

TABLE 1
TOURIST ARRIVALS
 January - March
2011

Month	Foreign Nationals	<----- Stopovers ----->		Non-Resident Jamaicans	+/-		Total Stopover Arrivals	+/-	
		+/- 2011/10	+/- 2011/09		+/- 2011/10	+/- 2011/09		+/- 2011/10	+/- 2011/09
January	164,155	8.2%	17.7%	9,989	6.1%	6.2%	174,144	8.1%	17.0%
February	165,528	4.6%	9.9%	9,586	4.0%	-0.9%	175,114	4.6%	9.3%
March	192,313	2.2%	16.6%	11,733	-11.5%	7.3%	204,046	1.3%	16.0%
Jan.-Mar.	521,996	4.8%	14.7%	31,308	-1.8%	4.3%	553,304	4.4%	14.1%

Research & Marketing Intelligence Unit
 Marketing Dept.
 Jamaica Tourist Board
 July 6, 2011.

TABLE 2**STOPOVER ARRIVALS BY REGION**

U.S.A.	March 2008	March 2009	March 2010	March 2011	% C H A N G E		
					2011/10	2011/09	2011/08
NORTHEAST (New York Office)	50,378	44,518	59,789	50,329	-15.8%	13.1%	-0.1%
MIDWEST (Chicago Office)	31,212	29,094	30,059	31,446	4.6%	8.1%	0.7%
SOUTH (Miami Office)	27,491	24,359	28,693	29,584	3.1%	21.4%	7.6%
WEST (Los Angeles Office)	10,983	9,969	10,627	10,237	-3.7%	2.7%	-6.8%
TOTAL U.S.A	120,064	107,940	129,168	121,596	-5.9%	12.7%	1.3%
CANADA (Toronto Office)	33,000	39,170	40,962	53,856	31.5%	37.5%	63.2%
EUROPE Northern Europe (U.K. Office)	16,099	16,248	17,804	14,944	-16.1%	-8.0%	-7.2%
South\Western Europe (German Office)	5,769	5,493	6,510	6,061	-6.9%	10.3%	5.1%
Central/East Europe Other Europe	932	506	512	797	55.7%	57.5%	-14.5%
Total Europe	22,800	22,247	24,826	21,802	-12.2%	-2.0%	-4.4%
LATIN AMERICA	1,416	915	969	1,096	13.1%	19.8%	-22.6%
ASIA	694	629	528	688	30.3%	9.4%	-0.9%
CARIBBEAN	5,843	4,529	4,463	4,686	5.0%	3.5%	-19.8%
OTHER COUNTRIES	450	499	462	322	-30.3%	-35.5%	-28.4%
GRAND TOTAL	184,267	175,929	201,378	204,046	1.3%	16.0%	10.7%

Research & Marketing Intelligence Unit
Marketing Dept.
Jamaica Tourist Board
July 6, 2011.

TABLE 2.1**STOPOVER ARRIVALS BY REGION**

U.S.A.	January - March 2008	January - March 2009	January - March 2010	January - March 2011	% C H A N G E		
					2011/10	2011/09	2011/08
NORTHEAST (New York Office)	129,108	120,593	146,126	136,872	-6.3%	13.5%	6.0%
MIDWEST (Chicago Office)	79,651	76,102	77,889	83,984	7.8%	10.4%	5.4%
SOUTH (Miami Office)	66,106	61,945	64,271	65,697	2.2%	6.1%	-0.6%
WEST (Los Angeles Office)	25,744	22,792	23,718	22,567	-4.9%	-1.0%	-12.3%
TOTAL U.S.A	300,609	281,432	312,004	309,120	-0.9%	9.8%	2.8%
CANADA (Toronto Office)	92,671	118,374	131,349	162,143	23.4%	37.0%	75.0%
EUROPE Northern Europe (U.K. Office)	46,284	44,625	46,064	42,859	-7.0%	-4.0%	-7.4%
South\Western Europe (German Office)	19,368	17,430	19,745	17,309	-12.3%	-0.7%	-10.6%
Central/East Europe Other Europe	2,947	2,189	2,457	2,381	-3.1%	8.8%	-19.2%
Total Europe	68,599	64,244	68,266	62,549	-8.4%	-2.6%	-8.8%
LATIN AMERICA	3,886	3,495	3,375	3,541	4.9%	1.3%	-8.9%
ASIA	2,006	2,013	1,437	1,599	11.3%	-20.6%	-20.3%
CARIBBEAN	14,796	14,138	12,302	13,303	8.1%	-5.9%	-10.1%
OTHER COUNTRIES	1,392	1,401	1,201	1,049	-12.7%	-25.1%	-24.6%
GRAND TOTAL	483,959	485,097	529,934	553,304	4.4%	14.1%	14.3%

Research & Marketing Intelligence Unit
Marketing Dept.
Jamaica Tourist Board
July 6, 2011.

TABLE 4**CRUISE PASSENGER ARRIVALS BY MONTH AND PORT OF CALL
JANUARY - MARCH 2011**

	MONTEGO BAY		% Change 2011/10		FALMOUTH		OCHO RIOS		% Change 2011/10		2011 TOTAL		2010 TOTAL		% Change 2011/10	
	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX	CALLS	PAX
January	16	42,339	23.1%	39.1%	-	-	22	53,684	4.8%	-5.2%	39	96,323	35	87,136	11.4%	10.5%
February	13	23,381	18.2%	-7.3%	3	10,365	22	55,237	15.8%	3.6%	38	88,983	31	78,805	22.6%	12.9%
March	13	22,569	-18.8%	-43.0%	10	36,444	18	46,866	-28.0%	-34.3%	42	106,247	42	111,356	0.0%	-4.6%
Jan. - Mar.	42	88,289	5.0%	-7.3%	13	46,809	62	155,787	-4.6%	-14.0%	119	291,553	108	277,297	10.2%	5.1%

* Note: 1. During the month of January one Cruise Ship called with 300 Cruise passengers visited Port Antonio.
2. During the month of March one Cruise Ship called with 368 Cruise passengers visited Port Antonio.