

JAMAICA

Visitor Arrival Summary

Jamaica recorded its highest total for Tourist Arrivals in 2010. During the period 2002-2010 period there was sustained growth year after year. Stay-over arrivals were aggregated at 1,921.7 thousand in 2010 to be up by 4.9 percent from the 1,831.1 thousand recorded in 2009. The majority of Stay-overs arrived during the Summer - up by 3.6 percent, and the remainder arrived during the Winter months - up by 7.3 percent.

- ◆ Arrivals from the United States accounted for 1,242.9 thousand or 64.7 percent of the total number of Stay-over arrivals, which was an increase of 6.0 percent. Arrivals from Canada grew twice as rapidly as those from the US market, increasing by 12.0 percent to finish at 32.5 thousand. The United Kingdom saw a minimal decline of 0.1 percent to end with 184.4 thousand Stay-overs. Arrivals from Other European countries shrank by 5.8 percent to just under 87.0 thousand. Approximately 7.6 thousand fewer Caribbean arrivals landed in Jamaica, a decline of 11.6 percent.
- ◆ Jamaica sustained a minor contraction in Cruise Passenger arrivals as numbers receded by 1.4 percent. This was the fourth successive year of falling levels. A total of 909.6 thousand passengers arrived onboard the 325 ships which berthed throughout 2010. Almost every month in the first half of the year suffered double digit declines. The opposite situation practically obtained in the second half of the year, with some months increasing by more than 20.0 percent.

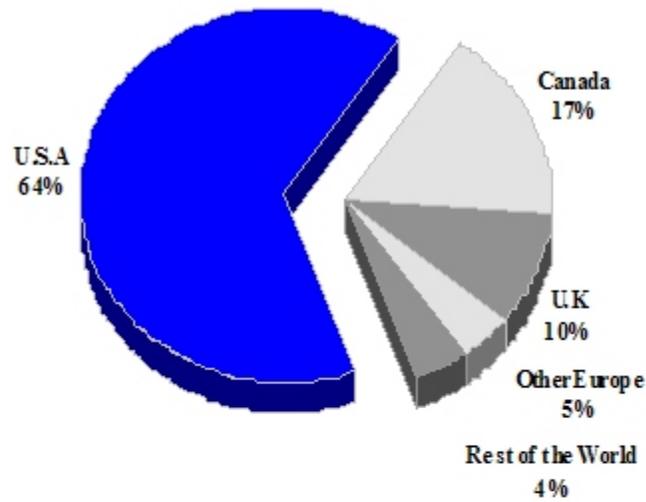
TOURISM HIGHLIGHTS FOR 2010

VISITOR ARRIVALS			
Tourist Arrivals →	1,921,678	Cruise Passengers	909,619
↳ Summer	63.7%	↳ Summer	60.7%
↳ Winter	36.3%	↳ Winter	39.3%
		Cruise Calls	325
VISITOR PROFILE			
Average Length of Stay (nights)	9.0	Tourist Arrivals by Place of Stay ^{II}	
Tourist Arrivals by Purpose of Visit ^{II}		↳ Hotels	65.3%
↳ Holiday	85.5%	↳ Guest Houses/Apartments	4.8%
↳ Business	6.2%	↳ Private	29.3%
↳ Other	8.3%	↳ Other	0.6%
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure (US\$ millions)	\$2,001.2	GDP at Factor Cost (US\$ millions) ^{VI}	\$7,976.5
Tourism Budget (US\$ thousands) *	\$38,561	Hotel and Restaurant contribution to GDP	n.a
		Consumer Price Index (%ch. 2010/'09)	11.7
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms ^I	30,347	Land Area (square Kilometres)	11,424
Room Occupancy Rates	60.5%	Population (thousand mid year 2010)	2,702.3

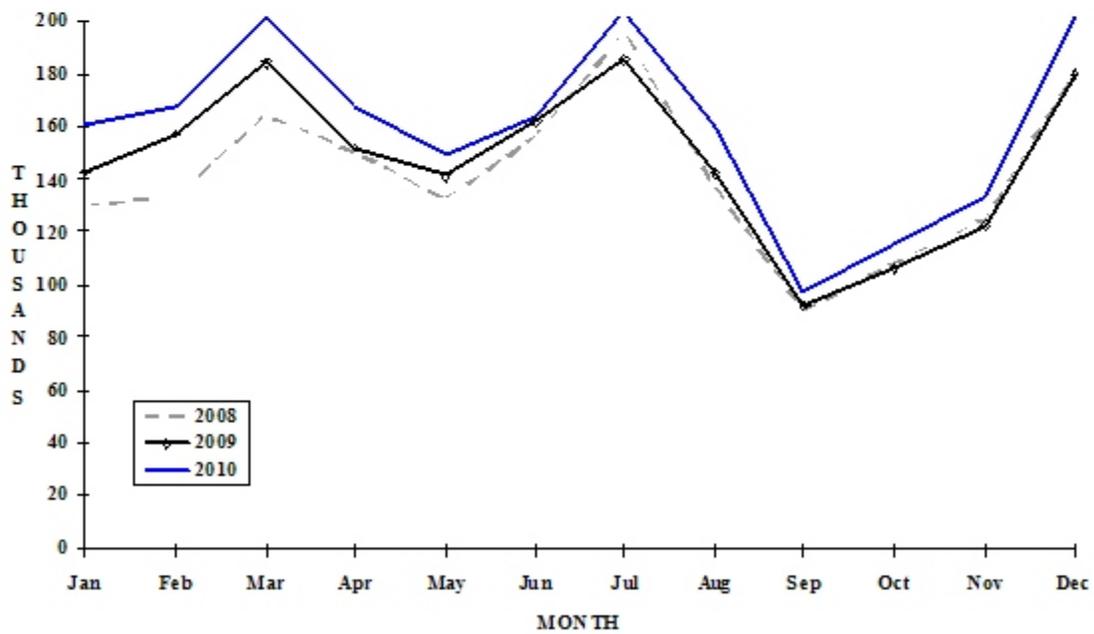
* Actual and fiscal (April-March) 2008/2009

JAMAICA

TOURIST ARRIVALS BY MAIN MARKET S
2010



MONTHLY TOURIST ARRIVALS



TOURIST ARRIVALS BY COUNTRY OF RESIDENCE

Country of Residence	2006	2007	2008	2009	% Share	
					2010	2010
U.S.A	1190721	1132532	1150942	1172844	1242943	64.7
Canada	153569	190650	236193	290307	325191	16.9
United Kingdom	175363	185657	188436	184512	184355	9.6
Other Europe	80711	103237	96264	92287	86960	4.5
Caribbean	56589	63491	67813	65925	58299	3.0
Other Americas	10460	11645	15540	13900	13442	0.7
Rest of World	11492	13573	12083	11322	10488	0.5
TOTAL	1678905	1700785	1767271	1831097	1921678	100.0

MONTHLY TOURIST ARRIVALS

Month	2006	2007	2008	2009	% Change	
					2010	2010/09
January	130695	129756	142861	148886	161094	8.2
February	138428	132949	156831	160282	167462	4.5
March	167439	164547	184267	175929	201378	14.5
April	163272	150561	152199	164090	166955	1.7
May	133902	132044	141236	153443	149775	-2.4
June	158425	156450	161958	168561	164205	-2.6
July	180015	195409	185447	195940	204526	4.4
August	141631	136660	142467	152573	159408	4.5
September	80397	89704	92037	95263	97010	1.8
October	94351	108205	106104	108820	114699	5.4
November	121916	124474	122250	125494	134320	7.0
December	168434	180026	179614	181816	200846	10.5
TOTAL	1678905	1700785	1767271	1831097	1921678	4.9

CRUISE PASSENGER ARRIVALS

Month						% Change	
	2006	2007	2008	2009	2010	2010/09	
January	134279	143728	144671	107827	87136	-19.2	
February	118051	123130	133403	90477	78805	-12.9	
March	153972	144764	139347	112416	111356	-0.9	
April	109074	113524	110838	103484	80116	-22.6	
May	83311	93151	59860	68181	60304	-11.6	
June	88087	71545	57962	68539	66517	-3.0	
July	85935	76231	69343	56112	64904	15.7	
August	98918	71689	54656	51449	61843	20.2	
September	79243	60682	48821	45101	55403	22.8	
October	99103	63438	73165	57478	59398	3.3	
November	131136	99353	76223	68971	71601	3.8	
December	155885	118269	123974	92314	112236	21.6	
TOTAL	1336994	1179504	1092263	922349	909619	-1.4	

Number of Calls	563	435	398	334	325
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TOURIST ACCOMMODATION (Rooms)

Type of Accommodation	2004	2005	2006	2007	2008
Hotels	17533	18817	19550	20237	22323
Guest Houses	2739	2771	2641	2983	2934
Resort Cottages	3625	3511	3571	3589	3639
Apartment Houses	1050	940	913	902	898
TOTAL	24947	26039	26675	27711	29794

Area

Kingston*	2077	2085	2108	2327	2347
Montego Bay	7944	7950	7922	8315	9307
Negril	6414	6426	6449	6469	7574
Ocho Rios	6712	7406	7986	8224	8202
Port Antonio	986	967	979	995	995
Mandeville\South Coast	814	1205	1231	1381	1369

*Includes the Parish of St. Andrew

Source: Jamaica Tourist Board, Ministry of Tourism - Jamaica

MARTINIQUE

Visitor Arrival Summary

Overall, Stay-over arrivals grew by 8.2 percent, virtually reversing the loss sustained in 2009. In all, there were 478.1 thousand Stay-overs to this French Caribbean island, with Winter arrivals surging upward by near 20.0 percent, and Summer seeing a tame 2.0 percent growth.

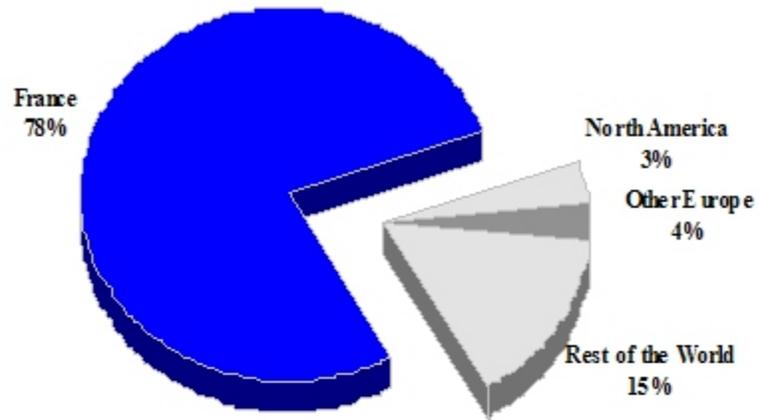
- ◆ Almost all major source markets registered strong performances in 2010. Of these, France, with a 77.9 percent share, grew slightly by 5.0 percent. The French Overseas Departments, Other Caribbean countries and Other European countries all had commendable double digit growth in arrivals by 24.3 percent, 25.3 percent and 38.6 percent respectively. The greatest expansion came from the Canadian market, where arrivals grew by more than seven times the 2009 level. Growth was calculated at 638.0 percent for 2010. Arrivals from all other countries, when aggregated, fell away by a significant 69.4 percent.
- ◆ By the end of 2010, 74.6 thousand Cruise Passengers had sailed to Martinique aboard 97 vessels. This represented a 7.0 percent increase in spite of the reduced number of cruise ships. These increased numbers were driven by the phenomenal growth experienced in March (up 426.1 percent) and April (up 378.5 percent). February also performed strongly with a 94.9 percent addition to the 2009 total. All other months suffered significant losses with the period June to October recording no cruise passenger arrivals.

TOURISM HIGHLIGHTS FOR 2010

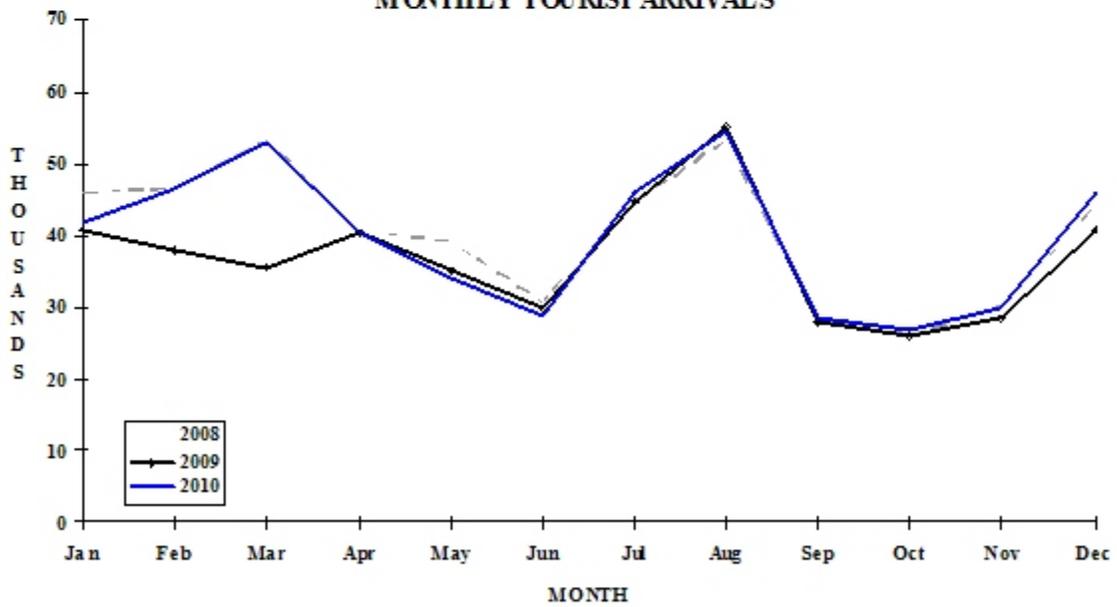
VISITOR ARRIVALS			
Tourist Arrivals →	478,060	Cruise Passengers	74,633
→ <i>Summer</i>	61.3%	→ <i>Summer</i>	24.0%
→ <i>Winter</i>	38.7%	→ <i>Winter</i>	76.0%
		Cruise Ship Calls	97
VISITOR PROFILE			
Average Length of Stay (<i>nights</i>)	13.3	Tourist Arrivals by Place of Stay ^{VII}	
Tourist Arrivals by Purpose of Visit ^{VII}		→ <i>Hotels</i>	36.6%
→ <i>Holiday</i>	84.3%	→ <i>Guest Houses/Apartments</i>	26.9%
→ <i>Business</i>	12.4%	→ <i>Private</i>	26.3%
→ <i>Other</i>	3.3%	→ <i>Others</i>	10.2%
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure (<i>US\$ millions</i>)	\$389.3	Tourism Budget (<i>US\$ '000</i>) ^{IV b}	\$15,962
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms	7,779	Land Area (<i>square Kilometres</i>)	1,060
Room Occupancy Rates	55.6%	Population (<i>thousand mid year 2010</i>)	399.6

MARTINIQUE

TOURIST ARRIVALS BY MAIN MARKETS
2010



MONTHLY TOURIST ARRIVALS



TOURIST ARRIVALS BY COUNTRY OF RESIDENCE

Country of Residence	2006	2007	2008	2009	% Share	
					2010	2010
United States	5239	12366	7179	6290	6463	1.4
Canada	4772	5356	3210	1292	9535	2.0
France	395515	379928	366207	354846	372426	77.9
Other Europe	26938	25304	18680	12183	16880	3.5
D.O.M. *	51608	54470	68602	40002	49740	10.4
Other C'bean	15079	20787	13426	15562	19500	4.1
Other Countries	4324	3280	3921	11472	3516	0.7
TOTAL	503475	501491	481225	441647	478060	100.0

*French overseas departments and territories (mainly Guadeloupe)

MONTHLY TOURIST ARRIVALS*

Month	2006	2007	2008	2009	% Change	
					2010	2010/09
January	47576	50720	45811	40652	42893	5.5
February	46387	49620	46388	38045	47376	24.5
March	49514	53658	53117	35599	53646	50.7
April	49252	52349	40628	40203	41180	2.4
May	37203	34598	38991	34976	33984	-2.8
June	31948	30372	30599	29849	28514	-4.5
July	46818	45788	44543	44509	45610	2.5
August	59806	53107	53251	55097	53956	-2.1
September	32304	29294	28026	27736	28317	2.1
October	25215	23569	25945	26216	26731	2.0
November	31719	28762	30206	28266	29711	5.1
December	45733	49654	43720	40499	46142	13.9
TOTAL	503475	501491	481225	441647	478060	8.2

CRUISE PASSENGER ARRIVALS

Month	2006	2007	2008	2009	% Change	
					2010	2010/09
January	16329	10172	14220	22729	18007	-20.8
February	12754	11582	11314	7807	15219	94.9
March	16570	14747	14307	3010	15837	426.1
April	10243	10280	11877	1595	7632	378.5
May	1026	0	0	0	1260	-
June	0	0	0	0	0	-
July	0	0	0	0	0	-
August	0	0	0	0	0	-
September	0	0	0	0	0	-
October	4529	0	4132	4110	0	-
November	13397	10319	11857	13368	8116	-39.3
December	21241	14583	19372	17130	8562	-50.0
TOTAL	96089	71683	87079	69749	74633	7.0
Cruise Calls	137	132	112	112	97	

TOURIST ACCOMMODATION (Rooms)

Rooms	2006	2007	2008	2009	2010
Total	8285	n.a	n.a	n.a	7779

Source: Agence Regionale de Developpment Touristique de la Martinique (ARDTM)

THE MEXICAN CARIBBEAN (CANCUN, COZUMEL, RIVERA MAYA)

Visitor Arrival Summary

Over the last decade the Mexican Caribbean destinations have emerged to be major players in Caribbean tourism. Cancun, Cozumel and now Riviera Maya are resort destinations which rely heavily on the US market and are now extending their share of the European market.

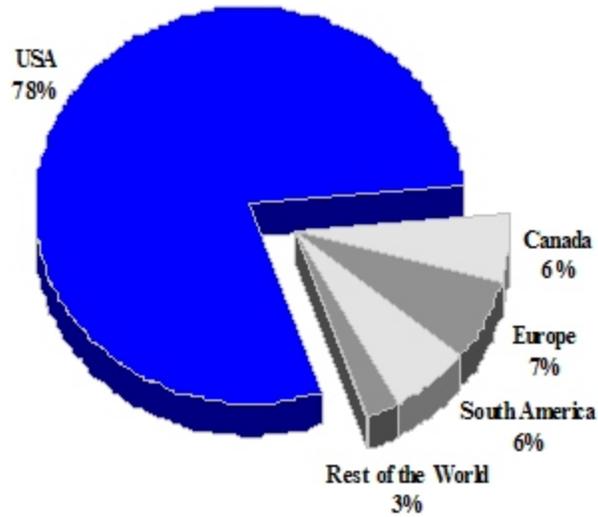
- ◆ **Cancun:** In 2010, Cancun experienced an 11.4 percent increase in International tourists (foreign hotel guests) to end at 2.1 million, up from the almost 1.9 million tourists hosted in 2009. Arrivals during the Winter season edged marginally downward by less than by 1.0 percent, whereas those arriving in the Summer season grew by 20.9 percent. The United States claimed a 78.9 percent market share for a total of 1.7 million tourists, which was 10.5 percent more tourists than in 2009. Europe, with an 6.7 percent market share, weakened by 10.3 percent. Reported registrations from all other markets increased in 2010 with the Canadian market growing by 3.0 percent, South America by 62.3 percent and the combined markets of Central America and the Caribbean by 72.6 percent.
- ◆ **Cozumel:** Cozumel's Cruise industry rebounded from the loss sustained in 2009. The recovery was in the region of 31.0 percent, which was an increase of 689.4 thousand passengers, and a total of 2.9 million passengers in 2010. The biggest increases came in the Summer (up 46.7 percent), with May (2237.1 percent), June (112.9 percent), and November (51.1 percent) recording the most significant changes. The Winter period also performed better than it did in 2009 with a 10.8 percent growth.

TOURISM HIGHLIGHTS FOR 2010

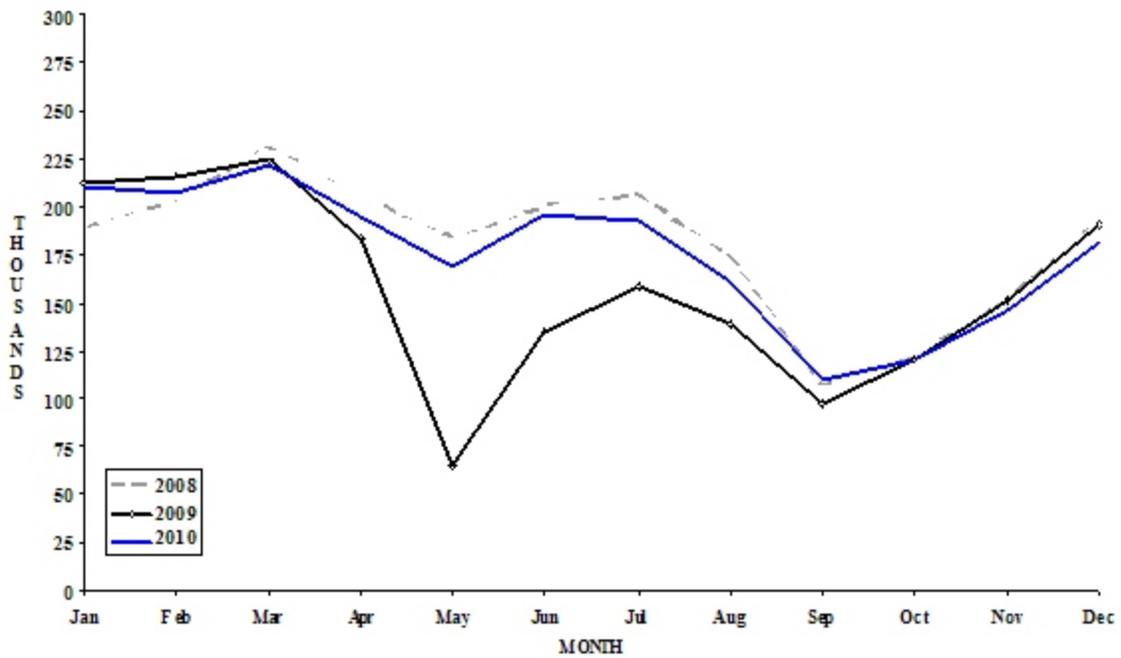
VISITOR ARRIVALS			
Cancun - Tourist Arrivals ➔	2,106,485	Cozumel - Cruise Passengers	2,911,146
➤ <i>Summer</i>	60.5%	➤ <i>Summer</i>	63.1%
➤ <i>Winter</i>	39.5%	➤ <i>Winter</i>	36.9%
Cozumel - Tourist Arrivals ➔ ^V	276,515	Cruise Ship Calls	1,035
Rivera Maya - Tourist Arrivals ➔ ^V	1,981,484		
VISITOR PROFILE		ACCOMMODATION STATISTICS	
Average Length of Stay (<i>nights</i>)		Cancun -Rooms ^{II}	28,214
(<i>Cancun</i>) ^{II}	4.5	Room Occupancy Rates ^{II}	71.0%
(<i>Rivera Maya</i>) ^V	6.5	Cozumel - Rooms ^V	4,205
Cancun		Room Occupancy Rates ^{VI}	41.9%
Tourist Arrivals by Purpose of Visit ^{XII}		Rivera Maya - Rooms ^V	26,980
➤ <i>Holiday</i>	93.0%	Room Occupancy Rates ^V	71.9%
➤ <i>Business</i>	5.0%		
➤ <i>Other</i>	2.0%		
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure (<i>US\$ millions</i>) ^{II}	\$2,350.6	Total Expenditure (<i>US\$ millions</i>) ^{VI}	\$454.9
Cancun		Cozumel	

Mexico (Cancun)

TOURIST ARRIVALS BY MAIN MARKETS 2010



MONTHLY TOURIST ARRIVALS



MEXICAN CARIBBEAN - (CANCUN)

CANCUN - FOREIGN HOTEL GUEST BY COUNTRY OF ORIGIN

Country of Residence						% Share	
	2006	2007	2008	2009	2010	2010	
United States	1265080	1571703	1679848	1503183	1661768	78.9	
Canada	79878	117081	130509	122881	126587	6.0	
Europe	167249	209407	213077	157364	141162	6.7	
South America	36861	73217	96157	73155	118760	5.6	
Central America	7831	11062	13456				
Caribbean	6032	9125	7638	21604	37296	1.8	
Japan	16176	20132	13770				
Rest of the World	7835	10575	10865	13261	20912	1.0	
TOTAL	1586942	2022302	2165320	1891448	2106485	100.0	

CANCUN - FOREIGN HOTEL GUEST BY MONTH

Month						% Change	
	2006	2007	2008	2009	2010	2010/09	
January	84748	174376	189184	212323	209831	-1.2	
February	114755	181493	202595	216449	206450	-4.6	
March	147837	207356	231349	223945	221519	-1.1	
April	135901	193710	205562	184331	194333	5.4	
May	140496	166708	183377	63606	168824	165.4	
June	159313	194930	200400	134501	195581	45.4	
July	164636	205297	206242	157966	193195	22.3	
August	144530	166867	174701	139029	160771	15.6	
September	98852	105541	106713	96832	109645	13.2	
October	101742	115041	121341	120800	120645	-0.1	
November	133023	143483	151356	151318	144742	-4.3	
December	161109	167500	192500	190348	180949	-4.9	
TOTAL	1586942	2022302	2165320	1891448	2106485	11.4	

MEXICAN CARIBBEAN - (COZUMEL)

COZUMEL - TOTAL TOURIST ARRIVALS

	2001	2002	2003	2004	2005	% Share 2005
National Tourists	240499	153386	60554	50009	120219	30.3
Foreign Tourists	215122	205585	304233	368589	276515	69.7
TOTAL	455621	358971	364787	418598	396734	100.0

COZUMEL - CRUISE PASSENGER ARRIVALS

Month	2006	2007	2008	2009	2010	% Change 2010/09
January	218804	295169	279201	255869	283672	10.9
February	205696	268613	270088	241321	245474	1.7
March	244013	310292	286101	260632	298939	14.7
April	204914	241707	227899	212359	247049	16.3
May	131228	144911	181858	8204	191735	2237.1
June	160426	167465	170783	97086	206683	112.9
July	168620	153098	189978	193650	217370	12.2
August	168579	151054	166301	177447	222472	25.4
September	137620	122047	127177	152828	189043	23.7
October	168781	159587	184824	159827	184297	15.3
November	243668	208783	225732	182598	275815	51.1
December	299694	265464	259491	279908	348597	24.5
TOTAL	2352043	2488190	2569433	2221729	2911146	31.0
Cruise Ship Calls	990	1052	1008	846	1035	

MEXICAN CARIBBEAN (RIVERA MAYA)

RIVERA MAYA - FOREIGN TOURIST ARRIVALS BY MAIN MARKET

Country of Residence	2001	2002	2003	2004	2005	% Share
						2005
United States	603414	739808	817378	1026736	990983	50.0
Canada	220128	301565	315851	331562	298460	15.1
Europe	516776	553022	632096	776979	663814	33.5
South America	61585	39624	24990	27222	22811	1.2
Rest Of the World	3830	5071	4692	3669	5416	0.3
TOTAL	1405733	1639090	1795007	2166168	1981484	100.0

RIVERA MAYA - FOREIGN TOURIST ARRIVALS BY MONTH

Month	2001	2002	2003	2004	2005	% Change
						2005/04
January	124325	119111	143549	174805	205873	17.8
February	122289	142874	151273	194206	193685	-0.3
March	128681	176850	182753	198514	216421	9.0
April	127602	149231	148389	189949	202630	6.7
May	116139	120838	132038	181438	200316	10.4
June	125181	141641	143032	182923	197808	8.1
July	147449	145078	166818	201336	160650	-20.2
August	125474	150567	166357	180033	144921	-19.5
September	85431	115394	112387	144804	124607	-13.9
October	76557	116021	123100	162278	107806	-33.6
November	102349	133431	159144	174314	58501	-66.4
December	124256	128054	166167	181568	168266	-7.3
TOTAL	1405733	1639090	1795007	2166168	1981484	-8.5

MEXICAN CARIBBEAN TOURIST ACCOMMODATION (Hotel Rooms)

Rooms	2004	2005	2006	2007	2008
Cancun	27522	11192	23824	27075	28214
Cozumel	3738	4205	n.a	n.a	n.a
Rivera Maya	23512	26980	n.a	n.a	n.a

Source: Secretaria de Estatal de Turismo - Chetumal Quintana Roo Mexico, Cancun Hotel Association

MONTSERRAT

Visitor Arrival Summary

Montserrat's tourism industry recorded its sixth consecutive year of declining tourist arrival levels in 2010 when a reported total of 6.0 thousand tourists visited. The magnitude of the slide relative to 2009 was calculated to be 5.2 percent. Tourist arrivals during the Winter period fell by 6.2 percent while accounting for 32.1 percent of year's total and arrivals in the Summer declined by 4.8 percent to finish at 4.1 thousand.

- ◆ The performances of the main markets were mixed in 2010 after tourists arrivals from every major market fell in 2009. The Caribbean which was the main source market for tourist arrivals to Montserrat, with a total of 2.3 thousand arrivals or 37.8 percent of the total, showed no considerable change. The European market continued to have a strong presence (26.3 percent market share), even though it supplied 22.6 percent fewer Stopover arrivals to the island. Of the 1.6 thousand Stopovers originating in Europe, 1.4 thousand came from the United Kingdom, representing 23.1 percent of the overall total for the year. Arrivals from the United States, with a 27.8 percent market share, registered growth of 3.7 percent, while the 404 Canadians who visited meant that 10.1 percent more tourists came from that market.

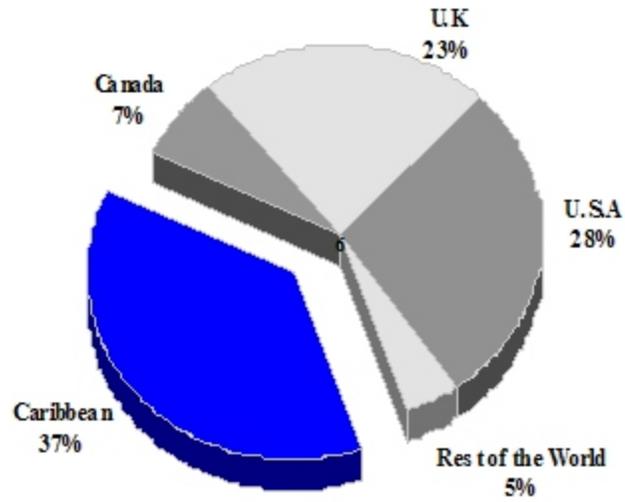
TOURISM HIGHLIGHTS FOR 2010

VISITOR ARRIVALS			
Tourist Arrivals →	5,981	Total Rooms ^{VI}	344
→ Summer	67.9%		
→ Winter	32.1%		
VISITOR PROFILE			
Average Length of Stay (nights) ^{VI}	15.9	Tourist Arrivals by Place of Stay ^I	
Tourist Arrivals by Purpose of Visit ^I		→ Hotels	11.9%
→ Holiday	73.9%	→ Apartment/Villas	19.9%
→ Business	25.7%	→ Private	60.5%
→ Other	0.4%	→ Other	7.7%
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure (US\$ millions) ^I	\$6.1	GDP at Factor Cost (US\$ millions) ^I	\$45.8
Tourism Budget (US\$ 'thousands) ^{IV b}	\$432	Consumer Price Index (%ch. 2010/'09)	1.8%
		Hotel & Restaurant contribution to GDP ^{II}	1.2%
SOCIO-ECONOMIC STATISTICS			
Population (thousand mid year 2009)	4.9	Land Area (square Kilometres)	102

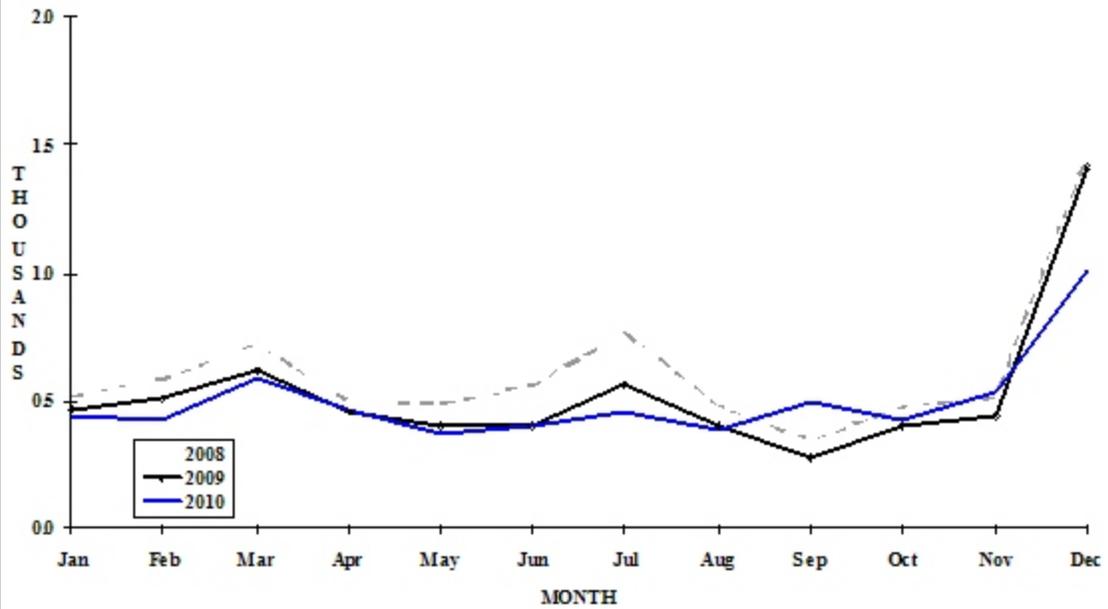
MONTSERRAT

TOURIST ARRIVALS BY MAIN MARKET S

2010



MONTHLY TOURIST ARRIVALS



MONTSERRAT

TOURIST ARRIVALS BY COUNTRY OF RESIDENCE

Country of Residence	2006	2007	2008	2009	% Share	
					2010	2010
United States	2153	2109	1922	1606	1665	27.8
Canada	393	388	395	367	404	6.8
United Kingdom	2321	2190	2152	1864	1380	23.1
Other Europe	180	176	181	167	193	3.2
OECS	1540	1419	1298	1132	1261	21.1
Other Caribbean	1328	1377	1360	1135	998	16.7
Rest of World	76	87	52	40	80	1.3
TOTAL	7991	7746	7360	6311	5981	100.0

MONTHLY TOURIST ARRIVALS

Month	2006	2007	2008	2009	% Change	
					2010	2010/09
January	592	575	516	468	438	-6.4
February	614	506	581	502	425	-15.3
March	958	844	719	617	590	-4.4
April	656	597	495	460	467	1.5
May	501	537	481	395	367	-7.1
June	478	528	555	392	399	1.8
July	652	673	763	557	455	-18.3
August	573	550	478	395	386	-2.3
September	318	406	340	278	488	75.5
October	380	435	473	398	426	7.0
November	508	596	507	435	529	21.6
December	1761	1498	1452	1414	1011	-28.5
TOTAL	7991	7745	7360	6311	5981	-5.2

TOURIST ACCOMMODATION (Rooms)

Type of Accommodation	2004	2005	2006	2007	2008
Hotels	40	n.a	n.a	n.a	n.a
Apartments	42	n.a	n.a	n.a	n.a
Villas	239	n.a	n.a	n.a	n.a
Other	23	n.a	n.a	n.a	n.a
TOTAL	344	n.a	n.a	n.a	n.a

Sources: Department of Tourism, Department of Statistics

PUERTO RICO

Visitor Arrival Summary

The Puerto Rico Tourism Company provides information on the hotel registrations in Puerto Rico. This data represents around one third of the total tourists to Puerto Rico. Official tourist arrivals data for this destination is available only for fiscal years which run July to June. These estimates are produced by the Puerto Rico Planning Board. CTO produces a calendar total for tourist arrivals to Puerto Rico to facilitate the comparative analysis of the Caribbean tourism performance.

The Non-resident hotel registrations (proxy for tourist arrivals and a gauge of market performance) to Puerto Rico are estimated to have increased by 5.2 percent in 2010, to end at a total of 1.4 million. Winter arrivals expanded by 9.8 percent and Summer arrivals increased by 2.4 percent. For the fiscal year (July to June), tourist arrivals were estimated to have increased by 3.6 percent and totalled 3,678.9 thousand.

- ◆ With a 89.9 percentage share of the arrivals market, the United States continued to be the leading source market for Puerto Rico. The island hosted some 56.4 thousand or 4.8 percent more American tourists than in the previous year. All other main markets, with the exception of Europe (down by 11.1 percent), performed better than in 2009, with the most marked increases coming from the Other Countries and Canadian markets, where respectively 19.3 percent and 18.5 percent more hotel registrations were recorded.
- ◆ The 2010 Cruise Passenger arrivals number was marginally higher than the recorded total for 2009. A total of 1,191.1 thousand passengers sailed into port, resulting in positive growth of 1.0 percent or just over 12.0 thousand. In all, there were 475 ships berthing for the year, 12 more than the previous year.

TOURISM HIGHLIGHTS FOR 2010

VISITOR ARRIVALS			
Tourist Arrivals ^e ('000) ➔	3,737,142	Cruise Passengers	1,191,055
➔ Summer *	61.3%	➔ Summer	54.7%
➔ Winter *	38.7%	➔ Winter	45.3%
		Cruise Calls	475
ACCOMMODATION STATISTICS		VISITOR PROFILE	
Hotel Registrations	1,369,944	Average Length of Stay (nights)	2.6
Rooms ^{II}	13,311	Tourist Arrivals by Place of Stay	
Room Occupancy Rates	65.4%	➔ Hotels & Guest House	36.0%
		➔ Private/Unregistered/Other	64.0%
TOURISM AND OTHER RELATED SOCIO-ECONOMIC STATISTICS			
Total Expenditure (US\$ millions)	\$3,598.2	Tourism Budget (US\$ '000's) ^{VI F}	\$104,088
Hotel & Restaurant contribution to GDP ^{VIII}	0.9%	GDP at Factor Cost (US\$ millions)	\$96,260.5
Consumer Price Index (% ch. 2009/'08)	8.0%	Land Area (square Kilometres)	8,874.7
		Population (thousand mid year 2010)	3,978.7

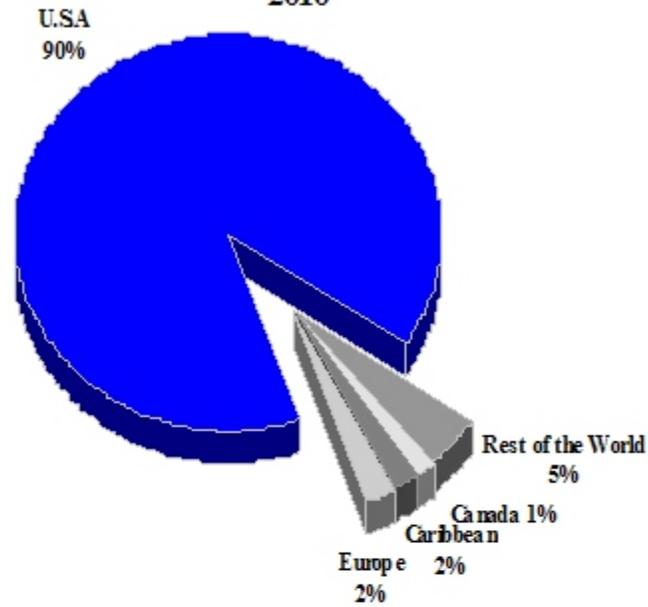
^F - fiscal estimate July 2003 - June 2004

* Seasonal distribution based on reported hotel registrations of non-residents only.

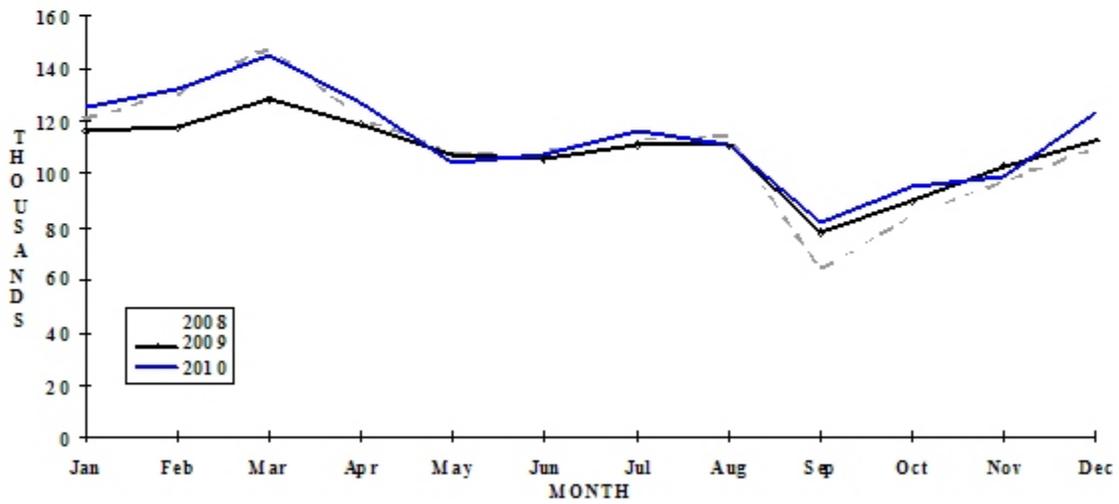
PUERTO RICO

HOTEL REGISTRATIONS BY MAIN MARKET S

2010



MONTHLY HOTEL REGISTRATIONS



VISITOR ARRIVALS BY CATEGORY (FISCAL YEAR - JULY TO JUNE)

	2006	2007	2008	2009	2010
Total Tourist	3722.0	3687.0	3716.2	3550.5	3678.9
Same Day Arrivals	1300.1	1375.4	1496.9	1232.0	1193.5
Total	5022.1	5062.4	5213.1	4782.5	4872.4

Source: The Puerto Rico Planning Board

**NON-RESIDENT HOTEL REGISTRATIONS* BY MAIN COUNTRY OF RESIDENCE
(Calendar Years)**

Country of Residence	2006	2007	2008	2009	2010	% Share 2010
United States	1278199	1201757	1185459	1175548	1231902	89.9
Canada	17023	16746	15924	16209	19208	1.4
Europe	40640	35691	28676	27296	24254	1.8
Caribbean	47732	39926	32577	30376	30891	2.3
Other Countries**	62590	62350	58869	53382	63689	4.6
TOTAL	1446184	1356470	1321505	1302811	1369944	100.0

** Includes hotels which did not report the origin of guests

MONTHLY HOTEL REGISTRATIONS * BY NON-RESIDENTS

Month	2006	2007	2008	2009	2010	% Change 2010/09
January	140070	119525	121215	115719	125879	8.8
February	143096	131713	130546	118027	131728	11.6
March	159383	153939	147790	128609	145373	13.0
April	143265	133673	121561	120576	127172	5.5
May	115643	109229	107755	107630	104989	-2.5
June	115816	110707	108771	106491	107629	1.1
July	122661	112736	113493	110580	116515	5.4
August	115401	109902	114277	110599	111158	0.5
September	77684	69396	63710	78179	81693	4.5
October	83178	86258	84468	89117	95009	6.6
November	106101	106082	97571	103758	99632	-4.0
December	123886	113310	110348	113591	123167	8.4
TOTAL	1446184	1356470	1321505	1302876	1369944	5.1

* Reporting hotels only; Includes Paradores (County Inns) but excludes condominiums; also excludes airline crew members

PUERTO RICO

CRUISE PASSENGER ARRIVALS

Month						% Change
	2006	2007	2008	2009	2010	2010/09
January	157538	173555	179539	133158	144260	8.3
February	144040	159620	157446	132853	135718	2.2
March	143550	157056	193668	159729	152531	-4.5
April	160742	127727	141405	121563	106996	-12.0
May	73019	83783	83231	71554	77991	9.0
June	69566	83444	89510	69439	77535	11.7
July	85718	95085	103141	77852	74907	-3.8
August	75528	84467	84547	76090	69205	-9.0
September	63200	75616	41567	52422	46568	-11.2
October	78796	85443	48440	55138	69618	26.3
November	119470	126081	107926	95661	106359	11.2
December	166852	185362	162204	133563	129367	-3.1
TOTAL	1338019	1437239	1392624	1179022	1191055	1.0

Other Cruise Statistics

	Fiscal Year*				
	2005/06	2006/07	2007/08	2008/09	2009/10
Total Passengers*	1299323	1374749	1496853	1236121	1185757
Cruise Ship calls	562	563	539	463	475

TOURIST ACCOMMODATION (Rooms)**

Type of Accommodation	CALENDAR YEAR				
	2004	2005	2006	2007	2008
Hotels	10223	10900	11017	11017	n.a
Guest Houses	532	536	567	567	n.a
Paradores	1013	1026	866	866	n.a
Other	874	874	1031	954	n.a
TOTAL	12642	13336	13481	13404	13311

* Fiscal year (July to June)

** Hotels endorsed by Puerto Rico Tourism Company only; as at end June

Source: Commonwealth of Puerto Rico Tourism Company.

SABA

Visitor Arrival Summary

Tourist Arrivals by air to Saba grew from 7,675 in 2009 to 8,056 in 2010, a 5.0 percent change. Sea Arrivals numbers were down by 11, for a total of 4,271. Overall, Saba hosted a total of 12,327 tourists which was 3.1 percent more than in 2009. There was improved performance during the Winter period when compared with the same period a year earlier. Recorded arrivals were up by 9.1 percent, an increase of 417. On the contrary, Summer numbers were down marginally by 0.6 percent, slipping from 7,352 in 2009 to 7,305 in 2010.

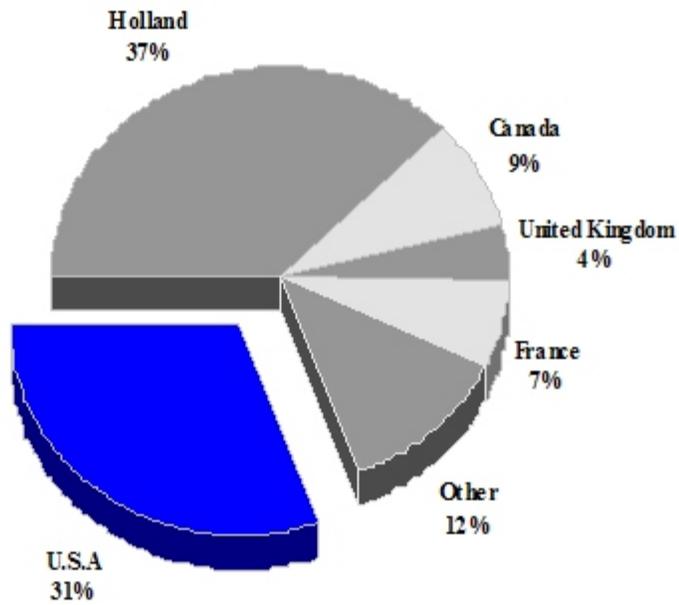
- ◆ The main markets showed predominantly positive performance in 2010. Increases were recorded in tourist arrivals from the United Kingdom (23.5%), Canada (13.1%), France (2.7%), Other Countries (2.7%) and Holland/Antilles (2.2%). The only market registering a decline was the United States which was down by 0.2 percent.

TOURISM HIGHLIGHTS FOR 2010

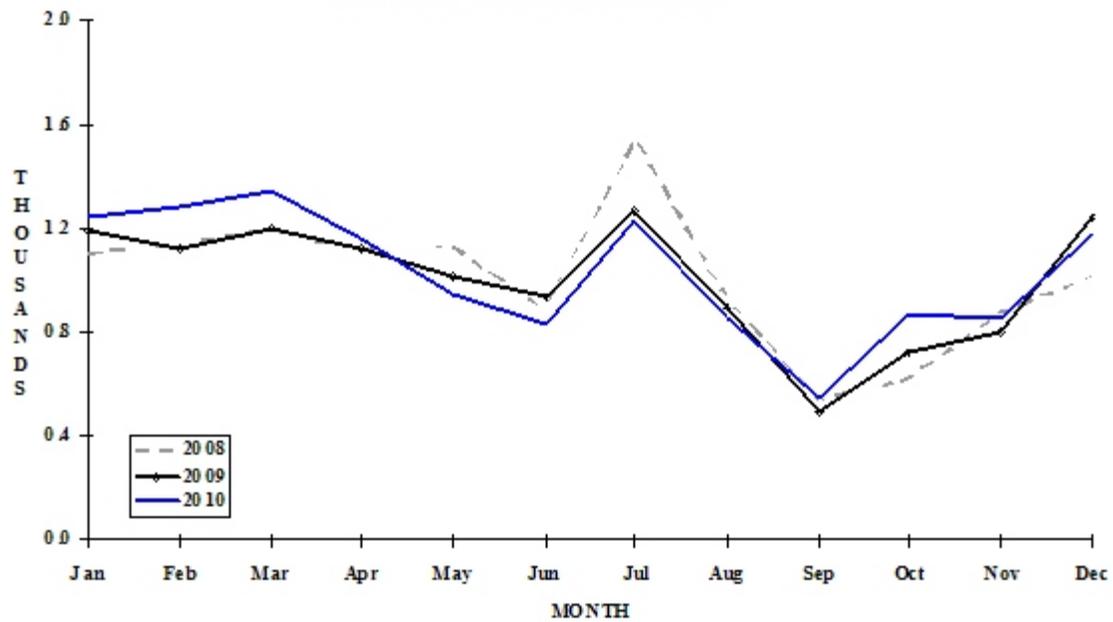
VISITOR ARRIVALS			
Tourist Arrivals ✈	12,327	Same Day Visitors	10178
➡ <i>Summer</i>	59.3%		
➡ <i>Winter</i>	40.7%		
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms ^{<i>IX</i>}	85	Tourism Budget (US\$ '000) ^{<i>XIV</i>}	\$274
		Land Area (square Kilometres)	13
		Population (thousand mid year 2010)	1.7

SABA

TOURIST ARRIVALS BY MAIN MARKETS 2010



MONTHLY TOURIST ARRIVALS



VISITOR ARRIVALS BY CATEGORY

Category	2006	2007	2008	2009	% Share	
					2010	2010
Air Arrival Tourists	6908	7031	7061	7675	8056	35.8
Same-day visitors*	11941	9953	8205	11693	10178	45.2
Sea Tourists	4104	4642	4982	4282	4271	19.0
TOTAL	22953	21626	20248	23650	22505	100.0

* Mainly day trippers from St Maarten

TOURIST ARRIVALS BY COUNTRY OF RESIDENCE

Country of Residence *	2006	2007	2008	2009	% Share	
					2010	2010
Holland/Antilles	3614	3507	4012	4517	4616	37.4
United States	4079	4466	4456	3784	3775	30.6
Canada	633	744	757	942	1065	8.6
United Kingdom	514	623	493	405	500	4.1
France	648	754	708	856	879	7.1
Other Countries	1524	1579	1617	1453	1492	12.1
TOTAL	11012	11673	12043	11957	12327	100.0

* Nationality is used as a proxy

MONTHLY TOURIST ARRIVALS

Month	2006	2007	2008	2009	% Change	
					2010	2010/09
January	783	1077	1101	1178	1239	5.2
February	1130	1173	1132	1119	1276	14.0
March	1275	1112	1193	1193	1346	12.8
April	1268	1124	1114	1115	1161	4.1
May	911	804	1124	1013	950	-6.2
June	887	900	883	936	829	-11.4
July	1415	1442	1534	1267	1223	-3.5
August	683	877	928	886	850	-4.1
September	478	549	532	487	551	13.1
October	536	604	619	716	870	21.5
November	694	854	874	805	855	6.2
December	952	1157	1009	1242	1177	-5.2
TOTAL	11012	11673	12043	11957	12327	3.1

**Includes other visitors*

TOURIST ACCOMMODATION (Rooms)

Rooms	2001	2002	2003	2004	2005
	85	n.a	n.a	n.a	n.a

Source: Saba Tourist Bureau