

JAMAICA

TOURIST BOARD

Annual Travel Statistics 2015

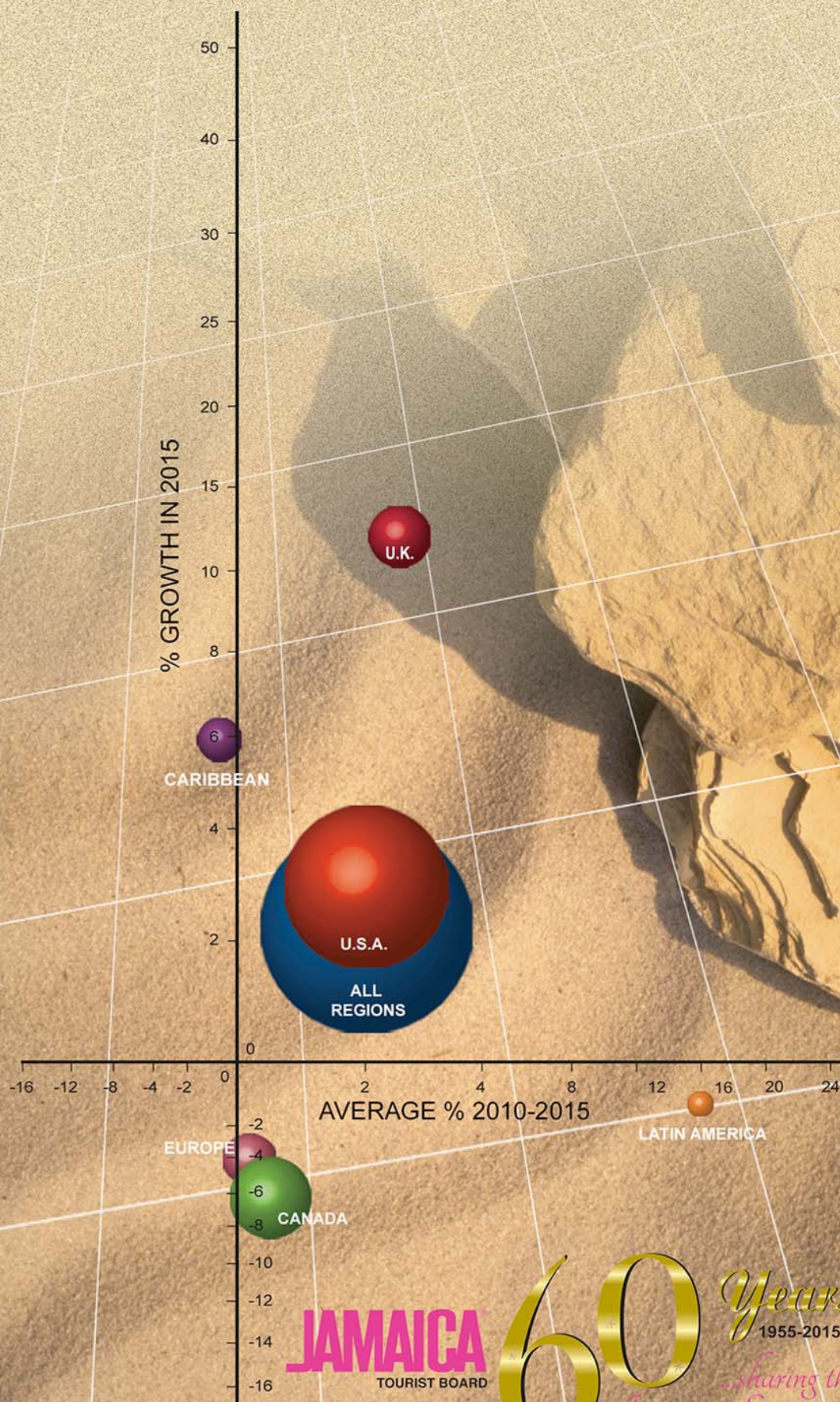


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DEFINITIONS

VISITORS

: Any person visiting a country other than the one in which he/she normally resides, for not more than **one** year, and whose purpose of visit can be classified under one of the following headings:

Leisure: recreation, holiday, health, study, religion, sport, visit family/friends;

Business: conference, meeting and mission.

There are two types of visitors: tourists and excursionists.

TOURISTS

: A visitor staying at least 24 hours in the country.

STOPOVERS

: The same as "**tourists**".

NON-RESIDENT JAMAICANS

: Any Jamaican National whose usual residence is outside of Jamaica and whose purpose of visit can be classified under the headings previously mentioned above.

EXCURSIONISTS

: Any visitor staying less than 24 hours in the country.

CRUISE PASSENGERS

: A special type of excursionist travelling by cruise ships.

ARMED FORCES

: Personnel of the Naval Armed Forces of foreign countries who take onshore leave in Jamaica.

LENGTH OF STAY

: The "**length of stay**" refers to the intended length of stay as given by the visitors.

INTRODUCTION

The statistics contained in this publication cover visitor arrivals, accommodation utilization, and visitor expenditure.

Tourism data from all the Embarkation/Disembarkation (E/D) Cards were entered in a computer system located at the Corporate Head Office, Jamaica Tourist Board, Kingston. The data on stopovers, including demographics, were derived from this source.

Jamaican nationals' resident abroad and who visited Jamaica are included in the visitor arrival figures. Jamaica has conformed with "**Recommendations on Tourism Statistics**" prepared by the World Tourism Organization and adopted by the United Nations Statistical Commission (UNSC) in 1993.

These recommendations state that **nationals who reside abroad and who return as visitors should be included in Tourism Statistics**. The Jamaica Tourist Board has been publishing visitor arrival figures on Non-Resident Jamaicans since 1989.

Fly-cruise passengers i.e. Cruise Passengers flying into the island to meet the cruise ship are not included in tourist arrival figures, unless they spend at least one night in land-based accommodation.

Data on cruise ship arrivals were obtained from the ships' manifests.

Visitor accommodation figures such as hotel occupancy rates, room capacity, employment in accommodation, were collected directly from the establishments. Estimates were made, using E/D card information, for some non-compliant properties.

Information on visitor expenditure was obtained from an Exit survey conducted among departing visitors at both international airports and at the cruise ship piers.

The Research & Market Intelligence Unit of the Marketing Department is thankful for all the assistance and support given by the other tourism entities and their staff who provided the data and/or material for this issue.

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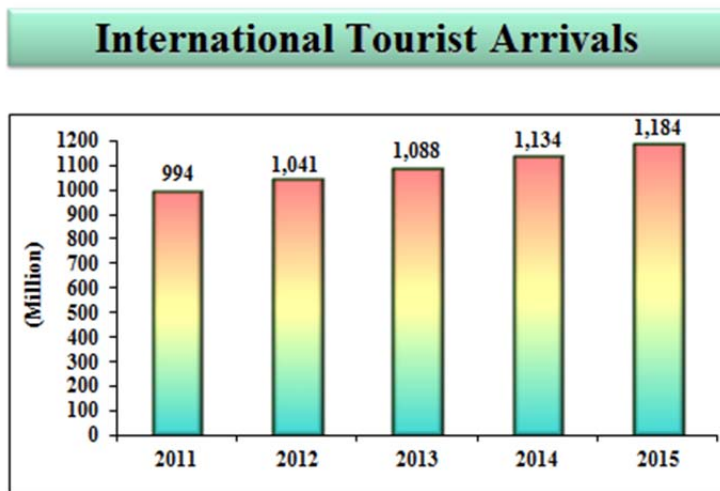
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Please visit our Web sites at <http://www.jtbonline.org> or <http://www.visitjamaica.com>

OVERVIEW

INTERNATIONAL

The year 2015 was the sixth consecutive year of above-average growth, in international travel. The World Tourism Organization (UNWTO) reported that



Source: World Tourism Organization (UNWTO)

International tourist arrivals grew by 4.4% in 2015, reaching a 1,184 million.¹ Tourism demand was strong overall, with mixed results across individual destinations.

All world regions, with the exception of Africa, recorded growth in international tourist arrivals for 2015. The strongest growths were registered in Europe, the Americas and Asia and the Pacific with 5.0%, 4.9% and 4.8% respectively. At slightly lower rate of growth was the Middle East with 3.1%, and Africa with a

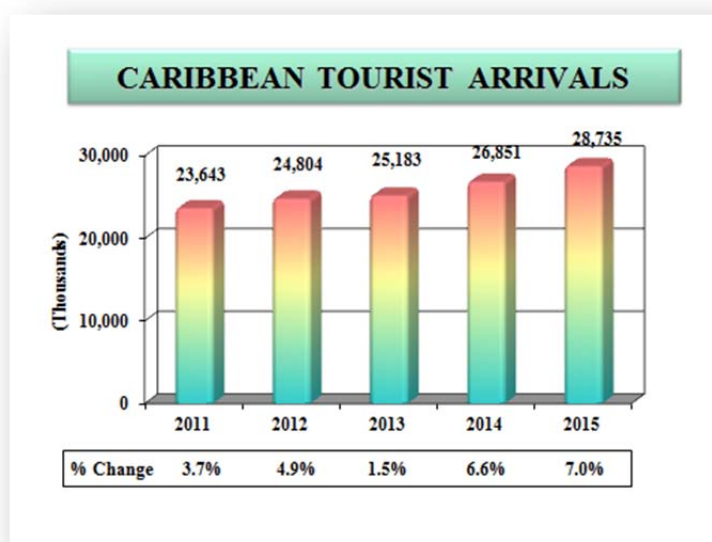
¹ UNWTO World Tourism Barometer – Volume 14 January 2016.

decline of 3.3%. Europe, the most visited region with over half the world's international tourist, saw an increase of 29 million arrivals in 2015, reaching a total of 609 million. The second most visited region in the world, Asia and the Pacific increased by 13 million more arrivals to a total of 277 million. The Americas, to which Jamaica is a part, with a growth of 4.9%, welcomed an additional 9 million international tourist raising the total to 191 million. Growth -was driven by the Caribbean posting a growth of 7.0%, with 28.7 million arrivals.

CARIBBEAN

The Caribbean Tourism Organization (CTO) reported that in 2015 there was a strong demand for travel to the region and a record 28.2 million visitors came to 'enjoy the un-equaed and diverse experiences' the

Caribbean had to offer. This was 1.7 million more tourist arrivals, a 6.4% increase over in 2014²



The Caribbean region demonstrated that it's diversity of cultures to its authentic natural experiences, offered numerous enjoyable, refreshing and relaxing encounters. This is an indication that stability has returned to the main tourist generating markets and consumer confidence continues to grow. The United States

² Caribbean Tourism Annual Statistical Report 2015.

remained the most important supplier of tourists to the region with a growth of a 6.3% increase in arrivals. Approximately 14 million Americans visited the region with most arriving in Dominican Republic, Jamaica, Puerto Rico and The Bahamas. Canadian arrivals showed increased growth in arrivals of 4.5%, arrivals from Europe increased by 4.3% and Intra-regional travel as a whole grew by 11.4%.

CARIBBEAN TOURISM PERFORMANCE BY MAIN MARKET REGIONS						
MAJOR MARKET	2011	2012	2013	2014	2015	%CH.
USA	11,390.6	11,972.7	12,329.9	13,325.5	14,133.5	6.1%
CANADA	2,869.8	3,057.4	3,075.9	3,277.0	3,424.1	4.5%
EUROPE	4,602.4	4,600.6	4,596.8	4,870.6	5,060.1	3.9%
CARIBBEAN	1,560.3	1,552.6	1,568.3	1,549.4	1,653.2	6.7%
SOUTH AMERICA	1,189.8	1,393.5	1,530.7	1,744.6	2,021.9	15.9%
OTHER	1,433.0	1,549.6	1,805.0	1,702.5	1,861.2	9.3%
TOTAL TOURIST ARRIVALS ('000)	23,045.9	24,126.4	24,906.6	26,469.6	28,154.0	6.4%
Source Caribbean Tourism Organization						

The top three most visited islands in the region were: Dominica Republic, Cuba, and Puerto Rico, in descending order of importance. Overall the CARICOM countries recorded a 3.9% growth for 2015; the Dutch Caribbean, aided by the performances of Aruba (14.3%) had one of the highest growth rate much more than the regional growth, recording a 8.1% increase over 2014. The performance of the Spanish speaking Caribbean upheld its dominance in total arrivals receiving 46.9% of tourist arrivals, with a positive growth of 9.4% increase over 2014.

The Caribbean Cruise sector is estimated to have increased by 2.5% in passenger arrivals during 2015 to approximately 26 million. sixteen of the twenty-six destinations recorded increased cruise activity in 2015 over 2014. The Bahamas Islands, Cozumel, St. Maarten, US Virgin Islands, and Cayman Islands are the top five most popular Caribbean Cruise ship destinations within the region, which is approximately 52% of the market and over 13.4 million passengers.

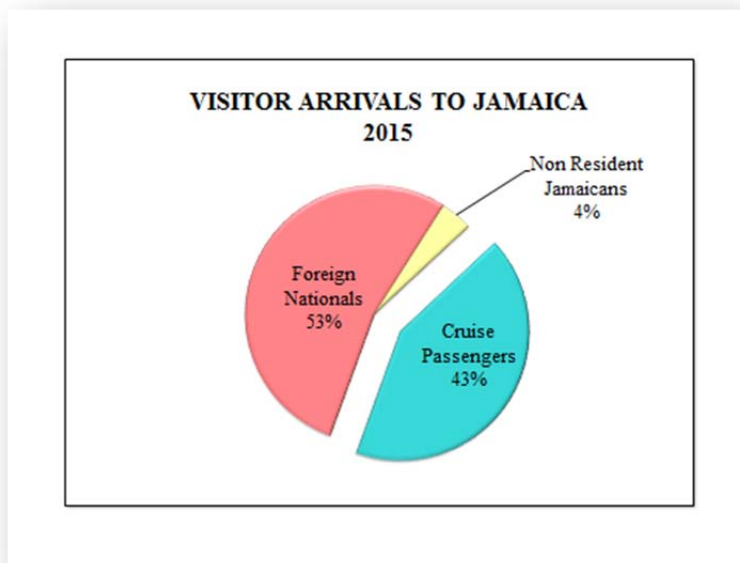
A subset of the cruise passenger arrivals in 2015 are compared with 2014 figures³.

Cruise Passenger Arrivals - 2015 & 2014			
Destination	2015	2014	% Change
Bahamas	4,513.5	4,804.7	-6.1%
Cozumel	3,396.1	3,404.9	-0.3%
St. Maarten	1,901.6	2,002.0	-5.0%
US Virgin Islands	1,878.8	2,083.9	-9.8%
Cayman Islands	1,716.8	1,609.6	6.7%
Jamaica	1,568.7	1,423.8	10.2%
Puerto Rico	1,457.2	1,356.8	7.4%
St. Kitts & Nevis	990.4	694.7	42.6%
Belize	958.0	968.1	-1.0%
Turks & Caicos Islands	929.7	971.8	-4.3%
St. Lucia	677.4	641.5	5.6%
Haiti	673.5	662.4	1.7%
Antigua and Barbuda	644.3	522.3	23.4%
Aruba	607.0	667.1	-9.0%
Barbados	586.6	557.9	5.1%
Curacao	565.8	629.1	-10.1%
Dominican Republic	529.0	435.5	21.5%
British Virgin Islands	516.4	360.9	43.1%
Bermuda	370.8	355.9	4.2%
Grenada	280.5	235.1	19.3%
Dominica	279.5	286.6	-2.5%
Martinique	241.6	177.8	35.9%
Source: CTO data supplied by member countries			

³ Caribbean Tourism Annual Statistical Report 2015

VISITOR ARRIVALS TO JAMAICA

- ✿ Total stopover arrivals of 2,123,042 increased by 2.1%
 - Foreign Nationals of 1,973,217 increased by 2.3%
 - Non-resident Jamaicans of 149,825 decreased by 0.6%
- ✿ Cruise passenger arrivals of 1,568,702 increased by 10.2%



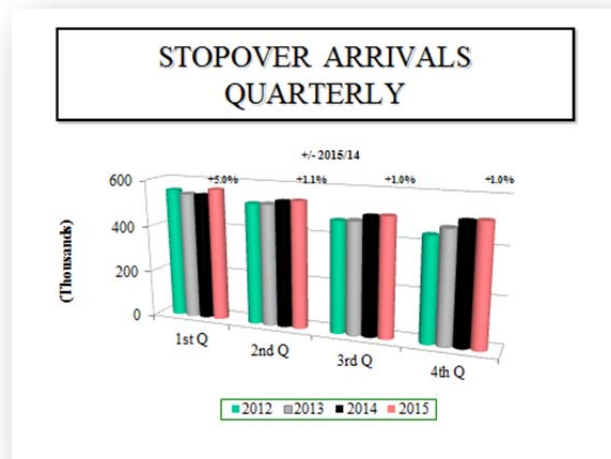
STOPOVERS

Total stopover arrivals in 2015 exceeded the 2 millionth marker to reach a record of 2,123,042, which was 2.1% above the 2,080,181 arrivals recorded in 2014. This figure represents 42,861 more stopovers than in 2014. In the first quarter of 2015, Jamaica recorded a 0.2% negative growth in stopover arrivals over the 2013 figures. During the second quarter this growth rose to 3.1%. In the third quarter this growth was 5.0%. In the last and final quarter of 2015, this strong growth continued and ended with a growth of 7.0%. This growth was led by the increase of 9.8% in arrivals during the month of October.

Tourist arrivals in 2015 outperformed those in each quarter of 2012, with growth rates of -2.1%, 4.5%, 6.8% and 15.9%, for quarters 1 to 4, in that order.

The main factors that may be identified as having had an impact on Jamaica's stopover arrivals during 2015 were as follows:

- Maintaining high visibility in the traditional market places of North America, Latin America and Europe through an integrated promotional and communications programme.
- The advertising campaign “Home of All Right” continued to be a major support for enticing visitors with the message that Jamaica is more than a vacation destination; instead it is a brand that feeds a greater world need. The campaign was used in all opportunities to support the proposition that Jamaica is a place to visit and be seen.
- Jamaica's destination website continued to be used as the primary “call to action” for advertisements and promotion. The website is considered to be a repository of destination activities, accommodations, and the unique elements that make the island appealing to the traveler, but also the trusted source of information about all things Jamaican. In 2015, the Jamaica Tourist Board focused on enhancing the content on www.visitjamaica.com paying special emphasis on sports and culture, as well as utilizing the new tagline “Jamaica: Home of All Right”.
- Representation at major trade events in emerging markets such as Brazil, other Latin American Markets, Continental Europe and China.



- Increased airlift and Visa facilitation for nationals were strategies used to develop and increase market share from these emerging markets.
- A number of hotels that changed ownership and management in 2013 re-opened, resulting in the availability of more rooms in 2015.
- On-island Travel Agents' Familiarization tours with reps from the USA, Canada, Europe and Latin America, continued to educate travel agents on the Jamaican Tourism Product..

Destination Jamaica continues to offer a diverse product of very high quality to its visitors, through its expansive and inclusive nature in 2015. The wide range of hotels, attractions and activities has allowed Jamaica to deliver on visitor expectations, unequalled visitor experiences and provide value for money.

MARKET PERFORMANCE

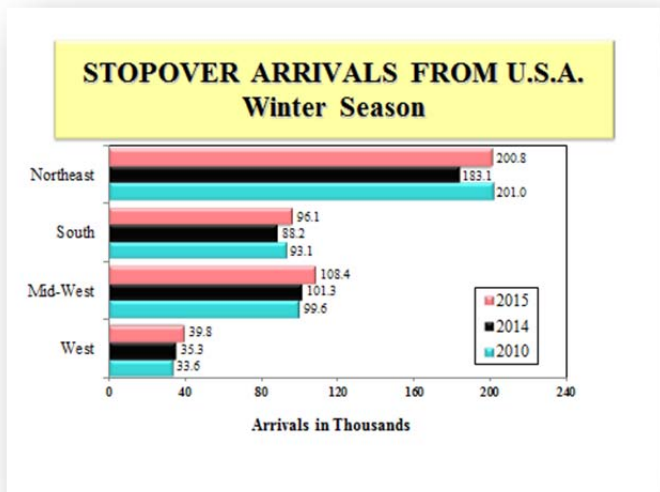
UNITED STATES

The U.S. economy grew by 2.4% in 2015 (that is, from the 2014 annual level to the 2015 annual level), this was the same level of increase in 2014.⁴ Travel by 32.8 million US citizens during 2015 to overseas regions indicates that outbound travel from the USA increased by 6.5% over outbound travel during the corresponding period in 2014. Travel to the Caribbean region increased by 6.6% during this period also, reflecting a market share of 23.3% of the USA outbound travel market. Of the 73.5 million total outbound travelers for 2015, 40.7 million traveled to Canada and Mexico.⁵

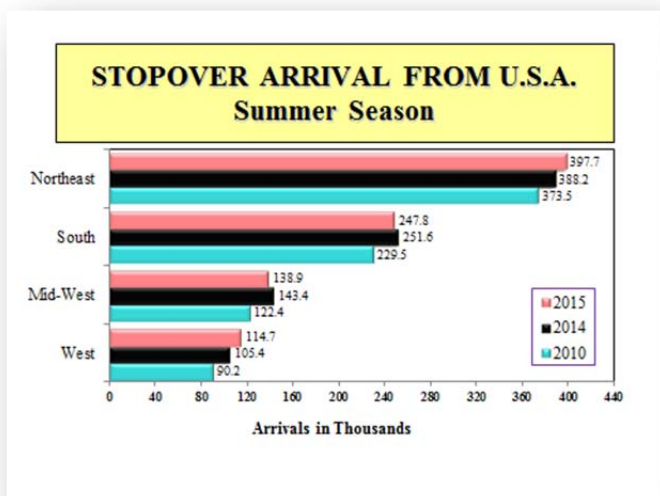
⁴ Bureau of Economic Analysis, U.S Department of Commerce - News Release – April, 2016

⁵ U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries “U.S. Citizen Air Traffic to Overseas Regions, Canada & Mexico March 2016”

With regard to Jamaica, during the winter season (Jan. – Apr.), stopover arrivals in 2015 were 9.1% higher than those in 2014 and 4.2% higher than in 2010. In comparison to 2014, stopover arrivals in the 2015 winter season from the Northeastern and Southern regions increased by 9.6 and 11.1% respectively. The Western and Midwestern regions of the U.S grew during this period by 7.0 and 7.6% respectively.



For the summer period (May – Dec.), the US market grew by 1.2% compared to 2014 and rose 10.2% over 2010 stopover arrivals. Summer arrivals in 2015 were 899,044. In 2014, 888,503 stopover arrivals came during summer and in 2010, 815,623 stopover arrivals visited. Stopover arrivals from the US regions were mixed in 2015. The strongest growth was recorded in the Western region, with 114,691 arrivals up 8.8%, followed by the Northeastern region where the most US arrivals originate from, with 397,694 arrivals, up 2.4%. The Southern region, recorded 247,805 arrivals and the Midwestern region recorded 138,854 arrivals; both declined by 1.5% and 3.1% respectively.



The Northeastern and Southern regions contributed 70.1% of the US stopover visitors to Jamaica during 2015. This represents 2.0 percentage points less than its contribution in 2010. The Midwest region contributed 18.4% of the stopover arrivals and the remaining 11.5% of the stopover visitors came from the Western region. The Northeast market region with 598,474 arrivals increased by 4.8%, the South with 343,952 arrivals increased by 3.5%, the Midwest with 247,278 grew by 1.1% and the Western region with 154,445 increased by 4.3%. Overall, arrivals from the USA market increased 3.7% in 2015 with 1,344,149 over the 1,296,457 stopovers in 2014. This performance was 5.7% more arrivals than the 1,271,262 arrivals recorded in 2013 and 6.9% more than the 1,257,669 in 2012.

USA Visitor Summary

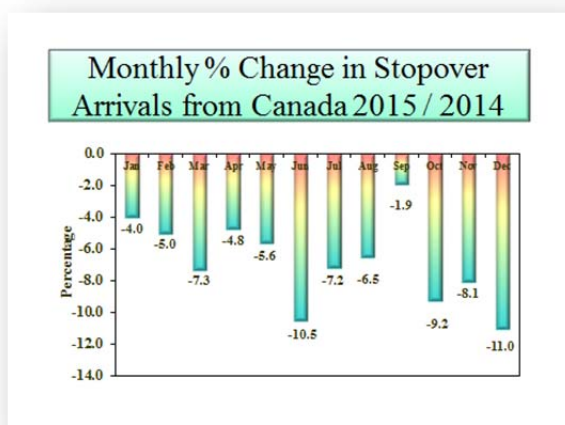
- The average length of stay for Foreign Nationals US visitors in 2015 was 7.6 nights, which is lower than the average of 8.8 nights for all visitors. (see page 39, Table 9a)
- In 2015 a total of 1,031,462 or 76.7% of US visitors came to Jamaica for leisure, recreation and holiday, 186,624 or 13.9% came to visit friends & relatives, 49,390 or 3.7% on business and 76,673 or 5.7% for other or unstated purposes. (see page 36, Table 8.1a)
- The annual average growth rate for visitors from the USA over the past five years from 2011 to 2015 was 2.3%. (see page 23 Fig. 4g)
- In 2015 the age distribution of US stopover visitors indicated that 10.8% were aged less than 18 years, 6.8% were between 18 and 24 years, 49.4% were between 25 and 49 years, 24.6% were between 50 and 64 years and 8.4% were over 64 years. (see page 34, Table 7)
- The Gender mix of visitors from USA, were 599,805 males (44.6%) and 744,344 females (55.4%). The gender ratio of visitors from the USA is 124 females per 100 males. (see page 35, Table 8)

- The peak periods of US stopover visitors to Jamaica in 2015 were: Summer (June – July), Easter (March) and Christmas (December). The months with the highest numbers of stopover arrivals in 2015, in descending order, were: July, June, December and March. (see pages 8, 9 and 17 Fig. 4f) Figure 4f shows that this pattern has been holding strong for the past three years (2013 – 2015).
- The most popular resort region to which US stopover visitors stayed in 2015 was Montego Bay with 482,293 or 35.8% of US visitors. 20.4% or 274,011 of the US visitors stayed in Ocho Rios and 19.4% or 261,197 stayed in Negril. (see page 37, Table 8.2a)

CANADA

Canada's economic activity slowed down in 2015 with GDP at constant prices growing by 1.2% after increasing by 2.5% in 2014⁶. Outbound trips reached an estimated 32.270 million in 2015⁷. Arrivals from Canada in 2015 totaled 391,409 representing 28,489 less Canadian visitors to Jamaica than in 2014, a 6.8% decrease.

The Canadian market fell during the (January – April), winter period, decreasing by 5.3%. During this period a total of 184,237 stopovers came from that market compared to



194,625 in winter 2014. This is below the record number of 211,925 that came in winter of 2012, and is 27,688 less visitors. All the months of winter recorded decreases: January (-4.0%), February (-5.0%), March (-7.3%) and April (-4.8%).

This trend continued into the summer period; an 8.0% decrease was recorded for the May – December summer

period, with a total of 20,172 stopovers arrivals compared to the 225,273 arrivals in summer 2014. The following months recorded double digit percentage decline in arrivals: June (10.5%), and December (11.0%).

The main province of Ontario contributed 261,859 or 66.9% to the Canadian stopover arrival total, which was a decrease of 3.6% over the 271,654 who came from that province in 2014. Quebec, the second leading visitor producing province, (with 12.5% of

⁶ Statistics Canada, Industry Accounts Division (March 2015). Canadian Economic Accounts Quarterly Review.

⁷ Canadian Tourism Commission (December 2015). Tourism Snapshot: A focus on the markets that the CTC and its partners are active Vol, 11, Issue 12

the visitors), produced 13.6% less stopovers. The other two leading provinces, Alberta and British Columbia also recorded declines. Alberta declined by 15.8%, while British Columbia declined by 8.4% in 2015 compared to 2014.

Canada Visitor Summary

- The average length of stay for Foreign National Canadian visitors in 2015 was 9.0 nights. (see page 39, Table 9a)
- In 2015 a total of 327,794 or 83.7% of Canadian visitors came to Jamaica for leisure, recreation and holiday, 40,532 or 10.4% came to visit friends & relatives, 9,562 or 2.4% came on business, and 13,521 or 3.5% came for other or unstated purposes. (see page 36, Table 8.1a)
- The annual average growth rate for visitors from the Canada region over the past five years from 2011 to 2015 was 0.8%. (see page 23, Fig. 4g)
- In 2015 the age distribution shows 12.6% were aged under 18 years, 5.9% were between 18 – 24 years, 46.0% were between 25 – 49 years, 27.0% were between 50 – 64 years and 8.5% were 65 and over. (see page 34, Table 7)
- The Gender mix of visitors from Canada, were 179,744 males (45.9%) and 211,665 females (54.1%). The gender ratio of visitors from Canada is 118 females per 100 males. (see page 35, Table 8)
- January through March and December are the peak months for visitor arrivals from Canada in 2015. This coincides with the cold winter climate experienced in Canada during this period (see pages 10, 11 and 26 Fig. 6)
- The most popular resort regions to which Canadian visitors stayed in 2015 was Montego Bay with a total of 132,748 or 33.9% of Canadian visitors. 30.2% or 118,031 Canadian visitors stayed in Ocho Rios and another 19.8% or 77,585 stayed in Negril. (see page 37, Table 8.2a)

United Kingdom/Europe

The number of visits abroad by UK residents grew by 8.8% in 2015 from 60.1 million in 2014 to 65.4 million. This growth occurred in relation to visits to North America which grew by 5.4%, Europe grew by 9.3%, while visit to and Other Countries grew by 6.4%.⁸

Stopover arrivals to Jamaica out of the European region recorded positive growth in 2015. Arrivals from Europe increased by 6.0% in 2015, moving from 261,081 arrivals in 2014 to 279,332 arrivals in 2015. The United Kingdom, Germany, Italy and Sweden are the most important visitor producing countries within this regional market, in descending order of importance.

United Kingdom Visitor Summary

- The United Kingdom, with 199,002 stopover arrivals, registered an increase of 12.3% over the 177,216 recorded in 2014. This is higher than the previous record level of visitors from the UK in 2008 when 188,436 were registered. The performance for winter was up by 27.5%, this trend continued in the summer with a lower level of increases to end the season with a 6.6%.
- The average length of stay for Foreign National UK visitors in 2015 was 15.3 nights, which is higher than the average of 8.8 nights for all visitors. (see page 39, Table 9a)
- In 2015 a total of 129,946 or 65.3% of UK visitors visited Jamaica for leisure, recreation and holiday, 45,746 or 23.0% visited friends & relatives, 12,495 or 6.3% came on business, and 10,815 or 5.4% visited for other or unstated purposes. (see page 36, Table 8.1a)

⁸ UK National Statistics – Travel Trends -2015, February 2016

- The annual average growth rate for visitors from the United Kingdom over the past five years from 2011 to 2015 was positive 3.5%. (see page 23)
- In 2015 the age distribution shows 12.4% were aged under 18 years, 6.9% were between 18 – 24 years, 43.5% were between 25 – 49 years, 28.1% were between 50 – 64 years and 9.1% were 65 and over. (see page 34, Table 7)
- The Gender mix of visitors from UK, were 91,119 males (45.8%) and 107,883 females (54.2%). The gender ratio of visitors from the United Kingdom is 118 females per 100 males. (see page 35, Table 8)
- July, August and December were the peak months for visitor arrivals from UK in 2015 with July being the highest month with 21,455 visitors. (see pages 10 and 11, Table 4)

Continental Europe

Germany continues to be the leading visitor producing country from Continental Europe. With a total of 20,528 stopover arrivals in 2015, the German market decreased by 3.8% over the 21,346 recorded in 2014. This is 52.3% below the peak of 43,018 German visitors recorded in 1998.

During 2015 Italy was the second main visitor producing country from Continental Europe with 9,482 arrivals; however this was below the 29,187 Italian arrivals recorded in 1992.

Northern Europe as a group (United Kingdom, Denmark, Finland, Ireland, Norway and Sweden) represents 77.3 per cent of the total European market and contributed an additional 25,762 arrivals to the European total in 2015.

The performances of the following European countries albeit small numbers recorded mixed growth in 2015 compared to the corresponding period in 2015;

- Finland 147.7%;
- Denmark 104.7%;
- Belgium 7.9%;
- Norway 28.2%;
- Spain 18.1%.
- Poland 0.6%;
- The Netherlands 9.1%;
- Switzerland 4.4%;
- Czech Republic 3.6%.

Latin America

Latin America continues to be a market which holds much potential for Jamaica. The strengthening of flight connections within this market through direct airlift via Copa Airlines facilitated service out of many countries through the airline's hub in Panama. Stopover arrivals out of the Latin American market region were flat moving from 29,263 in 2014 to 29,387 in 2015.

Of the top three visitor-producing countries in the South American sub-region, Chile with 5,348 visitors increased by 18.1%; Argentina with 3,431 visitors decreased by 15.0% and Brazil with 3,249 increased by 11.1%;.

From the Central American sub-region, Mexico with 4,351 visitors increased by 39.6%; Panama with 2,141 decreased by 14.2%; and Costa Rica with 1,299 increased by 9.7%

Caribbean

Arrivals from Caribbean territories to Jamaica increased in 2015, Jamaica welcomed 62,612 arrivals from this market, which is 3,604 less arrivals than the 66,216 Caribbean nationals who visited Jamaica in 2011, but it is a 6.0% increase over the 59,057 who visited in 2014.

The Cayman Islands, with 16,825 stopovers, Trinidad and Tobago with 11,282, The Bahamas with 5,581 and Barbados with 4,350, continue to be the main providers of visitors to Jamaica from the Caribbean. These countries combined contributed 36,053 stopovers or 60.8% of the total Caribbean arrivals.

Other Countries

China, Australia, Japan and India are the main visitor producing countries from other parts of the World. When compared to 2014, China with 3,744 grew by 41.6%, Australia, with 2,999 stopovers grew by 19.3%, Japan with 2,163 was up by 7.0% and India with 1,833 fell by 7.6%.

CRUISE PASSENGERS

According to the Florida-Caribbean Cruise Association (FCCA), 23 million passengers sailed the oceans on FCCA and/or CLIA Member Lines in 2015, up 4.1% from the 22.1 million passengers in 2014. In 2015 the growth of the cruise industry continued with twenty-two new ships that sailed the world's waters for the first time, totalling 20,00 new beds and an investment of more than US\$4 billion.

The current cruise ship order book extending through 2020 includes 33 new builds, with over 100,000 berths at a value of over US\$25 billion.⁹

Today's cruise ships offer a world of innovations that align with cruise lines' brands from sky-diving simulators and robotic bartenders to celebrity chef kitchens and all-suite staterooms and facilities that accommodate family members of all generations traveling together or passengers cruising solo. Cruise ships' facilities and services continue to

⁹ Source: Florida-Caribbean Cruise Association – Cruise Industry Overview 2015

exceed the expectations of a growing population of travelers, and cruisers can easily find a cruise brand, ship, stateroom and itinerary to suit them.

The Caribbean continues to lead as the number one cruise destination, accounting for more than a third (35.5%) of the entire global deployment capacity market share. The passenger numbers for the Caribbean continues to be consistent and high, despite other rising cruise destinations.

Jamaica recorded a double digit growth in cruise passengers during 2015. This total of 1,568,702 cruise passengers who visited our shores was a 10.2% increase over the 1,423,797 recorded for the corresponding period in 2014. It was also 17.3%, or 231,708 passengers ahead of the record year 2006, when 1,336,994 cruise passengers visited our shores. Seasonally, cruise arrivals recorded an increase of 11.2% in the winter period (January to April) with 654,564 cruise passengers, up from the 588,691 for 2014. During the summer period (May to December), with the exception of the months of July and October, which recorded declines of 3.8% and 17.9% respectively, every other month recorded increases in cruise passenger arrivals, ranging from as low as 3.1% in August to 28.9% in September. For this summer period 914,138 cruise passengers visited Jamaica and grew by 9.5% from 247 ship calls, compared to 835,106 passengers and 224 ship calls in 2014.

The port of Falmouth contributed 752,205 cruise ship passengers or 47.9% of total passengers to Jamaica from 190 cruise ship calls.

The port of Ocho Rios, which in the past provided the largest share of Jamaica's cruise arrivals, accounted for 444,780 or 28.4% of the 1,568,702 who arrived at our shores in 2015. The port of Montego Bay accounted for 371,487 passengers or 23.7%.

The cruise ships carrying the most passengers to Jamaica in 2015 were all from the Royal Caribbean Cruise family of ships, the *Oasis of the Seas*, *Independence of the Seas*, and *Freedom of the Seas*, all calling to the Port of Falmouth. The *Oasis of the Seas* made 26 calls with 159,727 passengers. The *Independence of the Seas* also made 26 cruise ship calls with 105,935 cruise passengers and the *Freedom of the Seas* made 25 cruise ship calls and provided 105,521 passengers. The combined total of 371,183 cruise passengers from these three ships represents 23.7% of Jamaica's total cruise passenger market.

Average Length of Stay

In 2015 the overall average intended length of stay for foreign nationals was 8.8 nights; compared to 8.7 nights recorded in 2014. This is two less nights spent in Jamaica than those visitors who stayed in Jamaica during the early 1990's, when the intended length of stay was over eleven nights. Those foreigners who used hotel accommodation had an average length of stay of 6.9 nights and those who stayed in non-hotel accommodation stayed 13.8 nights.

American visitors, on the average, stayed 7.6 nights while Canadians stayed an average of 9.0 nights. Visitors from the United Kingdom recorded an average length of stay of 15.3 nights and those visitors from Continental Europe stayed 12 nights.

Purpose of Visit

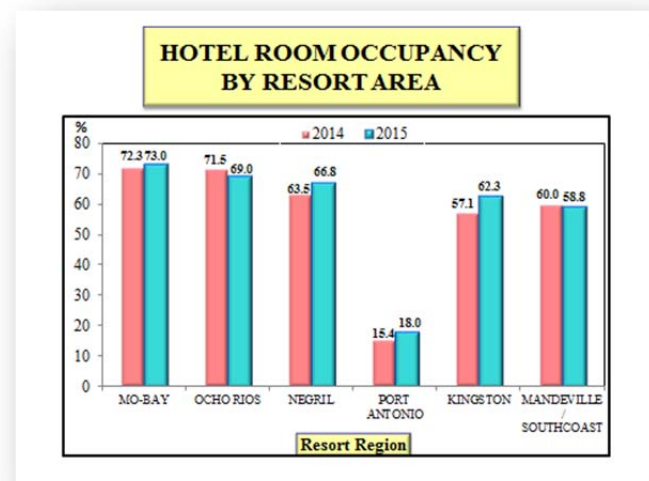
Of the 2,123,042 stopover arrivals who visited the island during 2015, a total of 1,604,302 or 75.6% were visiting for the purpose of leisure, recreation and holiday; 13.8% were visiting Friends and Relatives, 4.7% were on business, and the remaining 5.9% were on other or unstated purposes. (See page 36, Table 8.1)

Hotel Room Occupancy

The average available room capacity rose by 3.2% in 2015, moving from 18,409 rooms in 2014 to 19,005 rooms in 2015. Total room nights sold of 4,783,862 in 2015 was up 4.6% above the 4,572,184 room nights sold in 2014. Hotel room occupancy grew by 1.0 percentage point to 69.0%, compared to the 68.0% level in 2014. The number of stopovers that intended to stay in hotel accommodations increased from 1,426,002 in 2014 to 1,434,750, an increase of approximately 1% in 2015.

In the resort region of Montego Bay, the annual hotel room occupancy rate was 73.0%, which was up by 1.0% from the 72.3% recorded in 2014. The total number of room nights sold increased by 15.5% moving from 1,686,627 in 2014 to 1,947,392 in 2015. The average room capacity increased by 14.3% in 2015, moving from 6,388 rooms in 2014 to 7,304 rooms in 2015. The number of stopovers that intended to stay in hotel accommodations increased from 569,653 in 2014 to 609,442, an increase of 7.0% in 2015.

The average hotel room occupancy rate for Ocho Rios was 69.0%, which was 2.5 percentage points lower than the 71.5% recorded in 2014. The total number of hotel room nights sold moved from 1,333,362 in 2014 to 1,252,434 in 2015 a decrease of 6.1%. The number of stopovers that intended to stay in hotel accommodations recorded a similar decrease, moving from 405,164 in 2014 to 379,021, and a decrease of 6.5% in 2015.



The resort area of Negril recorded an average hotel room occupancy rate of 66.8% in comparison to the rate of 63.5% in 2014. The number of hotel room nights sold in this resort area increased by 0.7%, recording 1,190,791 room nights sold compared 1,182,882 sold in 2014. The average room capacity decreased by 4.3% in 2015, moving from 5,103 rooms in 2014 to 4,885 rooms in 2015. The number of stopovers that intended to stay in hotel accommodations decreased from 356,731 in 2014 to 352,270, a decrease of 1.3% in 2015.

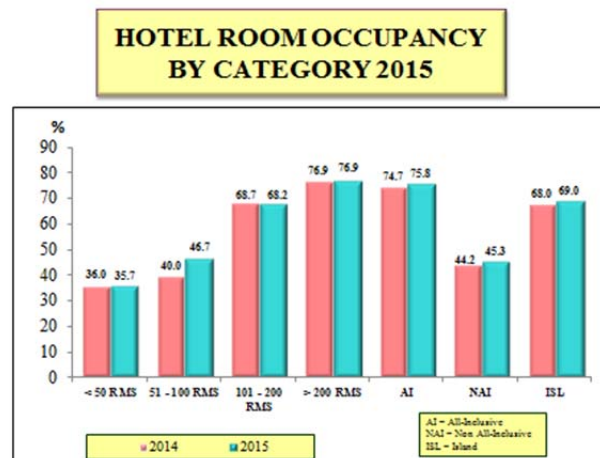
In the Mandeville/Southcoast resort area, average hotel room occupancy rate decreased by 1.2 percentage points, moving from 60.0% in 2014 to 58.8% in 2015. Room nights sold increased from 119,316 in 2014 to 126,956 being sold in 2015.

Kingston & St. Andrew achieved a hotel room occupancy level of 62.3%, which was 5.2 percentage points higher than the 57.1% recorded in 2014. The number of room nights sold in Kingston & St. Andrew increased by 5.5%, moving from 245,290 in 2014 to 258,799 in 2015.

Hotel room occupancy for the resort area of Port Antonio was 18.0%, which was 2.6 percentage points above the level of 15.4% recorded in 2014. The number of room nights sold in Port Antonio increased from 4,707 in 2014 to 7,490 in 2015.

Overall, the all-inclusive hotel room occupancy rate increased to 75.8% which was 1.1 percentage points above the level of 74.7%, as recorded in 2014. Non all-inclusive room occupancy rate moved from 44.2% in 2014 to 45.3% in 2015.

Hotel room occupancy rate varied with the size of the hotel. Hotels with less than 50 rooms, recorded a rate of 35.7%. Hotels with 51 – 100 rooms, achieved a rate of 46.7%. The number of stopovers that intended to stay in hotels with less than 100 rooms increased from 123,270 in 2013 to 127,453, an increase of 3.4% in 2015. Hotels in the size range of 101 – 200 rooms recorded an occupancy rate of 68.2%, and hotels with over 200 rooms achieved a room occupancy rate of 76.9%. The number of stopovers that intended to stay in hotels with more than 100 rooms was 1,298,660 which was the same level as in 2014 of 1,298,785.



Visitor Expenditure

Gross visitor expenditure in 2015 was estimated at approximately US\$2.402 billion. This represents an increase of 7.0% against the estimated US\$2.244 billion earned in 2014.

Total expenditure of Foreign Nationals amounted to US\$2.188 billion. Cruise passenger expenditure totaled US\$0.137 billion while US\$0.077 billion was estimated as the contribution of Non-Resident Jamaicans.

Foreign Nationals spent on the average US\$126 per person per night while cruise passengers spent an average of US\$87 per person per night.

Direct Employment in the Accommodation Sector

The number of persons employed directly in the accommodation sub-sector moved from 35,166 in 2014 to 39,255 in 2015, an increase of 11.6%.

The main resorts of Montego Bay, Ocho Rios and Negril accounted for 34,700 persons or 93.1% of the total number of persons employed directly in the accommodation sub-sector. Montego Bay with 15,530 direct jobs represented 39.3% of those employed, Negril with 9,712 direct jobs, accounted for 24.7%, and Ocho Rios with 9,458, was responsible for 21.1%. Kingston, Port Antonio and the South coast accounted for the remaining 11.5% of employment in the accommodation sector.

The average number of employees per room in 2015 was estimated at 1.22.

New Developments 2016

Airlift

- Jet Blue Airlines is scheduled to increase operations out of New York in both International Airports.
- Southwest Airlines is to begin operations out of Hobby, Houston during the summer months.
- American Airlines will be offering non-stop service out of Los Angeles, California.
- Thomsonfly to introduce service into Sangster's International Airport from Dublin, Ireland.

Accommodations

- The former 232 room Braco Beach Resort & Spa Hotel has been renovated and re-opened under the new brand name Melia Braco Village.
- Construction began on a new hotel on Cornwall beach consisting of 142 rooms, upon completion it will be opened under the Royal Decameron brand.
- An additional 225 rooms are undergoing construction at the Royalton Whitesands resort in Trelawny.
- Sandals Royal Caribbean began construction of five (5) "Over-the-Water" Bungalows.
- The former Breezes Montego Bay began renovations and is to be re-named Spanish Court II.
- Azul Sensatori in Negril began construction of 150 additional rooms.
- The former Grand Lido Negril resort has been demolished, to make grounds for the new Royalton Negril.
- Breathless (AM Resort) and RIU Reggae are two new resorts under construction with 150 and 450 rooms respectively. Both are expected to be completed by the end of 2016.
- The 705 room Moon Palace resort re-open in early 2015.
- The Courtyard Marriott opened with 130 rooms in Kingston.

SUMMARY OF MAIN INDICATORS

	2014	2015	%Change 2015/2014
TOTAL STOPOVERS	<u>2,080,181</u>	<u>2,123,042</u>	<u>2.1</u>
Foreign Nationals	1,929,454	1,973,217	2.3
Non-Resident Jamaicans	150,727	149,825	-0.6
<u>MARKET REGION</u>	<u>2,080,181</u>	<u>2,123,042</u>	<u>2.1</u>
From U.S.A.	1,296,457	1,344,149	3.7
Canada	419,898	391,409	-6.8
Europe	261,081	279,332	7.0
Caribbean	59,057	62,612	6.0
Latin America	29,263	29,387	0.4
Asia & Pacific	8,194	9,238	12.7
Other Countries	6,231	6,915	11.0
<u>CRUISE SHIP PASSENGERS</u>	<u>1,423,797</u>	<u>1,568,702</u>	<u>10.2</u>
<u>TOURIST ACCOMMODATION</u>	<u>26,888</u>	<u>28,408</u>	<u>5.7</u>
Hotel Rooms *	20,310	21,454	5.6
All-Inclusive	15,418	16,360	6.1
Non All-Inclusive	4,892	5,094	4.1
Other Rooms	6,578	6,954	5.7
Guesthouses	3,162	3,396	7.4
Resort Villas & Cottages	2,805	2,944	5.0
Apartments	611	614	0.5
Hotel Room Nights Sold	4,572,184	4,783,862	4.6
Average Hotel Room Nights Available	6,719,285	6,936,825	3.2
Average Hotel Room Occupancy	68.0	69.0	1.3
All-Inclusive Hotels	74.7	75.8	1.5
Non All-Inclusive	44.2	45.3	2.5
<u>AVERAGE LENGTH OF STAY</u>			
Foreign Nationals	8.7	8.8	1.1
Non-Resident Jamaicans	16.5	16.4	-0.6
<u>VISITOR EXPENDITURE (US\$ MILLION)</u>	<u>2,244</u>	<u>2,402</u>	<u>7.0</u>
Stopovers	2,126	2,265	6.5
Cruise Passengers	118	137	16.5
<u>EMPLOYMENT IN ACCOMMODATION SECTOR</u>	<u>35,166</u>	<u>39,255</u>	<u>11.6</u>

* *Excluding Closed Rooms*

TABLE 1
VISITOR ARRIVALS TO JAMAICA
2001 - 2015

	STOPOVERS	CRUISE PASSENGERS ¹
2001	1,276,516	841,412
2002	1,266,366	866,226
2003	1,350,285	1,133,411
2004	1,414,786	1,102,510
2005	1,478,663	1,137,250
2006	1,678,905	1,337,993
2007	1,700,785	1,180,733
2008	1,767,271	1,093,273
2009	1,831,097	923,234
2010	1,921,678	909,899
2011	1,951,752	1,126,646
2012	1,986,085	1,320,547
2013	2,008,409	1,265,693
2014	2,080,181	1,423,797
2015	2,123,042	1,568,702

¹ Includes Armed Forces on Naval Vessels

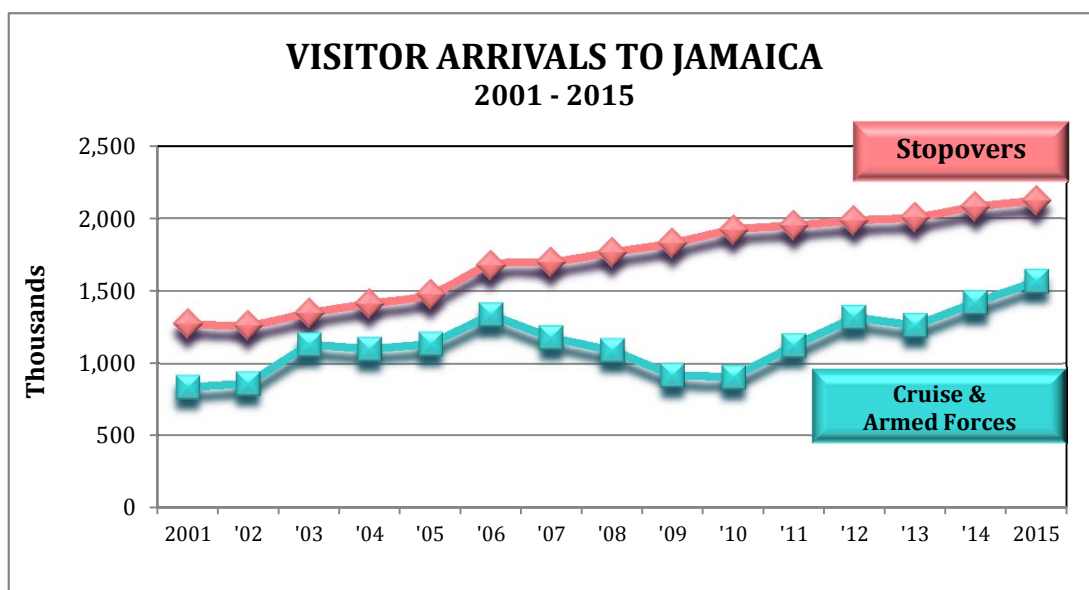


Fig. 1

TABLE 2**TOTAL STOPOVER ARRIVALS BY MONTH: 2011 - 2015**

	2011	2012	2013	2014	2015
January	174,144	169,355	161,455	169,280	176,621
February	175,114	180,595	166,010	169,328	177,805
March	204,046	204,724	213,109	200,732	212,134
April	179,444	180,511	171,630	181,664	189,903
Jan.-Apr.	732,748	735,185	712,204	721,004	756,463
May	146,583	157,233	160,785	166,249	168,347
June	166,545	179,814	186,481	187,083	182,364
July	202,493	209,824	205,655	221,006	220,662
August	155,133	157,863	164,336	171,486	169,063
September	98,280	104,360	105,426	106,757	114,280
October	112,536	111,253	123,663	135,730	134,317
November	139,721	138,395	148,512	157,737	158,450
December	197,713	192,158	201,347	213,129	219,096
May - Dec.	1,219,004	1,250,900	1,296,205	1,359,177	1,366,579
Jan. - Dec.	1,951,752	1,986,085	2,008,409	2,080,181	2,123,042
% Inc./Dec.	1.6	1.8	1.1	3.6	2.1

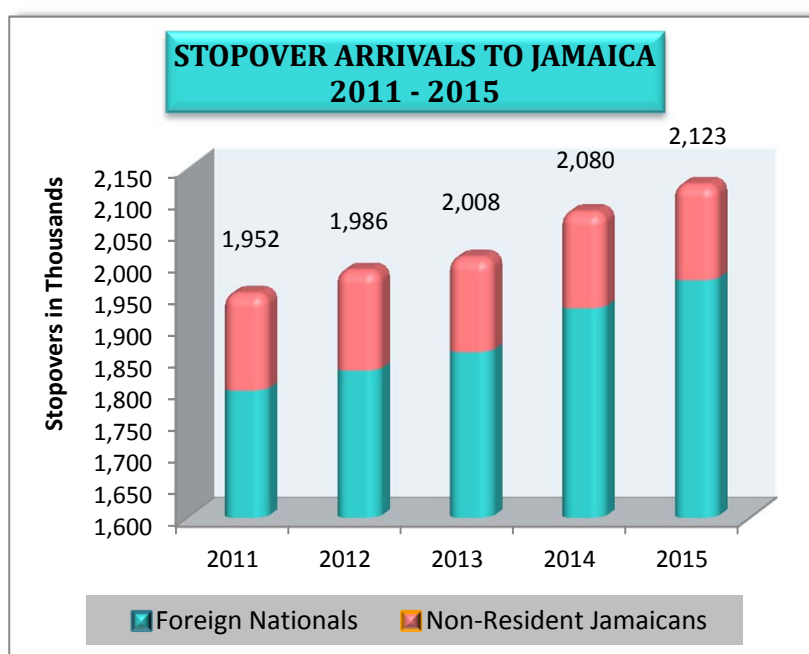
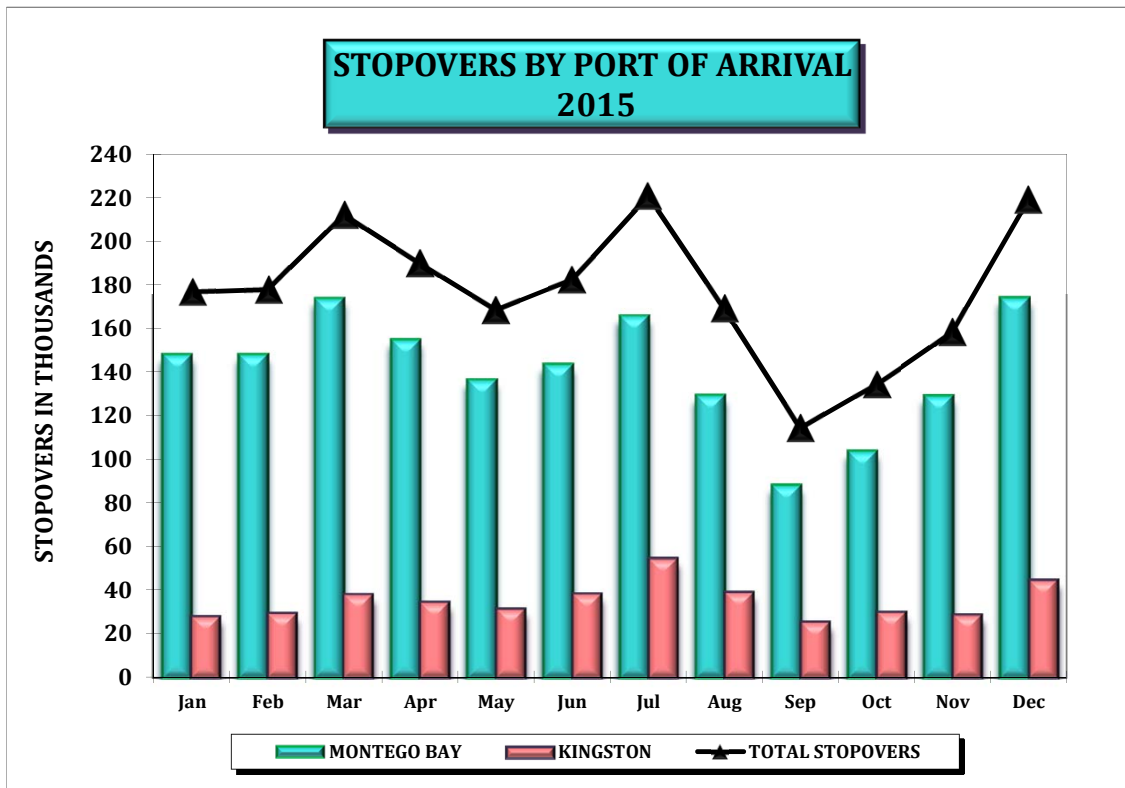
**Fig. 2**

TABLE 3**TOTAL STOPOVER ARRIVALS BY PORT OF ARRIVAL**

	KINGSTON		% INC./DEC.	MONTEGO BAY		% INC./DEC.
	TOTAL	TOTAL		TOTAL	TOTAL	
	2014	2015		2014	2015	
January	29,170	28,507	-2.3%	140,110	148,114	5.7%
February	29,336	29,714	1.3%	139,992	148,091	5.8%
March	33,509	38,417	14.6%	167,223	173,717	3.9%
April	35,129	34,967	-0.5%	146,535	154,936	5.7%
Jan.-Apr.	127,144	131,605	3.5%	593,860	624,858	5.2%
May	32,653	31,853	-2.5%	133,596	136,494	2.2%
June	39,686	38,743	-2.4%	147,397	143,621	-2.6%
July	54,658	54,841	0.3%	166,348	165,821	-0.3%
August	38,140	39,530	3.6%	133,346	129,533	-2.9%
September	24,483	25,845	5.6%	82,274	88,435	7.5%
October	29,430	30,376	3.2%	106,300	103,941	-2.2%
November	24,765	29,260	18.2%	132,972	129,190	-2.8%
December	45,880	45,060	-1.8%	167,249	174,036	4.1%
May - Dec.	289,695	295,508	2.0%	1,069,482	1,071,071	0.1%
Jan. - Dec.	416,839	427,113	2.5%	1,663,342	1,695,929	2.0%

**Fig. 3**

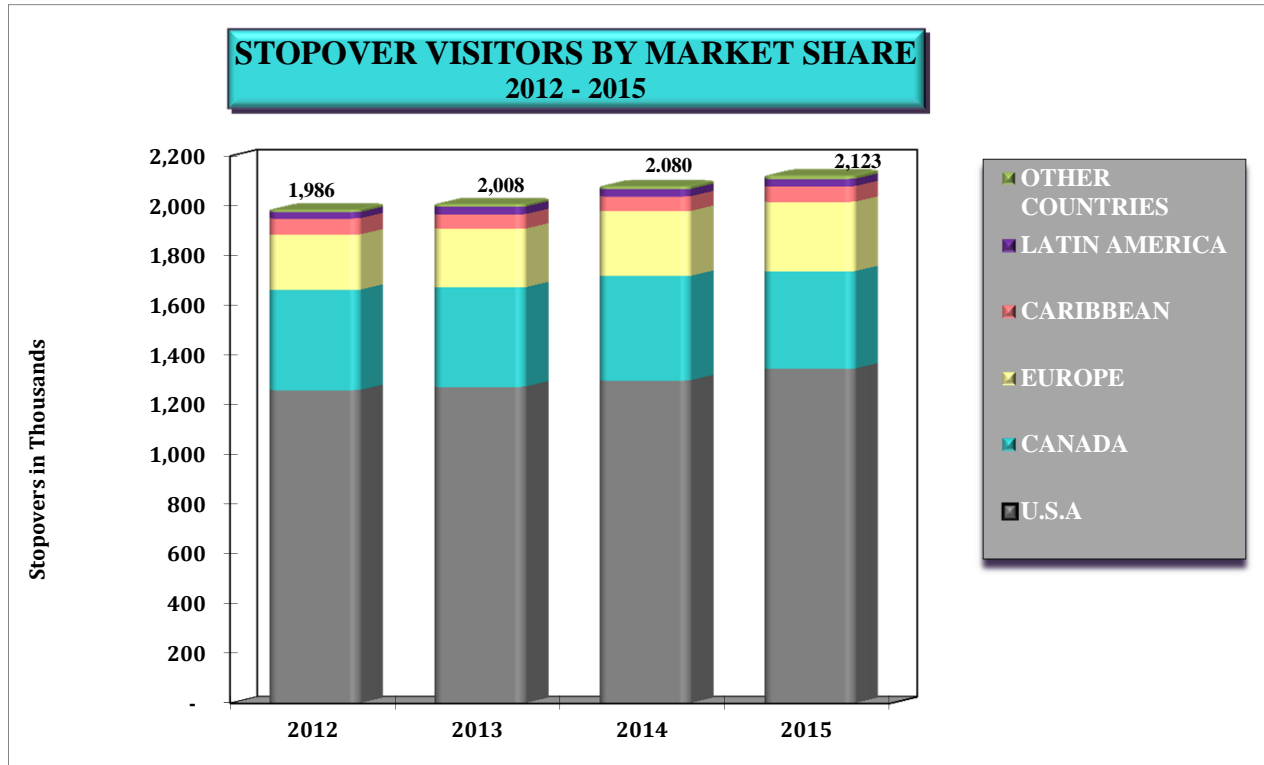


Fig. 4

Countries	Stopovers in Thousands								%Change 2015/14
	2012	%Share	2013	%Share	2014	%Share	2015	%Share	
U.S.A.	1,257.7	63.3	1,271.3	63.3	1,296.5	62.3	1,344.1	63.3	3.7
Canada	403.2	20.3	399.3	19.9	419.9	20.2	391.4	18.4	-6.8
Europe	222.4	11.2	235.8	11.7	261.1	12.6	279.3	13.2	7.0
Caribbean	65.0	3.3	58.2	2.9	59.1	2.8	62.6	2.9	6.0
Latin America	25.0	1.3	30.5	1.5	29.3	1.4	29.4	1.4	0.4
Other Countries	12.8	0.6	13.2	0.7	14.4	0.7	16.2	0.8	12.0
Total	1,986.1	100.0	2,008.4	100.0	2,080.2	100.0	2,123.0	100.0	2.1

TABLE 4

STOPOVER ARRIVALS BY COUNTRY AND MONTH OF ARRIVALS (2014)

	January	February	March	April	May	June	July
U.S.A.							
<u>NORTHEAST</u>							
Connecticut	2,228	2,656	3,339	4,400	2,723	3,335	4,308
Delaware	504	428	470	684	621	688	794
Maine	484	532	769	961	306	226	135
Maryland	3,668	3,019	4,734	5,133	4,759	6,152	7,550
Massachusetts	3,221	3,978	4,471	5,475	3,286	2,744	3,434
New Hampshire	525	902	723	1,011	438	272	239
New Jersey	4,604	4,776	5,833	7,641	5,818	6,696	9,734
New York	16,610	19,471	22,891	23,109	18,313	18,981	31,167
Pennsylvania	5,339	5,349	6,715	6,139	7,040	7,965	7,754
Rhode Island	374	498	510	513	451	350	380
Vermont	224	388	291	389	153	141	100
Virginia	2,176	1,968	3,475	3,201	3,237	3,654	4,013
Washington D.C.	539	514	906	968	676	695	840
West Virginia	184	187	370	313	352	376	416
Total	40,680	44,666	55,497	59,937	48,173	52,275	70,864
<u>MIDWEST</u>							
Illinois	5,040	4,998	6,421	4,635	4,327	5,524	5,281
Indiana	1,935	1,547	2,244	1,752	1,565	2,037	1,875
Iowa	2,315	2,419	2,067	888	731	843	603
Kansas	723	656	669	499	886	773	1,045
Kentucky	472	571	707	629	910	1,303	1,218
Michigan	2,422	3,806	3,184	3,756	2,353	2,179	1,912
Minnesota	3,661	4,408	5,146	1,540	861	806	800
Missouri	1,679	1,325	1,758	1,390	1,942	2,258	2,266
Nebraska	1,096	1,015	855	642	625	630	473
North Dakota	749	731	568	271	140	175	108
Ohio	2,286	2,437	3,260	2,408	2,859	3,718	3,221
South Dakota	539	719	424	219	233	137	62
Wisconsin	3,715	4,225	4,138	2,865	1,343	1,157	831
Total	26,632	28,857	31,441	21,494	18,775	21,540	19,695

STOPOVER ARRIVALS BY COUNTRY AND MONTH OF ARRIVALS (2014)

	August	September	October	November	December	Year
U.S.A.						
<u>NORTHEAST</u>						
Connecticut	3,578	1,570	1,920	2,248	4,047	36,352
Delaware	612	370	422	628	733	6,954
Maine	140	145	279	272	351	4,600
Maryland	5,770	3,332	3,678	4,422	5,731	57,948
Massachusetts	3,378	1,472	2,200	2,846	4,031	40,536
New Hampshire	247	218	317	469	482	5,843
New Jersey	8,716	3,293	4,110	6,262	7,449	74,932
New York	27,341	12,146	14,230	16,079	25,683	246,021
Pennsylvania	5,886	3,536	4,134	5,844	6,451	72,152
Rhode Island	313	216	284	303	317	4,509
Vermont	61	54	109	172	161	2,243
Virginia	3,130	1,802	2,273	2,561	3,364	34,854
Washington D.C.	706	453	453	603	920	8,273
West Virginia	220	174	256	209	200	3,257
Total	60,098	28,781	34,665	42,918	59,920	598,474
<u>MIDWEST</u>						
Illinois	4,166	2,502	2,869	4,314	6,210	56,287
Indiana	915	1,070	1,826	1,409	1,383	19,558
Iowa	418	405	564	997	1,323	13,573
Kansas	434	468	513	615	783	8,064
Kentucky	418	497	831	552	629	8,737
Michigan	1,763	1,349	1,820	2,182	2,915	29,641
Minnesota	565	506	876	1,042	2,333	22,544
Missouri	888	995	1,227	1,072	1,428	18,228
Nebraska	328	343	504	550	779	7,840
North Dakota	78	57	120	230	430	3,657
Ohio	1,894	1,818	2,363	2,042	2,704	31,010
South Dakota	89	122	127	220	387	3,278
Wisconsin	781	702	1,359	1,466	2,279	24,861
Total	12,737	10,834	14,999	16,691	23,583	247,278

TABLE 4

STOPOVER ARRIVALS BY COUNTRY AND MONTH OF ARRIVALS (2014)

	January	February	March	April	May	June	July
<u>SOUTH</u>							
Alabama	368	365	881	647	1,333	1,453	1,212
Arkansas	286	260	332	281	432	584	710
Florida	11,458	11,549	18,314	15,483	15,875	21,186	24,120
Georgia	3,220	3,409	4,547	5,121	6,161	7,812	9,389
Louisiana	367	404	455	724	1,112	1,353	1,240
Mississippi	193	193	370	244	723	612	528
North Carolina	1,625	1,637	2,646	2,747	2,776	3,580	3,754
South Carolina	662	774	1,267	941	1,357	2,199	1,617
Tennessee	892	770	1,644	1,071	1,917	2,364	2,119
Total	19,071	19,361	30,456	27,259	31,686	41,143	44,689
<u>WEST</u>							
Alaska	45	70	45	29	34	46	28
Arizona	461	374	635	530	880	1,082	810
California	2,590	2,136	2,913	3,756	3,947	5,816	6,476
Colorado	802	873	1,119	939	1,146	1,498	998
Hawaii	37	28	22	26	37	36	59
Idaho	137	90	160	74	95	87	50
Montana	193	146	122	66	56	102	62
Nevada	206	185	246	306	366	402	420
New Mexico	129	74	130	106	133	164	246
Oklahoma	411	396	618	552	865	1,013	1,118
Oregon	245	264	453	244	213	332	355
Texas	2,386	2,244	4,607	3,761	4,962	9,004	9,673
Utah	397	206	194	247	334	347	189
Washington	450	477	622	727	530	736	549
Wyoming	105	70	192	86	51	79	51
Total	8,594	7,633	12,078	11,449	13,649	20,744	21,084
TOTAL U.S.A.	94,977	100,517	129,472	120,139	112,283	135,702	156,332

TABLE 4

STOPOVER ARRIVALS BY COUNTRY AND MONTH OF ARRIVALS (2014)

	August	September	October	November	December	Year
<u>SOUTH</u>						
Alabama	623	636	662	523	656	9,359
Arkansas	324	308	319	261	391	4,488
Florida	15,596	12,524	13,934	13,223	21,009	194,271
Georgia	4,151	4,170	4,464	4,304	6,466	63,214
Louisiana	438	450	557	779	590	8,469
Mississippi	277	228	262	264	277	4,171
North Carolina	2,429	1,860	2,168	2,004	2,663	29,889
South Carolina	1,030	917	956	796	1,167	13,683
Tennessee	1,008	1,004	1,450	883	1,286	16,408
Total	25,876	22,097	24,772	23,037	34,505	343,952
<u>WEST</u>						
Alaska	24	14	25	65	86	511
Arizona	418	401	608	612	661	7,472
California	4,133	2,597	3,244	3,606	5,310	46,524
Colorado	701	521	783	1,101	1,245	11,726
Hawaii	23	18	27	37	48	398
Idaho	65	62	66	123	149	1,158
Montana	53	35	59	90	131	1,115
Nevada	358	263	237	303	457	3,749
New Mexico	92	82	83	198	206	1,643
Oklahoma	474	322	485	534	550	7,338
Oregon	234	195	202	304	329	3,370
Texas	5,052	3,054	3,323	4,431	5,913	58,410
Utah	163	159	195	235	285	2,951
Washington	521	394	513	676	899	7,094
Wyoming	61	49	42	90	110	986
Total	12,372	8,166	9,892	12,405	16,379	154,445
TOTAL U.S.A.	111,083	69,878	84,328	95,051	134,387	1,344,149

TABLE 4

STOPOVER ARRIVALS BY COUNTRY AND MONTH OF ARRIVALS (2014)

	January	February	March	April	May	June	July
<u>CANADA</u>							
<u>Atlantic Canada</u>							
New Brunswick	329	1,038	1,211	1,293	389	53	43
Newfoundland	224	323	843	1,534	878	214	138
Nova Scotia	615	1,673	2,662	2,651	670	152	123
P.E. Island	62	115	165	240	58	4	4
Total	1,230	3,149	4,881	5,718	1,995	423	308
<u>Central Canada</u>							
Ontario	30,217	27,762	29,844	24,314	18,283	14,329	19,140
Quebec	7,250	6,771	6,385	4,405	2,014	2,343	3,708
Total	37,467	34,533	36,229	28,719	20,297	16,672	22,848
<u>Western Canada</u>							
Alberta	4,121	3,909	3,612	3,141	1,567	1,205	1,333
British Columbia	1,162	1,019	1,071	1,036	711	520	483
Manitoba	2,237	2,060	1,516	520	203	143	347
Saskatchewan	2,542	2,239	1,516	356	189	93	126
Other Canada	45	53	78	78	23	12	16
Total	10,107	9,280	7,793	5,131	2,693	1,973	2,305
Total Canada	48,804	46,962	48,903	39,568	24,985	19,068	25,461
<u>EUROPE</u>							
<u>Northern Europe</u>							
U.K.	13,877	14,393	17,499	15,901	16,696	15,236	21,455
Denmark	429	411	212	39	29	35	155
Finland	657	656	569	18	23	17	18
Ireland	254	180	181	179	216	316	230
Norway	160	118	153	85	42	114	100
Sweden	1,834	1,620	900	131	76	114	100
Total	17,211	17,378	19,514	16,353	17,082	15,832	22,058
<u>Southern Europe</u>							
Greece	19	24	28	10	10	13	22
Italy	1,274	896	767	635	490	406	488
Portugal	28	21	29	27	29	120	234
Spain	208	170	234	191	198	225	263
Total	1,529	1,111	1,058	863	727	764	1,007
<u>Western Europe</u>							
Austria	410	243	248	161	124	86	161
Belgium	514	461	483	469	389	374	528
France	543	804	413	434	555	214	404
Germany	2,136	1,916	2,217	1,853	1,720	1,030	1,289
Luxemburg	26	22	16	37	21	10	13
Netherlands	584	380	539	509	594	433	669
Switzerland	348	322	285	437	189	117	352
Total	4,561	4,148	4,201	3,900	3,592	2,264	3,416
<u>Central/East Europe</u>							
Czechoslovakia	324	318	249	101	158	20	22
Hungary	89	70	25	18	26	11	17
Poland	193	109	72	111	61	75	97
Russia	232	95	83	69	66	47	52
Ukraine	46	18	28	27	35	22	26
Other Europe	359	288	271	155	289	90	129
Total	1,243	898	728	481	635	265	343
Total Europe	24,544	23,535	25,501	21,597	22,036	19,125	26,824

STOPOVER ARRIVALS BY COUNTRY AND MONTH OF ARRIVALS (2014)

	August	September	October	November	December	Year
<u>CANADA</u>						
<u>Atlantic Canada</u>						
New Brunswick	48	69	119	309	269	5,170
Newfoundland	130	423	583	394	172	5,856
Nova Scotia	104	151	292	451	316	9,860
P.E. Island	3	30	22	76	26	805
Total	285	673	1,016	1,230	783	21,691
<u>Central Canada</u>						
Ontario	18,551	11,780	15,663	21,370	30,606	261,859
Quebec	3,140	2,181	2,283	3,207	5,068	48,755
Total	21,691	13,961	17,946	24,577	35,674	310,614
<u>Western Canada</u>						
Alberta	1,557	1,165	1,686	3,144	3,220	29,660
British Columbia	509	470	638	1,491	1,234	10,344
Manitoba	161	133	173	541	1,364	9,398
Saskatchewan	124	109	181	361	1,418	9,254
Other Canada	22	24	19	26	52	448
Total	2,373	1,901	2,697	5,563	7,288	59,104
Total Canada	24,349	16,535	21,659	31,370	43,745	391,409
<u>EUROPE</u>						
<u>Northern Europe</u>						
U.K.	18,119	15,431	15,743	15,207	19,445	199,002
Denmark	43	52	38	80	356	1,879
Finland	25	11	21	55	329	2,399
Ireland	149	168	163	188	138	2,362
Norway	26	37	42	202	363	1,442
Sweden	53	45	105	1,038	2,730	8,746
Total	18,415	15,744	16,112	16,770	23,361	215,830
<u>Southern Europe</u>						
Greece	18	20	4	8	21	197
Italy	1,249	294	458	992	1,533	9,482
Portugal	189	76	41	48	34	876
Spain	412	272	247	294	282	2,996
Total	1,868	662	750	1,342	1,870	13,551
<u>Western Europe</u>						
Austria	120	86	96	196	281	2,212
Belgium	310	362	273	570	586	5,319
France	354	192	217	428	488	5,046
Germany	1,214	1,251	1,150	2,414	2,338	20,528
Luxemburg	22	9	9	16	29	230
Netherlands	512	457	672	615	625	6,589
Switzerland	151	141	222	360	432	3,356
Total	2,683	2,498	2,639	4,599	4,779	43,280
<u>Central/East Europe</u>						
Czechoslovakia	19	12	17	37	48	1,325
Hungary	10	8	12	21	44	351
Poland	98	108	66	213	143	1,346
Russia	52	53	70	77	75	971
Ukraine	21	19	22	32	39	335
Other Europe	84	75	98	205	300	2,343
Total	284	275	285	585	649	6,671
Total Europe	23,250	19,179	19,786	23,296	30,659	279,332

TABLE 4

STOPOVER ARRIVALS BY COUNTRY AND MONTH OF ARRIVALS (2014)

	January	February	March	April	May	June	July
<u>LATIN AMERICA</u>							
<u>CENTRAL AMERICA</u>							
Mexico	395	285	347	330	341	376	445
Belize	61	17	32	53	64	45	54
Costa Rica	97	97	137	111	107	104	138
El Salvador	47	30	9	16	20	9	23
Guatemala	92	39	71	62	40	67	34
Honduras	43	13	17	7	15	13	11
Nicaragua	5	4	11	6	10	4	5
Panama	160	167	168	143	229	162	144
Total	900	652	792	728	826	780	854
<u>SOUTH AMERICA</u>							
Argentina	473	286	338	346	340	199	311
Bolivia	15	10	15	32	14	4	14
Brazil	395	313	266	189	319	188	203
Chile	328	563	181	358	663	354	609
Colombia	259	118	280	194	226	217	195
Ecuador	11	44	124	25	40	35	392
Paraguay	11	0	10	0	10	7	18
Peru	58	97	92	163	151	125	307
Uruguay	104	92	113	97	47	76	55
Venezuela	57	23	81	69	47	44	113
Other South America	0	18	0	0	0	0	1
Total	1,711	1,564	1,500	1,473	1,857	1,249	2,218
Total Latin America	2,611	2,216	2,292	2,201	2,683	2,029	3,072

STOPOVER ARRIVALS BY COUNTRY AND MONTH OF ARRIVALS (2014)

	August	September	October	November	December	Year
<u>LATIN AMERICA</u>						
<u>CENTRAL AMERICA</u>						
Mexico	315	399	336	436	346	4,351
Belize	66	80	69	63	80	684
Costa Rica	81	150	93	85	99	1,299
El Salvador	18	28	18	16	17	251
Guatemala	31	35	20	27	60	578
Honduras	18	24	19	12	16	208
Nicaragua	4	67	3	7	6	132
Panama	129	161	214	326	138	2,141
Total	662	944	772	972	762	9,644
<u>SOUTH AMERICA</u>						
Argentina	231	214	198	218	277	3,431
Bolivia	20	9	7	6	20	166
Brazil	242	197	240	420	277	3,249
Chile	434	457	455	651	295	5,348
Colombia	198	237	220	162	210	2,516
Ecuador	754	130	23	16	50	1,644
Paraguay	2	12	13	3	18	104
Peru	106	79	128	132	140	1,578
Uruguay	60	37	42	23	26	772
Venezuela	99	154	116	42	65	910
Other South America	1	0	0	1	4	25
Total	2,147	1,526	1,442	1,674	1,382	19,743
Total Latin America	2,809	2,470	2,214	2,646	2,144	29,387

TABLE 4

STOPOVER ARRIVALS BY COUNTRY AND MONTH OF ARRIVALS (2014)

	January	February	March	April	May	June	July
<u>CARIBBEAN</u>							
Antigua	160	117	163	165	150	140	290
Bahamas	460	212	375	434	483	522	655
Barbados	280	244	289	363	420	358	472
Bermuda	207	134	139	177	174	175	389
British Virgin Is.	59	48	71	96	92	97	146
Cayman Is.	1,035	988	1,215	1,485	1,260	1,451	1,968
Dominica	26	23	24	36	27	34	33
Grenada	21	16	27	40	42	25	52
Guyana	132	208	161	162	187	215	250
Montserrat	23	9	5	8	7	7	31
St. Kitts/Nevis/Anguilla	74	73	76	63	91	62	157
St. Lucia	61	43	53	68	53	72	78
St. Vincent	48	22	20	45	55	44	56
Turks & Caicos Is.	226	161	248	280	216	194	388
Trinidad & Tobago	856	633	905	917	824	895	1,136
Comm. Caribbean	3,668	2,931	3,771	4,339	4,081	4,291	6,101
Aruba	45	22	23	49	32	26	64
Cuba	144	150	183	177	149	160	201
Curacao	46	32	78	63	72	51	64
Dominican Republic	147	147	160	208	179	167	246
Guadelope	11	7	4	11	11	4	21
Haiti	38	28	124	43	66	20	37
Puerto Rico	100	107	116	107	120	120	185
St. Maarten	51	58	65	64	103	80	261
Surinam	17	18	32	40	62	33	27
All other Caribbean	48	24	35	45	81	29	79
Other Caribbean	647	593	820	807	875	690	1,185
TOTAL CARIBBEAN	4,315	3,524	4,591	5,146	4,956	4,981	7,286
<u>ASIA</u>							
India	96	120	178	173	208	133	202
Pakistan	4	0	2	2	4	1	6
Japan	177	200	217	150	136	146	171
China	327	224	337	317	357	227	359
Taiwan	16	0	50	1	7	7	10
Korea	77	45	30	31	26	23	34
Philippines	18	28	31	20	16	21	27
Singapore	3	10	15	12	15	20	36
Other Asia	48	32	55	54	26	25	47
Total Asia	766	659	915	760	795	603	892
<u>OTHER COUNTRIES</u>							
African Countries	85	85	83	113	216	117	169
Israel	49	57	52	69	62	48	100
Saudi Arabia	4	2	9	7	1	1	7
Turkey	148	20	36	8	15	15	23
Other Middle East	49	35	51	50	50	42	151
Australia	247	172	207	223	235	591	278
New Zealand	20	18	17	16	27	34	49
All Other Ctries	2	3	5	6	3	8	18
Total Other	604	392	460	492	609	856	795
GRAND TOTAL	176,621	177,805	212,134	189,903	168,347	182,364	220,662

TABLE 4

STOPOVER ARRIVALS BY COUNTRY AND MONTH OF ARRIVALS (2014)

	August	September	October	November	December	Year
<u>CARIBBEAN</u>						
Antigua	234	144	147	133	204	2,047
Bahamas	516	311	380	500	733	5,581
Barbados	464	282	369	384	425	4,350
Bermuda	242	136	114	168	371	2,426
British Virgin Is.	136	97	66	70	193	1,171
Cayman Is.	1,445	1,179	1,475	1,269	2,055	16,825
Dominica	28	16	22	29	25	323
Grenada	57	32	48	42	37	439
Guyana	234	130	200	145	176	2,200
Montserrat	22	8	14	23	7	164
St. Kitts/Nevis/Anguilla	181	106	82	72	129	1,166
St. Lucia	89	122	63	68	70	840
St. Vincent	81	52	38	36	30	527
Turks & Caicos Is.	445	316	299	254	350	3,377
Trinidad & Tobago	1,438	902	990	868	918	11,282
Comm. Caribbean	5,612	3,833	4,307	4,061	5,723	52,718
Aruba	25	53	52	26	59	476
Cuba	157	211	213	224	218	2,187
Curacao	42	50	81	55	104	738
Dominican Republic	173	228	199	182	119	2,155
Guadelope	2	8	6	1	11	97
Haiti	24	92	45	39	35	591
Puerto Rico	152	121	112	119	85	1,444
St. Maarten	169	118	76	70	190	1,305
Surinam	32	32	44	27	20	384
All other Caribbean	51	23	41	21	40	517
Other Caribbean	827	936	869	764	881	9,894
TOTAL CARIBBEAN	6,439	4,769	5,176	4,825	6,604	62,612
<u>ASIA</u>						
India	149	163	117	155	139	1,833
Pakistan	2	0	1	0	0	22
Japan	123	351	112	123	257	2,163
China	276	316	343	345	316	3,744
Taiwan	3	1	3	11	13	122
Korea	38	37	26	23	36	426
Philippines	20	16	28	42	27	294
Singapore	7	17	9	14	21	179
Other Asia	27	28	34	46	33	455
Total Asia	645	929	673	759	842	9,238
<u>OTHER COUNTRIES</u>						
African Countries	160	123	103	122	144	1,520
Israel	75	141	72	46	71	842
Saudi Arabia	7	1	3	1	12	55
Turkey	6	8	31	14	13	337
Other Middle East	63	75	52	56	79	753
Australia	156	132	189	232	337	2,999
New Zealand	19	31	31	25	52	339
All Other Ctries	2	9	0	7	7	70
Total Other	488	520	481	503	715	6,915
GRAND TOTAL	169,063	114,280	134,317	158,450	219,096	2,123,042

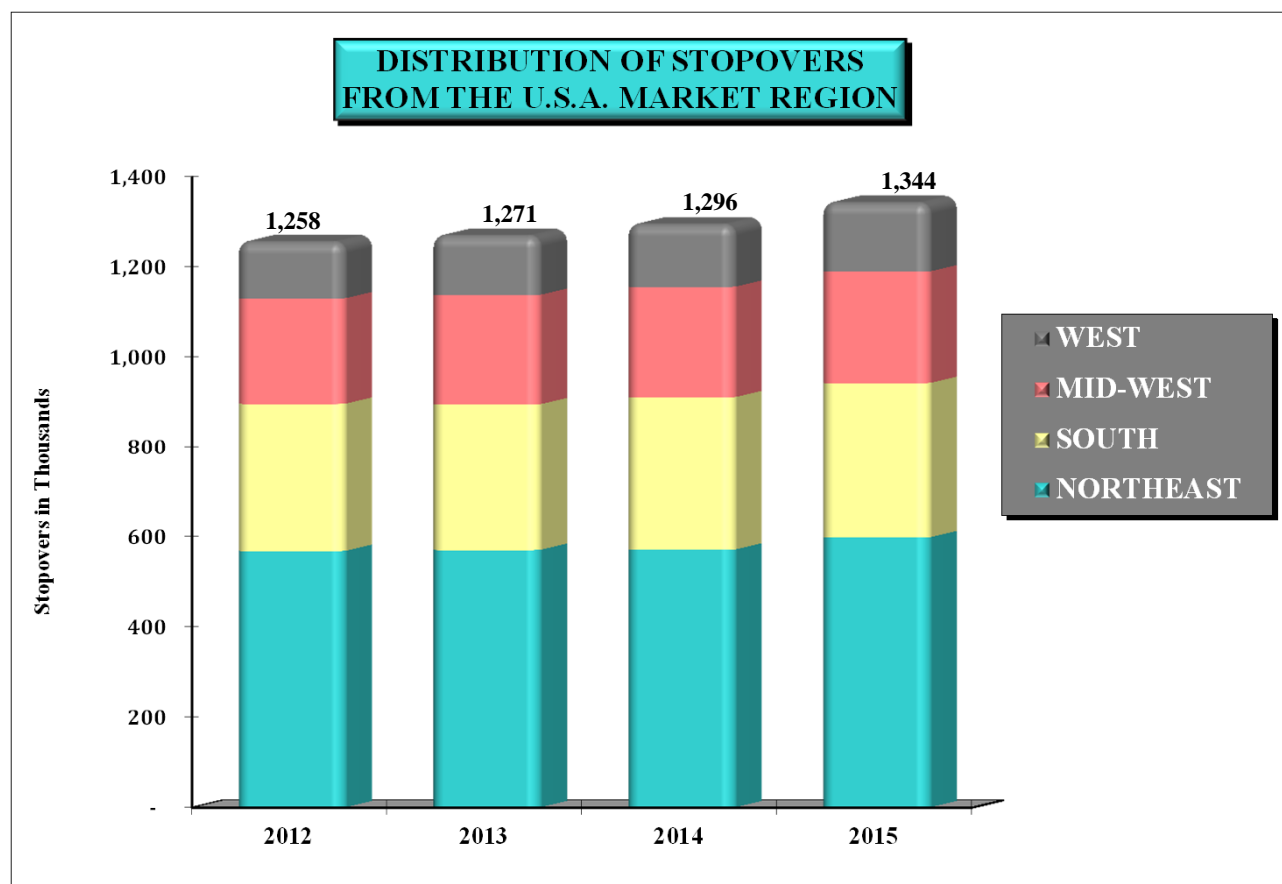


Fig. 4a

U.S.A. Regions	Stopovers in Thousands								%Change 2015/14
	2012	%Share	2013	%Share	2014	%Share	2015	%Share	
Northeast	568.3	45.2	570.6	44.9	571.3	44.1	598.5	44.5	4.8
South	322.1	25.6	317.5	25.0	332.3	25.6	344.0	25.6	3.5
Mid-West	233.7	18.6	242.4	19.1	244.7	18.9	247.3	18.4	1.1
West	133.7	10.6	140.7	11.1	148.1	11.4	154.4	11.5	4.3
Total	1,257.7	100.0	1,271.3	100.0	1,296.5	100.0	1,344.1	100.0	3.7

SEASONALITY OF STOPOVER ARRIVALS FROM THE U.S.A.

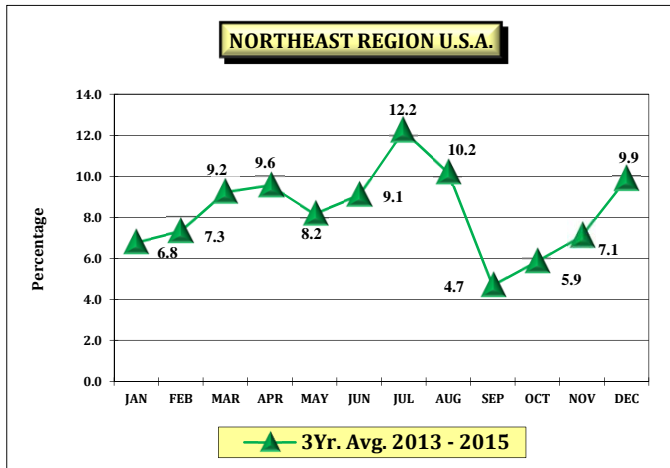


Fig. 4b

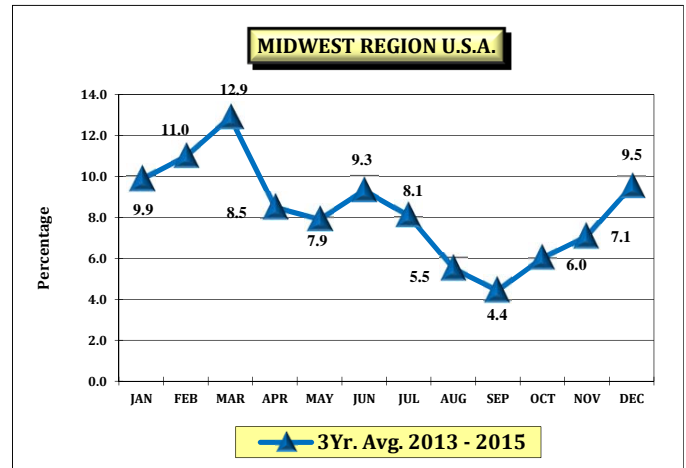


Fig. 4c

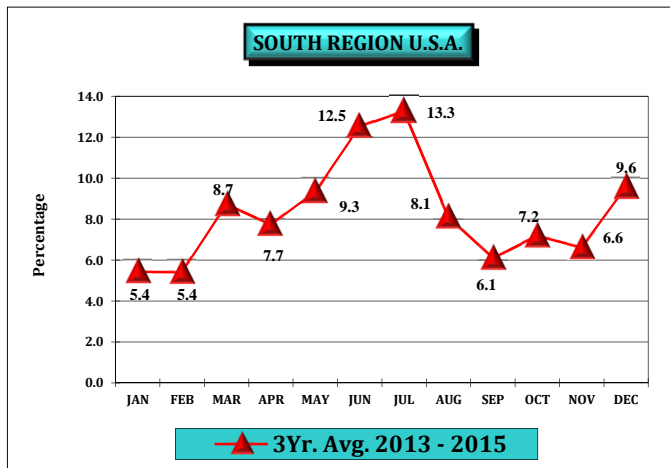


Fig. 4d

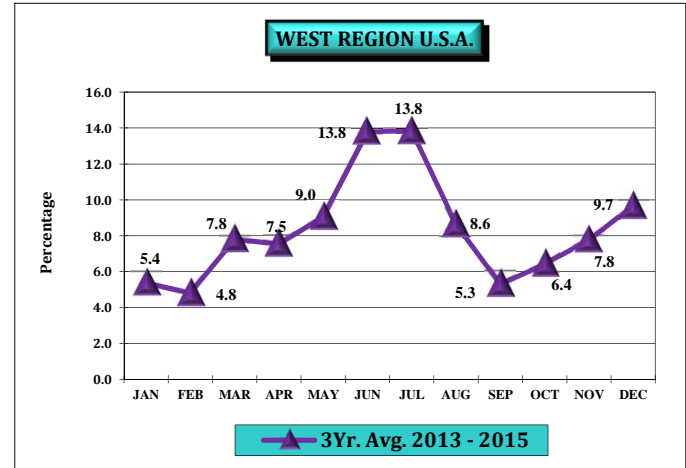


Fig. 4e

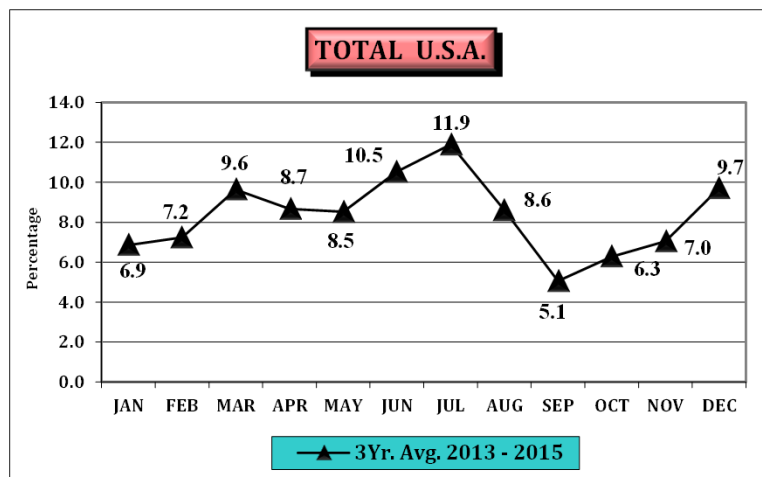


Fig. 4f

TABLE 5**STOPOVER ARRIVALS BY COUNTRY OF RESIDENCE AND YEAR**

	2011	2012	2013	2014	2015
<u>U.S.A.</u>					
<u>NORTHEAST</u>					
Connecticut	32,902	33,394	33,735	33,486	36,352
Delaware	6,213	6,722	6,879	6,544	6,954
Maine	4,409	4,539	4,619	4,238	4,600
Maryland	47,717	51,762	52,524	54,021	57,948
Massachusetts	35,130	35,427	36,211	36,973	40,536
New Hampshire	5,177	5,477	5,364	5,703	5,843
New Jersey	71,432	73,785	73,994	72,684	74,932
New York	228,080	232,607	234,904	236,460	246,021
Pennsylvania	72,931	76,038	72,140	70,194	72,152
Rhode Island	3,913	3,898	4,149	4,173	4,509
Vermont	2,504	2,440	2,232	2,150	2,243
Virginia	30,271	32,081	33,671	33,737	34,854
Washington D.C.	6,264	6,699	6,725	7,631	8,273
West Virginia	3,262	3,396	3,408	3,307	3,257
Total	550,205	568,265	570,555	571,301	598,474
<u>MIDWEST</u>					
Illinois	50,622	52,025	55,197	57,110	56,287
Indiana	18,044	18,178	19,061	20,361	19,558
Iowa	11,497	12,197	13,275	12,402	13,573
Kansas	7,511	7,495	7,731	7,912	8,064
Kentucky	8,341	9,461	9,430	9,076	8,737
Michigan	29,875	28,732	28,157	29,421	29,641
Minnesota	20,666	21,380	20,623	19,434	22,544
Missouri	19,325	17,529	18,011	18,703	18,228
Nebraska	6,102	6,482	7,243	7,428	7,840
North Dakota	2,926	3,368	3,322	3,204	3,657
Ohio	27,246	28,744	31,416	32,020	31,010
South Dakota	2,770	2,743	3,184	3,036	3,278
Wisconsin	26,197	25,346	25,799	24,589	24,861
Total	231,122	233,680	242,449	244,696	247,278

TABLE 5**STOPOVER ARRIVALS BY COUNTRY OF RESIDENCE AND YEAR**

	2011	2012	2013	2014	2015
<u>SOUTH (MIAMI)</u>					
Alabama	8,130	8,526	8,732	9,449	9,359
Arkansas	4,012	4,133	4,481	4,494	4,488
Florida	183,681	190,080	179,885	185,705	194,271
Georgia	55,043	56,090	55,794	62,130	63,214
Louisiana	7,470	7,560	8,326	9,062	8,469
Mississippi	3,778	4,255	4,120	4,464	4,171
North Carolina	24,573	24,886	28,060	28,093	29,889
Oklahoma	5,938	6,207	7,183	7,414	7,338
South Carolina	11,325	11,658	12,444	12,155	13,683
Tennessee	14,154	14,877	15,694	16,780	16,408
Total	318,104	328,272	324,719	339,746	351,290
<u>WEST</u>					
Alaska	595	522	576	536	511
Arizona	6,767	7,010	7,386	7,492	7,472
California	41,808	40,706	42,647	43,429	46,524
Colorado	9,616	9,552	10,731	11,610	11,726
Hawaii	349	327	341	328	398
Idaho	1,073	1,000	1,151	1,084	1,158
Montana	923	1,147	1,219	1,102	1,115
Nevada	3,453	3,547	3,726	4,010	3,749
New Mexico	1,573	1,575	1,748	1,513	1,643
Oregon	2,809	2,786	2,756	3,000	3,370
Texas	46,941	49,860	51,442	56,318	58,410
Utah	2,452	2,326	2,650	2,504	2,951
Washington	6,847	6,349	6,084	6,854	7,094
Wyoming	928	745	1,082	934	986
Total	126,134	127,452	133,539	140,714	147,107
TOTAL U.S.A.	1,225,565	1,257,669	1,271,262	1,296,457	1,344,149

TABLE 5**STOPOVER ARRIVALS BY COUNTRY OF RESIDENCE AND YEAR**

	2011	2012	2013	2014	2015
<u>CANADA</u>					
Atlantic Canada					
New Brunswick	6,847	6,376	6,230	5,894	5,170
Newfoundland	3,665	6,050	6,669	6,720	5,856
Nova Scotia	9,733	10,593	9,743	10,365	9,860
P.E. Island	947	1,048	913	1,023	805
	21,192	24,067	23,555	24,002	21,691
Central Canada					
Ontario	233,373	252,495	255,407	271,654	261,859
Quebec	55,272	55,600	54,599	56,445	48,755
	288,645	308,095	310,006	328,099	310,614
Western Canada					
Alberta	30,106	32,658	33,303	35,242	29,660
British Columbia	15,296	12,088	11,298	11,295	10,344
Manitoba	10,691	10,800	9,355	10,585	9,398
Saskatchewan	12,473	14,951	11,303	10,138	9,254
Northwest Terr.	535	541	511	537	448
	69,101	71,038	65,770	67,797	59,104
Total	378,938	403,200	399,331	419,898	391,409
<u>EUROPE</u>					
<u>Northern Europe</u>					
U.K.	173,507	145,231	151,315	177,216	199,002
Denmark	648	615	632	918	1,879
Finland	451	427	477	970	2,399
Ireland	2,459	2,071	1,913	2,217	2,362
Norway	1,054	1,030	1,159	1,125	1,442
Sweden	1,607	2,059	3,217	7,622	8,746
<u>Southern Europe</u>					
Greece	273	208	201	218	197
Italy	11,700	9,672	7,808	8,692	9,482
Portugal	4,686	3,906	1,556	1,594	876
Spain	6,833	4,350	2,569	2,516	2,996
<u>Western Europe</u>					
Austria	2,545	2,377	2,174	2,301	2,212
Belgium	5,276	4,882	4,703	4,930	5,319
France	4,748	9,253	12,087	10,100	5,046
Germany	19,939	20,236	19,658	21,371	20,528
Luxemburg	212	202	236	203	230
Netherlands	7,200	6,714	5,515	6,040	6,589
Switzerland	3,159	3,099	3,119	3,216	3,356
<u>Central/East Europe</u>					
Czechoslovakia	772	615	1,214	1,279	1,325
Hungary	286	317	316	270	351
Poland	1,443	1,199	1,183	1,338	1,346
Russia	1,976	1,701	12,286	4,064	971
Ukraine	416	518	500	478	335
Other Europe	1,855	1,746	1,973	2,403	2,343
Total	253,045	222,428	235,811	261,081	279,332

TABLE 5**STOPOVER ARRIVALS BY COUNTRY OF RESIDENCE AND YEAR**

	2011	2012	2013	2014	2015
<u>LATIN AMERICA</u>					
<u>CENTRAL AMERICA</u>					
Mexico	2,124	2,339	2,767	3,117	4,351
Belize	612	670	600	681	684
Costa Rica	846	1,328	3,018	1,184	1,299
El Salvador	174	180	214	187	251
Guatemala	501	628	684	418	578
Honduras	203	159	354	151	208
Nicaragua	102	60	101	87	132
Panama	1,217	1,610	2,135	2,494	2,141
Total	5,779	6,974	9,873	8,319	9,644
<u>SOUTH AMERICA</u>					
Argentina	2,168	3,739	4,625	4,037	3,431
Bolivia	56	28	85	129	166
Brazil	1,597	2,071	2,771	2,925	3,249
Chile	1,023	3,654	5,005	4,527	5,348
Colombia	1,489	4,062	3,625	4,111	2,516
Ecuador	2,979	2,464	1,864	1,865	1,644
Paraguay	58	40	83	249	104
Peru	485	791	1,045	1,521	1,578
Uruguay	168	381	505	789	772
Venezuela	759	750	1,019	734	910
Other South America	28	83	38	57	25
	10,810	18,063	20,665	20,944	19,743
Total Latin America	16,589	25,037	30,538	29,263	29,387

TABLE 5**STOPOVER ARRIVALS BY COUNTRY OF RESIDENCE AND YEAR**

	2011	2012	2013	2014	2015
<u>CARIBBEAN</u>					
Antigua	2,290	2,457	1,845	1,879	2,047
Bahamas	5,999	5,481	5,216	5,269	5,581
Barbados	5,422	5,315	4,439	4,321	4,350
Bermuda	2,710	2,683	2,568	2,202	2,426
British Virgin Is.	1,031	1,205	941	1,063	1,171
Cayman Is.	18,035	16,536	16,234	15,623	16,825
Dominica	418	434	328	342	323
Grenada	527	518	448	428	439
Guyana	2,376	2,288	1,860	2,472	2,200
Montserrat	143	181	129	141	164
St. Kitts/Nevis/Anguilla	913	981	907	978	1,166
St. Lucia	1,055	1,157	916	939	840
St. Vincent	676	612	478	469	527
Turks & Caicos Is.	1,522	1,804	1,895	3,224	3,377
Trinidad & Tobago	15,513	14,947	11,437	10,840	11,282
Comm. Caribbean	58,630	56,599	49,641	50,190	52,718
Other Caribbean	7,586	8,385	8,608	8,867	9,894
TOTAL CARIBBEAN	66,216	64,984	58,249	59,057	62,612
<u>OTHER COUNTRIES</u>					
India	1,330	1,375	1,567	1,983	1,833
Pakistan	32	22	29	46	22
Japan	2,027	2,092	2,177	2,022	2,163
China	1,703	2,102	2,420	2,645	3,744
Taiwan	74	137	59	78	122
Korea	477	350	369	425	426
Philippines	323	364	309	312	294
Singapore	101	117	135	189	179
Other Asia	455	461	440	494	455
African Countries	1,200	1,651	1,370	1,447	1,520
Israel	597	639	636	757	842
Saudi Arabia	36	31	45	53	55
Turkey	107	201	194	261	337
Other Middle East	613	577	635	726	753
Australia	2,040	2,254	2,462	2,513	2,999
New Zealand	229	343	280	406	339
All Other Ctries	55	51	91	68	70
Total	11,399	12,767	13,218	14,425	16,153
GRAND TOTAL	1,951,752	1,986,085	2,008,409	2,080,181	2,123,042

Average Growth Rate : 2011 - 2015

Total Stopovers	2.0% per annum
U.S.A.	2.3% p.a.
> North East	2.1% p.a.
> Mid-West	1.7% p.a.
> South	2.0% p.a.
> West	5.2% p.a.
Europe	2.5% p.a.
> UK	3.5% p.a.
> Continental Europe	0.2% p.a.
Canada	0.8% p.a.
Caribbean	-1.4% p.a.
Latin America	15.4% p.a.
Asia & The Pacific	9.1% p.a.

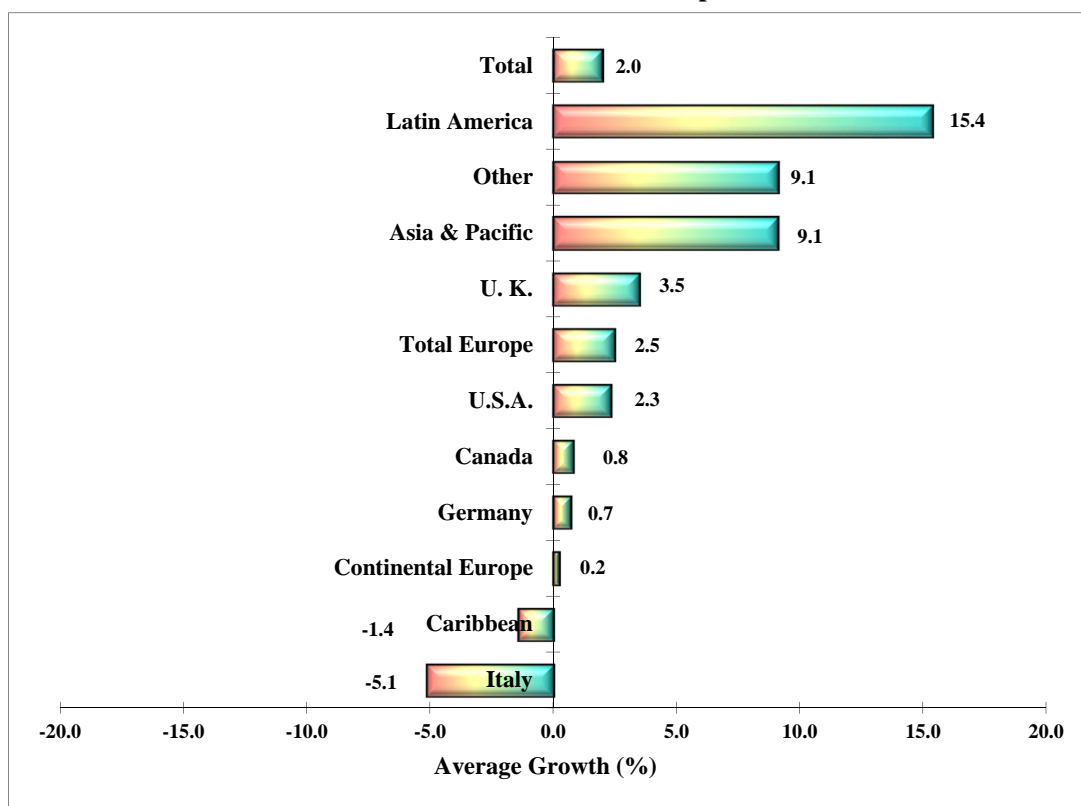


Fig. 4g

* Average growth rate: average of the years growth during the period under review

The map displays the following arrival data for specific locations:

Location	Arrivals
Los Angeles	46,524
San Diego	9
Chicago	56,287
New York	74,932
Philadelphia	72,152
Dallas	58,410
Miami	194,271

Other locations marked with arrival numbers include: Montreal (40,536), Toronto (246,021), and New York (74,932). The map also shows the arrival numbers for various states and provinces, such as California (9), Texas (6), and Florida (2).

TABLE 6a

TOTAL STOPOVER ARRIVALS BY MAIN PRODUCING STATES
U.S.A.

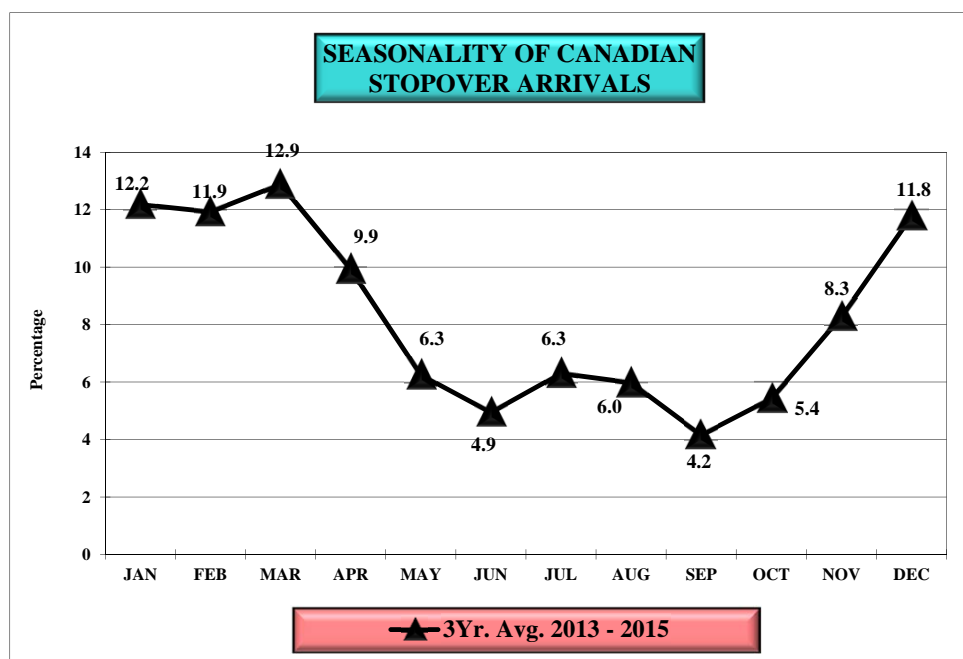
	2015	Ranking 2015	% of US Total	2014	Ranking 2014	% of US Total
<u>STATES</u>						
New York	246,021	1	18.3	236,460	1	18.2
Florida	194,271	2	14.5	185,705	2	14.3
New Jersey	74,932	3	5.6	72,684	3	5.6
Pennsylvania	72,152	4	5.4	70,194	4	5.4
Georgia	63,214	5	4.7	62,130	5	4.8
Texas	58,410	6	4.3	56,318	7	4.3
Maryland	57,948	7	4.3	54,021	8	4.2
Illinois	56,287	8	4.2	57,110	6	4.4
California	46,524	9	3.5	43,429	9	3.3
Massachusetts	40,536	10	3.0	36,973	10	2.9
Connecticut	36,352	11	2.7	33,486	11	2.6
Virginia	34,854	12	2.6	33,737	12	2.6
Ohio	31,010	13	2.3	32,020	13	2.5
North Carolina	29,889	14	2.2	28,093	14	2.2
Michigan	29,641	15	2.2	29,421	15	2.3
Wisconsin	24,861	16	1.8	24,589	16	1.9
Minnesota	22,544	17	1.7	19,434	17	1.5
Indiana	19,558	18	1.5	20,361	18	1.6
Missouri	18,228	19	1.4	18,703	19	1.4
Tennessee	16,408	20	1.2	16,780	20	1.3
South Carolina	13,683	21	1.0	12,155	21	0.9
Iowa	13,573	22	1.0	12,402	22	1.0
Colorado	11,726	23	0.9	11,610	23	0.9
Alabama	9,359	24	0.7	9,449	24	0.7
Kentucky	8,737	25	0.7	9,076	25	0.7
Louisiana	8,469	26	0.6	9,062	26	0.7
Washington D.C.	8,273	27	0.6	7,631	27	0.6
Kansas	8,064	28	0.6	7,912	28	0.6
Nebraska	7,840	29	0.6	7,428	29	0.6
Arizona	7,472	30	0.6	7,492	30	0.6
Oklahoma	7,338	31	0.5	7,414	31	0.6
Washington	7,094	32	0.5	6,854	32	0.5
Delaware	6,954	33	0.5	6,544	33	0.5
New Hampshire	5,843	34	0.4	5,703	34	0.4
Maine	4,600	35	0.3	4,238	35	0.3
Rhode Island	4,509	36	0.3	4,173	36	0.3
Arkansas	4,488	37	0.3	4,494	37	0.3
Mississippi	4,171	38	0.3	4,464	38	0.3
Nevada	3,749	39	0.3	4,010	39	0.3
North Dakota	3,657	40	0.3	3,204	40	0.2
Oregon	3,370	41	0.3	3,000	41	0.2
South Dakota	3,278	42	0.2	3,036	42	0.2
West Virginia	3,257	43	0.2	3,307	43	0.3
Utah	2,951	44	0.2	2,504	44	0.2
Other States	8,054	-	0.6	7,647	-	0.6
TOTAL U.S.A.	1,344,149		100.0	1,296,457		100.0

Note: States producing less than 2,900 in 2015 are included in the "Other" category.

TABLE 6b

TOTAL STOPOVER ARRIVALS BY MAIN PRODUCING PROVINCES
CANADA

	2015	Ranking 2015	% of CA Total	2014	Ranking 2014	% of CA Total
<u>PROVINCES</u>						
Ontario	261,859	1	66.9	271,654	1	64.7
Quebec	48,755	2	12.5	56,445	2	13.4
Alberta	29,660	3	7.6	35,242	3	8.4
British Columbia	10,344	4	2.6	11,295	4	2.7
Nova Scotia	9,860	5	2.5	10,585	6	2.5
Manitoba	9,398	6	2.4	10,365	5	2.5
Saskatchewan	9,254	7	2.4	10,138	7	2.4
Newfoundland	5,856	8	1.5	6,720	8	1.6
New Brunswick	5,170	9	1.3	5,894	9	1.4
P.E. Island	805	10	0.2	1,023	10	0.2
Northwest Terr.	448	11	0.1	537	11	0.1
Total	391,409		100.0	419,898		100.0

**Fig. 6**

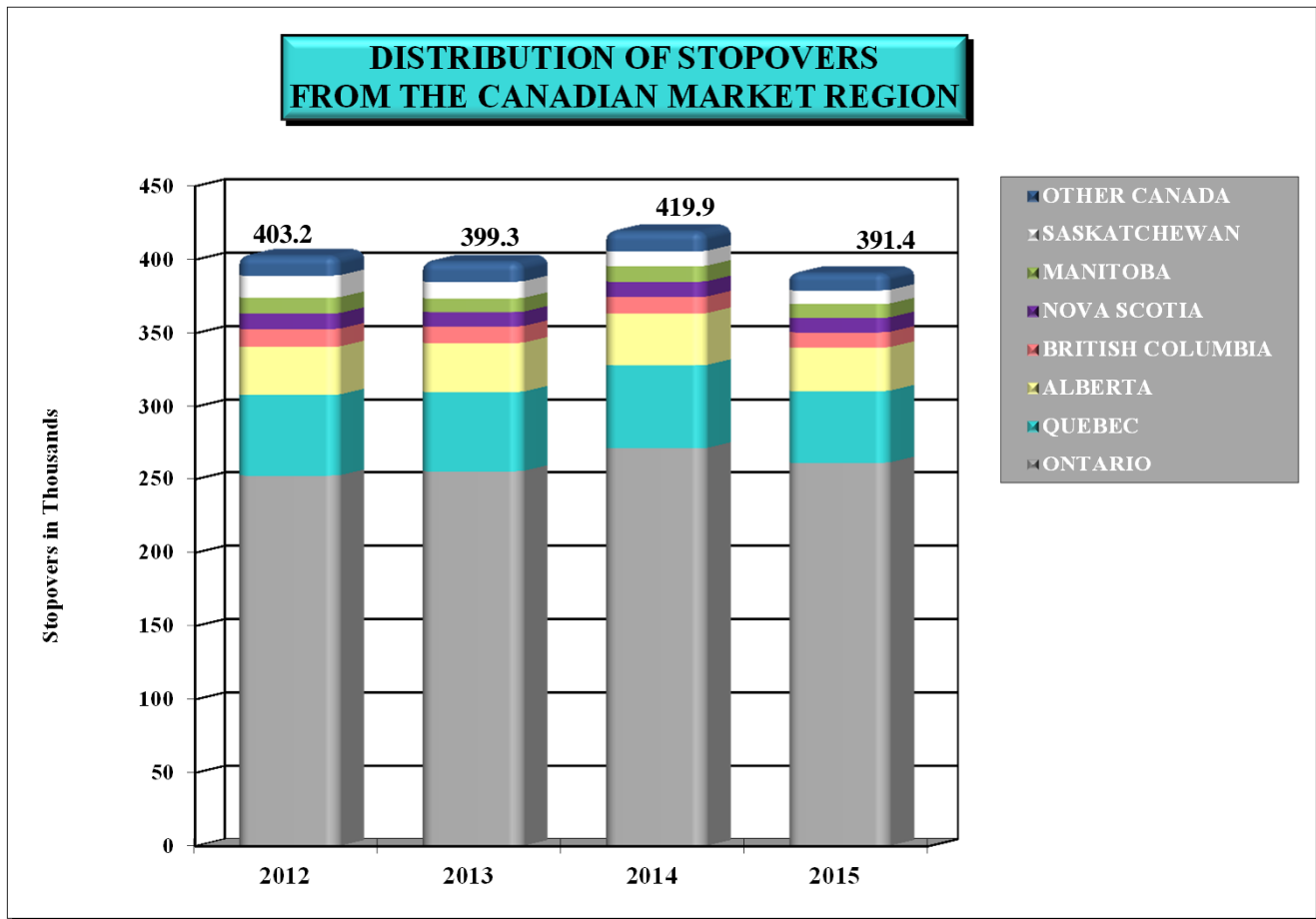


Fig. 6a.

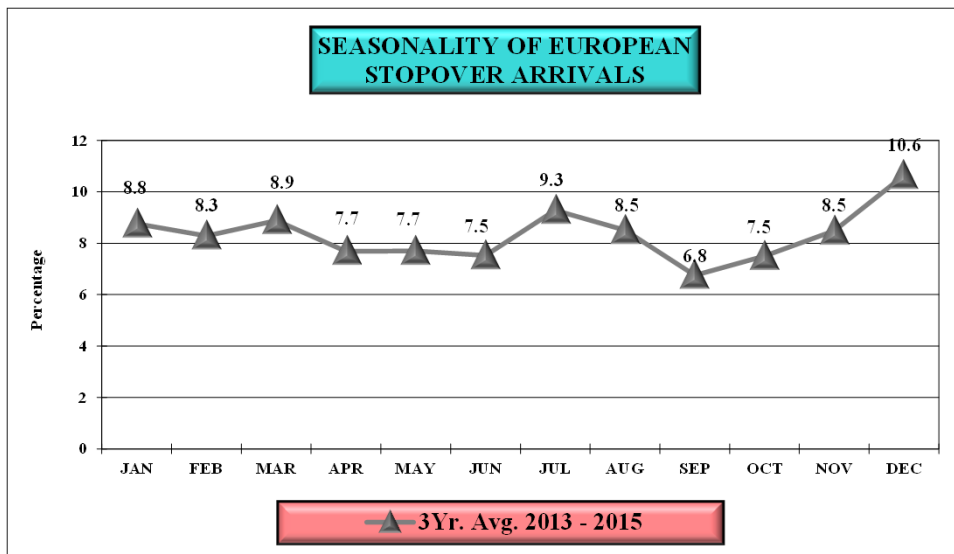
Provinces	Stopovers in Thousands								% Change 2015/14
	2012	%Share	2013	%Share	2014	%Share	2015	%Share	
Ontario	252.5	62.6	255.4	64.0	271.7	64.7	261.9	66.9	-3.6
Quebec	55.6	13.8	54.6	13.7	56.4	13.4	48.8	12.5	-13.6
Alberta	32.7	8.1	33.3	8.3	35.2	8.4	29.7	7.6	-15.8
British Columbia	12.1	3.0	11.3	2.8	11.3	2.7	10.3	2.6	-8.4
Manitoba	10.8	2.7	9.4	2.3	10.6	2.5	9.9	2.5	-6.8
Nova Scotia	10.6	2.6	9.7	2.4	10.4	2.5	9.4	2.4	-9.3
Saskatchewan	15.0	3.7	11.3	2.8	10.1	2.4	9.3	2.4	-8.7
Other Canada	14.0	3.5	14.3	3.6	14.2	3.4	12.3	3.1	-13.4
Total	403.2	100.0	399.3	100.0	419.9	100.0	391.4	100.0	-6.8

TABLE 6c

TOTAL STOPOVER ARRIVALS BY MAIN PRODUCING EUROPEAN COUNTRIES
EUROPE

	2015	Ranking 2015	% of EUR Total	2014	Ranking 2014	% of EUR Total
EUROPE						
U.K.	199,002	1	71.2	177,216	1	67.9
Germany	20,528	2	7.3	21,346	2	8.2
Italy	9,482	3	3.4	8,692	4	3.3
Sweden	8,746	4	3.1	7,622	5	2.9
Netherlands	6,589	5	2.4	6,040	6	2.3
Belgium	5,319	6	1.9	4,930	7	1.9
France	5,046	7	1.8	10,100	3	3.9
Switzerland	3,356	8	1.2	3,216	9	1.2
Spain	2,996	9	1.1	2,537	10	1.0
Finland	2,399	10	0.9	970		0.4
Ireland	2,362	11	0.8	2,217	13	0.8
Austria	2,212	12	0.8	2,301	11	0.9
Denmark	1,879	13	0.7	918		0.4
Norway	1,442	14	0.5	1,125		0.4
Other Europe	7,974		2.9	11,851		4.5
Total	279,332		100.0	261,081		100.0

Note: Countries producing less than 1,400 in 2015 are included in the "Other" category.

**Fig. 7**

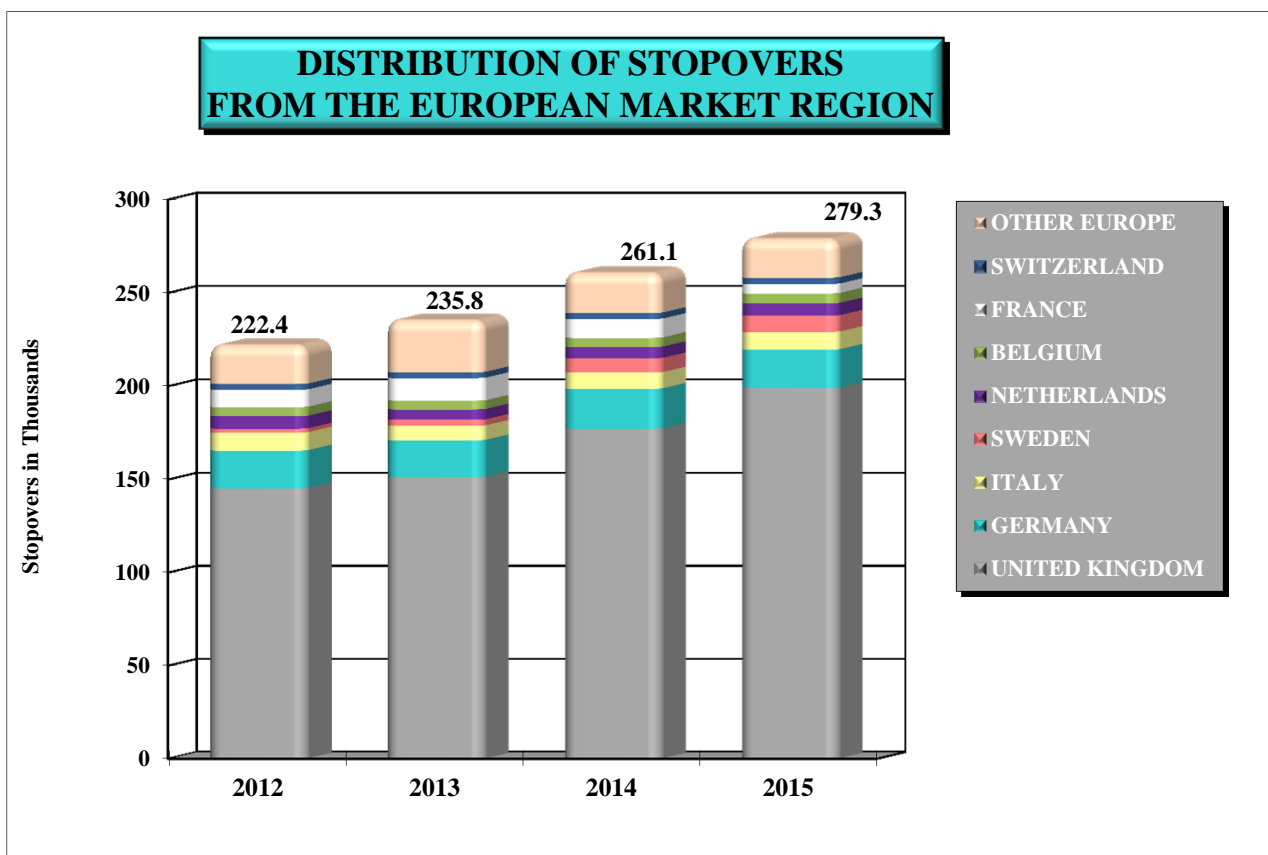


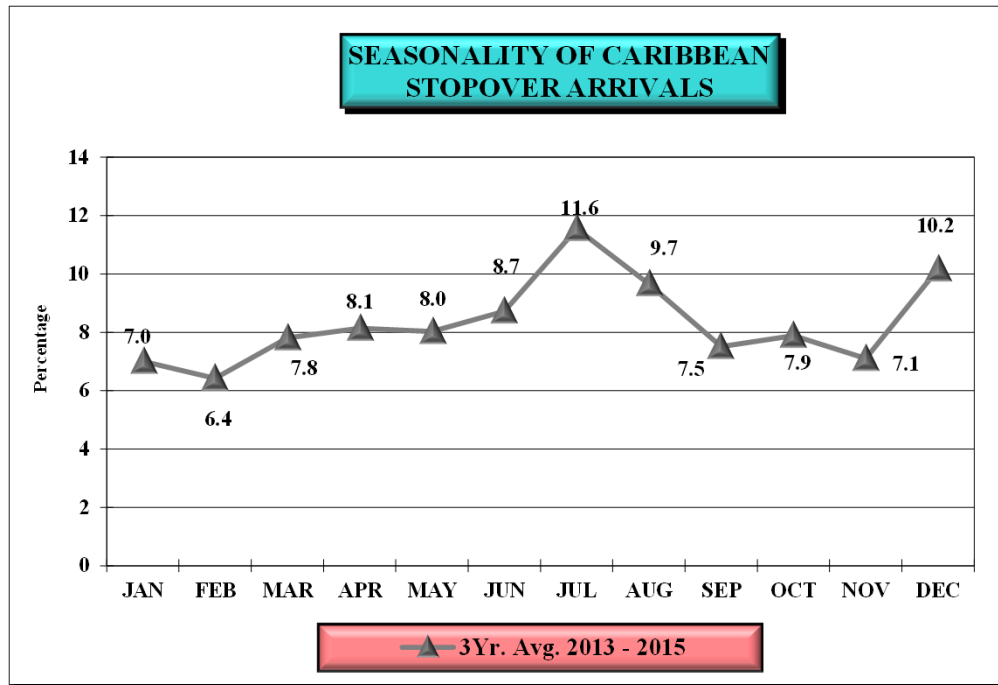
Fig. 7a.

Countries	Stopovers in Thousands								%Change 2015/14
	2012	%Share	2013	%Share	2014	%Share	2015	%Share	
United Kingdom	145.2	65.3	151.3	64.2	177.2	67.9	199.0	71.2	12.3
Germany	20.2	9.1	19.7	8.3	21.4	8.2	20.5	7.3	-3.9
Italy	9.7	4.3	7.8	3.3	8.7	3.3	9.5	3.4	9.1
Sweden	2.1	0.9	3.2	1.4	7.6	2.9	8.7	3.1	14.7
Netherlands	6.7	3.0	5.5	2.3	6.0	2.3	6.6	2.4	9.1
Belgium	4.9	2.2	4.7	2.0	4.9	1.9	5.3	1.9	7.9
France	9.3	4.2	12.1	5.1	10.1	3.9	5.0	1.8	-50.0
Switzerland	3.1	1.4	3.1	1.3	3.2	1.2	3.4	1.2	4.4
Other Europe	21.3	9.6	28.4	12.0	21.9	8.4	21.3	7.6	-2.9
Total	222.4	100.0	235.8	100.0	261.1	100.0	279.3	100.0	7.0

TABLE 6d**TOTAL STOPOVER ARRIVALS BY MAIN CARIBBEAN COUNTRIES**

	2015	Ranking 2015	% of Carib. Total	2014	Ranking 2014	% of Carib. Total
CARIBBEAN						
Cayman Is.	16,825	1	26.9	15,623	1	26.5
Trinidad & Tobago	11,282	2	18.0	10,840	2	18.4
Bahamas	5,581	3	8.9	5,269	3	8.9
Barbados	4,350	4	6.9	4,321	4	7.3
Turks & Caicos Is.	3,377	5	5.4	3,224	5	5.5
Bermuda	2,426	6	3.9	2,202	7	3.7
Guyana	2,200	7	3.5	2,472	6	4.2
Cuba	2,187	8	3.5	1,541	11	2.6
Dominican Rep.	2,155	9	3.4	1,767	9	3.0
Antigua	2,047	11	3.3	1,879	8	3.2
Puerto Rico	1,444	10	2.3	1,354	10	2.3
St. Maarten	1,305	12	2.1	1,196	12	2.0
British Virgin Is.	1,171	14	1.9	1,063	14	1.8
St. Kitts/Nevis/Anguilla	1,166	16	1.9	978	16	1.7
St. Lucia	840	15	1.3	939	15	1.6
Curacao	738	13	1.2	867	13	1.5
Other Caribbean	3,518		5.6	3,522		6.0
Total Caribbean	62,612		100.0	59,057		100.0

Note: Countries producing less than 700 in 2015 are included in the "Other" category.

**Fig. 8**

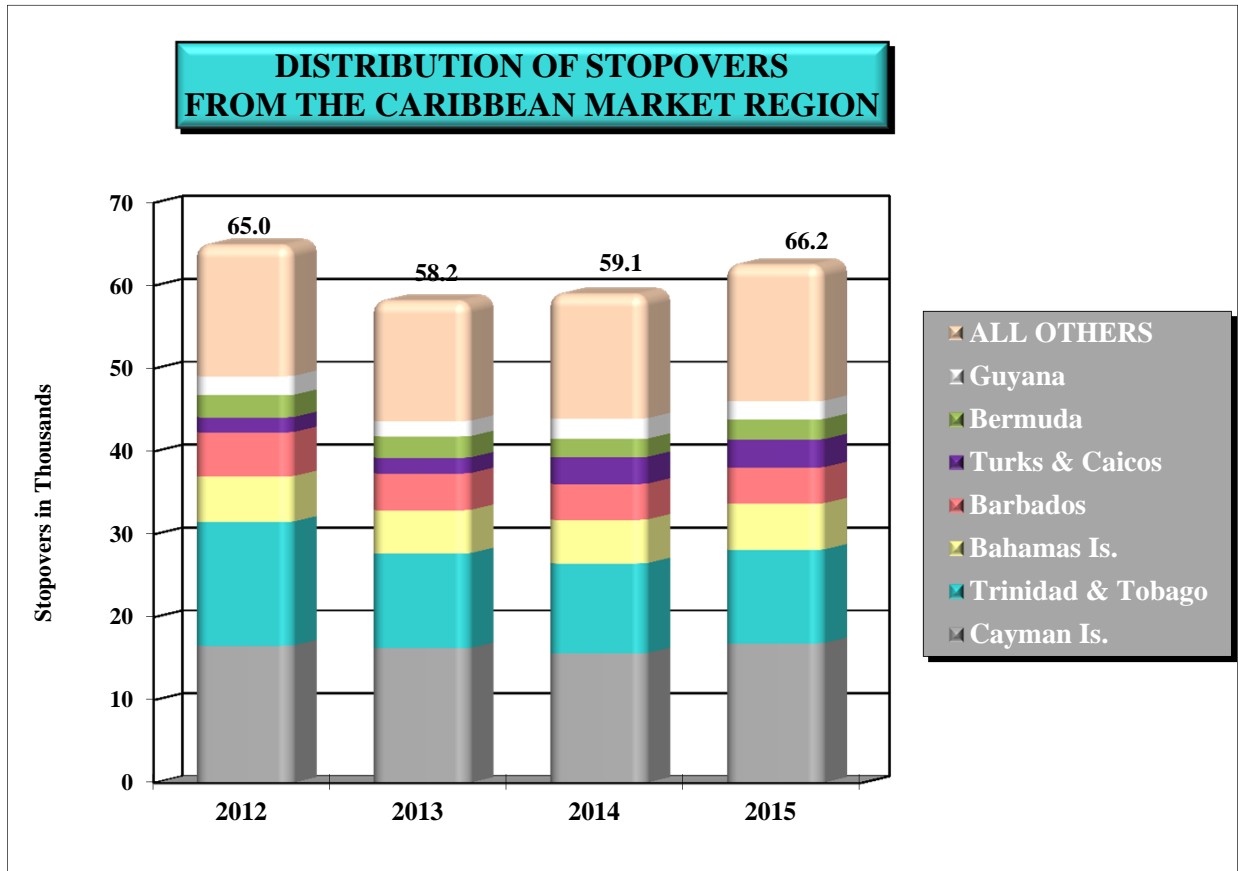


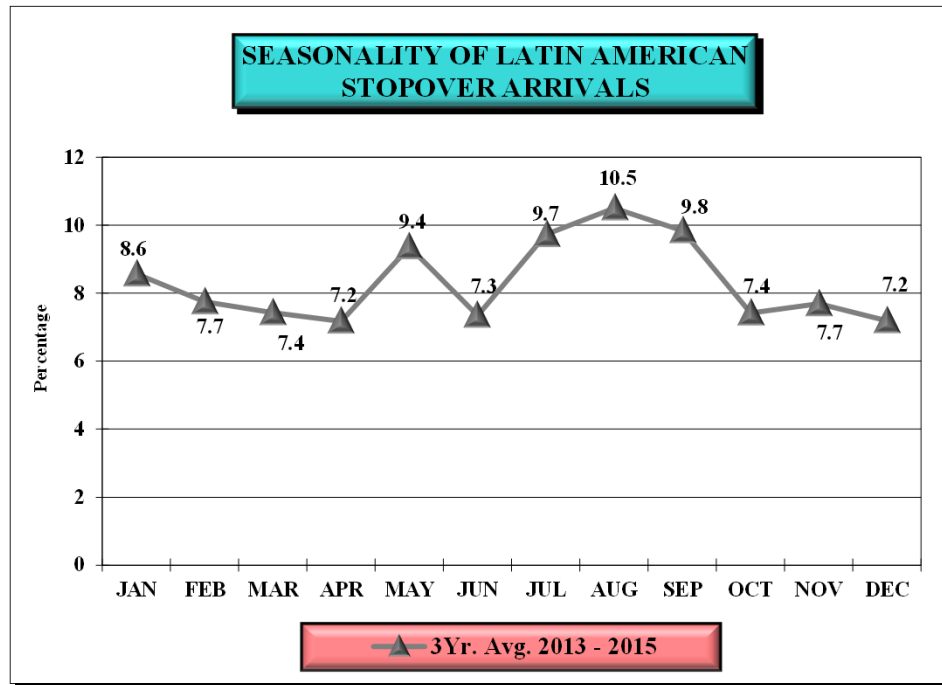
Fig. 8a

Stopovers in Thousands									% Change
	2012	%Share	2013	%Share	2014	%Share	2014	%Share	2015/14
Cayman Is.	16.5	25.4	16.2	27.9	15.6	26.5	16.8	26.9	7.7
Trinidad & Tobago	14.9	23.0	11.4	19.6	10.8	18.4	11.3	18.0	4.1
Bahamas Is.	5.5	8.4	5.2	9.0	5.3	8.9	5.6	8.9	5.9
Barbados	5.3	8.2	4.4	7.6	4.3	7.3	4.4	6.9	0.7
Turks & Caicos	1.8	2.8	1.9	3.3	3.2	5.5	3.4	5.4	4.7
Bermuda	2.7	4.1	2.6	4.4	2.2	3.7	2.4	3.9	10.2
Guyana	2.3	3.5	1.9	3.2	2.5	4.2	2.2	3.5	-11.0
All Others	15.9	24.5	14.6	25.1	15.1	25.6	16.6	26.5	9.7
Total	65.0	100.0	58.2	100.0	59.1	100.0	62.6	100.0	6.0

TABLE 6e**TOTAL STOPOVER ARRIVALS BY MAIN LATIN AMERICAN COUNTRIES**

	2015	Ranking 2015	% of LTA. Total	2014	Ranking 2014	% of LTA. Total
<u>LATIN AMERICA</u>						
Chile	5,348	1	18.2	4,527	1	15.5
Mexico	4,351	2	14.8	3,117	4	10.7
Argentina	3,431	3	11.7	4,037	3	13.8
Brazil	3,249	4	11.1	2,925	6	10.0
Colombia	2,516	5	8.6	4,111	2	14.0
Panama	2,141	6	7.3	2,494	7	8.5
Ecuador	1,644	7	5.6	1,865	5	6.4
Peru	1,578	8	5.4	1,521	8	5.2
Costa Rica	1,299	9	4.4	1,184	9	4.0
Venezuela	910	10	3.1	734	10	2.5
Uruguay	772	11	2.6	789	11	2.7
Belize	684	12	2.3	681	12	2.3
Guatemala	578	13	2.0	418	14	1.4
El Salvador	251	14	0.9	187	15	0.6
Honduras	208	15	0.7	151	13	0.5
Bolivia	166	16	0.6	129		0.4
Other Latin America	261		0.9	393		1.3
Total Caribbean	29,387		100.0	29,263		100.0

Note: Countries producing less than 150 in 2015 are included in the "Other" category.

**Fig. 9**

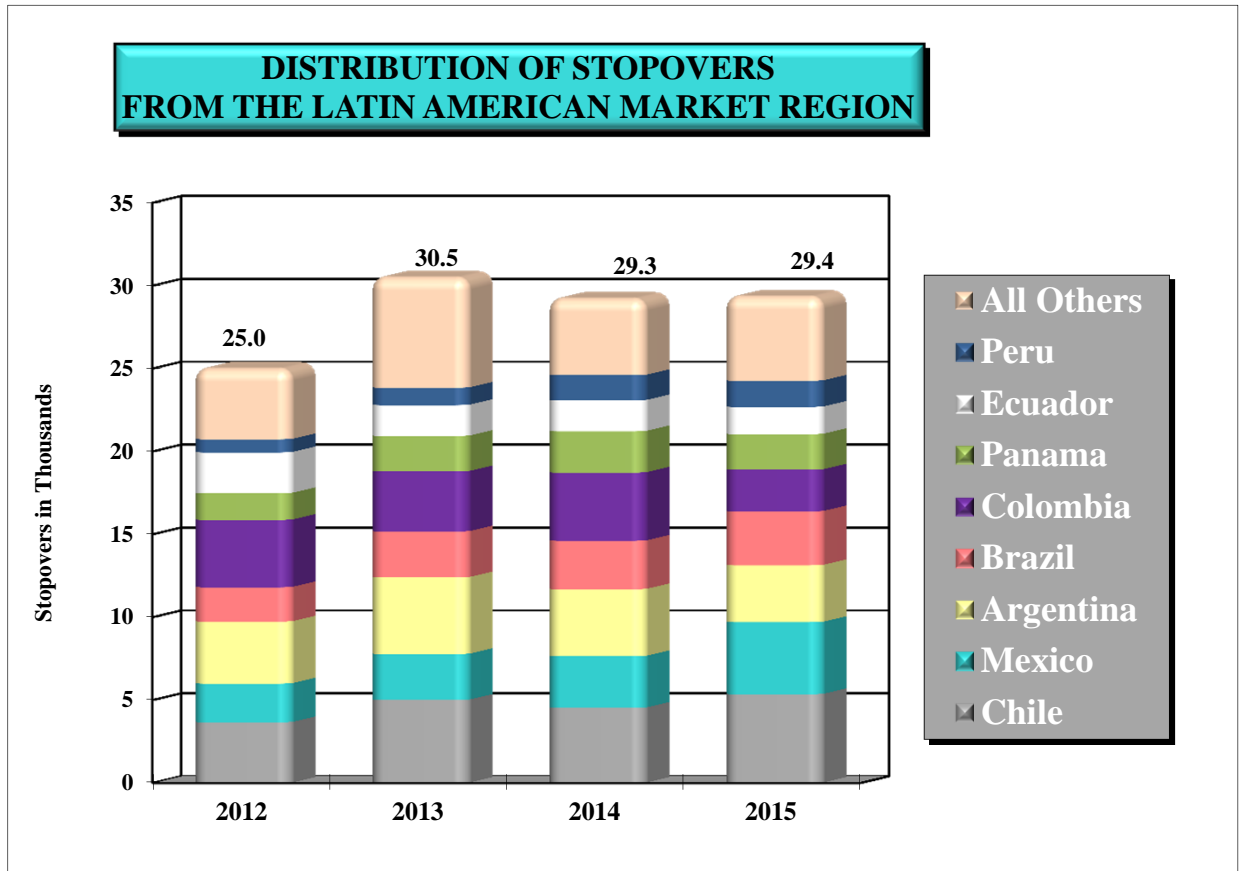


Fig. 9a

Stopovers in Thousands									%Change
	2012	%Share	2013	%Share	2014	%Share	2015	%Share	2015/14
Chile	3.7	14.6	5.0	16.4	4.5	15.5	5.3	18.2	18.1
Mexico	2.3	9.3	2.8	9.1	3.1	10.7	4.4	14.8	39.6
Argentina	3.7	14.9	4.6	15.1	4.0	13.8	3.4	11.7	-15.0
Brazil	2.1	8.3	2.8	9.1	2.9	10.0	3.2	11.1	11.1
Colombia	4.1	16.2	3.6	11.9	4.1	14.0	2.5	8.6	-38.8
Panama	1.6	6.4	2.1	7.0	2.5	8.5	2.1	7.3	-14.2
Ecuador	2.5	9.8	1.9	6.1	1.9	6.4	1.6	5.6	-11.8
Peru	0.8	3.2	1.0	3.4	1.5	5.2	1.6	5.4	3.7
All Others	4.3	17.2	6.7	21.9	4.7	15.9	5.1	17.5	9.9
Total	25.0	100.0	30.5	100.0	29.3	100.0	29.4	100.0	0.4

TABLE 7**AGE DISTRIBUTION OF STOPOVER ARRIVALS**

	2014		2015		2015					
	No.	%Share	No.	%Share	U.S.A	%Share	Canada	%Share	UK	%Share
Under 18	225,301	10.6	234,911	11.1	145,755	10.8	49,377	12.6	24,694	12.4
Between 18 and 24	143,191	6.7	141,297	6.7	91,101	6.8	23,022	5.9	13,767	6.9
Between 25 and 34	422,338	19.9	418,838	19.7	271,580	20.2	69,501	17.8	33,584	16.9
Between 35 and 49	603,172	28.4	615,837	29.0	392,128	29.2	110,569	28.2	53,026	26.6
Between 50 and 64	522,005	24.6	536,508	25.3	331,283	24.6	105,599	27.0	55,873	28.1
Over 64	164,174	7.7	175,651	8.3	112,301	8.4	33,340	8.5	18,059	9.1
Total	2,080,181	100.0	2,123,042	100.0	1,344,149	100.0	391,409	100.0	199,002	100.0

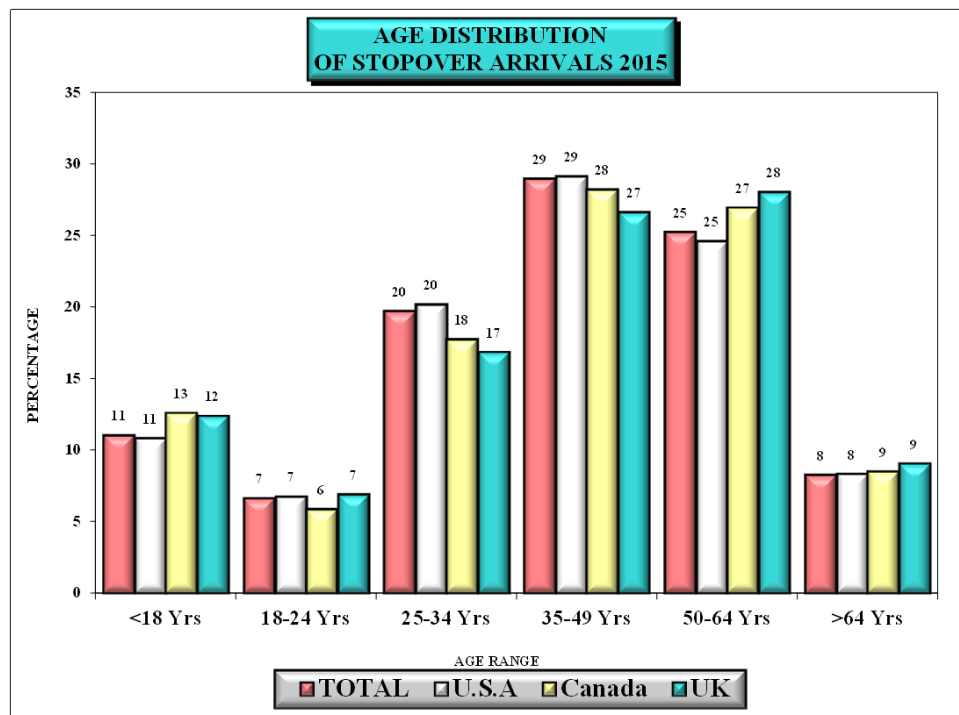
**Fig. 10**

TABLE 8**GENDER DISTRIBUTION OF STOPOVER ARRIVALS**

	2014		2015		2015					
	No.	%Share	No.	%Share	USA	%Share	Canada	%Share	UK	%Share
MALE	954,011	45.9	968,921	45.6	599,805	44.6	179,744	45.9	91,119	45.8
FEMALE	1,126,170	54.1	1,154,121	54.4	744,344	55.4	211,665	54.1	107,883	54.2
Total	2,080,181	100.0	2,123,042	100.0	1,344,149	100.0	391,409	100.0	199,002	100.0

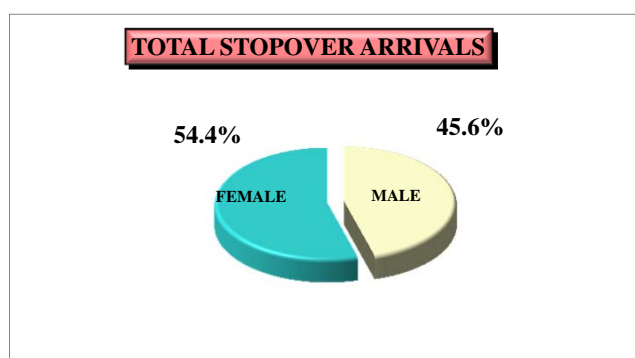
STOPOVER ARRIVALS BY GENDER & MAIN MARKETS 2015

Fig. 10a

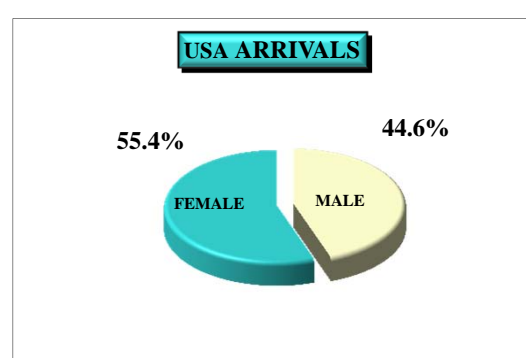


Fig. 10b

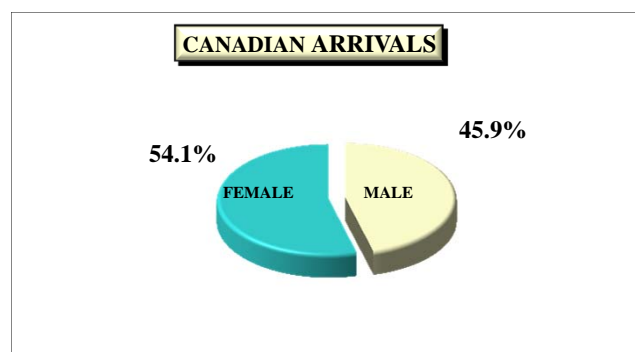


Fig. 10c

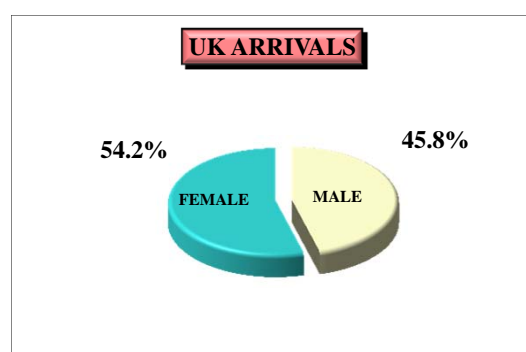


Fig. 10d

TABLE 8.1**STOPOVER ARRIVALS BY PURPOSE OF VISIT**

	2012		2013		2014		2015	
	No.	%Share	No.	%Share	No.	%Share	No.	%Share
Leisure, Recreation and Holiday	1,573,853	79.2	1,608,751	80.1	1,668,217	80.2	1,604,302	75.6
Visiting Friends & Relatives	185,646	9.3	173,908	8.7	182,879	8.8	293,693	13.8
Business	100,360	5.1	96,443	4.8	96,776	4.7	100,839	4.7
Other/not stated	126,226	6.4	129,307	6.4	132,309	6.4	124,208	5.9
Total	1,986,085	100.0	2,008,409	100.0	2,080,181	100.0	2,123,042	100.0

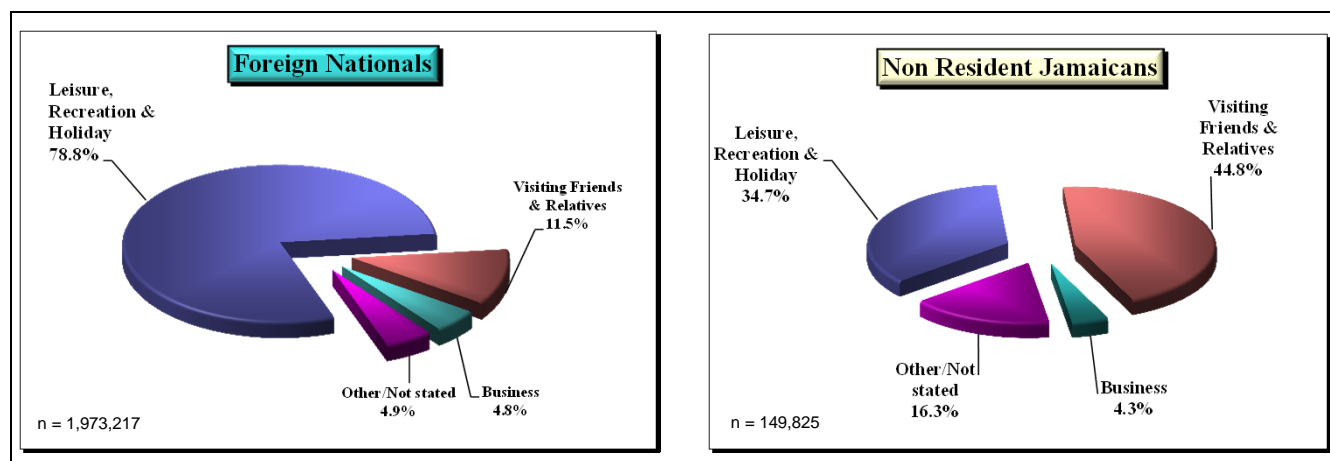


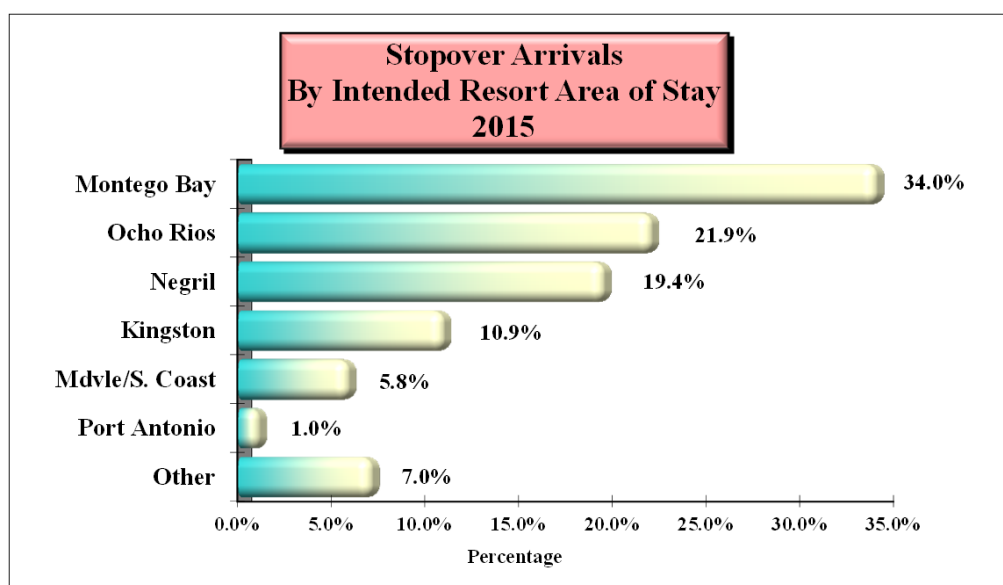
Fig. 10e

TABLE 8.1a**MAIN PURPOSE OF VISIT BY MAIN MARKETS 2015**

PURPOSE OF VISIT 2014	USA		Canada		UK	
	No.	%Share	No.	%Share	No.	%Share
Leisure, Recreation and Holiday	1,031,462	76.7	327,794	83.7	129,946	65.3
Visiting Friends & Relatives	186,624	13.9	40,532	10.4	45,746	23.0
Business	49,390	3.7	9,562	2.4	12,495	6.3
Other/not stated	76,673	5.7	13,521	3.5	10,815	5.4
Total	1,344,149	100.0	391,409	100.0	199,002	100.0

TABLE 8.2**STOPOVER ARRIVALS BY INTENDED RESORT AREA OF STAY**

Area	Stopover Arrivals						%Change 2015/14
	2013	%Share	2014	%Share	2015	%Share	
Montego Bay	625,577	31.1%	673,789	32.4%	720,907	34.0%	7.0%
Ocho Rios	477,729	23.8%	484,393	23.3%	465,779	21.9%	-3.8%
Negril	412,623	20.5%	411,445	19.8%	411,814	19.4%	0.1%
Kingston	213,899	10.7%	222,398	10.7%	230,521	10.9%	3.7%
Mdvle/S. Coast	120,145	6.0%	122,588	5.9%	122,936	5.8%	0.3%
Port Antonio	18,835	0.9%	20,630	1.0%	21,781	1.0%	5.6%
Other	139,601	7.0%	144,938	7.0%	149,304	7.0%	3.0%
Total	2,008,409	100.0%	2,080,181	100.0%	2,123,042	100.0%	2.1%

**Fig. 10f****TABLE 8.2a****STOPOVER ARRIVALS BY MAIN MARKETS AND INTENDED RESORT AREA OF STAY**

Area	2015					
	USA	%Share	Canada	%Share	UK	%Share
Montego Bay	482,293	35.8%	132,748	33.9%	60,353	30.3%
Ocho Rios	274,011	20.4%	118,031	30.2%	47,016	23.6%
Negril	261,197	19.4%	77,585	19.8%	33,205	16.7%
Kingston	136,461	10.1%	21,509	5.5%	19,645	9.9%
Mdvle/S. Coast	85,093	6.3%	16,383	4.2%	14,138	7.1%
Port Antonio	13,696	1.0%	2,318	0.6%	3,501	1.8%
Other	92,822	6.9%	22,810	5.8%	21,143	10.6%
Total	1,345,573	100.0%	391,384	100.0%	199,002	100.0%

TABLE 9**AVERAGE LENGTH OF STAY (NIGHTS) BY MONTH AND YEAR****FOREIGN NATIONAL ARRIVALS**

	2011	2012	2013	2014	2015
January	8.8	8.9	8.9	9.1	9.0
February	8.2	8.2	8.2	8.3	8.2
March	7.8	7.9	7.9	8.0	7.9
April	8.0	7.8	7.8	8.0	7.7
May	8.1	7.9	7.9	7.8	88.0
June	9.3	9.0	8.8	8.8	9.0
July	9.8	10.1	9.6	9.5	9.6
August	9.2	9.1	8.8	8.7	9.0
September	9.1	8.8	8.8	8.8	8.9
October	8.7	8.6	8.3	8.2	8.5
November	8.9	8.8	8.6	8.5	8.8
December	10.4	10.2	10.1	10.0	10.3
Jan. - Dec.	8.9	8.8	8.7	8.7	8.8

* The Length of Stay is based on intended Length of Stay

TABLE 9a**AVERAGE LENGTH OF STAY (NIGHTS) BY COUNTRY AND YEAR****FOREIGN NATIONAL ARRIVALS**

	2011	2012	2013	2014	2015
U.S.A.	7.7	7.7	7.6	7.5	7.6
CANADA	9.0	8.9	8.8	8.7	9.0
U.K.	15.4	15.7	15.2	14.8	15.3
EUROPE	11.5	11.4	11.4	11.4	12.0
LATIN AMERICA	8.2	7.6	7.6	8.0	8.1
CARIBBEAN	8.1	8.5	8.8	9.8	9.1
OTHER COUNTRIES	15.6	13.6	17.9	15.4	16.5
TOTAL	8.9	8.8	8.7	8.7	8.8

* The Length of Stay is based on intended Length of Stay

TABLE 9.1**AVERAGE LENGTH OF STAY (NIGHTS) BY MONTH AND YEAR****NON-RESIDENT JAMAICANS**

	2011	2012	2013	2014	2015
January	15.9	16.9	17.6	17.6	15.8
February	13.9	15.1	14.7	14.9	13.7
March	13.5	15.3	14.3	14.6	13.8
April	13.7	14.9	14.6	14.6	13.3
May	16.0	15.9	15.6	14.5	15.4
June	17.9	19.4	18.5	17.9	18.3
July	16.7	19.3	17.4	17.1	17.5
August	15.0	15.7	14.9	14.5	15.0
September	15.8	17.2	16.0	15.2	15.9
October	16.8	17.0	16.4	15.3	16.0
November	19.9	21.3	20.4	19.3	20.3
December	19.4	19.6	19.0	18.8	19.0
Jan. - Dec.	16.4	17.5	16.8	16.5	16.4

* The Length of Stay is based on intended Length of Stay

TABLE 9b**AVERAGE LENGTH OF STAY (NIGHTS) BY TYPE OF ACCOMMODATION****2015**

FOREIGN NATIONALS			NON-RESIDENT JAMAICANS	
	HOTELS	NON-HOTEL	HOTELS	NON-HOTEL
January	7.3	14.4	8.3	16.2
February	7.0	11.8	7.4	14.1
March	6.7	11.4	7.5	14.2
April	6.6	11.3	7.3	13.7
May	6.5	12.9	7.7	16.1
June	6.6	15.4	8.6	19.0
July	6.9	14.9	9.1	18.2
August	6.9	13.6	8.5	15.6
September	6.9	14.7	7.7	16.6
October	6.8	13.4	7.8	16.8
November	6.9	15.2	7.7	21.2
December	7.3	15.7	10.0	19.4
Jan. - Dec.	6.9	13.8	8.3	17.0

FOREIGN NATIONAL			NON-RESIDENT	
	ARRIVALS	Average Length of Stay (Nights)	JAMAICAN ARRIVALS	Average Length of Stay (Nights)
Hotel	1,434,750	6.9	9,875	8.3
Non-Hotel	106,948	9.2	2,075	12.4
Private Homes	400,454	15.0	136,580	17.1
Other	31,028	14.3	1,332	15.0
	1,973,180	8.8	149,862	16.4

* The Length of Stay is based on intended Length of Stay

TABLE 10**STOPOVER ARRIVALS BY SCHEDULED & CHARTERED FLIGHTS**

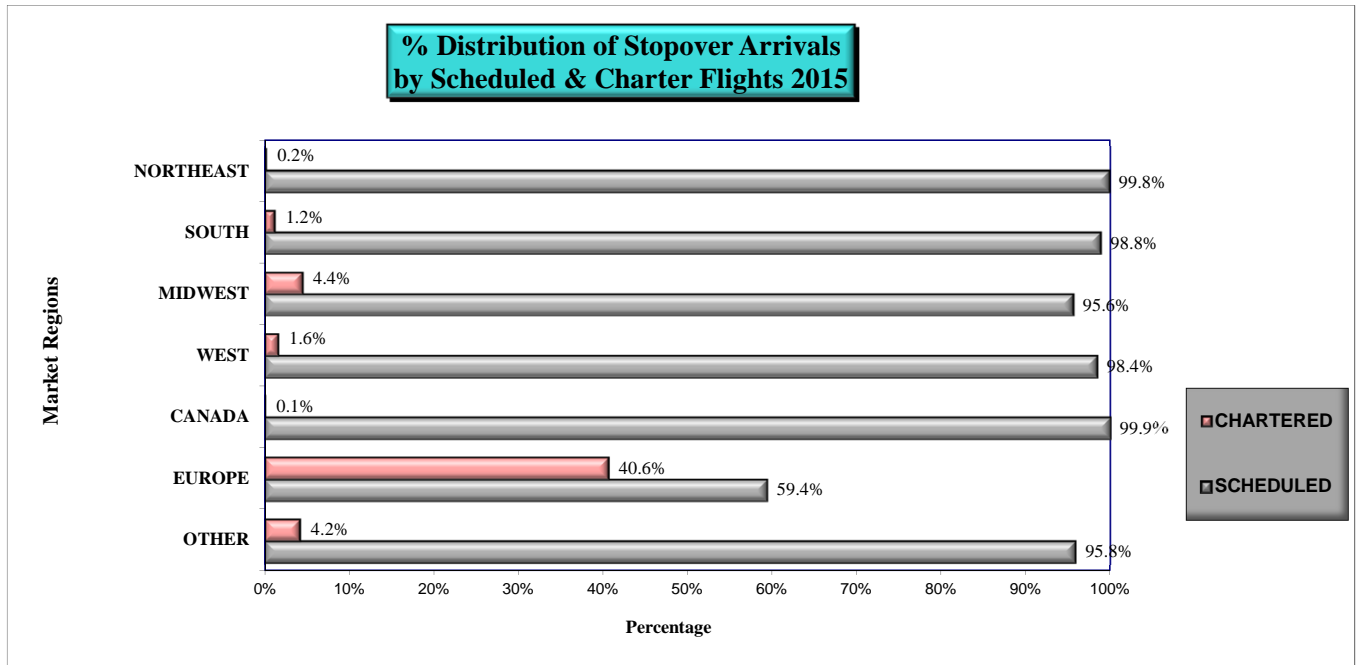
	2014				2015			
	SCHEDULED	% change 2014/13	CHARTERED	% change 2014/13	SCHEDULED	% change 2015/14	CHARTERED	% change 2015/14
U.S.A.								
<u>NORTHEAST</u>								
Connecticut	33,452		32		36,136		216	
Delaware	6,541		3		6,934		20	
Maine	4,238		0		4,597		3	
Maryland	53,997		24		57,815		133	
Massachusetts	36,960		13		40,487		49	
New Hampshire	5,701		2		5,841		2	
New Jersey	72,178		506		74,903		29	
New York	236,128		334		245,893		128	
Pennsylvania	70,116		78		72,103		49	
Rhode Island	4,173		0		4,509		0	
Vermont	2,148		2		2,240		3	
Virginia	33,695		42		34,644		210	
Washington D.C.	7,620		11		8,097		176	
West Virginia	3,288		19		3,222		35	
Total	570,235	0.0%	1,066	155.0%	597,421	4.8%	1,053	-1.2%
<u>MIDWEST</u>								
Illinois	57,064		46		57,064		46	
Indiana	20,080		281		20,080		281	
Iowa	12,047		355		12,047		355	
Kansas	7,898		14		7,898		14	
Kentucky	8,456		620		8,456		620	
Michigan	29,387		34		29,387		34	
Minnesota	14,883		4,551		14,883		4,551	
Missouri	18,583		120		18,583		120	
Nebraska	7,419		9		7,419		9	
North Dakota	3,040		164		3,040		164	
Ohio	30,987		1,033		30,987		1,033	
South Dakota	2,843		193		2,843		193	
Wisconsin	23,662		927		23,662		927	
Total	236,349	5.7%	8,347	-55.7%	236,349	0.0%	8,347	0.0%
<u>SOUTH (MIAMI)</u>								
Alabama	9,209		240		9,041		318	
Arkansas	4,447		47		4,444		44	
Florida	185,175		530		193,824		447	
Georgia	61,187		947		62,069		1,145	
Louisiana	8,604		454		8,424		45	
Mississippi	4,409		55		4,124		47	
North Carolina	28,000		93		29,176		713	
South Carolina	11,955		200		13,307		376	
Tennessee	15,697		1,083		15,514		894	
Total	328,683	3.6%	3,649	762.6%	339,923	3.4%	4,029	10.4%

TABLE 10**STOPOVER ARRIVALS BY SCHEDULED & CHARTERED FLIGHTS**

	2014				2015			
	SCHEDULED	% change 2014/13	CHARTERED	% change 2014/13	SCHEDULED	% change 2015/14	CHARTERED	% change 2015/14
<u>WEST</u>								
Alaska	526		10		508		3	
Arizona	7,468		24		7,429		43	
California	43,342		87		46,412		112	
Colorado	11,588		22		11,696		30	
Hawaii	323		5		397		1	
Idaho	1,077		7		1,141		17	
Montana	1,098		4		1,106		9	
Nevada	4,003		7		3,738		11	
New Mexico	1,510		3		1,623		20	
Oklahoma	7,220		194		7,121		217	
Oregon	2,996		4		3,365		5	
Texas	54,391		1,927		56,438		1,955	
Utah	2,501		3		2,943		24	
Washington	6,842		12		7,075		17	
Wyoming	929		5		984		5	
Total	145,814	5.5%	2,314	-7.6%	151,976	4.2%	2,469	6.7%
TOTAL U.S.A.	1,281,081	2.6%	15,376	-30.6%	1,325,669	3.5%	15,898	3.4%
<u>CANADA</u>								
Alberta	35,237		5		29,652		8	
British Columbia	11,289		11		10,332		12	
Manitoba	10,585		0		9,398		0	
New Brunswick	5,894		0		5,169		1	
Newfoundland	6,720		0		5,856		0	
Nova Scotia	10,353		7		9,859		1	
Ontario	271,401		253		261,671		188	
P.E. Island	1,023		0		804		1	
Quebec	56,417		28		48,734		21	
Saskatchewan	10,135		3		9,249		5	
Other Canada	535		2		448		0	
Total	419,589	5.1%	309	60.1%	391,172	-6.8%	237	-23.3%
<u>EUROPE</u>								
<u>Northern Europe</u>								
U.K.	103,144		74,072		102,574		96,428	
Denmark	775		143		829		1,050	
Finland	637		333		416		1,983	
Ireland	1,705		512		1,614		748	
Norway	1,035		90		1,018		424	
Sweden	2,235		5,387		1,906		6,840	
<u>Southern Europe</u>								
Greece	211		7		179		18	
Italy	8,428		264		5,730		3,752	
Portugal	239		1,355		414		462	
Spain	2,259		257		2,752		244	
<u>Western Europe</u>								
Austria	2,288		13		2,203		9	
Belgium	4,904		26		5,306		13	
France	4,358		5,742		4,960		86	
Germany	21,266		105		20,405		123	
Luxemburg	196		7		224		6	
Netherlands	5,999		41		6,543		46	
Switzerland	3,153		63		3,277		79	
<u>Central/East Europe</u>								
Czechoslovakia	569		710		583		742	
Hungary	262		8		324		27	
Poland	1,261		77		1,255		91	
Russia	1,639		2,425		931		40	
Other Europe	2,484		397		2,051		292	
Total	169,047	9.3%	92,034	13.5%	165,791	-1.9%	113,541	23.4%

TABLE 10**STOPOVER ARRIVALS BY SCHEDULED & CHARTERED FLIGHTS**

	2014				2015			
	SCHEDULED	% change 2014/13	CHARTERED	% change 2014/13	SCHEDULED	% change 2015/14	CHARTERED	% change 2015/14
OTHER COUNTRIES								
Mexico	3,083		34		4,314		37	
Central America	5,145		57		5,248		45	
South America	19,298		1,646		18,091		1,652	
Comm. Caribbean	49,829		361		52,316		402	
Other Caribbean	7,484		1,383		7,930		1,964	
African Countries	1,411		36		1,507		11	
India	1,972		11		1,822		11	
Australia & New Zealand	2,867		52		3,267		71	
Japan	2,015		7		2,004		159	
All Other Ctries	5,860		194		7,076		2,807	
Total	98,964	2.2%	3,781	-27.4%	103,575	4.7%	7,159	89.3%
GRAND TOTAL	1,968,681	3.6%	111,500	2.6%	1,986,207	0.9%	136,835	22.7%

**Fig. 11**

CRUISE PASSENGERS

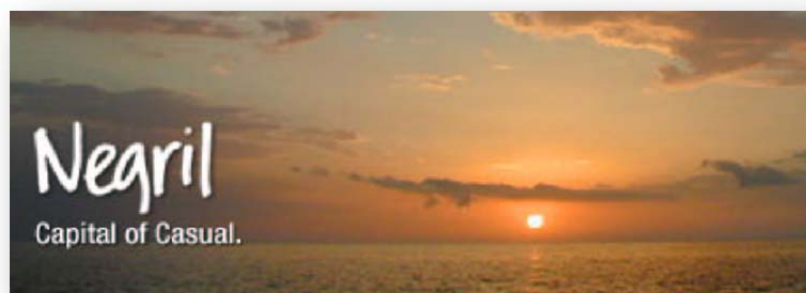


TABLE 11**CRUISE PASSENGERS BY MONTH AND YEAR: 2011 - 2015**

	2011	2012	2013	2014	2015
January	96,323	167,745	179,910	160,945	167,591
February	88,983	164,415	138,879	131,948	150,803
March	106,247	161,794	148,022	149,158	194,031
April	100,977	115,347	101,261	146,640	142,139
Jan.-Apr.	392,530	609,301	568,072	588,691	654,564
%Inc./Dec.	9.8%	55.2%	-6.8%	3.6%	11.2%
May	77,579	90,704	69,607	76,865	87,707
June	83,997	75,307	72,054	79,447	89,162
July	71,228	74,690	79,946	104,123	100,150
August	74,803	87,341	63,393	93,106	95,962
September	63,212	66,869	63,224	69,001	88,968
October	84,888	69,582	89,896	106,813	87,719
November	123,683	100,239	99,000	125,509	135,450
December	153,561	146,050	160,076	180,242	229,020
May - Dec.	732,951	710,782	697,196	835,106	914,138
%Inc./Dec.	32.7%	-3.0%	-1.9%	17.5%	9.5%
Jan. - Dec.	1,125,481	1,320,083	1,265,268	1,423,797	1,568,702
% Inc./Dec.	23.7%	17.3%	-4.2%	12.5%	10.2%

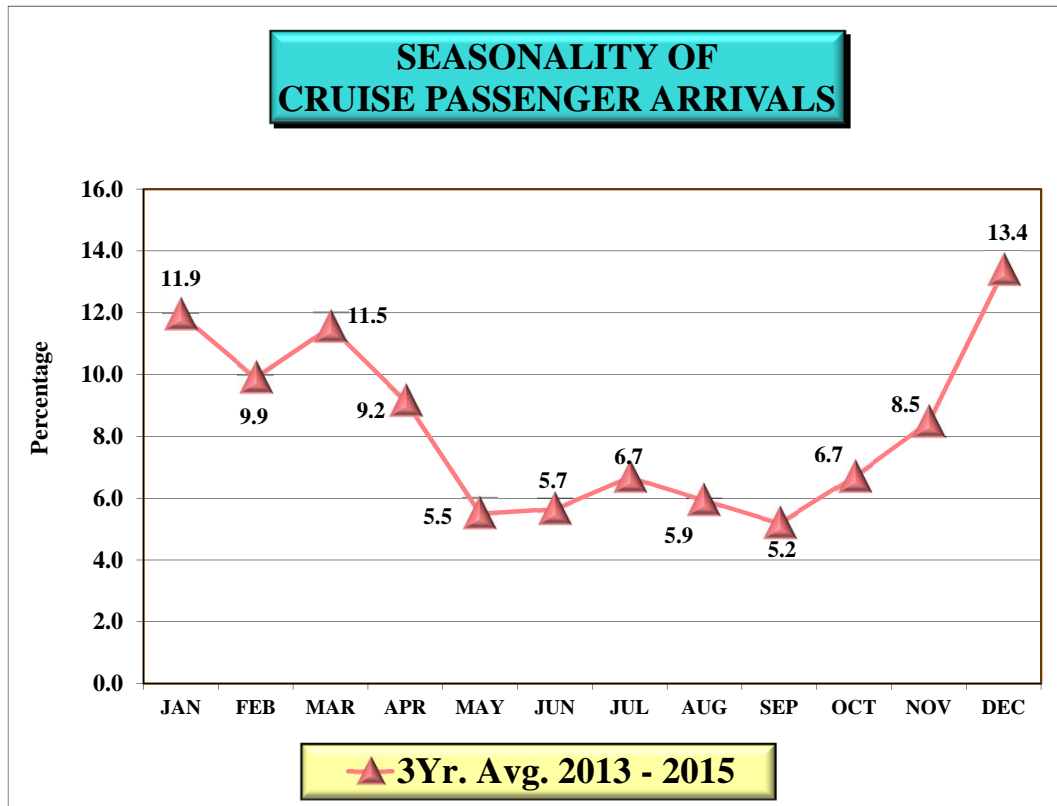
**Fig. 12**

TABLE 12

CRUISE SHIP PASSENGERS BY MAJOR PORTS OF CALL AND YEARS

Montego Bay					Falmouth					Ocho Rios				
	2012	2013	2014	2015	2012	2013	2014	2015		2012	2013	2014	2015	
January	43,849	41,692	27,827	36,727	76,155	92,553	84,199	70,608		47,741	45,665	48,919	60,256	
February	41,301	23,392	20,230	24,731	66,122	75,067	63,389	70,526		56,992	40,420	48,218	55,389	
March	34,962	24,514	25,364	33,606	71,080	83,411	72,888	82,179		55,413	40,097	50,281	78,246	
April	26,278	16,773	18,918	26,444	51,202	56,991	85,004	63,347		37,867	27,497	42,718	52,348	
Jan.-Apr.	146,390	106,371	92,339	121,508	264,559	308,022	305,480	286,660		198,013	153,679	190,136	246,239	
%Inc./Dec.	41.4%	-27.3%	-13.2%	31.6%	170.9%	215.5%	15.5%	-6.2%		3.8%	-22.4%	23.7%	29.5%	
May	26,623	15,641	16,352	24,274	41,915	36,366	50,490	50,270		22,166	17,600	10,023	13,163	
June	20,944	11,391	13,097	31,901	33,357	33,617	48,794	45,593		21,006	27,046	17,556	11,668	
July	23,861	16,561	22,625	22,001	33,495	40,002	59,764	54,283		17,334	23,383	21,734	23,866	
August	30,406	10,928	17,763	35,686	39,486	33,631	52,808	45,318		17,449	18,834	22,535	14,958	
September	24,184	12,227	11,868	23,180	30,701	30,395	44,188	52,509		11,984	20,602	12,945	13,279	
October	19,643	16,332	22,504	26,394	34,462	45,190	61,618	44,490		15,477	29,245	22,691	16,762	
November	20,645	14,575	17,237	31,566	41,346	46,927	62,775	69,729		37,499	37,498	45,189	34,155	
December	26,276	33,930	26,298	54,977	67,257	72,286	86,348	103,353		52,517	53,860	67,281	70,690	
May - Dec.	192,582	131,585	147,744	249,979	322,019	338,414	466,785	465,545		195,432	228,068	219,954	198,541	
%Inc./Dec.	31.0%	-10.5%	-23.3%	69.2%	-10.3%	-5.7%	45.0%	-0.3%		-13.8%	16.7%	-3.6%	-9.7%	
Jan. - Dec.	338,972	237,956	240,083	371,487	586,578	646,436	772,265	752,205		393,445	381,747	410,090	444,780	
% Inc./Dec.	35.3%	-5.0%	-29.2%	54.7%	28.5%	41.6%	31.7%	-2.6%		-5.8%	-3.0%	7.4%	8.5%	

* During the period 2012 to 2015 the port of Port Antonio received a total of 12 cruise ship calls with 2,677 passengers.

* During 2015 the port of Port Antonio received 3 cruise ship calls with 230 passengers.

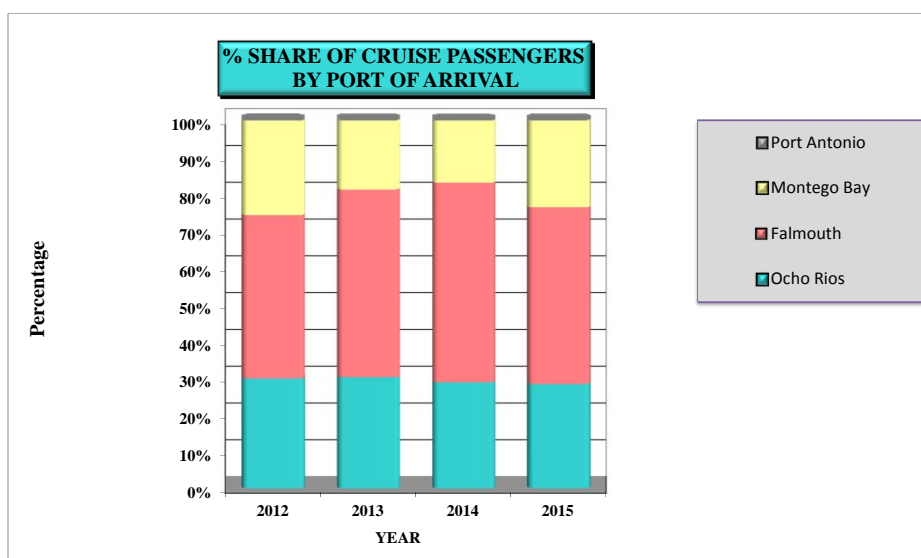


Fig. 13

TABLE 12a**CRUISE SHIP CALLS BY MAJOR PORTS OF CALL AND YEARS**

Montego Bay					Falmouth					Ocho Rios				
	2012	2013	2014	2015	2012	2013	2014	2015		2012	2013	2014	2015	
January	17	17	14	18	21	25	21	20		18	16	18	18	
February	17	11	10	14	18	21	17	20		21	14	17	17	
March	12	11	14	19	18	21	18	21		20	13	17	23	
April	7	5	5	8	12	14	20	16		13	8	12	15	
Jan.-Apr.	53	44	43	59	69	81	76	77		72	51	64	73	
%Inc./Dec.	10.4%	-17.0%	-2.3%	37.2%	155.6%	17.4%	-6.2%	1.3%		-4.0%	-29.2%	25.5%	14.1%	
May	7	4	4	6	8	7	11	12		7	5	3	4	
June	5	3	3	8	6	6	10	10		6	7	5	3	
July	6	4	5	5	6	7	12	12		5	5	6	6	
August	8	3	4	8	7	6	11	10		5	5	6	4	
September	7	4	3	6	6	6	11	12		4	6	4	4	
October	7	5	6	7	7	10	15	11		6	10	8	5	
November	7	5	7	10	9	12	16	19		15	14	15	12	
December	10	14	11	21	17	19	25	27		19	21	21	24	
May - Dec.	57	42	43	71	66	73	111	113		67	73	68	62	
%Inc./Dec.	7.5%	-26.3%	2.4%	65.1%	-20.5%	10.6%	52.1%	1.8%		-14.1%	9.0%	-6.8%	-8.8%	
Jan. - Dec.	110	86	86	130	135	154	187	190		139	124	132	135	
% Inc./Dec.	8.9%	-21.8%	0.0%	51.2%	22.7%	14.1%	21.4%	1.6%		-9.2%	-10.8%	6.5%	2.3%	

* During the period 2012 to 2015 the port of Port Antonio received a total of 12 cruise ship calls with 2,677 passengers.

* During 2015 the port of Port Antonio received 3 cruise ship calls with 230 passengers.

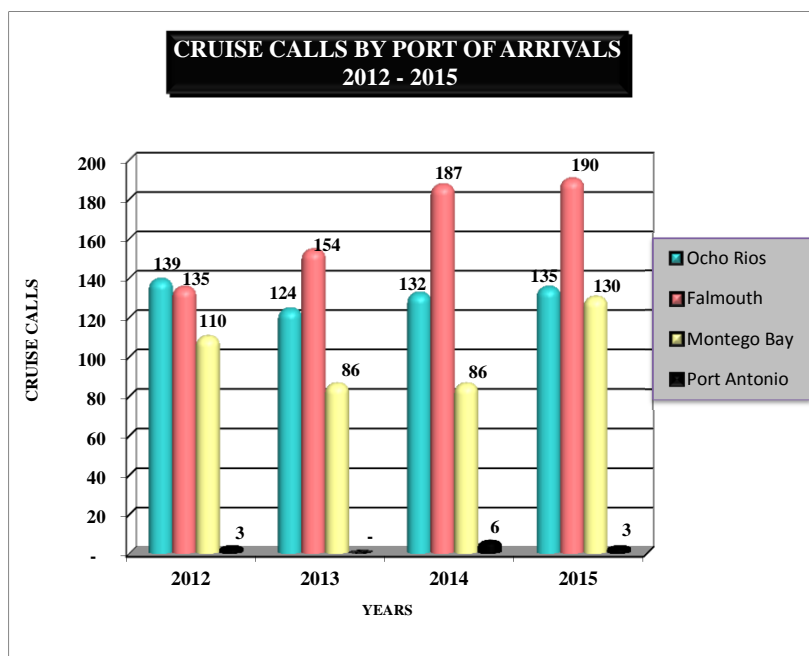
**Fig. 13a**

TABLE 12b

CRUISE PASSENGERS BY PORTS OF ARRIVAL AND MAJOR CRUISE LINES								
CRUISE LINES	CRUISE SHIPS	2014		2015		% Change 2015/2014		
		CALLS	PAX	CALLS	PAX	CALLS	PAX	
OCHO RIOS								
CARNIVAL CRUISE LINE & PLC	Carnival Breeze	14	58,732	13	58,145			
	Carnival Conquest			8	28,142			
	Carnival Dream	1	3,911	1	3,518			
	Carnival Freedom	12	38,835					
	Carnival Glory	1	2,982					
	Carnival Splendour			1	3,282			
	Carnival Victory	25	77,673	20	64,695			
		53	182,133	43	157,782	-18.9%	-13.4%	
	Costa Cruises	Costa Atlantica			1	651		
		Costa Luminosa	8	19,019	9	21,451		
		8	19,019	10	22,102	25.0%	16.2%	
Holland America	Eurodam	7	14,120	2	4,317			
	Maasdam			1	1,320			
	Nieuw Amsterdam	2	3,982					
Norwegian Cruises	Noordam	1	2,052					
	Westerdam	2	3,725					
		12	23,879	3	5,637	-75.0%	-76.4%	
	Norwegian Dawn	1	2,269	1	2,197			
	Norwegian Epic	20	86,077	15	67,864			
	Norwegian Getaway			8	36,809			
	Norwegian Pearl	4	10,183	4	9,793			
	Norwegian Spirit			3	6,725			
Princess Cruises	Norwegian Star			1	2,294			
		25	98,529	32	125,682	28.0%	27.6%	
	Caribbean Princess	6	19,523	3	10,041			
	Coral Princess	8	15,601	5	9,884			
	Island Princess	2	3,841	2	4,153			
	Ruby Princess	2	6,216					
	18	45,181	10	24,078	-44.4%	-46.7%		
AIDA CRUISES	Aida Aura							
	Aida Bella	10	21,248	4	8,291			
	Aida Diva			1	2,028			
	Aida Luna	1	2,232	7	13,941			
	Aida Mar			1	2,099			
		11	23,480	13	26,359	18.2%	12.3%	
P & O CRUISES	Azura			1	2,971			
	Britannia			2	7,391			
		0	0	3	10,362	-	-	
MSC CRUISES	Divina	1	4,316	5	19,320			
		1	4,316	5	19,320	400.0%	347.6%	
ROYAL CARIBBEAN	Legend of the Seas	1	1,968					
	Liberty of the Seas	3	11,585	8	32,613			
		4	13,553	8	32,613	100.0%	140.6%	
Celebrity Cruises	Reflection			5	15,824	-	-	
DISNEY CRUISES	Disney Fantasy			1	3,816	-	-	
OTHER				2	1,205	-	-	
PORT TOTAL		132	410,090	135	444,780	2.3%	8.5%	

CRUISE LINES	CRUISE SHIPS	2014		2015		% Change 2015/2015	
		CALLS	PAX	CALLS	PAX	CALLS	PAX
MONTEGO BAY							
CARNIVAL CRUISE LINE & PLC	Carnival Breeze	4	17,172	10	43,456		
	Carnival Dream	17	70,602	20	84,171		
	Carnival Freedom			16	55,059		
	Carnival Imagination	1	2,090				
	Carnival Magic	17	72,900	21	92,338		
	Carnival Sunshine	7	23,272				
	Carnival Victory			1	2,660		
Norwegian Cruises		46	186,036	68	277,684	47.8%	49.3%
	Norwegian Jewel	1	2,914				
	Norwegian Pearl	1	2,462	1	2,023		
Holland America		2	5,376	1	2,023	-50.0%	-62.4%
	Eurodam	3	6,096	2	4,259		
	Nieuw Amsterdam	1	2,217				
	Noordam			1	2,102		
		4	8,313	3	6,361	-25.0%	-23.5%
AIDA CRUISES	Aida Bella	10	20,509	7	14,526		
	Aida Luna			4	8,105		
	Aida Mar			3	6,483		
		10	20,509	14	29,114	40.0%	42.0%
MSC CRUISES	Asuka 11			1	482		
	Hamburg	1	308				
	Opera			1	2,261		
		1	308	2	2,743	100.0%	790.6%
ROYAL CARIBBEAN	Freedom of the Seas	2	8,417	1	4,402		
	Liberty of the Seas			1	4,227		
	Navigator of the Seas			1	3,371		
		2	8,417	3	12,000	50.0%	42.6%
Celebrity Cruises	Reflection	1	3,092				
	Silhouette			1	2,909		
		1	3,092	1	2,909	0.0%	-5.9%
DISNEY CRUISES	Disney Magic			1	2,499	-	-
LOUIS CRUISE LINES	Louis Cristal	15	4,154	13	7,443	-	-
THOMSON HOLIDAYS	Thomson Dream	2	2,917	17	24,831	-	-
OTHER		3	961	7	3,880	133.3%	303.7%
PORT TOTAL		86	240,083	130	371,487	51.2%	54.7%

TABLE 12b

CRUISE PASSENGERS BY PORTS OF ARRIVAL AND MAJOR CRUISE LINES							
CRUISE LINES	CRUISE SHIPS	2014		2015		% Change 2015/2014	
		CALLS	PAX	CALLS	PAX	CALLS	PAX
FALMOUTH							
CARNIVAL CRUISE LINE & PLC	Carnival Breeze			4	17,375		
	Carnival Conquest			1	3,321		
	Carnival Freedom	2	6,151				
	Carnival Glory			1	3,640		
	Carnival Triumph			1	2,354		
	Carnival Victory			6	18,814		
Norwegian Cruises		2	6,151	13	45,504	550.0%	639.8%
	Norwegian Getaway	1	4,244				
	Norwegian Pearl			1	2,175		
Holland America		1	4,244	1	2,175	0.0%	-48.8%
	Eurodam	1	2,211	4	8,208		
	Maasdam	1	1,236	1	1,211		
	Zuiderdam	1	2,149	1	2,094		
		3	5,596	6	11,513	100.0%	105.7%
ROYAL CARIBBEAN							
Celebrity Cruises	Allure of the Seas	27	161,312	12	70,556		
	Freedom of the Seas	24	98,389	24	101,119		
	Grandeur Of The Seas	5	10,140	7	14,203		
	Independence of the Seas	12	50,363	26	105,935		
	Liberty of the Seas	8	32,411	3	11,384		
	Navigator of the Seas	23	83,274	24	86,520		
	Oasis of the Seas	21	127,528	26	159,727		
	Serenade of the Seas	11	25,207	7	16,074		
		131	588,624	129	565,518	-1.5%	-3.9%
	Celebrity Reflection			1	3,065		
Silhouette	11	31,979	10	29,462			
	11	31,979	11	32,527	0.0%	1.7%	
DISNEY CRUISES							
	Disney Fantasy	14	52,293	14	53,299		
	Disney Magic	3	7,144	9	22,887		
	Disney Wonder			1	2,457		
		17	59,437	24	78,643	41.2%	32.3%
MSC CRUISES	Divina	20	74,279	4	14,678	-80.0%	-80.2%
OTHER		2	1955	2	1647	0.0%	-15.8%
PORT TOTAL		187	772,265	190	752,205	1.6%	-2.6%
GRAND TOTAL		405	1,422,438	455	1,568,472	12.3%	10.3%

* During 2015 the port of Port Antonio received a total of 3 cruise ship calls with 230 passengers.

DISTRIBUTION OF CRUISE PASSENGERS BY CRUISELINE 2014 AND 2015

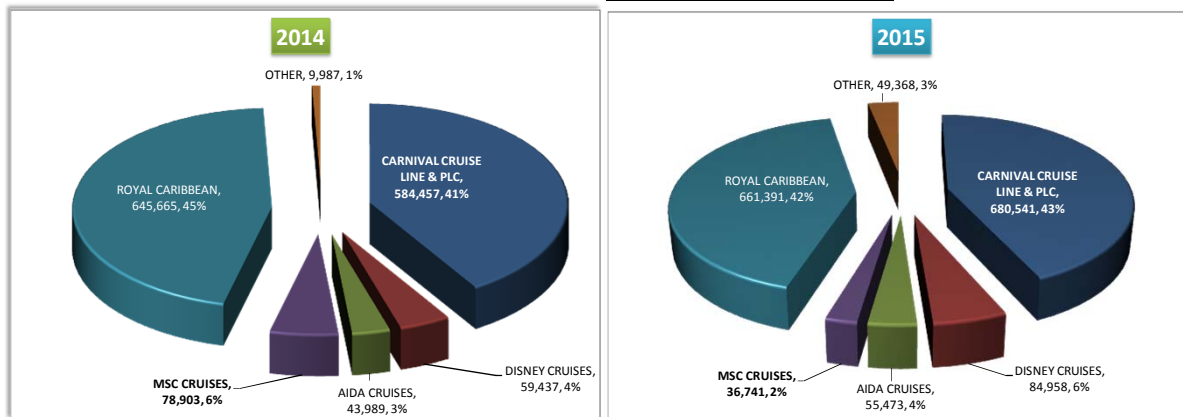


Fig. 13b

ACCOMMODATION



TABLE 13
HOTELS: AVERAGE CAPACITY AVAILABLE
ROOM/BED NIGHTS SOLD & PERCENTAGE OCCUPANCY

	AVG. CAPACITY		NIGHTS SOLD		AVERAGE	% OCCUPANCY	
	ROOMS	BEDS	ROOMS	BEDS	HOUSE COUNTS	ROOMS	BEDS
<u>MONTEGO BAY</u>							
2011	6,844	15,429	1,578,787	3,445,889	9,440.8	63.2%	61.2%
2012	6,926	15,569	1,615,601	3,579,264	9,779.4	63.7%	62.8%
2013	5,909	13,207	1,528,893	3,370,959	9,235.5	70.9%	69.9%
2014	6,388	14,148	1,686,627	3,709,015	10,161.7	72.3%	71.8%
2015	7,304	16,153	1,947,392	4,234,693	11,601.9	73.0%	71.8%
+/- % 15/14	14.3%	14.2%	15.5%	14.2%	14.2%	1.0%	0.0%
<u>OCHO RIOS</u>							
2011	5,250	10,701	1,224,827	2,586,506	7,086.3	63.9%	66.2%
2012	5,351	11,474	1,296,552	2,817,091	7,697.0	66.2%	67.1%
2013	5,239	10,821	1,356,440	2,848,116	7,803.1	70.9%	72.1%
2014	5,112	10,682	1,333,362	2,859,876	7,835.3	71.5%	73.4%
2015	4,971	10,176	1,252,434	2,606,068	7,139.9	69.0%	70.2%
+/- % 15/14	-2.8%	-4.7%	-6.1%	-8.9%	-8.9%	-3.4%	-4.3%
<u>NEGRIL</u>							
2011	5,201	11,322	1,111,386	2,359,789	6,465.2	58.5%	57.1%
2012	5,118	11,524	1,147,701	2,504,075	6,841.7	61.3%	59.4%
2013	4,933	10,950	1,162,069	2,350,357	6,439.3	64.5%	58.8%
2014	5,103	11,087	1,182,882	2,571,609	7,045.5	63.5%	63.5%
2015	4,885	10,453	1,190,791	2,518,061	6,898.8	66.8%	66.0%
+/- % 15/14	-4.3%	-5.7%	0.7%	-2.1%	-2.1%	5.2%	3.9%
<u>PORT ANTONIO</u>							
2011	83	157	4,277	8,485	23.2	14.1%	14.8%
2012	72	143	2,663	5,057	13.8	10.1%	9.7%
2013	53	106	1,879	3,750	10.3	9.7%	9.7%
2014	84	169	4,707	9,822	26.9	15.4%	15.9%
2015	114	229	7,490	15,226	41.7	18.0%	18.2%
+/- % 15/14	35.7%	35.5%	59.1%	55.0%	55.0%	17.2%	14.4%
<u>KINGSTON & ST. ANDREW</u>							
2011	1,433	2,712	236,537	371,364	1,017.4	45.2%	37.5%
2012	1,485	2,721	270,767	479,871	1,311.1	49.8%	48.2%
2013	1,180	2,354	248,922	466,030	1,276.8	57.8%	54.2%
2014	1,176	2,078	245,290	395,042	1,082.3	57.1%	52.1%
2015	1,139	1,965	258,799	420,875	1,153.1	62.3%	58.7%
+/- % 15/14	-3.2%	-5.4%	5.5%	6.5%	6.5%	8.9%	12.6%
<u>MANDEVILLE & SOUTH COAST</u>							
2011	558	1,116	119,489	230,065	630.3	58.7%	56.5%
2012	554	1,126	111,956	221,148	604.2	55.2%	53.7%
2013	558	1,134	133,002	261,602	716.7	65.3%	63.2%
2014	545	1,106	119,316	237,982	652.0	60.0%	58.9%
2015	592	1,196	126,956	253,517	694.6	58.8%	58.1%
+/- % 15/14	8.6%	8.1%	6.4%	6.5%	6.5%	-2.0%	-1.4%
<u>ISLAND</u>							
2011	19,369	41,437	4,275,303	9,002,098	24,663.3	60.5%	59.5%
2012	19,506	42,557	4,445,241	9,606,507	26,319.2	62.4%	61.8%
2013	17,872	38,572	4,431,205	9,300,814	25,481.7	67.9%	66.1%
2014	18,409	39,270	4,572,184	9,783,346	26,803.7	68.0%	68.3%
2015	19,005	40,172	4,783,862	10,048,440	27,530.0	69.0%	68.5%
+/- % 15/14	3.2%	2.3%	4.6%	2.7%	2.7%	1.3%	0.4%

NB: Estimates were made for some non-compliant hotels

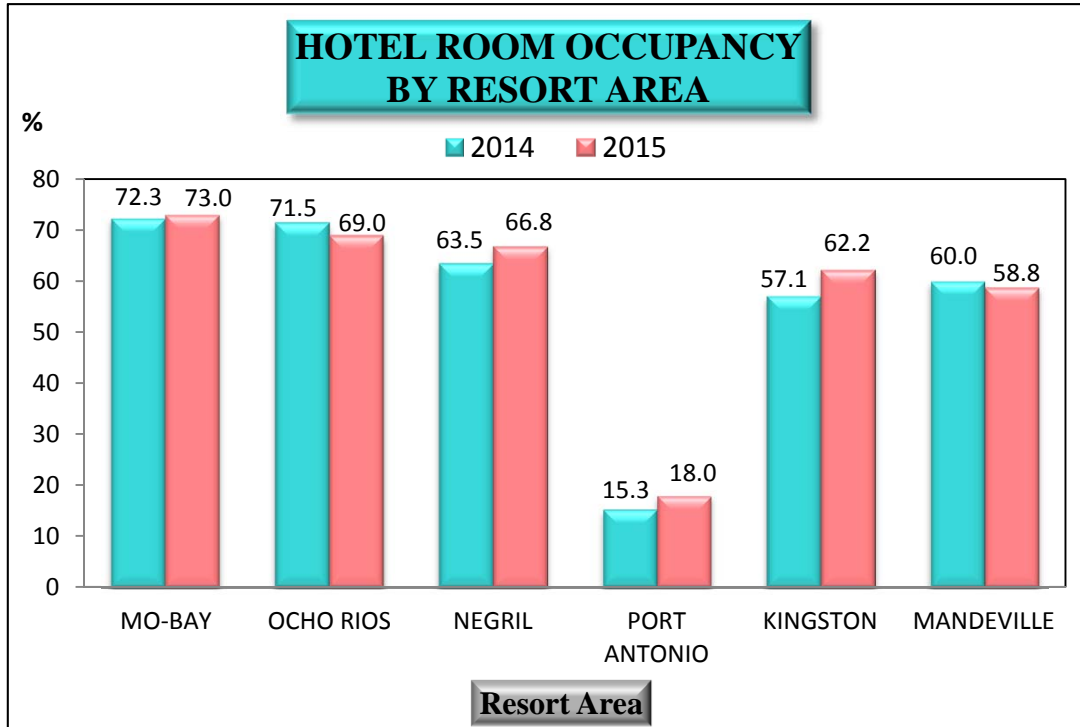


Fig.14

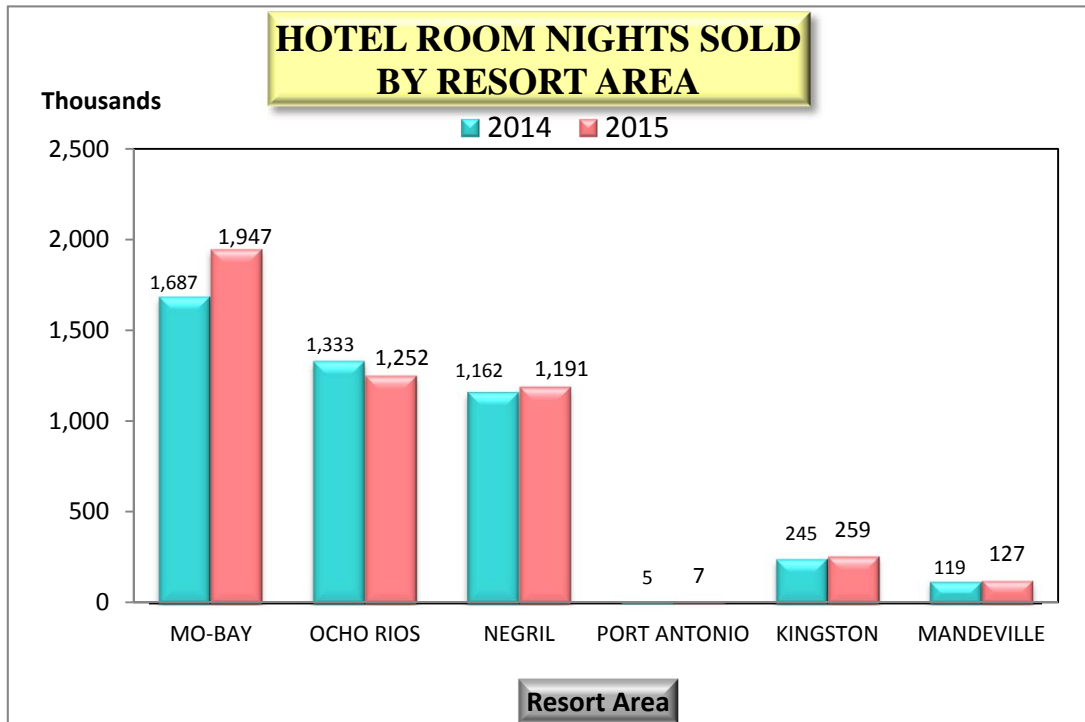


Fig.14a

TABLE 14**HOTEL ROOM AND BED NIGHTS SOLD BY MONTH, YEAR AND AREA****JAMAICA**

<u>ROOM NIGHTS SOLD</u>						<u>BED NIGHTS SOLD</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	396,323	424,628	418,879	389,132	447,706		807,163	874,944	898,012	829,034	918,637
Feb.	399,846	430,472	433,746	398,268	411,359		790,578	888,045	927,909	847,626	859,492
Mar.	429,760	464,513	448,156	447,614	450,830		885,593	970,704	967,692	974,017	951,224
Apr.	386,056	390,301	410,204	405,962	417,502		799,064	817,746	892,109	860,022	877,156
Jan.-Apr.	1,611,985	1,709,914	1,710,986	1,640,976	1,727,397		3,282,398	3,551,439	3,685,722	3,510,699	3,606,509
May.	346,439	332,347	377,212	365,636	404,116		693,598	683,928	807,030	775,016	851,518
Jun.	337,360	342,314	379,418	373,432	390,316		700,321	725,117	820,678	798,123	821,371
Jul.	387,167	376,723	396,210	398,374	435,319		813,998	810,737	862,352	853,759	918,461
Aug.	342,793	317,455	335,561	351,795	390,198		726,181	705,857	742,925	770,029	807,353
Sep.	219,439	225,782	251,854	255,822	290,240		444,450	476,408	543,728	545,479	624,729
Oct.	261,486	268,623	282,713	297,258	346,986		526,467	565,798	608,334	630,823	739,521
Nov.	312,838	330,667	334,102	345,675	368,452		616,080	694,320	719,693	565,047	767,074
Dec.	326,096	371,478	377,186	402,237	430,838		677,914	788,494	816,045	851,839	911,904
May-Dec.	2,533,618	2,565,389	2,734,255	2,790,229	3,056,465		5,199,009	5,450,659	5,920,785	5,790,115	6,441,931
Jan-Dec.	4,145,603	4,275,303	4,445,241	4,431,205	4,783,862		8,481,407	9,002,098	9,606,507	9,300,814	10,048,440

TABLE 14A**HOTEL ROOM AND BED % OCCUPANCY BY MONTH, YEAR AND AREA****JAMAICA**

<u>ROOM % OCCUPANCY</u>						<u>BED % OCCUPANCY</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	69.3	70.0	67.8	74.2	75.6		67.3	69.0	67.5	74.5	75.2
Feb.	77.8	75.9	74.2	79.1	76.9		75.6	74.8	76.3	79.8	76.1
Mar.	75.8	73.3	77.9	74.4	76.1		74.2	72.6	78.1	74.4	76.0
Apr.	66.2	69.4	74.4	70.1	73.0		65.2	69.1	73.2	70.0	74.1
Jan.-Apr.	72.2	72.1	74.2	74.4	75.4		70.5	71.4	73.7	74.6	75.4
May.	55.0	61.9	66.7	65.6	69.4		53.4	61.0	65.9	66.3	69.1
Jun.	58.6	64.8	70.7	65.5	69.3		58.4	64.5	70.3	66.5	69.0
Jul.	63.1	65.0	72.7	70.1	75.0		63.8	65.2	72.4	71.2	74.7
Aug.	53.3	55.0	64.6	64.9	64.4		54.9	55.3	64.2	65.0	62.2
Sep.	40.8	44.1	49.8	49.6	52.0		38.6	43.0	48.5	48.8	51.6
Oct.	45.3	47.7	55.1	60.2	60.4		44.8	47.1	54.4	59.6	60.1
Nov.	57.2	57.3	65.4	70.9	63.8		56.3	56.7	65.6	70.7	63.0
Dec.	62.2	62.2	71.3	71.9	71.5		62.0	61.7	70.6	72.3	71.8
May-Dec.	54.6	57.4	64.7	65.0	65.8		54.1	56.9	64.1	65.2	65.2
Jan-Dec.	60.5	62.3	67.9	68.1	69.0		59.5	61.7	67.3	68.3	68.5

TABLE 15**HOTEL ROOM AND BED NIGHTS SOLD BY MONTH, YEAR AND AREA****MONTEGO BAY**

<u>ROOM NIGHTS SOLD</u>						<u>BED NIGHTS SOLD</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	121,741	154,529	125,181	156,178	178,282		249,439	328,843	271,644	339,820	383,523
Feb.	130,552	152,952	137,866	141,141	167,090		243,533	327,621	303,006	308,897	358,010
Mar.	143,421	169,864	160,386	151,544	183,733		305,118	371,130	360,720	340,042	401,418
Apr.	133,529	138,412	141,833	146,421	169,386		283,245	303,699	305,413	326,045	366,037
Jan.-Apr.	529,243	615,757	565,266	595,284	698,491		1,081,335	1,331,293	1,240,783	1,314,803	1,508,988
May.	120,641	114,835	122,954	134,412	169,764		244,995	243,454	269,475	302,558	367,833
Jun.	122,917	130,934	124,546	133,654	166,402		260,615	290,985	277,156	293,653	359,597
Jul.	143,435	142,311	140,026	148,538	185,932		307,070	316,305	309,603	326,733	401,833
Aug.	127,453	123,982	124,487	142,190	161,082		276,587	272,956	276,130	312,326	347,233
Sep.	72,979	85,946	87,686	99,512	110,404		129,967	188,706	192,801	215,323	249,173
Oct.	93,244	102,414	100,261	122,939	141,307		192,168	226,494	220,925	267,363	324,861
Nov.	117,308	123,060	122,917	144,776	141,379		243,533	270,168	274,526	317,436	304,975
Dec.	126,147	139,548	140,750	165,321	172,631		264,859	305,528	309,560	358,821	370,200
May-Dec.	924,124	963,030	963,627	1,091,343	1,248,901		1,919,794	2,114,596	2,130,176	2,394,213	2,725,705
Jan-Dec.	1,453,367	1,578,787	1,528,893	1,686,627	1,947,392		3,001,129	3,445,889	3,370,959	3,709,015	4,234,693

TABLE 15A**HOTEL ROOM AND BED % OCCUPANCY BY MONTH, YEAR AND AREA****MONTEGO BAY**

<u>ROOM % OCCUPANCY</u>						<u>BED % OCCUPANCY</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	65.4	71.1	71.1	79.1	77.5		60.3	67.5	69.2	78.2	76.1
Feb.	77.6	77.9	74.5	79.1	80.5		65.1	74.3	73.8	78.5	78.6
Mar.	75.8	78.1	73.2	76.7	79.9		71.6	75.1	72.3	76.9	79.6
Apr.	66.4	67.0	70.1	76.6	76.1		62.2	64.6	69.6	76.2	74.9
Jan.-Apr.	71.1	73.5	72.2	77.9	78.5		64.8	70.4	71.2	77.4	77.3
May.	58.0	54.6	59.5	68.0	73.8		52.8	51.6	58.2	69.5	72.9
Jun.	61.0	64.3	64.4	69.9	74.8		57.7	63.4	63.7	69.3	73.6
Jul.	68.9	67.6	66.6	75.2	80.9		65.8	66.6	65.7	74.6	79.6
Aug.	61.1	58.8	58.7	72.9	69.9		59.3	57.5	58.2	72.3	68.7
Sep.	37.7	42.9	46.9	53.8	52.8		29.8	41.7	46.0	52.3	51.7
Oct.	45.8	48.6	50.5	63.1	65.8		42.0	47.7	49.5	61.9	65.4
Nov.	59.5	60.4	62.8	76.7	66.0		55.0	58.8	62.1	75.9	65.0
Dec.	60.6	66.3	66.6	76.2	76.6		57.0	64.7	65.7	75.7	75.3
May-Dec.	56.7	58.0	59.6	69.6	70.3		52.6	56.6	58.7	69.1	69.1
Jan-Dec.	61.2	63.2	63.7	72.3	73.0		56.4	61.2	62.8	71.8	71.8

TABLE 16**HOTEL ROOM AND BED NIGHTS SOLD BY MONTH, YEAR AND AREA****OCHO RIOS**

<u>ROOM NIGHTS SOLD</u>						<u>BED NIGHTS SOLD</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	121,934	133,418	125,495	123,994	109,004		245,986	271,509	261,128	265,128	227,359
Feb.	120,215	128,721	121,761	126,677	110,967		246,682	262,294	252,598	275,275	230,446
Mar.	133,499	137,354	141,291	134,696	117,725		271,145	284,882	303,047	288,986	243,799
Apr.	110,129	111,426	121,597	111,911	100,376		230,095	233,412	253,600	235,411	209,068
Jan.-Apr.	485,777	510,919	510,144	497,277	438,072		993,908	1,052,097	1,070,373	1,064,800	910,672
May.	97,442	92,220	110,343	111,962	102,387		193,457	189,434	230,693	239,928	213,424
Jun.	99,745	94,336	117,467	109,376	99,145		208,997	198,710	243,626	236,384	204,559
Jul.	111,574	107,617	119,411	124,704	110,367		242,642	236,389	248,833	273,000	230,033
Aug.	102,841	99,630	110,402	109,794	107,244		226,613	238,260	240,357	237,312	224,376
Sep.	64,112	65,232	82,465	73,149	84,318		153,320	135,988	172,740	155,272	176,265
Oct.	73,857	69,910	89,760	94,687	96,498		150,008	148,557	186,919	201,096	201,187
Nov.	87,625	85,071	97,116	102,627	99,430		159,267	177,355	205,417	218,563	207,158
Dec.	100,367	99,892	119,332	109,786	114,973		214,995	209,716	249,158	233,522	238,394
May-Dec.	737,563	713,908	846,296	836,085	814,362		1,549,299	1,534,409	1,777,743	1,795,076	1,695,396
Jan-Dec.	1,223,340	1,224,827	1,356,440	1,333,362	1,252,434		2,543,207	2,586,506	2,848,116	2,859,876	2,606,068

TABLE 16A**HOTEL ROOM AND BED % OCCUPANCY BY MONTH, YEAR AND AREA****OCHO RIOS**

<u>ROOM % OCCUPANCY</u>						<u>BED % OCCUPANCY</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	75.5	80.4	77.7	74.0	74.9		76.2	80.4	76.1	76.4	76.5
Feb.	82.4	85.8	84.9	83.8	84.4		84.6	86.0	81.5	87.8	85.8
Mar.	81.2	82.5	83.7	80.3	80.6		83.6	84.0	85.4	81.4	81.6
Apr.	70.4	69.3	73.4	69.2	71.4		73.6	71.4	79.6	70.1	72.6
Jan.-Apr.	77.3	79.4	80.0	76.7	77.7		79.4	80.4	80.7	78.8	79.0
May.	60.3	55.5	66.1	67.0	70.4		59.7	55.9	69.8	68.9	71.4
Jun.	63.7	58.6	68.0	67.5	70.2		66.7	60.7	76.3	70.2	70.8
Jul.	72.3	67.3	67.6	74.1	77.7		78.1	72.2	74.7	77.8	78.7
Aug.	67.0	62.6	60.7	70.9	64.1		73.3	73.1	70.1	72.0	65.3
Sep.	46.3	42.2	45.9	52.9	52.6		55.1	43.1	55.8	53.6	53.7
Oct.	50.5	43.9	47.8	66.6	58.5		51.1	45.9	57.8	67.7	59.7
Nov.	58.7	55.3	51.2	73.3	61.4		53.3	56.6	64.4	74.8	62.7
Dec.	60.1	62.8	66.4	75.8	68.7		64.6	64.6	72.4	77.1	69.6
May-Dec.	60.1	56.1	59.4	68.7	65.1		62.9	59.1	67.8	70.5	66.2
Jan-Dec.	65.9	63.9	66.2	71.5	69.0		68.5	66.2	72.1	73.4	70.2

TABLE 17**HOTEL ROOM AND BED NIGHTS SOLD BY MONTH, YEAR AND AREA****NEGRIL**

<u>ROOM NIGHTS SOLD</u>						<u>BED NIGHTS SOLD</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	122,485	104,468	111,074	120,173	129,120		260,275	222,667	243,690	260,256	251,745
Feb.	121,685	117,308	110,262	114,551	100,874		254,633	248,134	239,312	246,169	212,838
Mar.	119,679	122,652	112,189	111,120	111,431		253,455	258,692	245,317	238,848	237,476
Apr.	108,177	108,149	108,378	104,988	114,932		228,568	227,575	235,966	225,722	244,454
Jan.-Apr.	472,026	452,577	441,903	450,831	456,357		996,931	957,068	964,285	970,996	946,513
May.	100,458	94,774	98,990	101,319	100,601		209,844	198,881	212,506	217,021	214,481
Jun.	92,051	85,984	95,535	91,366	91,352		193,528	181,408	209,126	206,769	197,595
Jul.	102,791	90,958	101,171	101,372	102,169		214,435	193,519	224,078	224,820	223,114
Aug.	87,854	67,923	86,917	86,644	89,785		183,297	149,581	196,245	191,707	180,959
Sep.	61,718	52,613	58,392	61,035	66,515		128,569	115,713	127,762	130,240	150,700
Oct.	67,170	70,097	75,075	80,145	79,253		140,252	147,277	161,176	172,337	163,065
Nov.	80,597	90,919	93,433	100,410	94,456		169,174	192,114	23,440	216,093	198,677
Dec.	75,769	105,541	110,653	109,759	110,303		158,854	224,228	231,739	241,626	242,957
May-Dec.	668,408	658,809	720,166	732,050	734,434		1,397,953	1,402,721	1,386,072	1,600,614	1,571,548
Jan-Dec.	1,140,434	1,111,386	1,162,069	1,182,882	1,190,791		2,394,884	2,359,789	2,350,357	2,571,609	2,518,061

TABLE 17A**HOTEL ROOM AND BED % OCCUPANCY BY MONTH, YEAR AND AREA****NEGRIL**

<u>ROOM % OCCUPANCY</u>						<u>BED % OCCUPANCY</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	77.0	64.0	71.2	75.2	80.6		76.4	63.4	71.9	75.1	79.2
Feb.	84.7	79.6	78.1	79.3	69.8		82.7	78.2	78.2	78.6	68.5
Mar.	75.4	75.4	70.9	69.5	69.8		74.5	73.8	72.5	68.8	69.1
Apr.	70.3	68.4	69.9	67.7	74.9		69.3	66.8	71.8	67.1	80.6
Jan.-Apr.	76.7	71.1	72.4	72.8	73.8		75.6	70.4	73.5	72.3	74.2
May.	64.0	58.8	63.9	64.3	67.1		62.3	57.3	63.4	63.5	66.2
Jun.	60.6	55.4	65.3	59.9	63.4		59.4	54.2	64.5	62.5	63.4
Jul.	65.2	56.7	61.5	63.6	67.7		63.4	55.9	66.2	65.1	68.6
Aug.	55.3	42.5	48.8	54.3	59.5		51.3	41.3	55.3	55.5	52.8
Sep.	43.3	34.5	41.3	41.3	49.9		39.9	33.3	38.0	40.4	50.5
Oct.	43.9	44.0	46.7	51.9	57.6		42.9	42.6	49.0	51.2	56.0
Nov.	52.9	58.0	57.7	66.0	64.8		51.6	56.6	62.3	65.1	62.9
Dec.	47.6	65.2	58.7	68.7	72.4		46.4	64.0	68.0	69.3	73.6
May-Dec.	54.3	52.0	55.6	58.9	63.0		52.2	50.6	58.3	59.2	61.9
Jan-Dec.	61.7	58.5	61.3	63.5	66.8		59.9	57.1	63.3	63.5	66.0

TABLE 18**HOTEL ROOM AND BED NIGHTS SOLD BY MONTH, YEAR AND AREA****KINGSTON**

<u>ROOM NIGHTS SOLD</u>						<u>BED NIGHTS SOLD</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	18,918	20,683	15,721	19,541	19,522		28,884	29,651	29,174	30,109	32,392
Feb.	17,168	19,215	16,366	19,921	19,217		25,218	26,627	30,166	32,380	31,648
Mar.	21,516	21,914	21,515	22,836	23,600		32,709	31,460	40,386	35,054	39,707
Apr.	23,167	21,039	22,369	20,012	20,027		35,438	31,086	42,243	32,564	33,677
Jan.-Apr.	80,769	82,851	75,971	82,310	82,366		122,249	118,824	141,969	130,107	137,424
May.	19,838	19,705	21,406	20,893	20,093		29,401	31,634	39,847	32,062	33,140
Jun.	14,917	20,419	24,704	21,432	22,395		21,762	33,432	45,829	32,773	37,483
Jul.	21,553	25,615	25,951	22,663	25,879		34,564	44,544	48,864	36,155	41,189
Aug.	18,768	18,199	20,572	20,028	22,968		28,211	30,237	38,428	29,255	36,417
Sep.	16,087	15,421	19,199	19,902	22,288		23,599	23,375	35,954	33,248	35,096
Oct.	18,694	17,351	21,724	20,824	20,956		27,211	26,655	40,874	34,301	32,403
Nov.	18,590	21,254	20,595	19,775	22,937		27,283	34,328	38,401	32,611	35,699
Dec.	15,683	15,722	18,800	17,464	18,917		23,500	28,335	35,864	34,531	32,024
May-Dec.	144,130	153,686	172,951	162,980	176,433		215,531	252,540	324,061	264,935	283,451
Jan-Dec.	224,899	236,537	248,922	245,290	258,799		337,780	371,364	466,030	395,042	420,875

TABLE 18A**HOTEL ROOM AND BED % OCCUPANCY BY MONTH, YEAR AND AREA****KINGSTON**

<u>ROOM % OCCUPANCY</u>						<u>BED % OCCUPANCY</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	41.3	44.7	37.6	53.6	55.7		34.3	35.1	39.8	47.6	53.8
Feb.	41.5	46.0	42.7	60.4	60.7		33.2	34.9	45.6	56.8	58.3
Mar.	47.0	47.4	49.2	62.6	67.3		38.9	37.2	55.1	55.5	66.1
Apr.	52.4	47.0	58.4	56.8	59.0		43.2	38.0	59.6	51.2	57.9
Jan.-Apr.	45.6	46.3	53.2	58.3	60.7		37.5	36.3	49.9	52.7	59.1
May.	43.4	42.7	58.0	57.4	57.4		34.7	37.5	54.4	50.8	55.2
Jun.	33.7	45.6	69.3	60.7	66.0		26.5	40.9	64.6	53.7	64.5
Jul.	47.1	55.6	70.4	62.1	72.7		41.1	52.8	66.7	56.7	66.7
Aug.	41.0	39.3	55.8	54.9	64.5		33.2	35.6	52.4	45.9	59.0
Sep.	36.3	58.9	53.8	56.4	64.7		29.0	28.8	50.7	53.9	58.7
Oct.	42.3	39.6	58.9	57.2	58.9		33.6	33.2	55.8	53.8	52.5
Nov.	41.7	47.6	57.7	56.1	66.6		33.2	41.8	54.1	52.9	59.7
Dec.	34.0	34.0	52.2	47.9	53.2		27.7	33.6	51.6	47.5	51.9
May-Dec.	40.0	44.7	59.5	56.6	63.0		32.4	38.1	56.3	51.8	58.5
Jan-Dec.	41.8	45.2	57.5	57.1	62.2		34.0	37.5	54.2	52.1	58.7

TABLE 19**HOTEL ROOM AND BED NIGHTS SOLD BY MONTH, YEAR AND AREA****PORT ANTONIO**

<u>ROOM NIGHTS SOLD</u>						<u>BED NIGHTS SOLD</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	300	582	121	168	627		552	1,158	241	559	1,254
Feb.	275	408	116	305	689		518	807	232	609	1,378
Mar.	510	396	176	502	721		896	785	351	1,003	1,442
Apr.	343	251	79	413	778		648	524	157	825	1,556
Jan.-Apr.	1,428	1,637	492	1,388	2,815		2,614	3,274	981	2,996	5,630
May.	460	179	126	320	369		667	355	251	640	738
Jun.	261	408	243	286	453		463	804	485	572	906
Jul.	182	404	144	576	504		364	802	287	1,342	1,254
Aug.	173	313	133	256	597		346	622	265	512	1,194
Sep.	40	57	118	216	361		79	111	236	431	722
Oct.	251	142	88	384	580		481	280	176	768	1,160
Nov.	274	587	191	387	628		462	1,149	382	773	1,256
Dec.	464	550	344	894	1,183		1,017	1,088	687	1,788	2,366
May-Dec.	2,105	2,640	1,387	3,319	4,675		3,879	5,211	2,769	6,826	9,596
Jan-Dec.	3,533	4,277	1,879	4,707	7,490		6,493	8,485	3,750	9,822	15,226

TABLE 19A**HOTEL ROOM AND BED % OCCUPANCY BY MONTH, YEAR AND AREA****PORT ANTONIO**

<u>ROOM % OCCUPANCY</u>						<u>BED % OCCUPANCY</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	9.8	22.6	7.3	6.5	17.7		9.3	22.8	7.3	10.7	17.7
Feb.	9.6	17.5	7.8	12.9	21.6		9.7	17.6	7.8	12.9	21.6
Mar.	16.6	15.4	10.7	19.3	20.4		15.1	15.4	10.7	19.3	20.4
Apr.	11.5	10.1	4.9	16.4	22.7		11.3	21.0	4.9	16.4	22.7
Jan.-Apr.	12.0	16.4	7.7	13.8	20.6		11.4	19.0	7.7	14.9	20.6
May.	15.0	7.0	7.6	12.3	10.4		11.3	7.0	7.6	12.3	10.4
Jun.	8.8	16.4	155.3	11.3	13.2		8.1	16.3	155.3	11.3	13.2
Jul.	5.9	15.7	8.7	22.1	14.3		6.1	15.8	8.7	24.7	17.2
Aug.	5.7	12.1	8.1	9.8	16.9		5.8	12.2	8.1	9.8	16.9
Sep.	1.4	2.3	7.4	8.6	10.6		1.4	2.3	7.4	8.6	10.6
Oct.	8.2	5.5	5.4	14.7	16.4		8.1	5.5	5.4	14.7	16.4
Nov.	11.0	23.6	12.0	15.3	18.4		9.4	23.4	12.0	15.3	18.4
Dec.	18.0	21.4	20.9	34.3	33.5		18.6	21.4	20.9	34.3	33.5
May-Dec.	9.0	13.0	10.7	16.1	18.7		8.4	13.0	10.7	16.5	17.1
Jan-Dec.	10.0	14.1	9.7	15.3	18.0		9.4	14.8	9.7	16.0	18.2

TABLE 20**HOTEL ROOM AND BED NIGHTS SOLD BY MONTH, YEAR AND AREA****MANDEVILLE/SOUTH COAST**

<u>ROOM NIGHTS SOLD</u>						<u>BED NIGHTS SOLD</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	10,948	11,717	11,540	10,593	11,151		21,116	23,490	23,157	20,482	22,364
Feb.	11,868	12,600	11,897	11,655	12,522		22,562	23,976	22,312	23,382	25,172
Mar.	12,333	12,469	12,057	11,062	13,620		23,755	24,995	24,196	22,173	27,382
Apr.	11,024	11,403	11,706	9,702	12,003		21,450	21,629	22,643	19,472	22,364
Jan.-Apr.	46,173	48,189	47,200	43,012	49,296		88,883	94,090	92,308	85,509	97,282
May.	10,634	8,431	11,817	10,186	10,902		20,170	16,562	22,244	20,385	21,902
Jun.	10,233	8,935	10,937	10,205	10,569		19,778	17,910	21,901	20,397	21,231
Jul.	9,818	9,298	11,671	9,042	10,468		19,178	18,193	22,094	18,095	21,038
Aug.	7,408	6,634	9,284	7,173	8,522		14,201	13,281	18,604	14,329	17,174
Sep.	6,513	4,873	7,962	6,641	6,354		12,515	9,816	15,986	13,242	12,773
Oct.	8,709	6,815	10,350	10,339	8,392		16,535	13,658	20,753	20,631	16,845
Nov.	9,776	9,156	11,423	10,859	9,622		19,206	18,341	22,881	21,662	19,309
Dec.	10,225	9,625	12,358	11,857	12,831		19,599	19,297	24,831	23,733	25,963
May-Dec.	73,316	63,767	85,802	76,303	77,660		141,182	127,058	169,294	152,473	156,235
Jan-Dec.	119,489	111,956	133,002	119,316	126,956		230,065	221,148	261,602	237,982	253,517

TABLE 20A**HOTEL ROOM AND BED % OCCUPANCY BY MONTH, YEAR AND AREA****MANDEVILLE/SOUTHCOAST**

<u>ROOM % OCCUPANCY</u>						<u>BED % OCCUPANCY</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	63.3	67.7	66.7	62.7	62.0		61.7	66.8	65.9	59.8	65.3
Feb.	76.0	77.9	76.1	76.4	75.4		73.0	72.9	70.3	75.6	74.7
Mar.	71.3	72.1	69.7	65.5	74.1		69.4	71.1	68.8	64.8	73.4
Apr.	65.9	68.1	69.9	59.3	67.5		64.8	63.6	66.6	58.8	61.9
Jan.-Apr.	69.0	71.4	70.5	65.8	58.8		66.5	68.6	67.8	64.5	68.8
May.	61.5	48.7	68.3	60.3	59.3		58.9	47.1	63.3	59.6	58.7
Jun.	61.1	53.4	65.3	62.4	59.4		59.7	52.6	64.4	61.6	58.8
Jul.	56.8	53.8	67.5	53.5	56.9		56.0	51.8	62.8	52.9	56.4
Aug.	42.8	38.3	53.7	42.5	46.4		41.5	37.8	52.9	41.9	46.0
Sep.	38.9	29.1	47.6	40.6	35.7		37.8	28.9	47.0	40.0	35.4
Oct.	50.3	42.9	59.8	61.2	45.7		48.3	42.2	59.0	60.3	45.1
Nov.	58.4	54.7	8.2	66.4	54.1		58.0	53.9	67.3	63.7	53.5
Dec.	59.1	55.6	71.4	70.2	69.8		57.3	54.9	70.6	69.3	69.6
May-Dec.	53.6	47.1	62.8	57.1	53.5		52.2	46.2	60.9	56.2	53.0
Jan-Dec.	58.7	55.2	65.3	60.0	58.8		57.1	57.8	63.2	58.9	58.1

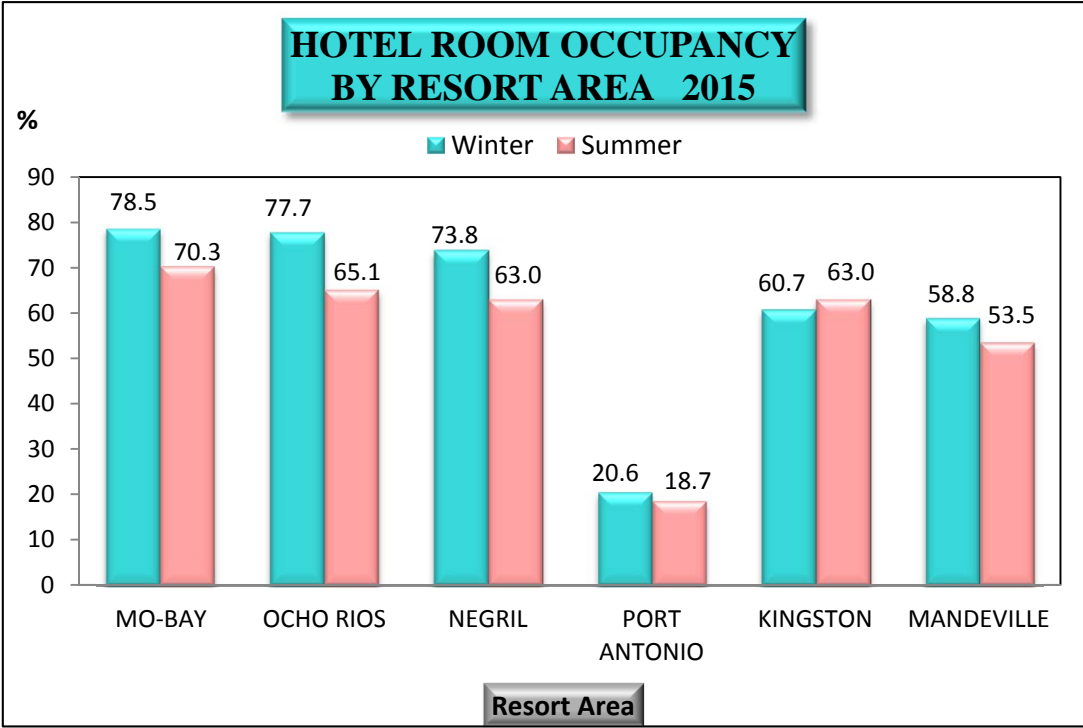


Fig.15

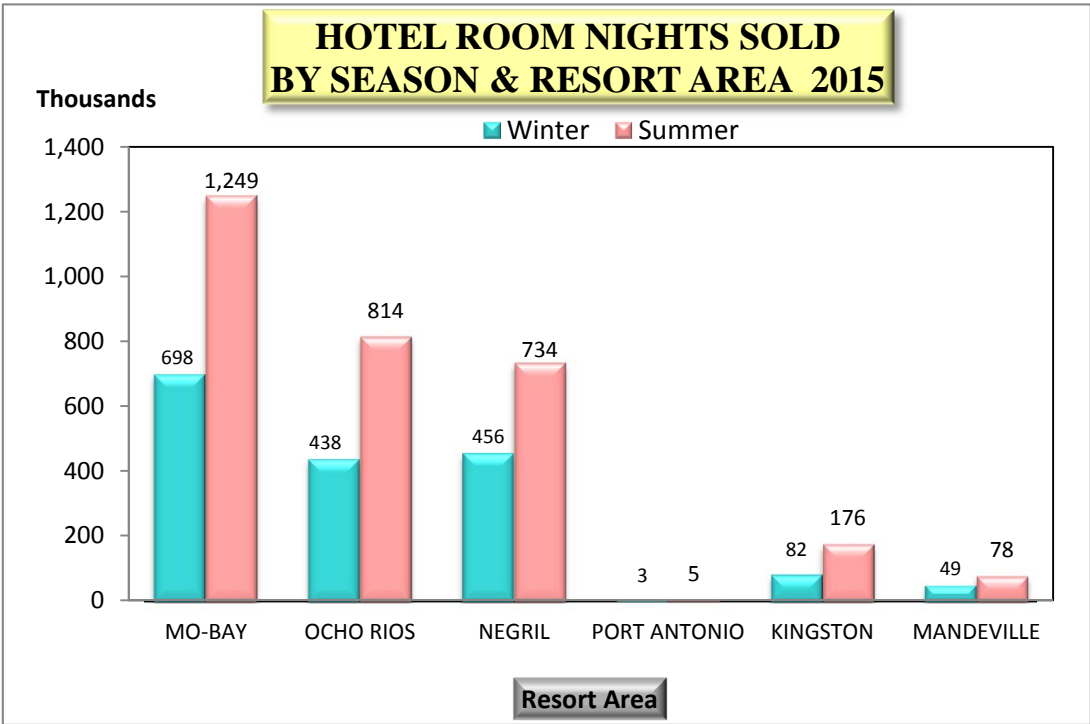


Fig.15a

TABLE 21**HOTEL ROOM NIGHTS SOLD BY MONTH, YEAR AND CATEGORY****UNDER 100 ROOMS**

<u>LESS THAN 50 ROOMS</u>						<u>BETWEEN 51- 100 ROOMS</u>				
	2011	2012	2013	2014	2015	2011	2012	2013	2014	2015
Jan.	22,561	24,699	20,375	24,062	25,508	34,815	32,909	31,470	33,954	32,369
Feb.	25,076	27,040	23,425	25,856	19,234	35,505	34,845	32,033	31,779	29,977
Mar.	23,184	24,693	22,290	25,389	26,441	37,257	35,338	35,092	33,214	32,621
Apr.	18,624	20,256	17,127	18,792	23,515	27,837	26,536	25,512	26,465	28,314
Jan.-Apr.	89,445	96,688	83,217	94,098	94,698	135,414	129,628	124,107	125,412	123,281
May.	14,363	15,998	15,390	15,389	19,019	16,887	18,941	20,294	19,702	19,699
Jun.	14,670	15,550	15,093	17,174	18,610	20,363	18,843	22,562	18,686	22,739
Jul.	18,402	20,209	19,562	20,982	22,638	24,558	25,149	26,298	26,309	28,228
Aug.	13,410	15,373	16,809	17,539	21,925	18,769	22,321	22,546	23,561	25,092
Sep.	8,822	10,050	9,800	10,433	13,948	13,292	14,830	13,781	14,085	15,888
Oct.	11,024	11,620	12,967	13,499	15,420	15,371	14,724	16,930	15,903	18,694
Nov.	14,984	15,426	17,253	18,567	20,214	21,523	19,271	19,711	23,563	23,130
Dec.	22,661	18,305	23,815	23,646	28,107	31,265	25,785	32,654	32,211	33,275
May-Dec.	118,336	122,531	130,689	137,229	159,881	162,028	159,863	174,776	174,018	186,745
Jan-Dec.	207,781	219,219	213,906	231,327	254,579	297,442	289,491	298,883	299,430	310,026

TABLE 21A**HOTEL ROOM % OCCUPANCY BY MONTH, YEAR AND CATEGORY****UNDER 100 ROOMS**

<u>LESS THAN 50 ROOMS</u>						<u>BETWEEN 51- 100 ROOMS</u>				
	2011	2012	2013	2014	2015	2011	2012	2013	2014	2015
Jan.	38.3	42.5	36.6	43.9	41.9	50.3	50.1	48.8	51.3	56.0
Feb.	47.2	49.0	47.4	52.2	35.0	56.8	58.8	53.1	53.1	57.0
Mar.	39.3	41.8	42.1	45.9	43.4	53.7	55.6	54.3	50.0	56.0
Apr.	32.5	35.3	33.3	35.2	39.7	41.6	43.2	40.9	41.3	51.8
Jan.-Apr.	39.2	42.1	34.2	44.1	40.1	50.5	51.9	49.7	48.9	55.2
May.	24.4	27.1	29.1	28.3	31.2	25.0	30.7	32.3	30.5	36.0
Jun.	26.0	27.1	29.4	32.4	31.9	31.2	31.5	37.1	29.9	43.0
Jul.	31.4	33.8	36.5	38.0	37.3	36.3	40.7	40.6	39.6	49.9
Aug.	23.4	26.1	31.8	32.2	36.6	27.8	36.1	36.5	37.1	44.2
Sep.	16.6	18.0	19.1	19.5	23.7	21.3	26.2	27.5	26.8	30.3
Oct.	19.7	20.7	24.8	24.8	25.7	22.6	25.2	29.5	28.3	34.5
Nov.	27.0	27.6	33.6	35.7	34.7	31.8	33.0	32.1	39.2	42.2
Dec.	39.7	31.8	45.1	43.5	46.8	44.7	39.9	49.3	48.1	57.0
May-Dec.	26.1	26.6	31.3	31.8	33.5	30.2	33.1	36.0	35.3	42.4
Jan-Dec.	30.5	31.7	34.2	35.9	35.7	37.0	39.5	40.6	40.0	46.7

TABLE 22**HOTEL ROOM NIGHTS SOLD BY MONTH, YEAR AND CATEGORY****OVER 100 ROOMS**

<u>BETWEEN 101 - 200 ROOMS</u>						<u>OVER 200 ROOMS</u>					
	2011	2012	2013	2014	2015	2011	2012	2013	2014	2015	
Jan.	31,017	31,889	31,284	35,012	42,836	336,234	329,383	306,003	337,558	346,993	
Feb.	30,408	33,444	29,174	33,614	38,762	339,483	338,417	313,636	322,974	323,386	
Mar.	32,527	35,766	34,785	34,741	43,566	371,545	352,359	355,446	338,297	348,203	
Apr.	29,787	31,800	32,763	31,914	38,281	314,053	331,612	330,560	316,150	327,392	
Jan.-Apr.	123,739	132,899	128,006	135,281	163,445	1,361,315	1,351,771	1,305,645	1,314,978	1,345,974	
May.	28,267	35,358	30,311	32,090	34,977	272,830	306,915	299,640	311,822	330,423	
Jun.	27,926	31,997	32,222	32,603	36,225	279,355	313,028	303,555	297,771	312,742	
Jul.	31,832	33,300	32,038	34,317	41,402	301,931	317,551	320,475	325,161	343,051	
Aug.	25,562	24,724	26,094	31,012	35,767	259,713	273,143	286,346	293,915	307,414	
Sep.	20,380	19,454	21,122	25,913	27,508	183,287	207,520	211,119	209,913	232,896	
Oct.	25,070	24,682	26,873	33,947	33,654	217,158	231,687	240,489	265,864	279,218	
Nov.	31,398	29,193	28,897	34,512	31,926	262,761	270,212	279,815	302,108	293,162	
Dec.	30,088	26,859	33,159	34,934	40,059	287,465	306,237	312,609	323,787	329,397	
May-Dec.	220,523	225,567	230,716	259,327	281,518	2,064,500	2,226,294	2,254,048	2,330,342	2,428,303	
Jan-Dec.	344,262	358,466	358,722	394,608	444,963	3,425,815	3,578,065	3,559,693	3,645,321	3,774,277	

TABLE 22A**HOTEL ROOM % OCCUPANCY BY MONTH, YEAR AND CATEGORY****OVER 100 ROOMS**

<u>BETWEEN 101 - 200 ROOMS</u>						<u>OVER 200 ROOMS</u>					
	2011	2012	2013	2014	2015	2011	2012	2013	2014	2015	
Jan.	68.6	65.4	69.8	71.4	75.8	76.5	77.4	74.3	82.4	83.2	
Feb.	74.5	73.3	69.6	75.9	75.9	85.6	82.3	81.4	87.3	85.9	
Mar.	72.0	73.3	77.7	70.9	77.1	84.6	80.1	86.3	82.6	83.5	
Apr.	68.1	67.4	75.6	67.4	70.0	74.5	77.9	85.2	79.8	81.2	
Jan.-Apr.	70.7	69.8	73.8	71.3	74.7	80.2	79.4	82.4	82.9	83.4	
May.	62.5	72.5	67.7	65.5	61.9	63.1	69.8	77.3	76.2	80.6	
Jun.	63.8	74.7	74.3	68.7	66.2	66.8	73.6	81.6	75.1	78.7	
Jul.	70.4	68.3	71.5	70.0	78.8	71.0	72.2	83.3	79.4	83.6	
Aug.	56.1	50.3	57.8	62.8	62.4	61.1	62.1	74.4	74.0	71.2	
Sep.	58.0	48.6	52.7	58.7	53.7	45.6	49.6	86.7	56.1	58.8	
Oct.	57.6	54.8	59.6	68.9	63.6	51.1	53.5	62.5	68.7	68.5	
Nov.	71.6	67.2	66.4	72.6	62.2	63.8	63.5	75.2	80.7	70.9	
Dec.	66.8	60.3	74.3	71.6	70.5	67.6	69.7	78.4	79.7	77.1	
May-Dec.	63.5	62.2	65.7	67.4	65.0	61.3	64.3	73.7	73.9	73.7	
Jan-Dec.	65.9	64.8	68.2	68.7	68.2	67.7	69.3	76.5	76.9	76.9	

SEASONALITY OF HOTEL ROOM OCCUPANCY BY CATEGORY

2013 - 2015

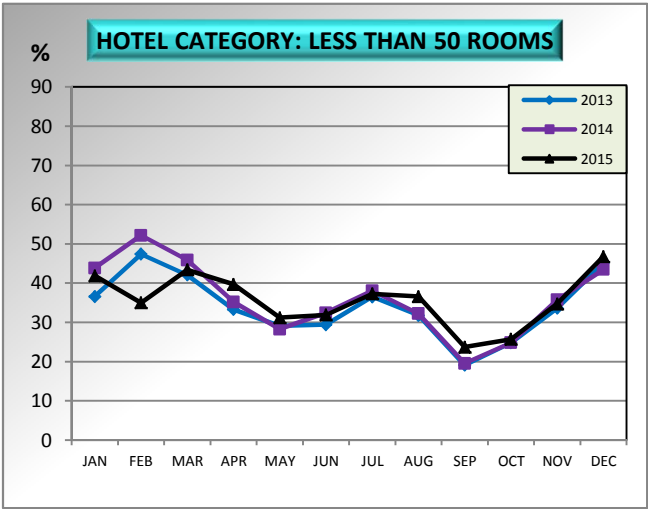


Fig.16

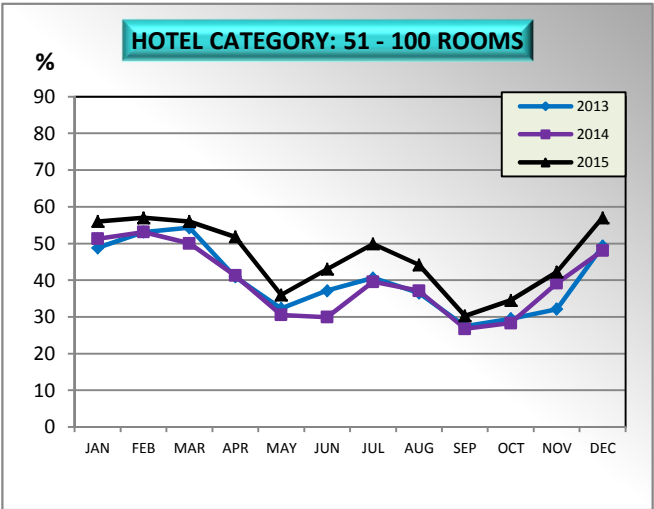


Fig.16a

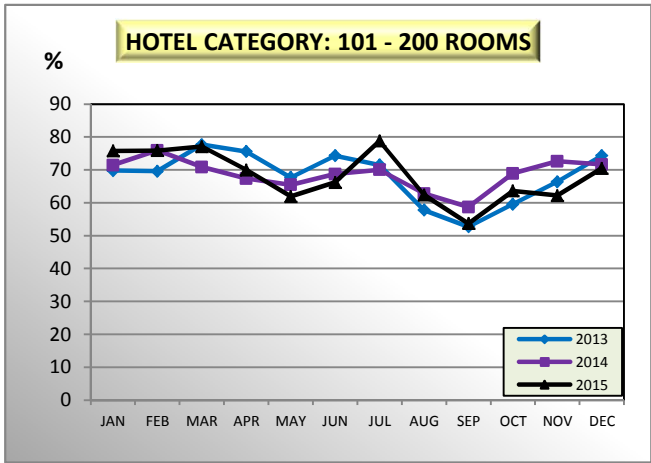


Fig.16b

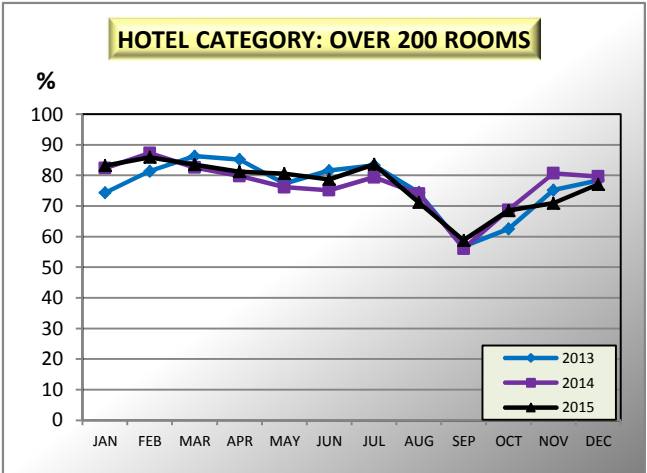


Fig.16c

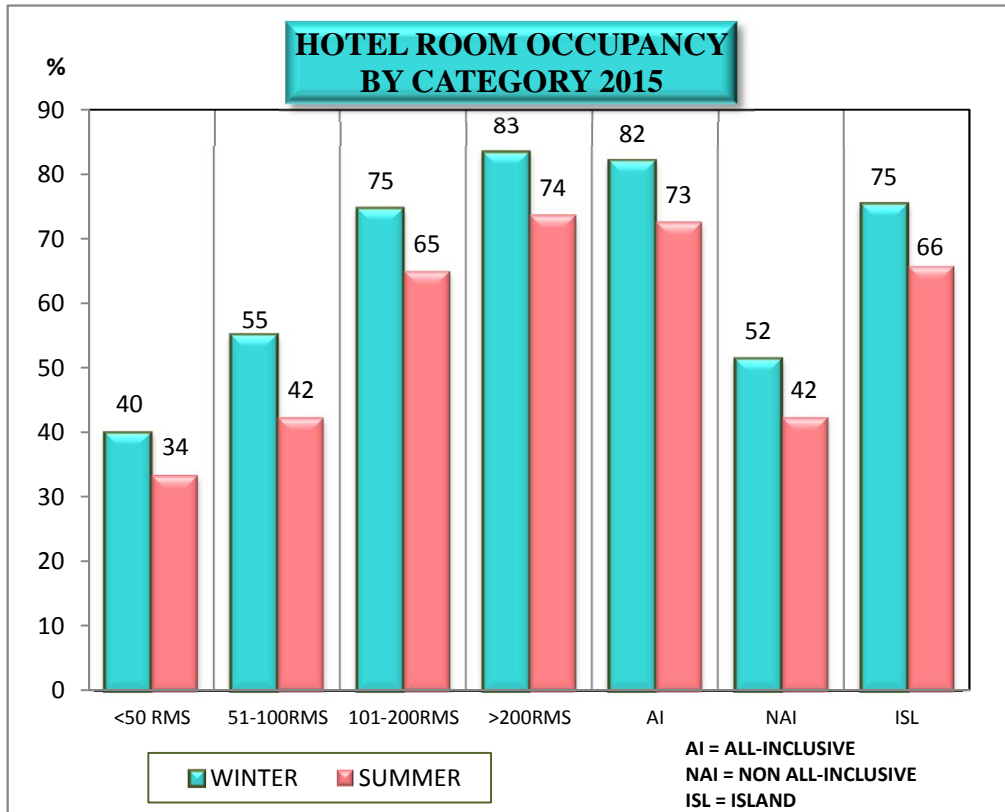


Fig. 17

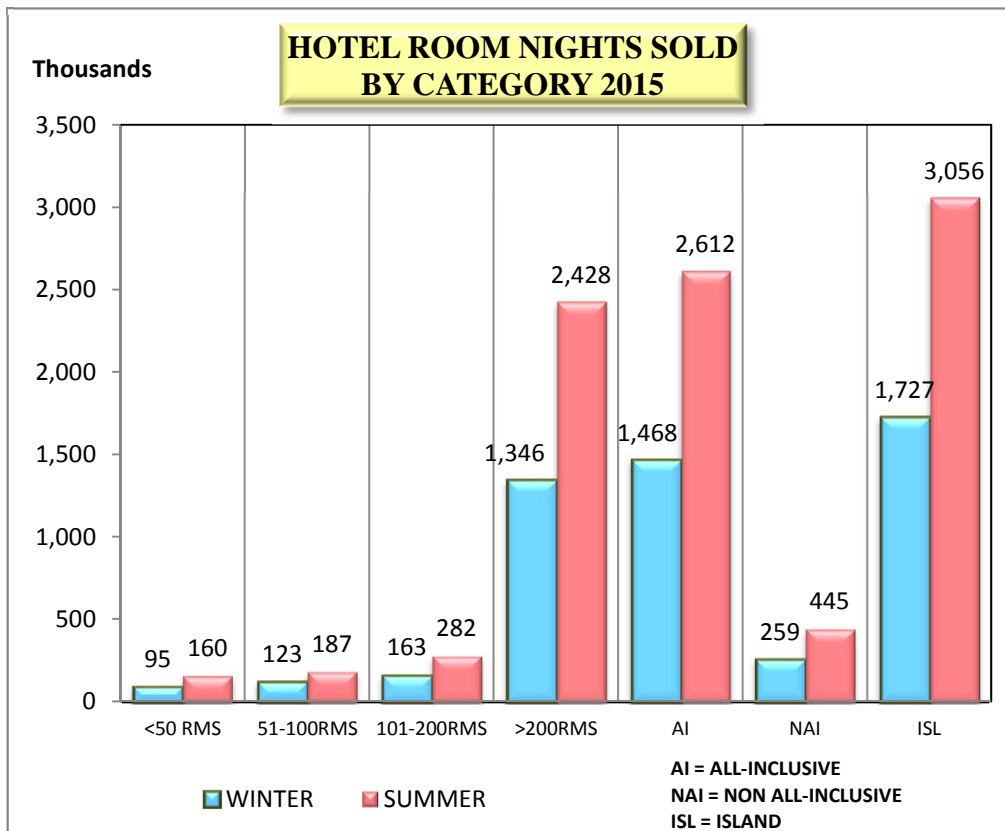


Fig. 17a

TABLE 23**HOTEL ROOM NIGHTS SOLD BY CATEGORY****ALL -INCLUSIVE / NON ALL-INCLUSIVE**

<u>ALL-INCLUSIVE</u>						<u>NON ALL-INCLUSIVE</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	358,614	372,834	345,613	369,462	382,704		66,013	46,045	43,520	61,124	65,002
Feb.	364,499	383,398	352,423	351,734	349,947		65,972	50,349	45,844	62,488	61,412
Mar.	393,982	394,674	396,899	365,340	379,540		70,531	53,482	50,715	66,301	71,290
Apr.	331,712	362,813	363,774	340,585	356,204		58,589	47,391	42,188	52,735	61,298
Jan.-Apr.	1,448,807	1,513,719	1,458,709	1,427,121	1,468,395		261,105	197,266	182,267	242,648	259,002
May.	286,004	333,154	326,397	331,846	352,477		46,343	44,058	39,239	47,156	51,640
Jun.	291,538	334,237	328,840	316,475	336,036		50,776	45,181	44,591	49,760	54,279
Jul.	313,465	339,367	347,494	349,515	367,372		63,259	56,843	50,879	57,254	67,947
Aug.	269,092	293,147	310,516	313,325	330,438		48,361	42,414	41,279	52,703	59,760
Sep.	192,466	221,465	225,237	223,673	247,900		33,315	30,389	30,584	36,670	42,340
Oct.	229,573	251,451	261,428	285,412	300,019		39,051	31,262	35,831	43,801	46,967
Nov.	280,264	291,724	306,656	329,979	312,830		50,402	42,378	39,020	48,771	55,622
Dec.	312,549	335,126	351,657	356,107	364,649		58,930	42,060	50,580	58,469	66,188
May-Dec.	2,174,951	2,399,670	2,458,225	2,506,333	2,611,721		390,437	334,585	332,003	394,584	444,743
Jan-Dec.	3,623,758	3,913,389	3,916,934	3,933,454	4,080,116		651,542	531,852	514,270	637,232	703,745

Note* All-Inclusive category includes hotels which offer Mixed package plans

TABLE 23A**HOTEL ROOM % OCCUPANCY BY MONTH AND YEAR****ALL -INCLUSIVE / NON ALL-INCLUSIVE**

<u>ALL-INCLUSIVE</u>						<u>NON ALL-INCLUSIVE</u>					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Jan.	76.8	79.7	74.6	79.1	81.1		45.3	35.3	39.3	54.3	54.0
Feb.	86.4	85.1	81.3	85.4	84.4		50.1	41.6	44.3	55.9	51.0
Mar.	84.4	82.0	85.8	80.1	82.7		48.3	41.2	45.6	53.3	53.3
Apr.	74.0	77.8	83.0	77.2	80.5		41.5	37.9	39.3	44.0	47.5
Jan.-Apr.	80.3	81.1	81.8	80.3	82.1		46.3	38.9	42.5	51.8	51.5
May.	62.4	69.4	74.4	73.1	78.5		31.8	34.0	36.0	38.2	38.7
Jun.	65.8	72.0	77.9	72.1	77.3		36.1	37.3	42.1	41.5	42.3
Jul.	69.5	70.7	79.7	76.7	82.3		43.5	43.7	45.6	46.0	50.8
Aug.	59.6	61.0	71.6	71.1	69.9		33.5	32.8	37.2	42.6	44.9
Sep.	44.6	49.7	55.1	54.9	57.5		27.5	24.2	29.2	31.3	33.3
Oct.	50.8	54.0	60.5	66.9	67.6		27.7	24.7	33.4	36.5	35.9
Nov.	63.9	63.5	72.6	79.5	69.7		36.1	34.2	36.8	40.9	43.2
Dec.	69.0	70.4	78.1	78.7	77.7		40.9	32.3	45.1	47.2	49.8
May-Dec.	60.8	64.0	71.4	71.8	72.6		34.8	32.9	38.3	40.6	42.4
Jan-Dec.	67.3	69.7	74.7	74.7	75.8		38.6	34.9	39.5	44.2	45.3

Note* All-Inclusive category includes hotels which offer Mixed package plans

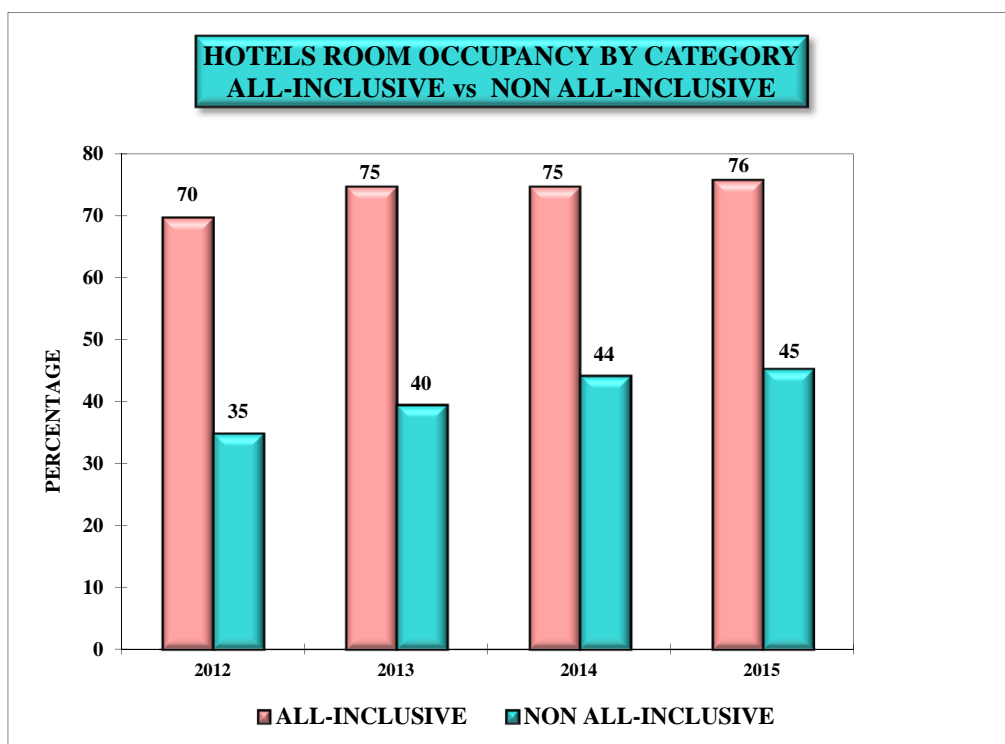


Fig. 18

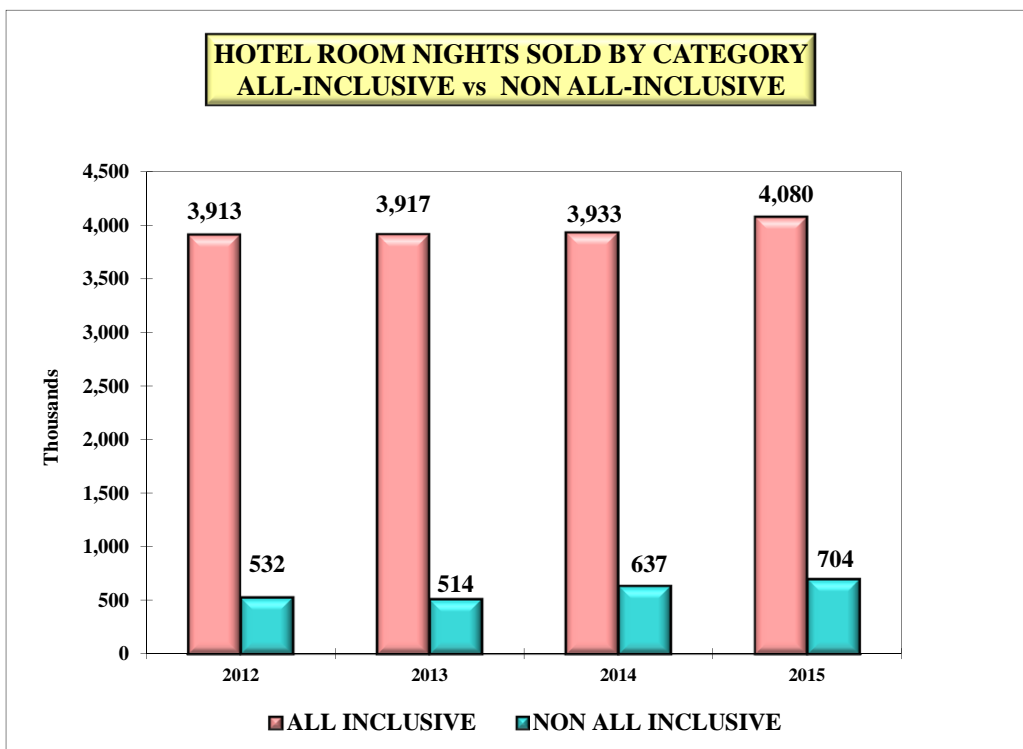


Fig. 18a

SEASONALITY OF HOTEL ROOM OCCUPANCY BY CATEGORY

2013 - 2015

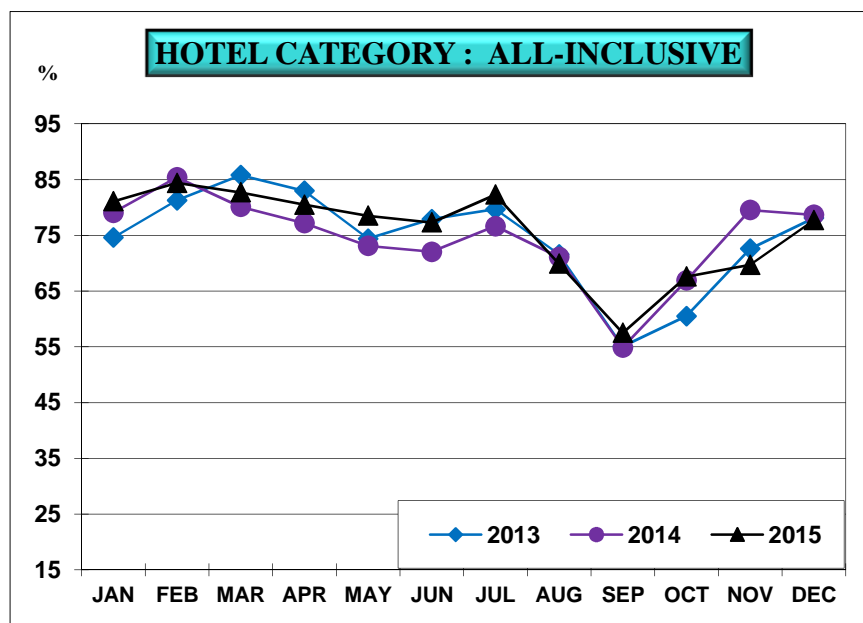


Fig.18b

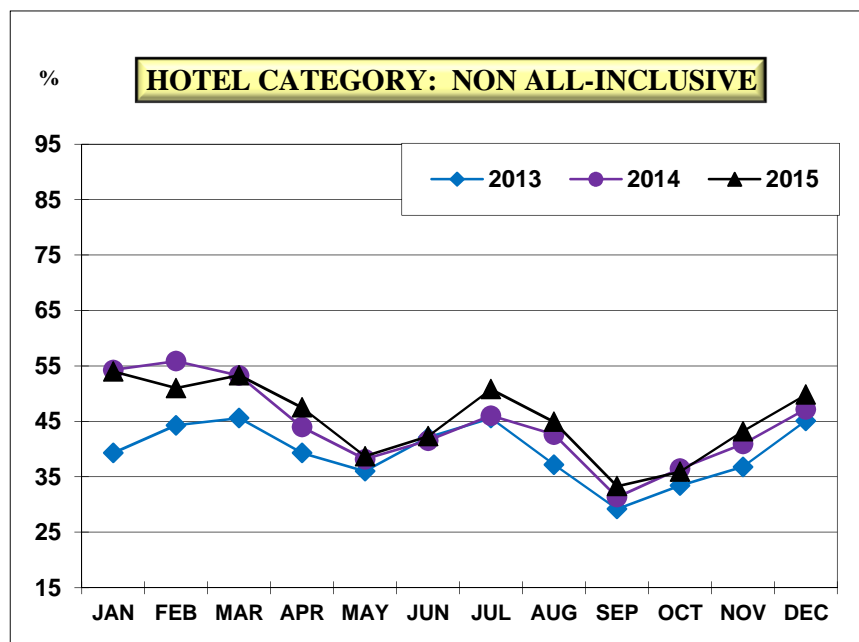


Fig.18c

TABLE 24**HOTEL ROOMS BY CATEGORY****ALL-INCLUSIVE & NON ALL-INCLUSIVE****2015**

<u>ALL-INCLUSIVE</u>			<u>NON ALL-INCLUSIVE</u>		
	UNITS	ROOMS		UNITS	ROOMS
MONTEGO BAY	23	6,660		23	1,024
OCHO RIOS	17	5,313		20	701
NEGRIL	25	4,027		34	1,049
OTHER AREAS	1	360		47	2,320
ISLAND	66	16,360		124	5,094

Note* The All-Inclusive category includes hotels which offer Mixed package plans.
Data excludes properties that were closed as at December 2014

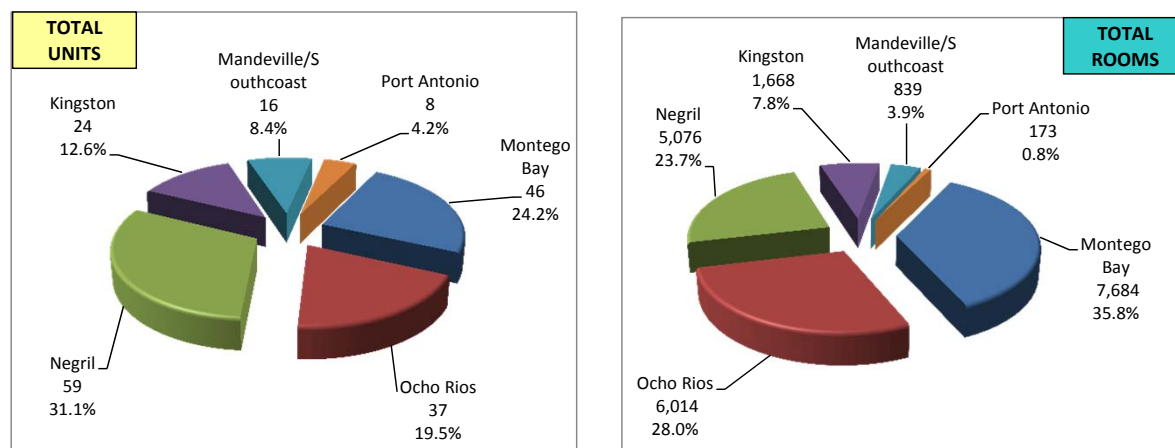
HOTEL ROOMS BY RESORT REGIONS**2015****Fig.19**

TABLE 24a**HOTEL ROOMS BY CATEGORY****ROOM SIZE****2015**

UNDER 100 ROOMS			OVER 100 ROOMS		
	UNITS	ROOMS	UNITS	ROOMS	
MONTEGO BAY	25	940	21	6,744	
OCHO RIOS	24	963	13	5,051	
NEGRIL	49	1,667	10	3,409	
OTHER AREAS	41	1,322	7	1,358	
ISLAND	139	4,892	51	16,562	

Note* The All-Inclusive category includes hotels which offer Mixed package plans.
Data excludes properties that were closed as at December 2015

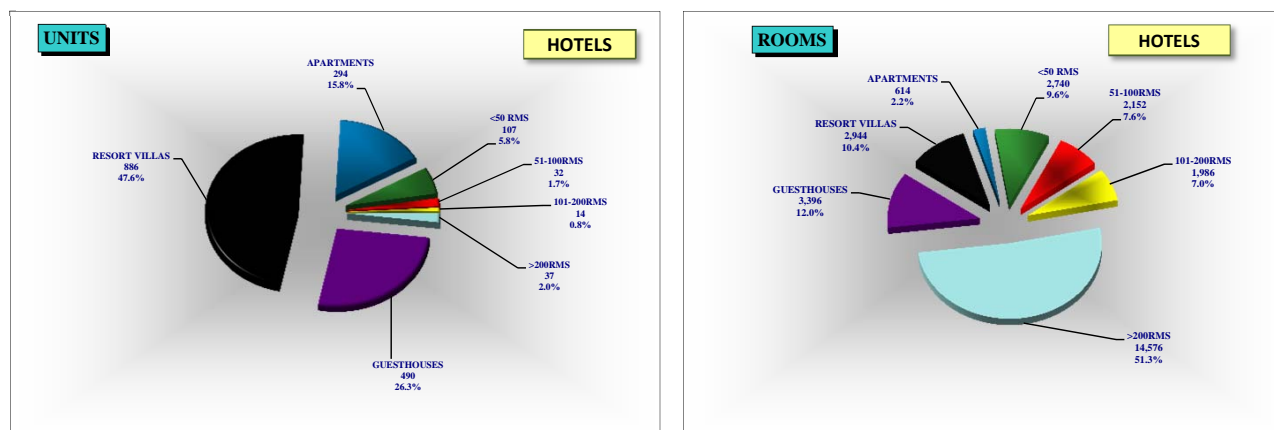
**Fig.19a**

TABLE 25**TOURIST ACCOMMODATION INVENTORY BY CATEGORY AND AREA**

UNITS						ROOMS					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
<u>Kingston</u>											
<= 50 rooms	11	8	10	10	13		272	204	232	232	338
51 - 100	6	5	5	5	5		406	330	330	330	332
101 - 200	3	4	4	4	5		419	534	534	534	678
> 200 rooms	2	2	1	1	1		610	660	350	350	320
Hotels	22	19	20	20	24		1,707	1,728	1,446	1,446	1,668
Guest Houses	104	104	112	114	114		549	557	586	611	608
Resorts Villas	2	2	0	0	0		12	12	0	0	0
Apartments	8	5	5	5	5		80	71	71	78	78
Total	136	130	137	139	143		2,348	2,368	2,103	2,135	2,354
<u>Montego Bay</u>											
<= 50 rooms	14	15	16	15	18		345	367	391	361	440
51 - 100	7	8	8	8	7		523	635	635	635	500
101 - 200	3	3	4	4	4		450	461	571	611	613
> 200 rooms	15	15	14	16	17		5,774	5,650	5,330	5,951	6,131
Hotels	39	41	42	43	46		7,092	7,113	6,927	7,558	7,684
Guest Houses	64	64	67	69	76		499	499	525	531	565
Resorts Villas	388	391	276	270	272		1,435	1,452	1,087	1,063	1,098
Apartments	13	8	1	1	1		215	198	128	128	128
Total	504	504	386	383	395		9,241	9,262	8,667	9,280	9,475
<u>Ocho Rios</u>											
<= 50 rooms	14	15	14	15	16		355	387	413	393	393
51 - 100	8	7	9	9	8		636	551	670	671	570
101 - 200	4	3	2	2	3		626	446	324	324	452
> 200 rooms	8	10	10	9	10		3,915	4,445	4,429	3,635	4,599
Hotels	34	35	35	35	37		5,532	5,829	5,836	5,023	6,014
Guest Houses	67	67	58	61	70		433	433	363	381	458
Resorts Villas	341	311	185	188	204		1,127	1,050	631	652	728
Apartments	224	231	236	228	231		363	366	347	330	333
Total	666	644	514	512	542		7,455	7,678	7,177	6,386	7,533
<u>Negril</u>											
<= 50 rooms	38	38	38	37	41		1,064	1,033	1,040	1,030	1,166
51 - 100	12	12	11	11	8		815	811	759	741	501
101 - 200	1	1	0	1	2		130	130	0	136	243
> 200 rooms	9	9	9	9	8		3,376	3,376	3,376	3,376	3,166
Hotels	60	60	58	58	59		5,385	5,350	5,175	5,283	5,076
Guest Houses	91	91	95	100	103		766	766	737	772	787
Resorts Villas	294	296	236	241	246		838	833	671	694	665
Apartments	34	34	48	48	48		35	35	49	49	49
Total	479	481	437	447	456		7,024	6,984	6,632	6,798	6,577

TABLE 25

TOURIST ACCOMMODATION INVENTORY BY CATEGORY AND AREA

UNITS						ROOMS					
	2011	2012	2013	2014	2015		2011	2012	2013	2014	2015
Port Antonio											
<= 50 rooms	7	6	6	6	8		169	129	102	103	173
51 - 100	1	1	1	1	0		80	80	80	80	0
101 - 200	0	0	0	0	0		0	0	0	0	0
> 200 rooms	0	0	0	0	0		0	0	0	0	0
Hotels	8	7	7	7	8		249	209	182	183	173
Guest Houses	40	41	44	44	48		286	296	302	305	323
Resorts Villas	110	114	98	103	104		301	294	235	248	261
Apartments	1	1	1	1	1		10	10	10	10	10
Total	159	163	150	155	161		846	809	729	746	767
Southcoast											
<= 50 rooms	8	10	12	11	11		221	266	314	265	230
51 - 100	2	2	2	3	4		119	119	119	192	249
101 - 200	0	0	0	0	0		0	0	0	0	0
> 200 rooms	1	1	1	1	1		360	360	360	360	360
Hotels	11	13	15	15	16		700	745	793	817	839
Guest Houses	57	57	67	64	79		509	510	574	562	655
Resorts Villas	39	39	38	38	60		161	160	148	148	192
Apartments	9	9	8	8	8		20	20	16	16	16
Total	116	118	128	125	163		1,390	1,435	1,531	1,543	1,702
All Island											
<= 50 rooms	92	92	96	94	107		2,426	2,386	2,492	2,384	2,740
51 - 100	36	35	36	37	32		2,579	2,526	2,593	2,649	2,152
101 - 200	11	11	10	11	14		1,625	1,571	1,429	1,605	1,986
> 200 rooms	35	37	35	36	37		14,035	14,491	13,845	13,672	14,576
Hotels	174	175	177	178	190		20,665	20,974	20,359	20,310	21,454
Guest Houses	423	424	443	452	490		3,042	3,061	3,087	3,162	3,396
Resorts Villas	1,174	1,153	833	840	886		3,874	3,801	2,772	2,805	2,944
Apartments	289	288	299	291	294		723	700	621	611	614
Total	2,060	2,040	1,752	1,761	1,860		28,304	28,536	26,839	26,888	28,408
Closed Properties	150	129	413	438	492		3,613	3,587	5,311	5,782	4,803
Total Inventory	2,210	2,169	2,165	2,199	2,352		31,917	32,123	32,150	32,670	33,211

1) Total Inventory includes properties that are currently closed. The Jamaica Tourist Board in consultation with the Tourism Product Development Co. has removed some accommodations which are no longer being used as tourist accommodations.

2) The Guesthouse accommodation category since 2001 includes properties that offer Bed & Breakfast facilities.

TABLE 26**VISITOR ACCOMMODATION BY YEARS AND AREA****2012 - 2015**

	<u>R O O M S</u>				%Change 2015/14	%Share 2015	<u>B E D S</u>				%Change 2015/14	%Share 2015
	2012	2013	2014	2015			2012	2013	2014	2015		
<u>HOTELS</u>												
Kingston	1,728	1,446	1,446	1,668	15.4	7.8	3,495	2,931	2,937	3,367	14.6	7.6
Montego Bay	7,113	6,927	7,558	7,684	1.7	35.8	14,701	14,267	15,499	15,575	0.5	35.3
Ocho Rios	5,829	5,836	5,023	6,014	19.7	28.0	12,813	12,574	10,898	12,926	18.6	29.3
Negril	5,350	5,175	5,283	5,076	-3.9	23.7	10,844	10,475	10,697	10,296	-3.7	23.3
Port Antonio	209	182	183	173	-5.5	0.8	408	354	356	336	-5.6	0.8
Southcoast	745	793	817	839	2.7	3.9	1,530	1,626	1,624	1,644	1.2	3.7
Total	20,974	20,359	20,310	21,454	5.6	100.0	43,791	42,227	42,011	44,144	5.1	100.0
<u>GUEST HOUSES</u>												
Kingston	557	586	616	608	-1.3	17.9	1,105	1,233	1,293	1,277	-1.2	18.5
Montego Bay	499	525	531	565	6.4	16.6	980	1,045	1,055	1,133	7.4	16.4
Ocho Rios	433	363	390	458	17.4	13.5	872	726	782	918	17.4	13.3
Negril	766	737	772	787	1.9	23.2	1,534	1,476	1,550	1,582	2.1	22.9
Port Antonio	296	302	315	323	2.5	9.5	599	611	637	653	2.5	9.5
Southcoast	510	574	595	655	10.1	19.3	1,005	1,129	1,211	1,331	9.9	19.3
Total	3,061	3,087	3,219	3,396	5.5	100.0	6,095	6,220	6,528	6,894	5.6	100.0
<u>RESORT VILLAS</u>												
Kingston	12	0	0	0	-	0.0	24	0	0	0	-	0.0
Montego Bay	1,452	1,087	1,063	1,098	3.3	37.3	2,867	2,133	2,084	2,154	3.4	37.2
Ocho Rios	1,050	631	652	728	11.7	24.7	2,145	1,274	1,316	1,468	11.6	25.4
Negril	833	671	694	665	-4.2	22.6	1,652	1,327	1,373	1,331	-3.1	23.0
Port Antonio	294	235	248	261	5.2	8.9	592	456	483	512	6.0	8.8
Southcoast	160	148	181	192	6.1	6.5	297	273	318	322	1.3	5.6
Total	3,801	2,772	2,838	2,944	3.7	100.0	7,577	5,463	5,574	5,787	3.8	100.0

TABLE 26a**VISITOR ACCOMMODATION BY YEARS AND AREA****2012 - 2015**

	R O O M S				%Change 2015/14	%Share 2015	B E D S				%Change 2015/14	%Share 2015
	2012	2013	2014	2015			2012	2013	2014	2015		
APARTMENTS												
Kingston	71	71	78	78	0.0	12.7	142	142	156	156	0.0	12.5
Montego Bay	198	128	128	128	0.0	20.8	396	256	256	256	0.0	20.5
Ocho Rios	366	347	330	333	0.9	54.2	772	704	676	682	0.9	54.6
Negril	35	49	49	49	0.0	8.0	76	104	104	104	0.0	8.3
Port Antonio	10	10	10	10	0.0	1.6	20	20	20	20	0.0	1.6
Southcoast	20	16	16	16	0.0	2.6	40	32	32	32	0.0	2.6
Total	700	621	611	614	0.5	100.0	1,446	1,258	1,244	1,250	0.5	100.0
ALL TYPES OF ACCOMMODATION												
Kingston	2,368	2,103	2,140	2,354	10.0	8.3	4,766	4,306	4,386	4,800	9.4	8.3
Montego Bay	9,262	8,667	9,280	9,475	2.1	33.4	18,944	17,701	18,894	19,118	1.2	32.9
Ocho Rios	7,678	7,177	6,395	7,533	17.8	26.5	16,602	15,278	13,672	15,994	17.0	27.5
Negril	6,984	6,632	6,798	6,577	-3.3	23.2	14,106	13,382	13,724	13,313	-3.0	22.9
Port Antonio	809	729	756	767	1.5	2.7	1,619	1,441	1,496	1,521	1.7	2.6
Southcoast	1,435	1,531	1,609	1,702	5.8	6.0	2,872	3,060	3,185	3,329	4.5	5.7
Total	28,536	26,839	26,978	28,408	5.3	100.0	58,909	55,168	55,357	58,075	4.9	100.0

Note: 1) Visitor Accommodation excludes closed properties.

The Jamaica Tourist Board in consultation with the Tourism Product Development Co. continues to update the listing of accommodations offered.

Some accommodations have been removed from the listing because they are no longer being used as tourist accommodation.

2) The Guesthouse accommodation category since 2001 includes properties that offer Bed & Breakfast facilities.

TABLE 27**EMPLOYMENT IN ACCOMMODATION SECTOR**

	2011	2012	2013	2014	2015
MONTEGO BAY	12,198	12,203	12,041	12,777	15,530
OCHO RIOS	8,964	9,306	8,609	8,406	9,458
NEGRIL	9,407	9,365	9,215	9,810	9,712
KINGSTON	2,182	2,203	1,679	1,760	1,982
PORT ANTONIO	1,118	1,072	1,094	1,113	1,182
SOUTHCOAST	1,052	1,048	1,300	1,300	1,391
TOTAL	34,921	35,197	33,938	35,166	39,255

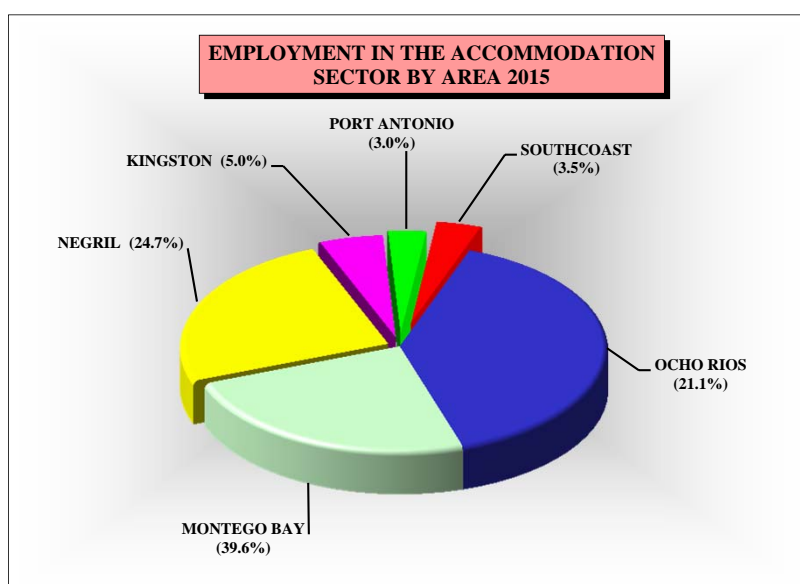
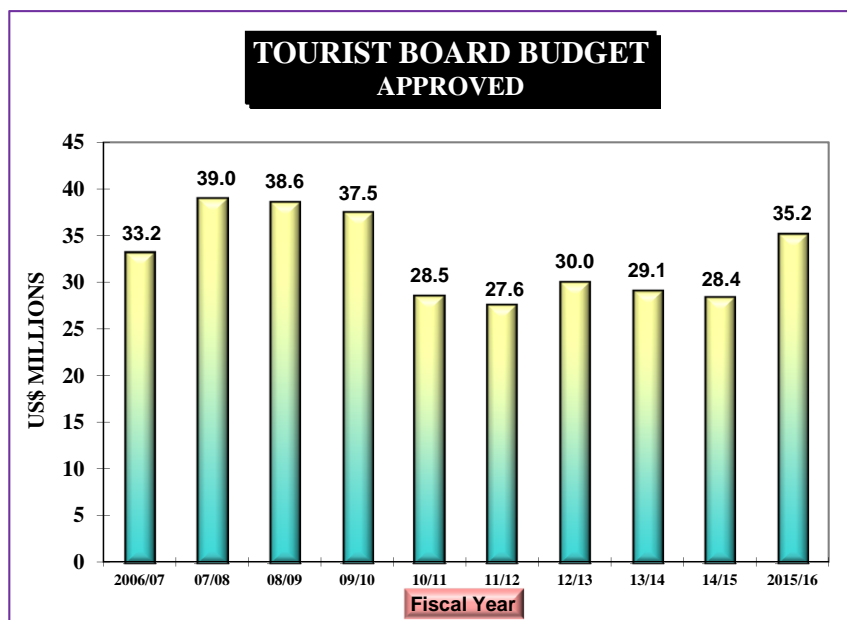
**Fig. 20**

TABLE 28**TOURIST BOARD BUDGET**

	APPROVED	
	J\$,000	US\$,000
1994/95	914,329	27,293
1995/96	1,154,037	30,189
1996/97	1,208,713	33,905
1997/98	1,254,860	35,428
1998/99	1,189,116	32,138
1999/00	1,535,950	38,351
2000/01	1,378,430	34,098
2001/02	1,951,764	41,527
2002/03	1,671,751	34,828
2003/04	1,487,926	29,759
2004/05	1,648,176	25,753
2005/06	1,905,380	30,244
2006/07	2,190,759	33,193
2007/08	2,594,236	39,011
2008/09	2,737,796	38,561
2009/10	3,113,302	37,523
2010/11	2,568,510	28,539
2011/12	2,401,040	27,598
2012/13	2,610,941	30,011
2013/14	2,823,516	29,108
2014/15	3,066,662	28,395
2015/16	3,971,506	35,193

**Fig. 21**

- Note: 1. The Tourist Board's Budget is given on a fiscal year basis, i.e. April in one year to March 31 of the following year.
2. Exchange Rate for 2015/16 US\$1 = J\$112.85
3. Budget includes Funds from the Tourism Enhancement Fund as of 2008/09
4. Budget excludes the Budget for Jamaica Vacation Ltd.

TABLE 29**ESTIMATED GROSS FOREIGN EXCHANGE EARNINGS**

		**
	J\$,000	US\$,000
1998	43,875,181	1,197,140
1999	50,157,654	1,279,532
2000	57,408,286	1,332,597
2001	56,814,781	1,232,960
2002	58,708,353	1,209,484
2003	78,271,656	1,351,142
2004	88,119,633	1,436,577
2005	96,565,925	1,545,055
2006	123,232,473	1,870,560
2007	131,911,828	1,910,105
2008	144,054,881	1,975,519
2009	170,380,650	1,925,423
2010	174,868,701	2,001,244
2011	172,878,165	2,008,343
2012	184,170,856	2,069,568
2013	212,903,531	2,112,767
2014	250,004,097	2,244,443
2015	281,818,505	2,402,340

** Exchange Rate used is taken from the Bank of Jamaica's published Average Annual Exchange Rate

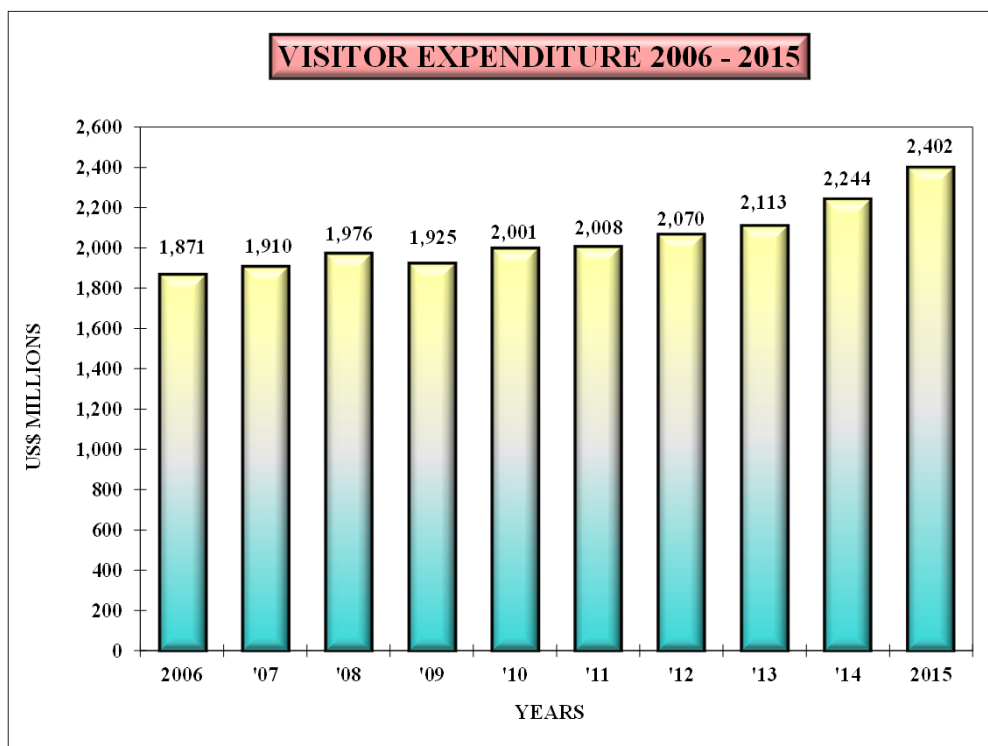
**Fig. 22**

TABLE 30**DISTRIBUTION OF EXPENDITURE OF STOPOVER VISITORS****2015**

	WINTER %	SUMMER %	YEAR %
Accommodation (Including Food & Beverage)	56.3	47.8	50.6
Food & Beverage	5.2	7.5	6.7
Entertainment	11.8	13.8	13.1
Transportation	5.1	6.5	6.0
Shopping	6.1	7.5	7.0
Miscellaneous including Tax	15.5	17.0	16.5
TOTAL	100.0	100.0	100.0
Average Expenditure per Person per Night	US\$140.5	US\$119.46	US\$126.48

* Does not include Expenditure of Non-Resident Jamaicans

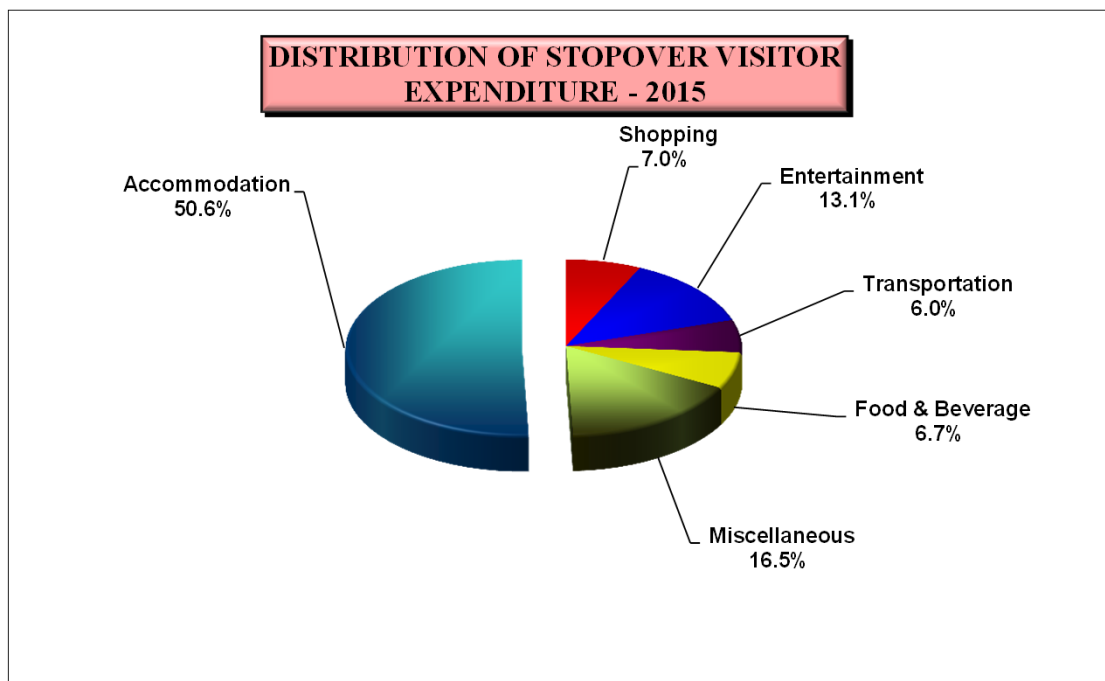
**Fig. 23**

TABLE 31**DISTRIBUTION OF EXPENDITURE OF CRUISE PASSENGERS****2015**

	WINTER %	SUMMER %	YEAR %
Food & Beverage (Off Ship)	6.4	11.7	9.9
Attractions	25.2	22.4	23.4
TRANSPORTATION			
Taxis	3.4	3.2	2.8
Car Rental	0.0	0.4	0.3
Other Transportation	0.3	0.7	0.6
Shopping			
In-Bond	23.6	14.8	15.0
Coffee	3.3	2.5	3.3
Clothing	5.6	9.2	8.6
Spices	1.5	1.2	1.5
Spirits (Alcohol)	6.2	5.8	6.7
Straw Products	0.7	1.6	1.5
Wooden Articles	5.1	3.8	4.9
Other Shopping	2.9	4.0	3.5
Tips	1.5	3.7	3.0
Miscellaneous (Including Tax)	14.4	15.2	15.0
TOTAL	100.0	100.0	100.0
Average Expenditure per Person	US\$88.16	US\$86.53	US\$87.41

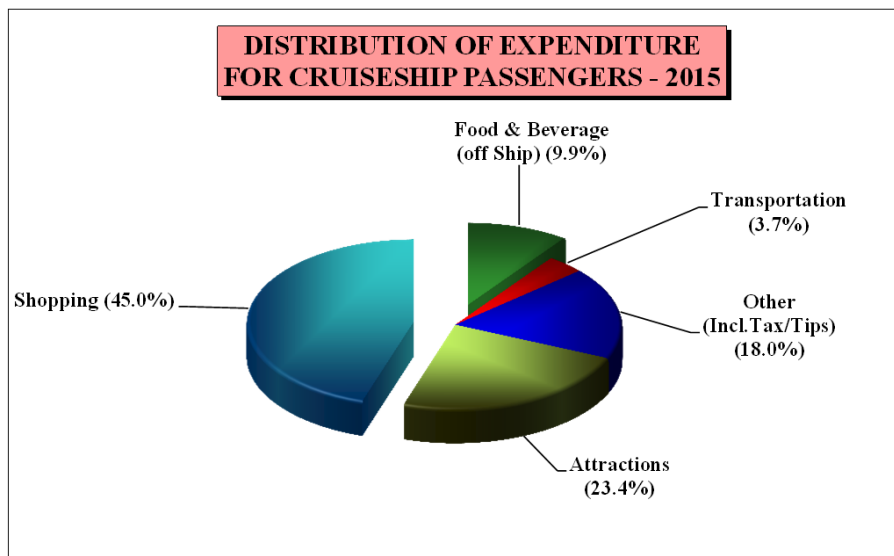
**Fig. 24**

TABLE 32**AIRLINES SERVING JAMAICA****2013 - 2015**

SCHEDULED AIRLINES	2013	2014	2015
AERO GRAVIOTA	Havana	Havana	Havana
AIR CANADA	Santiago de Cuba	Santiago de Cuba	Santiago de Cuba
	Halifax	Halifax	Halifax
	Montreal	Montreal	Montreal
	Ottawa	Ottawa	Ottawa
	Toronto	Toronto	Toronto
	Vancouver	Winnipeg	Winnipeg
	Winnipeg		
AIRTRANSAT	Calgary	Calgary	Calgary
	Edmonton	Edmonton	Edmonton
	Halifax	Halifax	Halifax
	Montreal	Montreal	Hamilton
	Regina	Ottawa	Montreal
	Saskatoon	Ontario	Ontario
	Toronto	Quebec	Ottawa
		Regina	Quebec
		Saskatoon	Regina
		Toronto	Saskatoon
		Winnipeg	Toronto
AIRTRAN AIRLINES	Atlanta	Atlanta	
	Baltimore	Baltimore	
	Detroit	Chicago	
	Chicago	Detroit	
	Milwaukee	Milwaukee	
	Orlando	Orlando	
AIR TURKS & CAICOS	Providenciales	Providenciales	Dom. Rep. Haiti Providenciales
AMERICAN AIRLINES	Chicago	Chicago	Chicago
	Dallas	Dallas	Dallas
	Miami	Miami	Los Angeles Miami
AIR SUNSHINE/SHARK/LYNX AIR. ARKEFLY AIR. BLUE PANORAMA BRITISH AIRWAYS CANJET AIRLINES	Guantanamo Bay	Guantanamo Bay	Guantanamo Bay
	Amsterdam	Amsterdam	Amsterdam
	Milan	Milan	Milan
	London/Gatwick	London/Gatwick	London/Gatwick
	Halifax	Halifax	Toronto
	Montreal	Hamilton	
	Ottawa	Montreal	
	Quebec	Ottawa	
	Toronto	Quebec Toronto	
CARIBBEAN AIRLINES	Ft. Lauderdale	Ft. Lauderdale	Ft. Lauderdale
	Nassau	Nassau	Nassau
	New York	New York	New York
	Orlando	Antigua	Antigua
	Philadelphia	Barbados	Barbados
	Toronto	Port of Spain	Port of Spain
	Antigua	St. Maarten	St. Maarten
	Barbados		
	Port of Spain		
	St. Maarten		
CAYMAN AIRLINES	Grand Cayman	Grand Cayman	Grand Cayman
COPA	Panama	Panama	Panama
CONDOR	Frankfurt	Frankfurt	Frankfurt
	Munich	Munich	Munich
DELTA AIRLINES	Atlanta	Atlanta	Atlanta
	Detroit	Detroit	Detroit
	Indianapolis	Indianapolis	Indianapolis
	Minneapolis	Minneapolis	Minneapolis
	New York	New York	New York
FLY JAMAICA	Guyana	Guyana	Guyana
	New York	New York	New York
	Toronto	Toronto	Toronto
FRONTIER AIRLINES			Chicago Milwaukee Philadelphia St. Louis

TABLE 32**AIRLINES SERVING JAMAICA****2013 - 2015**

SCHEDULED AIRLINES	2013	2014	2015
INSEL AIR JAMAICA AIR SHUTTLE	Curacao	Curacao	Curacao
	Cuba	Cuba	
	Haiti	Haiti	
JET AIRFLY JETBLUE	Brussels	Brussels	Brussels
	Boston	Boston	Boston
	Ft. Lauderdale	Ft. Lauderdale	Ft. Lauderdale
	New York	New York	New York
	Orlando	Orlando	Orlando
NEOS SOUTHWEST AIRLINES	Malpensa/Milan	Malpensa/Milan	Malpensa/Milan
			Atlanta Baltimore Chicago Detroit Houston Milwaukee Orlando
SPIRIT AIRLINES SUNWING AIRLINES	Ft. Lauderdale	Ft. Lauderdale	Ft. Lauderdale
	Cincinnati	Calgary	Calgary
	Edmonton	Edmonton	Edmonton
	Halifax	Halifax	Halifax
	Moncton	Moncton	Milwaukee
	Montreal	Montreal	Moncton
	Ottawa	Ottawa	Montreal
	Quebec	Quebec	Ottawa
	Regina	Regina	Quebec
	Saskatoon	Saskatoon	Regina
	St. Johns	St. Johns	Saskatoon
	Toronto	Toronto	St. Johns
	Vancouver	Vancouver	Toronto
	Winnipeg	Winnipeg	Winnipeg
UNITED AIRLINES	Chicago	Chicago	Chicago
	Houston	Houston	Houston
	Newark	Newark	Newark
	Washington D.C.	Washington D.C.	Washington D.C.
U.S.AIR	Boston	Boston	Boston
	Charlotte	Charlotte	Charlotte
	Philadelphia	Philadelphia	Philadelphia
	London/Gatwick	London/Gatwick	London/Gatwick
VIRGIN ATLANTIC WEST JET	Halifax	Halifax	Halifax
	Montreal	Montreal	Montreal
	Ottawa	Ottawa	Ottawa
	Toronto	Toronto	Toronto
	Winnipeg	Winnipeg	Winnipeg

TABLE 32
AIRLINES SERVING JAMAICA
2013 - 2015

CHARTERED FLIGHTS	2013	2014	2015
Aerogal Air.	Quito, Ecuador	Quito, Ecuador	Quito, Ecuador
Air Berlin	Dusseldorf Munich	Dusseldorf Munich	Dusseldorf Munich
Air Century	Havana Punta Cana	Havana Holguin Punta Cana	Dom. Rep. Havana Punta Cana
Air France	Paris		
Ameristar Air	New York		
Atlas Air			Bradley
Avianca		Lima, Peru Quito, Ecuador	Lima, Peru Quito, Ecuador
Condor		Frankfurt	Frankfurt Munich
Copa Airlines	Bogota, Colombia		
Eastlander Air		Stockholm, Sweden	
Falcon Air	Columbia		
Frontier Air	Chicago Des Moines Missouri Orlando Rockford, IL St. Louis Denver	Chicago St. Louis Denver	[Scheduled Service]
German Wings			Cologne
Lasca Airlines	San Jose, Costa Rica		
Mesa Airlines			Venezuela
Miami Air	Dulles, DC	Atlanta Cincinnati Cincinnati Nashville New Orleans	
Monarch Air	London/Gatwick		
Orbest	Amsterdam		
Primeria Air		San Jose, Costa Rica	
Servicios Aereos Prof.		Dom. Rep.	Havana
South American Lineas		Bogota, Colombia	
Sun Country	Dallas Minneapolis St. Louis	Dallas Minneapolis	Dallas Minneapolis
Thomas Cook	Manchester Stockholm, Sweden	Manchester Stockholm, Sweden	Arlanda, Stockholm Gothenburg, Stockholm Helsinki London/Gatwick Manchester
Thomson Fly	Birmingham London/Gatwick Manchester Stockholm, Sweden	Birmingham Copenhagen London/Gatwick Manchester Stockholm, Sweden	Birmingham Cardiff Copenhagen Doncaster East Midlands Glasgow Helsinki London/Gatwick Manchester Newcastle Oslo Stockholm, Sweden
Transaero	Moscow	Moscow	
Travel Services Corp.	Prague, Czech Rep.	Prague	Prague
White Airways	Lisbon, Portugal	Lisbon, Portugal	Lisbon, Portugal
XL Airways	Paris	Paris	
Xtra Air			Atlanta Charlotte Cincinnati Nashville St. Louis