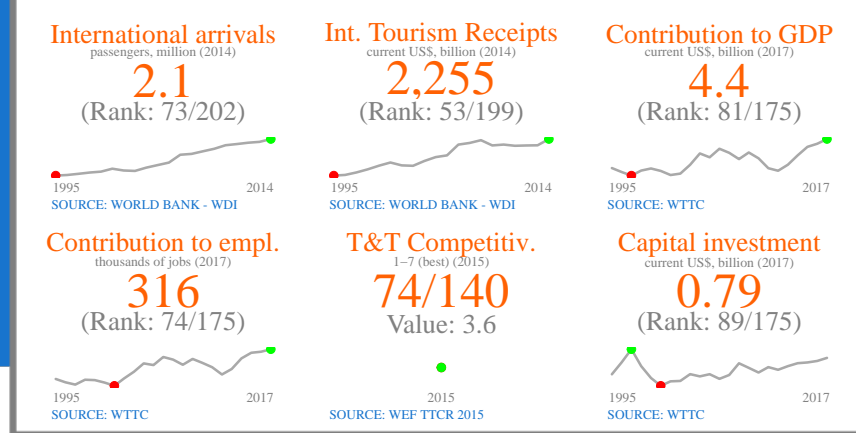


Tourism 360

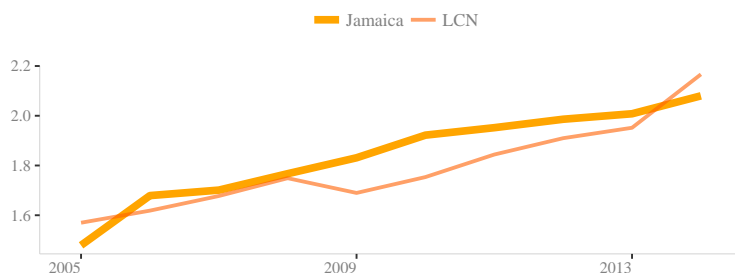
Jamaica

Country Snapshot



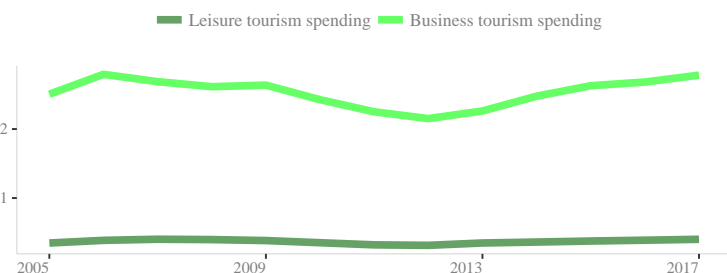
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. **58/140** Value: 4.6
1-7 (best) (2015)

Cultural resour. & business travel **89/139** Value: 1.4
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources **96/140** Value: 2.5
1-7 (best) (2015)

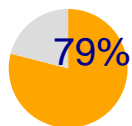
Natural and cultural res. subindex **92/140** Value: 2
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

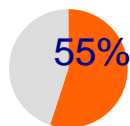
TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Jamaica (2015)

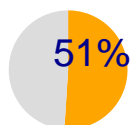


LCN (average, 2015)

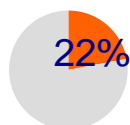


INTERNATIONAL TOURISM RECEIPTS, % of total exports

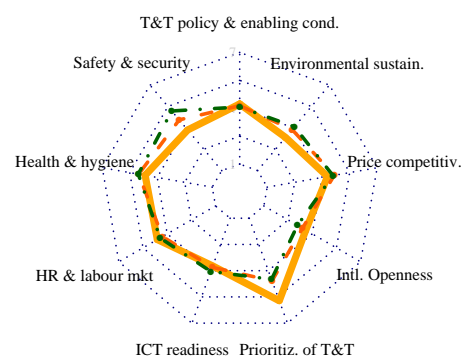
Jamaica (2014)



LCN (average, 2014)



SOURCE: WORLD BANK - WDI

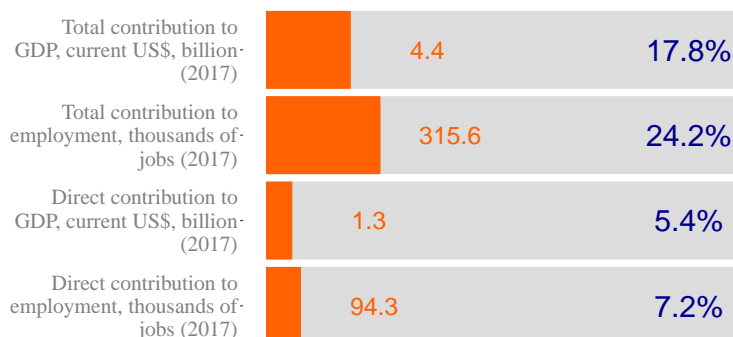


● Jamaica ● LCN ● World

SOURCE: WEF TTCR 2015

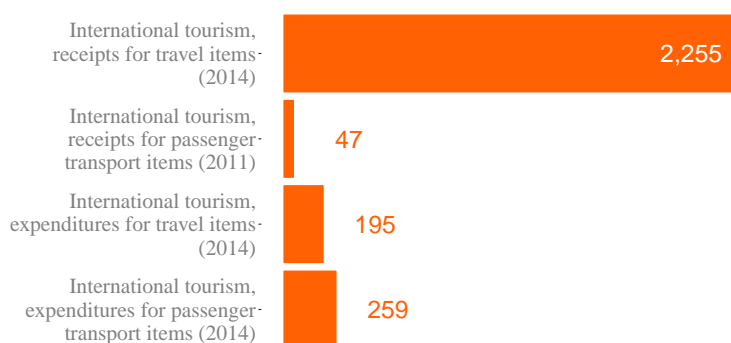
TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION



SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)



SOURCE: WORLD BANK - WDI

OTHER COMPETITIVENESS INDICATORS

Price competitiv. 98/140 Value: 4.3
1-7 (best) (2015)

Business envmnt 69/139 Value: 4.4
1-7 (best) (2015)

SOURCE: WEF TCCR 2015

CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption 2.5 (Rank: 81/175)
(2017)

Domestic tourism spending 0.6 (Rank: 95/175)
(2017)

Capital investment 0.6 (Rank: 90/175)
(2017)

SOURCE: WTTC

ACCESS AND TRANSPORT

Air transport infrast. 81/139 Value: 2.4
1-7 (best) (2015)

Ground & port infrast. 25/140 Value: 4.8
1-7 (best) (2015)

SOURCE: WEF TCCR 2015

Prioritiz. of T&T 11/139 Value: 5.7
1-7 (best) (2015)

HR & labour mkt 57/140 Value: 4.6
1-7 (best) (2015)

SOURCE: WEF TCCR 2015

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.