

Travel and Tourism - Jamaica - May 2015

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"Jamaica has been blessed with spectacular beauty, hospitable people and a vibrant culture. These together have combined to help create a successful tourism industry."

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- What is the current state of tourism in Jamaica?
- Which are the main source regions and countries that travel to Jamaica and how long do they stay?
- What is the situation with the cruise industry in Jamaica?
- How do land-based visitors enter Jamaica and where do they stay?
- What does the future of tourism look like in Jamaica?

Creating a distinctive tourism destination in the relatively crowded Caribbean region is not easy, with many of the destinations offering similar products, all geographically close together. This is the challenge Jamaica faces. With relatively slow growth of tourist arrivals, averaging 2% per annum over the last four years, it needs fresh impetus and direction. With over 80% of all tourist arrivals being from North America, the destination is relying heavily on just two markets: the US and Canada. Jamaica has recognised this and is seeking to attract tourists from emerging or unexplored markets, such as Eastern Europe.

The 70th anniversary of Bob Marley's birth gives the destination a good opportunity for some excellent publicity and could act as a springboard to more significant growth in future years. In that respect, 2015 could well be a pivotal year for Jamaica.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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