,476	1,863	1,852	-0.6	25.5	35.0	23,518	24,597	28,653	30,966	8.1	25.9	31.7
New Hampshire	247	262	300	278	-7.3	6.1	12.6	3,882	3,853	4,397	5,089	15.7	32.1	31.1
New Jersey	3,876	3,657	4,017	4,434	10.4	21.2	14.4	56,195	55,107	57,435	62,862	9.4	14.1	11.9
New York	10,934	11,104	12,856	13,180	2.5	18.7	20.5	163,163	171,216	180,274	202,584	12.4	18.3	24.2
Pennsylvania	3,852	3,968	3,998	4,506	12.7	13.6	17.0	49,423	52,591	58,395	63,443	8.6	20.6	28.4
Rhode Island	187	190	251	249	-0.8	31.1	33.2	2,964	2,777	3,386	3,479	2.7	25.3	17.4
Vermont	70	60	82	93	13.4	55.0	32.9	1,593	1,613	1,603	2,083	29.9	29.1	30.8
Virginia	1,735	1,708	1,668	1,983	18.9	16.1	14.3	22,122	23,087	23,220	25,997	12.0	12.6	17.5
Washington D.C.	329	337	380	406	6.8	20.5	23.4	5,154	4,722	5,197	5,208	0.2	10.3	1.0
West Virginia	154	166	178	166	-6.7	0.0	7.8	2,017	2,303	2,778	3,047	9.7	32.3	51.1
Total	27,975	28,220	30,416	32,367	6.4	14.7	15.7	400,036	412,620	434,750	482,744	11.0	17.0	20.7
<u>MIDWEST (CHICAGO)</u>														
Illinois	2,636	2,782	2,877	2,840	-1.3	2.1	7.7	39,981	41,416	40,974	41,820	2.1	1.0	4.6
Indiana	1,068	1,055	1,028	1,120	8.9	6.2	4.9	12,885	12,900	12,652	13,796	9.0	6.9	7.1
Iowa	432	500	500	443	-11.4	-11.4	2.5	7,215	8,031	9,176	9,034	-1.5	12.5	25.2
Kansas	447	458	451	587	30.2	28.2	31.3	4,832	4,915	5,686	5,959	4.8	21.2	23.3
Kentucky	577	588	614	598	-2.6	1.7	3.6	6,296	6,283	6,480	6,613	2.1	5.3	5.0
Michigan	1,093	1,227	1,232	1,512	22.7	23.2	38.3	20,536	22,433	24,127	26,389	9.4	17.6	28.5
Minnesota	649	655	631	767	21.6	17.1	18.2	15,919	16,425	16,190	17,291	6.8	5.3	8.6
Missouri	1,062	1,169	999	1,193	19.4	2.1	12.3	16,820	14,303	16,694	15,732	-5.8	10.0	-6.5
Nebraska	495	394	391	417	6.6	5.8	-15.8	4,860	5,014	5,491	4,852	-11.6	-3.2	-0.2
North Dakota	65	76	90	82	-8.9	7.9	26.2	1,911	2,017	2,085	2,046	-1.9	1.4	7.1
Ohio	1,257	1,551	1,575	1,617	2.7	4.3	28.6	17,891	19,526	20,649	20,980	1.6	7.4	17.3
South Dakota	83	85	81	92	13.6	8.2	10.8	1,853	1,998	2,249	2,186	-2.8	9.4	18.0
Wisconsin	1,333	1,304	971	1,477	52.1	13.3	10.8	20,480	21,813	20,292	21,562	6.3	-1.2	5.3
Total	11,197	11,844	11,440	12,745	11.4	7.6	13.8	171,479	177,074	182,745	188,260	3.0	6.3	9.8

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	OCTOBER							JANUARY - OCTOBER						
	2007	2008	2009	% Change			2007	2008	2009	% Change				
				2010	2010/09	2010/08				2010/07	2010	2010/09	2010/08	2010/07
SOUTH (MIAMI)														
Alabama	513	516	463	491	6.0	-4.8	-4.3	6,644	6,995	7,052	6,902	-2.1	-1.3	3.9
Arkansas	243	244	269	296	10.0	21.3	21.8	3,360	3,693	3,858	3,650	-5.4	-1.2	8.6
Florida	12,505	12,626	11,932	13,257	11.1	5.0	6.0	152,422	154,218	153,634	153,064	-0.4	-0.7	0.4
Georgia	3,723	3,491	3,015	3,625	20.2	3.8	-2.6	44,448	47,202	43,767	46,762	6.8	-0.9	5.2
Louisiana	504	432	393	558	42.0	29.2	10.7	6,386	5,770	6,097	6,056	-0.7	5.0	-5.2
Mississippi	275	251	273	244	-10.6	-2.8	-11.3	2,923	3,061	3,217	3,393	5.5	10.8	16.1
North Carolina	1,523	1,744	1,620	1,628	0.5	-6.7	6.9	18,684	20,720	21,672	22,620	4.4	9.2	21.1
Oklahoma	322	360	361	337	-6.6	-6.4	4.7	4,716	4,723	5,217	4,658	-10.7	-1.4	-1.2
South Carolina	674	787	722	712	-1.4	-9.5	5.6	8,383	10,066	9,975	9,784	-1.9	-2.8	16.7
Tennessee	1,212	1,282	1,205	1,137	-5.6	-11.3	-6.2	11,535	13,229	12,560	12,884	2.6	-2.6	11.7
Total	21,494	21,733	20,253	22,285	10.0	2.5	3.7	259,501	269,677	267,049	269,773	1.0	0.0	4.0
WEST (LOS ANGELES)														
Alaska	26	42	32	22	-31.3	-47.6	-15.4	303	426	349	418	19.8	-1.9	38.0
Arizona	523	539	447	563	26.0	4.5	7.6	5,615	5,901	5,271	6,788	28.8	15.0	20.9
California	2,781	2,750	2,375	2,446	3.0	-11.1	-12.0	40,823	39,771	34,618	34,374	-0.7	-13.6	-15.8
Colorado	500	589	599	595	-0.7	1.0	19.0	7,097	7,434	7,388	7,926	7.3	6.6	11.7
Hawaii	25	30	13	24	84.6	-20.0	-4.0	255	311	255	284	11.4	-8.7	11.4
Idaho	76	71	59	79	33.9	11.3	3.9	960	1,096	847	938	10.7	-14.4	-2.3
Montana	64	75	63	78	23.8	4.0	21.9	766	715	825	935	13.3	30.8	22.1
Nevada	259	260	252	225	-10.7	-13.5	-13.1	2,714	3,035	3,349	3,302	-1.4	8.8	21.7
New Mexico	96	86	58	66	13.8	-23.3	-31.3	1,216	1,291	1,325	1,312	-1.0	1.6	7.9
Oregon	144	183	140	151	7.9	-17.5	4.9	2,279	2,435	2,125	2,322	9.3	-4.6	1.9
Texas	1,887	1,907	2,318	2,428	4.7	27.3	28.7	34,228	34,538	37,395	37,528	0.4	8.7	9.6
Utah	154	148	176	165	-6.3	11.5	7.1	1,734	2,138	2,305	2,220	-3.7	3.8	28.0
Washington	405	363	362	391	8.0	7.7	-3.5	4,911	5,283	4,997	5,554	11.1	5.1	13.1
Wyoming	37	39	36	36	0.0	-7.7	-2.7	607	667	752	689	-8.4	3.3	13.5
Total	6,977	7,082	6,930	7,269	4.9	2.6	4.2	103,508	105,041	101,801	104,590	2.7	-0.4	1.0
TOTAL U.S.A.	67,643	68,879	69,039	74,666	8.2	8.4	10.4	934,524	964,412	986,345	1,045,367	6.0	8.4	11.9

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	OCTOBER							JANUARY - OCTOBER						
	2007	2008	2009	% Change			2007	2008	2009	% Change				
				2010	2010/09	2010/08				2010/07	2010	2010/09	2010/08	2010/07
CANADA (TORONTO)														
Alberta	418	523	927	661	-28.7	26.4	58.1	11,718	14,514	20,816	19,521	-6.2	34.5	66.6
British Columbia	371	327	529	380	-28.2	16.2	2.4	6,290	7,265	11,925	9,777	-18.0	34.6	55.4
Manitoba	62	106	143	136	-4.9	28.3	119.4	3,321	4,169	5,502	5,517	0.3	32.3	66.1
New Brunswick	65	70	112	79	-29.5	12.9	21.5	1,851	2,656	3,225	4,090	26.8	54.0	121.0
Newfoundland	58	58	193	116	-39.9	100.0	100.0	689	1,273	2,009	2,692	34.0	111.5	290.7
Nova Scotia	115	103	170	164	-3.5	59.2	42.6	3,129	3,997	4,862	7,044	44.9	76.2	125.1
Ontario	6,720	6,695	9,041	9,501	5.1	41.9	41.4	98,698	115,923	142,620	156,511	9.7	35.0	58.6
P.E. Island	6	9	8	4	-50.0	-55.6	-33.3	306	290	467	581	24.4	100.3	89.9
Quebec	951	1,291	1,458	2,029	39.2	57.2	113.4	19,103	25,605	35,782	37,833	5.7	47.8	98.0
Saskatchewan	65	51	111	114	2.7	123.5	75.4	3,047	5,519	5,754	6,423	11.6	16.4	110.8
Northwest Territories	12	4	8	8	0.0	100.0	-33.3	240	279	373	333	-10.7	19.4	38.8
Total	8,843	9,237	12,700	13,192	3.9	42.8	49.2	148,392	181,490	233,335	250,322	7.3	37.9	68.7
LONDON OFFICE														
Northern Europe														
U.K.	15,301	14,334	14,276	15,628	9.5	9.0	2.1	154,112	157,706	151,660	150,925	-0.5	-4.3	-2.1
Denmark	82	79	62	43	-30.6	-45.6	-47.6	902	686	650	640	-1.5	-6.7	-29.0
Finland	12	23	13	25	92.3	8.7	108.3	210	275	410	333	-18.8	21.1	58.6
Ireland	296	244	210	175	-16.7	-28.3	-40.9	3,466	3,031	2,448	2,402	-1.9	-20.8	-30.7
Norway	37	59	62	39	-37.1	-33.9	5.4	649	886	768	770	0.3	-13.1	18.6
Sweden	95	130	85	93	9.4	-28.5	-2.1	933	1,386	1,201	1,217	1.3	-12.2	30.4
	15,823	14,869	14,708	16,003	8.8	7.6	1.1	160,272	163,970	157,137	156,287	-0.5	-4.7	-2.5
Southern Europe														
Greece	14	29	7	7	0.0	-75.9	-50.0	148	325	253	217	-14.2	-33.2	46.6
Italy	1,244	534	476	426	-10.5	-20.2	-65.8	13,667	12,324	11,602	11,588	-0.1	-6.0	-15.2
Portugal	1,455	473	1,023	470	-54.1	-0.6	-67.7	11,681	9,583	7,860	9,351	19.0	-2.4	-19.9
Spain	2,415	1,478	744	177	-76.2	-88.0	-92.7	16,529	14,852	12,255	9,649	-21.3	-35.0	-41.6
Western Europe														
Austria	99	83	160	78	-51.3	-6.0	-21.2	2,018	1,707	1,941	2,082	7.3	22.0	3.2
Belgium	456	381	504	369	-26.8	-3.1	-19.1	5,151	5,177	5,417	4,240	-21.7	-18.1	-17.7
France	250	223	211	213	0.9	-4.5	-14.8	3,080	2,952	3,109	3,065	-1.4	3.8	-0.5
Germany	1,371	1,403	1,440	1,360	-5.6	-3.1	-0.8	15,712	14,822	15,704	14,865	-5.3	0.3	-5.4
Luxemburg	17	18	21	4	-81.0	-77.8	-76.5	195	160	200	149	-25.5	-6.9	-23.6
Netherlands	562	697	566	531	-6.2	-23.8	-5.5	6,387	6,364	5,792	5,527	-4.6	-13.2	-13.5
Switzerland	142	145	179	183	2.2	26.2	28.9	1,722	1,661	1,759	2,081	18.3	25.3	20.8
	8,025	5,464	5,331	3,818	-28.4	-30.1	-52.4	76,290	69,927	65,892	62,814	-4.7	-10.2	-17.7
Central/East Europe														
Czech Republic	15	30	22	22	0.0	-26.7	46.7	563	568	450	342	-24.0	-39.8	-39.3
Hungary	5	24	15	11	-26.7	-54.2	120.0	256	647	209	333	59.3	-48.5	30.1
Poland	74	101	160	62	-61.3	-38.6	-16.2	716	1,052	1,018	1,074	5.5	2.1	50.0
Russia	115	143	124	136	9.7	-4.9	18.3	954	1,524	1,415	1,575	11.3	3.3	65.1
Ukraine	21	20	41	27	-34.1	35.0	-	211	349	353	316	-10.5	-9.5	-
Other Europe	277	136	106	99	-6.6	-27.2	-64.3	1,797	2,020	1,305	1,218	-6.7	-39.7	-32.2
	507	454	468	357	-23.7	-21.4	-29.6	4,497	6,160	4,750	4,858	2.3	-21.1	8.0
Total	24,355	20,787	20,507	20,178	-1.6	-2.9	-17.2	241,059	240,057	227,779	223,959	-1.7	-6.7	-7.1

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	<u>OCTOBER</u>			<u>% Change</u>				<u>JANUARY - OCTOBER</u>			<u>% Change</u>			
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2010/09</u>	<u>2010/08</u>	<u>2010/07</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2010/09</u>	<u>2010/08</u>	<u>2010/07</u>
	LATIN AMERICA													
CENTRAL AMERICA														
Mexico	235	342	180	139	-22.8	-59.4	-40.9	1,859	2,897	1,840	1,646	-10.5	-43.2	-11.5
Belize	48	37	34	33	-2.9	-10.8	-31.3	460	496	501	415	-17.2	-16.3	-9.8
Costa Rica	63	60	136	95	-30.1	58.3	50.8	613	700	704	650	-7.7	-7.1	6.0
El Salvador	24	12	18	17	-5.6	41.7	-29.2	159	223	142	121	-14.8	-45.7	-23.9
Guatemala	30	17	31	61	96.8	258.8	103.3	250	214	298	442	48.3	106.5	76.8
Honduras	15	104	11	7	-36.4	-93.3	-53.3	120	301	129	112	-13.2	-62.8	-6.7
Nicaragua	17	10	6	4	-33.3	-60.0	-76.5	58	80	71	59	-16.9	-26.3	1.7
Panama	110	92	135	123	-8.9	33.7	11.8	1,003	961	1,054	935	-11.3	-2.7	-6.8
Total	542	674	551	479	-13.1	-28.9	-11.6	4,522	5,872	4,739	4,380	-7.6	-25.4	-3.1
SOUTH AMERICA														
Argentina	82	141	122	146	19.7	3.5	78.0	971	1,490	1,492	1,515	1.5	1.7	56.0
Bolivia	2	2	1	1	0.0	-50.0	-50.0	30	46	33	42	27.3	-8.7	40.0
Brazil	121	175	129	146	13.2	-16.6	20.7	1,190	1,530	1,265	1,355	7.1	-11.4	13.9
Chile	45	64	59	160	171.2	150.0	255.6	449	728	816	655	-19.7	-10.0	45.9
Colombia	432	42	69	114	65.2	171.4	-73.6	1,547	753	753	873	15.9	15.9	-43.6
Ecuador	29	162	181	12	-93.4	-92.6	-58.6	170	1,653	1,791	1,441	-19.5	-12.8	747.6
Paraguay	4	5	5	2	-60.0	-60.0	-50.0	26	14	23	22	-4.3	57.1	-15.4
Peru	33	42	42	39	-7.1	-7.1	18.2	271	395	412	336	-18.4	-14.9	24.0
Uruguay	6	15	16	12	-25.0	-20.0	100.0	71	133	173	124	-28.3	-6.8	74.6
Venezuela	129	41	50	186	272.0	353.7	44.2	750	618	1,034	690	-33.3	11.7	-8.0
Other South America	9	1	1	3	200.0	200.0	-66.7	11	8	16	20	25.0	150.0	81.8
Total	892	690	675	821	21.6	19.0	-8.0	5,486	7,368	7,808	7,073	-9.4	-4.0	28.9
Total Latin America	1,434	1,364	1,226	1,300	6.0	-4.7	-9.3	10,008	13,240	12,547	11,453	-8.7	-13.5	14.4

TABLE 2

TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

	OCTOBER							JANUARY - OCTOBER						
	2007	2008	2009	% Change				2007	2008	2009	% Change			
				2010	2010/09	2010/08	2010/07				2010	2010/09	2010/08	2010/07
CARIBBEAN														
Antigua	133	183	187	139	-25.7	-24.0	4.5	1,758	2,274	2,097	1,829	-12.8	-19.6	4.0
Bahamas	602	274	340	278	-18.2	1.5	-53.8	4,438	3,562	4,230	3,762	-11.1	5.6	-15.2
Barbados	431	559	373	379	1.6	-32.2	-12.1	4,381	5,145	4,116	3,565	-13.4	-30.7	-18.6
Bermuda	160	152	188	180	-4.3	18.4	12.5	2,407	2,561	2,498	2,295	-8.1	-10.4	-4.7
British Virgin Is.	51	55	79	63	-20.3	14.5	23.5	725	778	793	810	2.1	4.1	11.7
Cayman Is.	1,521	1,418	1,694	1,397	-17.5	-1.5	-8.2	15,694	16,522	19,563	14,819	-24.2	-10.3	-5.6
Dominica	20	43	27	28	3.7	-34.9	40.0	327	534	477	321	-32.7	-39.9	-1.8
Grenada	58	125	36	44	22.2	-64.8	-24.1	634	849	539	377	-30.1	-55.6	-40.5
Guyana	167	205	124	165	33.1	-19.5	-1.2	1,818	1,981	1,774	1,516	-14.5	-23.5	-16.6
Montserrat	8	11	9	14	55.6	27.3	75.0	99	122	123	111	-9.8	-9.0	12.1
St. Kitts/Nevis/Anguilla	50	74	96	87	-9.4	17.6	74.0	711	856	926	783	-15.4	-8.5	10.1
St. Lucia	93	91	75	72	-4.0	-20.9	-22.6	1,162	1,502	1,100	822	-25.3	-45.3	-29.3
St. Vincent	47	44	50	46	-8.0	4.5	-2.1	524	741	494	384	-22.3	-48.2	-26.7
Turks & Caicos Is.	137	106	81	86	6.2	-18.9	-37.2	1,384	1,463	1,179	1,279	8.5	-12.6	-7.6
Trinidad & Tobago	757	848	704	864	22.7	1.9	14.1	8,063	9,020	8,043	8,294	3.1	-8.0	2.9
Comm. Caribbean	4,235	4,188	4,063	3,842	-5.4	-8.3	-9.3	44,125	47,910	47,952	40,967	-14.6	-14.5	-7.2
Aruba	24	25	32	35	9.4	40.0	45.8	314	407	332	297	-10.5	-27.0	-5.4
Cuba	115	34	56	58	3.6	70.6	-49.6	885	679	947	451	-52.4	-33.6	-49.0
Curacao	63	216	131	76	-42.0	-64.8	20.6	757	1,639	1,097	612	-44.2	-62.7	-19.2
Dominican Rep.	246	75	91	91	0.0	21.3	-63.0	1,588	1,467	1,001	834	-16.7	-43.1	-47.5
Guadeloupe	19	15	10	14	40.0	-6.7	-26.3	132	139	105	170	61.9	22.3	28.8
Haiti	9	25	34	35	2.9	40.0	288.9	218	226	256	408	59.4	80.5	87.2
Puerto Rico	144	135	95	144	51.6	6.7	0.0	1,244	1,477	1,161	1,238	6.6	-16.2	-0.5
St. Maarten	70	60	53	64	20.8	6.7	-8.6	650	761	628	766	22.0	0.7	17.8
Surinam	36	31	23	56	143.5	80.6	55.6	387	407	365	370	1.4	-9.1	-4.4
All other Caribbean	46	64	39	45	15.4	-29.7	-2.2	604	667	521	669	28.4	0.3	10.8
Other Caribbean	772	680	564	618	9.6	-9.1	-19.9	6,779	7,869	6,413	5,815	-9.3	-26.1	-14.2
TOTAL CARIBBEAN	5,007	4,868	4,627	4,460	-3.6	-8.4	-10.9	50,904	55,779	54,365	46,782	-13.9	-16.1	-8.1
ASIA														
India	108	59	72	100	38.9	69.5	-7.4	1,333	754	1,032	887	-14.1	17.6	-33.5
Pakistan	1	2	0	3	-	50.0	200.0	77	16	14	24	71.4	50.0	-68.8
Japan	192	232	164	137	-16.5	-40.9	-28.6	2,460	2,384	2,025	1,615	-20.2	-32.3	-34.3
China	83	74	68	162	138.2	118.9	95.2	856	849	1,026	1,024	-0.2	20.6	19.6
Taiwan	5	6	3	3	0.0	-50.0	-40.0	33	101	48	69	43.8	-31.7	109.1
Korea	21	4	11	37	236.4	825.0	76.2	197	194	249	297	19.3	53.1	50.8
Philippines	43	29	16	33	106.3	13.8	-23.3	302	372	282	414	46.8	11.3	37.1
Singapore	6	9	10	8	-20.0	-11.1	33.3	115	108	115	85	-26.1	-21.3	-26.1
Other Asia	34	30	28	40	42.9	33.3	17.6	470	362	403	282	-30.0	-22.1	-40.0
	493	445	372	523	40.6	17.5	6.1	5,843	5,140	5,194	4,697	-9.6	-8.6	-19.6
OTHER COUNTRIES														
African Countries	105	141	76	77	1.3	-45.4	-26.7	1,232	1,031	965	935	-3.1	-9.3	-24.1
Israel	109	139	57	51	-10.5	-63.3	-53.2	933	1,017	767	609	-20.6	-40.1	-34.7
Saudi Arabia	2	1	1	1	0.0	0.0	-50.0	10	22	15	8	-46.7	-63.6	-20.0
Turkey	5	14	8	6	-25.0	-57.1	20.0	169	249	221	120	-45.7	-51.8	-29.0
Other Middle East	41	31	26	34	30.8	9.7	-17.1	398	479	429	467	8.9	-2.5	17.3
Australia	130	151	136	171	25.7	13.2	31.5	2,368	2,132	1,536	1,544	0.5	-27.6	-34.8
New Zealand	33	38	41	35	-14.6	-7.9	6.1	403	303	264	215	-18.6	-29.0	-46.7
All Other Ctries	5	9	4	5	25.0	-44.4	0.0	42	56	25	34	36.0	-39.3	-19.0
Total	430	524	349	380	8.9	-27.5	-11.6	5,555	5,289	4,222	3,932	-6.9	-25.7	-29.2
GRAND TOTAL	108,205	106,104	108,820	114,699	5.4	8.1	6.0	1,396,285	1,465,407	1,523,787	1,586,512	4.1	8.3	13.6

STOPOVER VISITORS BY MARKET SHARE

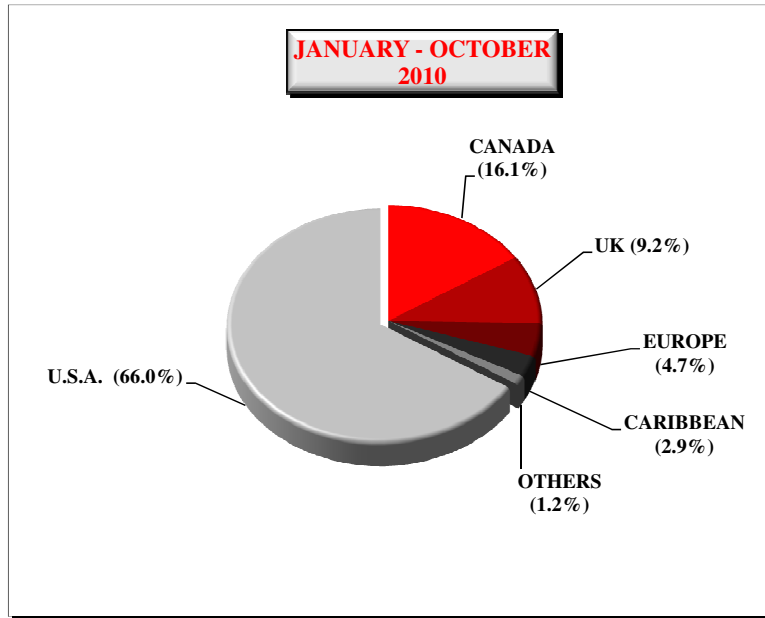


Fig. 2

Country	October 2010	% Share	Jan. - Oct. 2010	% Share	Jan. - Oct. 2009	% Share	% Change 2010/09
U.S.A	74,666	65.1%	1,045,367	65.9%	986,345	64.7%	6.0%
CANADA	13,192	11.5%	250,322	15.8%	233,335	15.3%	7.3%
U.K.	15,628	13.6%	150,925	9.5%	151,660	10.0%	-0.5%
EUROPE	4,550	4.0%	73,034	4.6%	76,119	5.0%	-4.1%
CARIBBEAN	4,460	3.9%	46,782	2.9%	54,365	3.6%	-13.9%
OTHERS	2,203	1.9%	20,082	1.3%	21,963	1.4%	-8.6%
Total	114,699	100.0%	1,586,512	100.0%	1,523,787	100.0%	4.1%

TABLE 3

AVERAGE LENGTH OF STAY (Nights)								
	<u>FOREIGN NATIONALS</u>				<u>NON-RESIDENT JAMAICANS</u>			
	All Types of Accommodation		Hotel		All Types of Accommodation		Hotel	
	2009	2010	2009	2010	2009	2010	2009	2010
	2009	2010	2009	2010	2009	2010	2009	2010
January	9.5	9.4	7.3	7.3	16.1	17.4	8.2	8.9
February	8.4	8.3	7.0	7.0	14.2	14.4	7.4	7.3
March	8.3	8.2	6.8	6.7	14.7	14.2	7.2	7.6
April	8.3	7.8	6.7	6.6	14.3	13.5	7.6	7.2
May	8.3	8.1	6.8	6.6	15.2	15.4	7.8	8.1
June	9.6	9.5	6.8	6.7	18.1	18.3	8.3	9.2
July	10.1	9.8	7.0	6.9	17.5	17.4	8.8	8.4
August	9.2	9.2	7.0	7.1	14.4	15.0	8.5	8.8
September	9.5	9.3	7.0	6.9	15.8	15.9	7.2	7.8
October	8.9	8.7	6.9	6.8	15.7	15.1	6.8	6.9
Jan.-Oct.	9.0	8.8	6.9	6.9	15.7	15.8	7.9	8.1

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

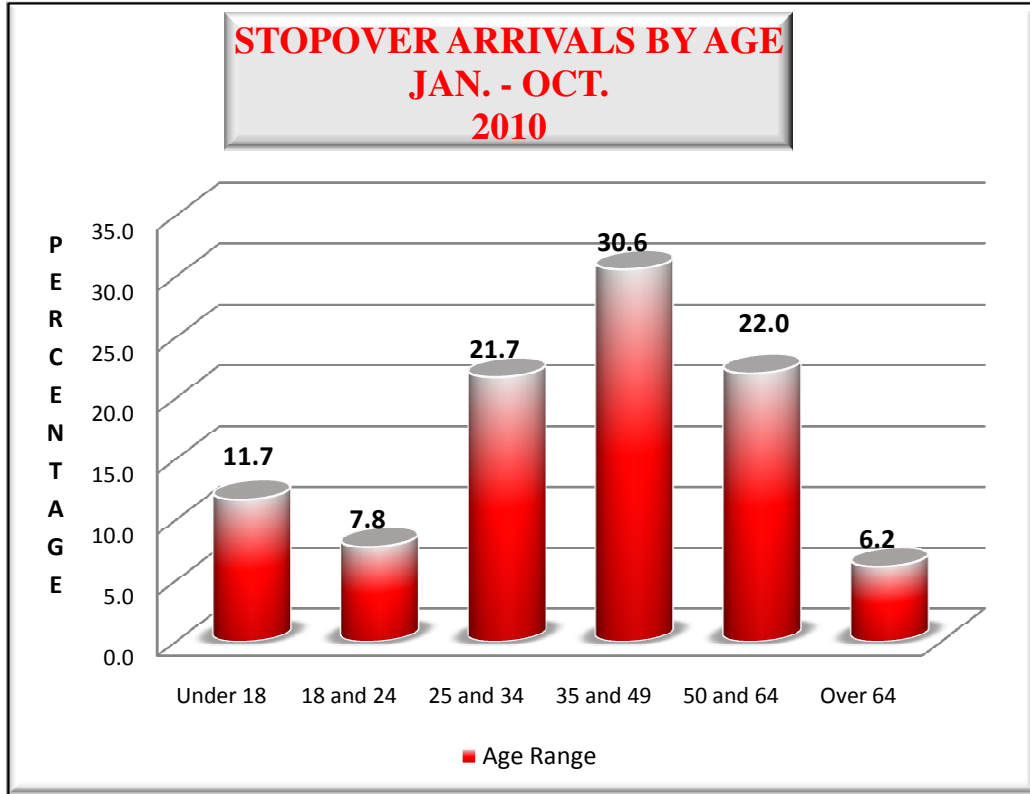


Fig. 3

AGE DISTRIBUTION OF STOPOVER ARRIVALS

Age Range	OCTOBER		JAN. - OCT.		JAN. - OCT.		% Change 2010/09
	2010	% Share	2010	% Share	2009	% Share	
Under 18	7,907	6.9	185,307	11.7	176,447	11.6	5.0%
18 and 24	6,655	5.8	123,631	7.8	127,568	8.4	-3.1%
25 and 34	27,822	24.3	345,054	21.7	339,137	22.3	1.7%
35 and 49	37,138	32.4	484,943	30.6	467,265	30.7	3.8%
50 and 64	27,168	23.7	349,775	22.0	321,799	21.1	8.7%
Over 64	8,009	7.0	97,802	6.2	91,571	6.0	6.8%
Total	114,699	100.0	1,586,512	100.0	1,523,787	100.0	4.1%

TABLE 4

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

	MONTEGO BAY		% Change 2010/09		OCHO RIOS		% Change 2010/09		2010 TOTAL		2009 TOTAL		% Change 2010/09	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	13	30,439	-18.8%	-10.4%	21	56,637	-19.2%	-23.3%	35	87,136	43	107,827	-18.6%	-19.2%
February	11	25,235	-26.7%	-25.9%	19	53,295	-9.5%	-4.0%	31	78,805	38	90,477	-18.4%	-12.9%
March	16	39,606	6.7%	14.0%	25	71,317	-7.4%	-7.6%	42	111,356	44	112,416	-4.5%	-0.9%
April	14	29,220	16.7%	-20.2%	17	50,896	-29.2%	-23.9%	31	80,116	36	103,484	-13.9%	-22.6%
Jan. - Apr.	54	124,500	-6.9%	-10.7%	82	232,145	-16.3%	-15.1%	139	357,413	161	414,204	-13.7%	-13.7%
May	10	19,500	-9.1%	-30.1%	12	40,804	0.0%	1.3%	22	60,304	23	68,181	-4.3%	-11.6%
June	7	17,562	16.7%	7.2%	13	48,955	-13.3%	-6.1%	20	66,517	21	68,539	-4.8%	-3.0%
July	5	16,231	25.0%	11.8%	13	48,673	18.2%	17.0%	18	64,904	15	56,112	20.0%	15.7%
August	4	13,371	33.3%	25.9%	13	48,472	18.2%	18.7%	17	61,843	14	51,449	21.4%	20.2%
September	3	7,311	-25.0%	-43.2%	14	48,092	55.6%	49.7%	17	55,403	15	45,101	13.3%	22.8%
October	7	20,882	40.0%	52.8%	14	38,516	0.0%	-12.1%	21	59,398	19	57,478	10.5%	3.3%
May - Oct	36	94,857	9.1%	-1.2%	79	273,512	9.7%	9.1%	115	368,369	107	346,860	7.5%	6.2%
Jan. - Oct.	90	219,357	-1.1%	-6.8%	161	505,657	-5.3%	-3.5%	254	725,782	268	761,064	-5.2%	-4.6%

- * Note:
1. During the month of January one Cruise Ship called with 60 Cruise passengers visited Port Antonio.
 2. During the month of February one Cruise Ship called with 275 Cruise passengers visited Port Antonio.
 3. During the month of March one Cruise Ship called with 433 Cruise passengers visited Port Antonio.
 4. During the month of September one Cruise Ship call to the port of Montego Bay was cancelled due to the passage of Tropical Storm Nicole

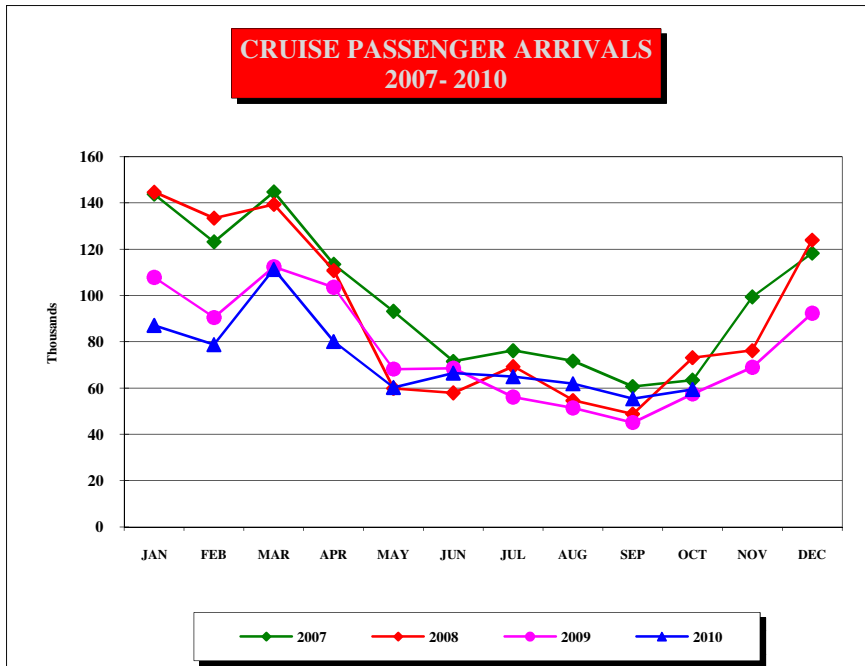


FIG. 4

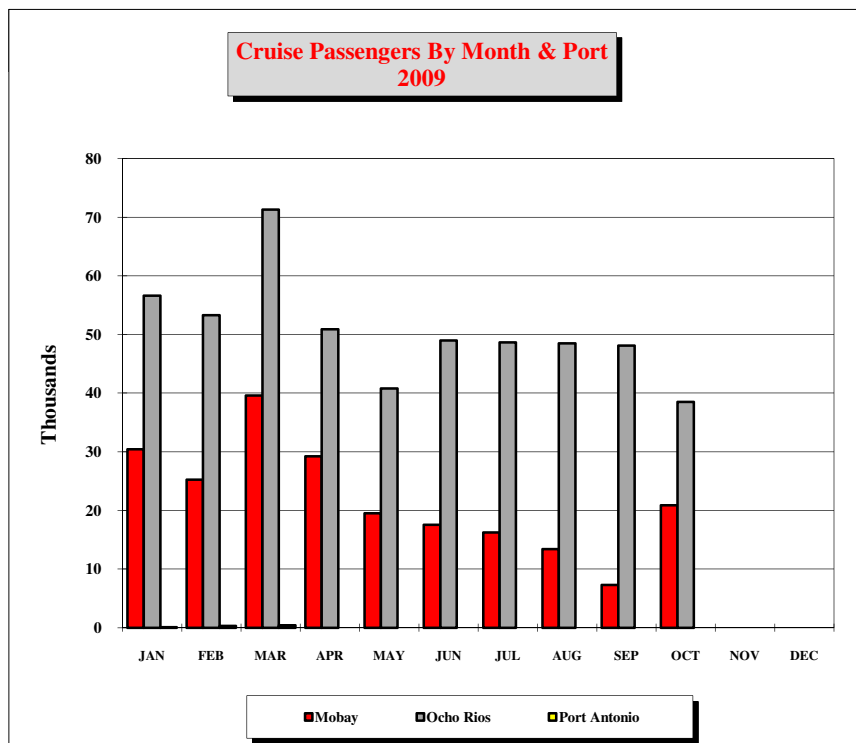


FIG. 4a

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

	OCTOBER 2010			JANUARY - OCTOBER 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
U.S.A.						
<u>NORTHEAST (NEW YORK)</u>						
Connecticut	1,740	0	1,740	28,237	13	28,250
Delaware	439	0	439	5,335	3	5,338
Maine	200	0	200	3,740	193	3,933
Maryland	2,841	0	2,841	40,427	38	40,465
Massachusetts	1,849	3	1,852	30,939	27	30,966
New Hampshire	277	1	278	5,085	4	5,089
New Jersey	4,433	1	4,434	62,843	19	62,862
New York	13,173	7	13,180	202,050	532	202,582
Pennsylvania	4,506	0	4,506	63,406	38	63,444
Rhode Island	249	0	249	3,478	2	3,480
Vermont	93	0	93	2,077	6	2,083
Virginia	1,977	6	1,983	25,971	26	25,997
Washington D.C.	406	0	406	5,201	7	5,208
West Virginia	166	0	166	3,047	0	3,047
Total	32,349	18	32,367	481,836	908	482,744

MIDWEST (CHICAGO)

Illinois	2,838	2	2,840	41,021	799	41,820
Indiana	1,119	1	1,120	13,774	22	13,796
Iowa	443	0	443	8,743	291	9,034
Kansas	587	0	587	5,931	28	5,959
Kentucky	595	3	598	6,591	21	6,612
Michigan	1,507	5	1,512	26,340	50	26,390
Minnesota	767	0	767	15,366	1,925	17,291
Missouri	1,193	0	1,193	14,161	1,571	15,732
Nebraska	417	0	417	4,839	13	4,852
North Dakota	82	0	82	1,996	50	2,046
Ohio	1,617	0	1,617	20,962	18	20,980
South Dakota	92	0	92	2,114	72	2,186
Wisconsin	1,477	0	1,477	19,749	1,813	21,562
Total	12,734	11	12,745	181,587	6,673	188,260

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

OCTOBER 2010			JANUARY - OCTOBER 2010			
SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	
Alabama	490	1	491	6,898	10	6,908
Arkansas	296	0	296	3,641	3	3,644
Florida	13,218	39	13,257	152,629	435	153,064
Georgia	3,616	9	3,625	46,686	76	46,762
Louisiana	558	0	558	6,056	0	6,056
Mississippi	244	0	244	3,383	10	3,393
North Carolina	1,628	0	1,628	22,591	29	22,620
Oklahoma	337	0	337	4,650	8	4,658
South Carolina	710	2	712	9,778	6	9,784
Tennessee	1,136	1	1,137	12,873	11	12,884
Total	22,233	52	22,285	269,185	588	269,773

SOUTH (MIAMI)

WEST (LOS ANGELES)

Alaska	22	0	22	418	0	418
Arizona	563	0	563	6,785	3	6,788
California	2,444	2	2,446	34,313	61	34,374
Colorado	595	0	595	7,907	19	7,926
Hawaii	24	0	24	284	0	284
Idaho	79	0	79	938	0	938
Montana	78	0	78	932	3	935
Nevada	225	0	225	3,300	2	3,302
New Mexico	66	0	66	1,311	1	1,312
Oregon	151	0	151	2,311	11	2,322
Texas	2,427	1	2,428	37,458	70	37,528
Utah	165	0	165	2,217	3	2,220
Washington	390	1	391	5,540	14	5,554
Wyoming	36	0	36	687	2	689
Total	7,265	4	7,269	104,401	189	104,590
TOTAL U.S.A.	74,581	85	74,666	1,037,009	8,358	1,045,367

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

	OCTOBER 2010			JANUARY - OCTOBER 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
CANADA (TORONTO)						
Alberta	655	6	661	13,592	5,929	19,521
British Columbia	375	5	380	8,087	1,690	9,777
Manitoba	127	9	136	3,278	2,239	5,517
New Brunswick	73	6	79	2,136	1,954	4,090
Newfoundland	112	4	116	2,305	387	2,692
Nova Scotia	160	4	164	2,825	4,219	7,044
Ontario	7,635	1,866	9,501	100,555	55,957	156,512
P.E. Island	4	0	4	184	397	581
Quebec	1,059	970	2,029	13,718	24,115	37,833
Saskatchewan	108	6	114	2,233	4,189	6,422
Other Canada	8	0	8	245	88	333
Total	10,316	2,876	13,192	149,158	101,164	250,322
EUROPE						
LONDON OFFICE						
Northern Europe						
U.K.	9,367	6,261	15,628	94,523	56,402	150,925
Denmark	40	3	43	619	21	640
Finland	25	0	25	324	9	333
Ireland	138	37	175	1,858	544	2,402
Norway	36	3	39	742	28	770
Sweden	92	1	93	1,171	46	1,217
Sub-Total	9,698	6,305	16,003	99,237	57,050	156,287
GERMAN OFFICE						
Southern Europe						
Greece	7	0	7	213 #	4	217
Italy	424	2	426	11,497 #	91	11,588
Portugal	20	450	470	245 #	9,106	9,351
Spain	160	17	177	1,493 #	8,156	9,649
Western Europe						
Austria	78	0	78	2,074 #	8	2,082
Belgium	366	3	369	4,219 #	21	4,240
France	200	13	213	2,957 #	108	3,065
Germany	1,358	2	1,360	14,786 #	79	14,865
Luxemburg	4	0	4	147 #	2	149
Netherlands	522	9	531	5,463 #	64	5,527
Switzerland	183	0	183	2,042 #	39	2,081
Sub-Total	3,322	496	3,818	45,136 #	17,678	62,814
Central/East Europe						
Czechoslovakia	22	0	22	332	10	342
Hungary	9	2	11	326	7	333
Poland	60	2	62	969	105	1,074
Russia	134	2	136	1,300	275	1,575
Ukraine	27	0	27	304	12	316
Other Europe	86	13	99	1,044	174	1,218
Sub-Total	338	19	357	4,275	583	4,858
Total	13,358	6,820	20,178	148,648	75,311	223,959

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

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

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OTHER COUNTRIES

CENTRAL AMERICA

Mexico	138	1	139	1,631	15	1,646
Belize	33	0	33	415	0	415
Costa Rica	95	0	95	647	3	650
El Salvador	17	0	17	120	1	121
Guatemala	61	0	61	422	20	442
Honduras	7	0	7	112	0	112
Nicaragua	3	1	4	52	7	59
Panama	123	0	123	933	2	935
Total	477	2	479	4,332	48	4,380

SOUTH AMERICA

Argentina	146	0	146	1,511	4	1,515
Bolivia	1	0	1	42	0	42
Brazil	124	22	146	1,327	28	1,355
Chile	154	6	160	648	7	655
Colombia	113	1	114	746	127	873
Ecuador	12	0	12	105	1,336	1,441
Paraguay	2	0	2	22	0	22
Peru	39	0	39	334	2	336
Uruguay	12	0	12	124	0	124
Venezuela	182	3	185	581	105	686
Other South America	4	0	4	24	0	24
Total	789	32	821	5,464	1,609	7,073
Total Latin America	1,266	34	1,300	9,796	1,657	11,453

TABLE 5A
LANDED TOURISTS BY SCHEDULED & CHARTERED AIRLINES

	OCTOBER 2010			JANUARY - OCTOBER 2010		
	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS	SCHEDULED AIRLINES	CHARTERED AIRLINES	TOTAL STOPOVERS
CARIBBEAN						
Antigua	139	0	139	1,810	19	1,829
Bahamas	256	22	278	2,956	806	3,762
Barbados	377	2	379	3,416	149	3,565
Bermuda	180	0	180	2,290	5	2,295
British Virgin Is.	63	0	63	807	3	810
Cayman Is.	1,393	4	1,397	14,761	58	14,819
Dominica	28	0	28	313	8	321
Grenada	44	0	44	370	7	377
Guyana	162	3	165	1,451	65	1,516
Montserrat	14	0	14	111	0	111
St. Kitts/Nevis/Anguilla	87	0	87	773	10	783
St. Lucia	72	0	72	794	28	822
St. Vincent	46	0	46	367	17	384
Turks & Caicos Is.	84	2	86	1,254	25	1,279
Trinidad & Tobago	858	6	864	8,007	287	8,294
Comm. Caribbean	3,803	39	3,842	39,480	1,487	40,967
Aruba	8	27	35	159	138	297
Bonaire	0	0	0	0	0	0
Cuba	33	24	57	311	112	423
Curacao	35	41	76	363	249	612
Dominican Republic	90	1	91	809	25	834
Guadelope	14	0	14	170	0	170
Haiti	35	0	35	174	234	408
Puerto Rico	144	0	144	1,237	1	1,238
St. Maarten	63	1	64	762	4	766
Surinam	35	21	56	308	62	370
All other Caribbean	43	3	46	578	119	697
Other Caribbean	500	118	618	4,871	944	5,815
TOTAL CARIBBEAN	4,303	157	4,460	44,351	2,431	46,782
OTHER COUNTRIES						
India	93	7	100	864	23	887
Pakistan	3	0	3	18	6	24
Japan	136	1	137	1,609	6	1,615
China	160	2	162	1,008	16	1,024
Taiwan	3	0	3	67	2	69
Korea	37	0	37	294	3	297
Philippines	33	0	33	411	3	414
Singapore	8	0	8	85	0	85
Other Asia	40	0	40	270	12	282
Asia	513	10	523	4,626	71	4,697
African Countries	76	1	77	899	36	935
Israel	50	1	51	591	18	609
Saudi Arabia	0	1	1	6	2	8
Turkey	6	0	6	117	3	120
Other Middle East	31	3	34	445	22	467
Australia	166	5	171	1,501	43	1,544
New Zealand	33	2	35	212	3	215
All Other Ctries	5	0	5	32	2	34
Total	367	13	380	3,803	129	3,932
GRAND TOTAL	104,704	9,995	114,699	1,397,391	189,121	1,586,512

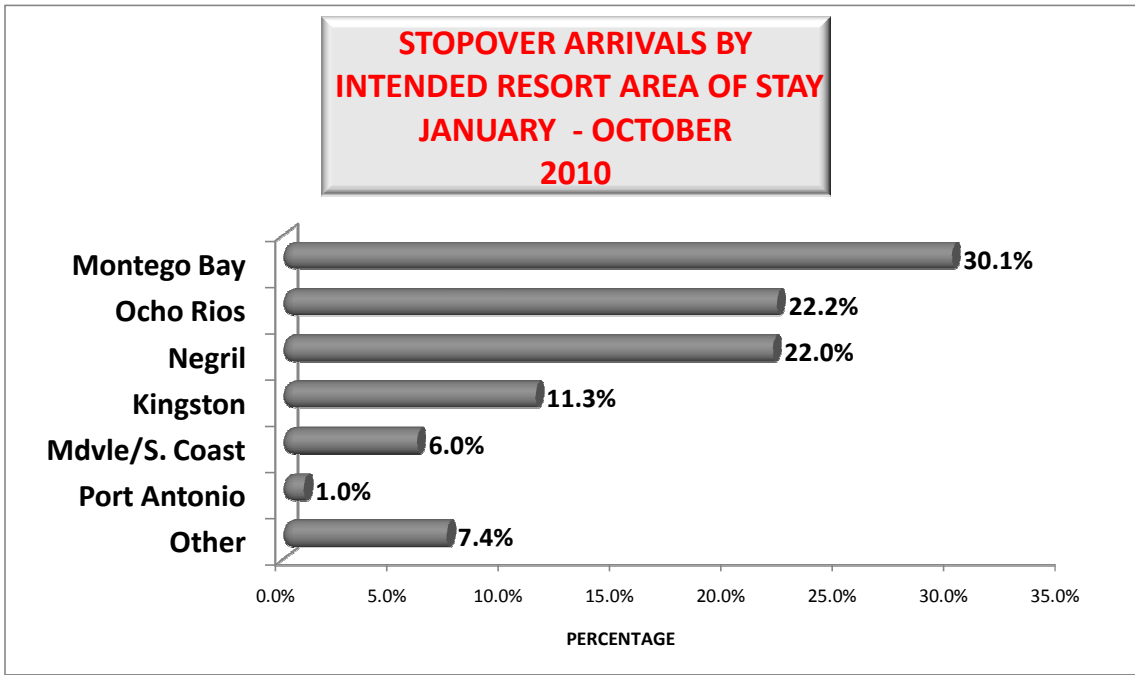


Fig. 5

STOPOVER ARRIVALS BY INTENDED AREA OF STAY

Area	OCTOBER			JANUARY - OCTOBER			JANUARY - OCTOBER			% Change 2010/09 ARRIVALS
	2010	%Share	LENGTH OF STAY	2010	%Share	LENGTH OF STAY	2009	%Share	LENGTH OF STAY	
Montego Bay	34,822	30.4%	7.4	476,788	30.1%	7.5	432,561	28.4%	7.7	10.2%
Ocho Rios	22,053	19.2%	9.0	352,304	22.2%	8.7	355,139	23.3%	8.6	-0.8%
Negril	24,161	21.1%	7.9	349,329	22.0%	7.9	332,018	21.8%	8.0	5.2%
Kingston	16,137	14.1%	10.2	180,008	11.3%	11.6	185,879	12.2%	11.8	-3.2%
Mdvle/S. Coast	7,552	6.6%	13.1	95,960	6.0%	13.5	88,035	5.8%	14.1	9.0%
Port Antonio	1,149	1.0%	18.3	15,263	1.0%	15.8	14,275	0.9%	16.0	6.9%
Other	8,825	7.7%	14.7	116,860	7.4%	15.2	115,880	7.6%	15.6	0.8%
Total	114,699	100.0%	9.3	1,586,512	100.0%	9.3	1,523,787	100.0%	9.5	4.1%