

## JAMAICA

### Visitor Arrival Summary

Jamaica registered a 6.6 percent rise in tourist arrivals, which brought the total number to 1.4 million tourists in 2003. Growth was consistent throughout the year. In the winter season, an increase of 7.9 percent was recorded with only March having a marginal deficit. For the summer period there was an upsurge of 6.0 percent; all months showed increases.

- ◆ A total of 965.3 thousand tourists originated from the USA market in 2003, an increase of 4.8 percent over 2002. This market continued to be the major source of tourists (71.7 percent of the total) although its share fell by 2 percentage points. The European countries altogether represented 16.2 percent of the total and increased by 22.0 percent. The outcome here was made possible by the robust performance from the UK, up by 19.0 percent and improvements from the other European countries. Caribbean residents increased their visitation by 6.2 percent during the year. The Canadian market did no better than in 2002, tourists from this market were 2.2 percent fewer and the market share dropped marginally.
- ◆ A total of 1.1 million cruise passengers visited Jamaica in 2003, representing an increase of 30.9 percent against the 865.4 thousand of 2002. All months showed increases ranging from 1.3 percent in December to 63.3 percent in October. There was an associated rise in cruise ship calls of 26.8 percent.

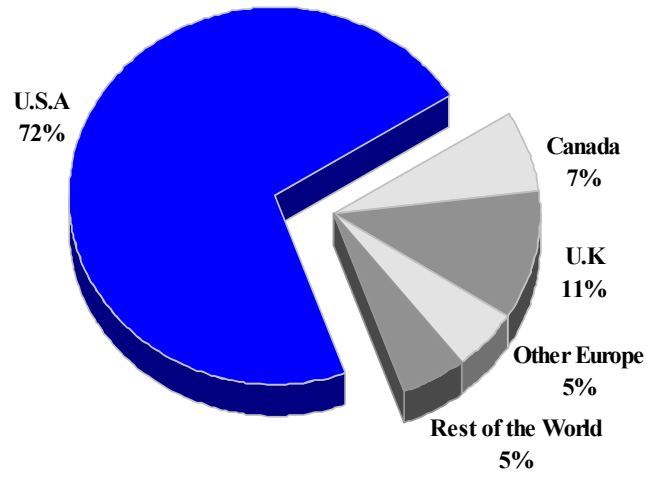
#### TOURISM HIGHLIGHTS FOR 2003

VISITOR ARRIVALS			
Tourist Arrivals ➔	1,350,285	Cruise Passengers	1,132,596
➔ <i>Summer</i>	66.4%	➔ <i>Summer</i>	58.3%
➔ <i>Winter</i>	33.6%	➔ <i>Winter</i>	41.7%
		Cruise Calls	502
VISITOR PROFILE			
Average Length of Stay ( <i>nights</i> )	10.2	<b>Tourist Arrivals by Place of Stay</b>	
<b>Tourist Arrivals by Purpose of Visit</b>		➔ <i>Hotels</i>	65.6%
➔ <i>Holiday</i>	86.1%	➔ <i>Guest Houses/Apartments</i>	4.5%
➔ <i>Business</i>	11.1%	➔ <i>Private</i>	28.5%
➔ <i>Other</i>	2.8%	➔ <i>Other</i>	1.4%
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure ( <i>US\$ millions</i> )	\$1,351.1	GDP at Factor Cost ( <i>US\$ millions</i> )	\$7,415.5
Tourism Budget ( <i>US\$ thousands</i> ) *	\$35,025	Hotel and Restaurant contribution to GDP	n.a
		Consumer Price Index ( <i>%ch. 2003/'02</i> )	10.3
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms	24,625	Land Area ( <i>square Kilometres</i> )	11,424
Room Occupancy Rates	57.9%	Population ( <i>thousand mid year 2003</i> )	2,635.4

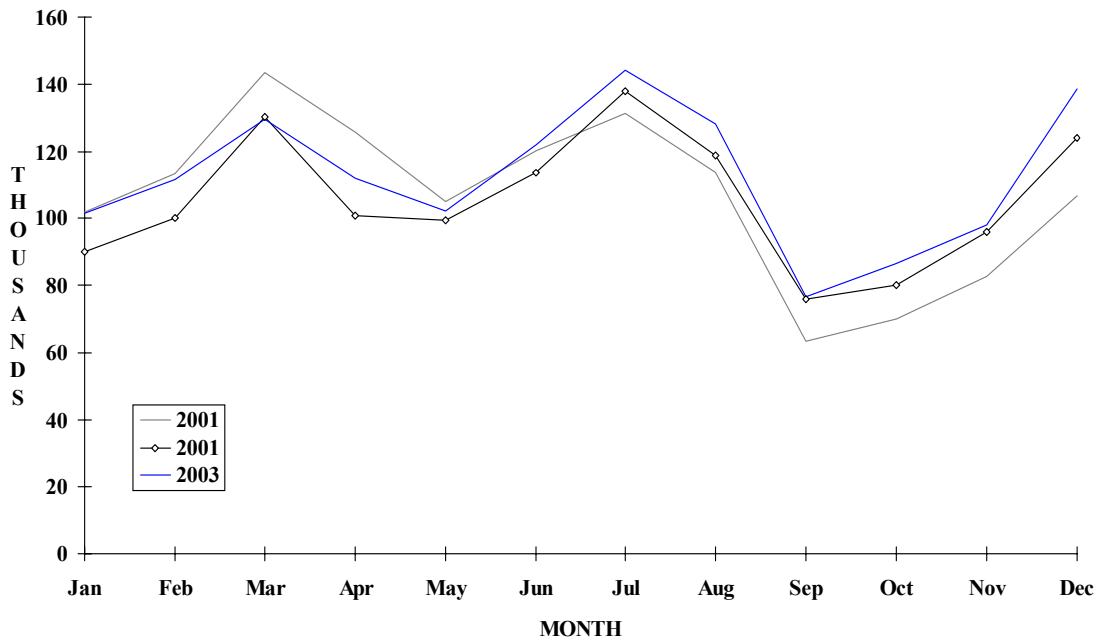
\* Actual and fiscal (April-March) 2002/2003

# JAMAICA

**TOURIST ARRIVALS BY MAIN MARKETS  
2003**



**MONTHLY TOURIST ARRIVALS**



**JAMAICA**

**TOURIST ARRIVALS BY COUNTRY OF RESIDENCE**

<b>Country of Residence</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>% Share 2003</b>
U.S.A	868449	940884	915237	924096	968315	71.7
Canada	100338	107492	111158	97413	95265	7.1
United Kingdom	124930	135338	127320	125859	149714	11.1
Other Europe	83759	63641	53312	53230	68786	5.1
Caribbean	41698	48349	44521	45237	48041	3.6
Other Americas	13530	12002	12583	9298	8058	0.6
Rest of World	15693	14984	12385	11233	12106	0.9
<b>TOTAL</b>	<b>1248397</b>	<b>1322690</b>	<b>1276516</b>	<b>1266366</b>	<b>1350285</b>	<b>100.0</b>

**MONTHLY TOURIST ARRIVALS**

<b>Month</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>% Change 2003/02</b>
January	96959	96100	101876	90097	101306	12.4
February	102545	108723	113345	100010	111458	11.4
March	131503	137408	143282	130200	129485	-0.5
April	106611	119419	125661	100689	111974	11.2
May	100066	103266	104766	99314	102021	2.7
June	110425	120091	120112	113705	122071	7.4
July	125343	137771	131141	137688	144039	4.6
August	113695	118339	113669	118698	128219	8.0
September	75987	79422	63508	75918	76535	0.8
October	83638	88001	69799	80132	86639	8.1
November	95278	97235	82782	96095	98048	2.0
December	106347	116915	106575	123820	138490	11.8
<b>TOTAL</b>	<b>1248397</b>	<b>1322690</b>	<b>1276516</b>	<b>1266366</b>	<b>1350285</b>	<b>6.6</b>

## CRUISE PASSENGER ARRIVALS

Month	1999	2000	2001	2002	% Change	
					2003	2003/02
January	86090	84256	96643	91399	118834	30.0
February	76648	92713	93775	76799	116451	51.6
March	88792	109817	103738	79547	128758	61.9
April	68778	78341	80489	75442	108009	43.2
May	39301	60326	60067	54453	64350	18.2
June	48041	55653	51729	54125	64812	19.7
July	46946	50558	52245	64512	84154	30.4
August	45105	77820	66637	57938	63121	8.9
September	48459	55263	41912	52177	68058	30.4
October	53210	59267	50382	58749	95910	63.3
November	73714	88562	69827	82228	100522	22.2
December	89257	95035	72893	118050	119617	1.3
<b>TOTAL</b>	<b>764341</b>	<b>907611</b>	<b>840337</b>	<b>865419</b>	<b>1132596</b>	<b>30.9</b>

Number of Calls	488	504	426	396	502
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## TOURIST ACCOMMODATION (Rooms)

Type of Accommodation	1999	2000	2001	2002	2003
Hotels	15435	16100	16569	16723	16986
Guest Houses	2444	2417	2606	2637	2774
Resort Cottages	3760	3732	3787	3814	3798
Apartment Houses	1428	1381	1045	1065	1067
<b>TOTAL</b>	<b>23067</b>	<b>23630</b>	<b>24007</b>	<b>24239</b>	<b>24625</b>

## Area

Kingston*	2091	2095	2050	2074	2141
Montego Bay	7502	7973	7961	7965	8019
Negril	5048	5092	5568	5647	5851
Ocho Rios	6784	6818	6719	6787	6777
Port Antonio	905	910	850	947	991
Mandeville\South Coast	737	742	759	819	846

\*Includes the Parish of St. Andrew

Source: Ministry of Tourism - Jamaica