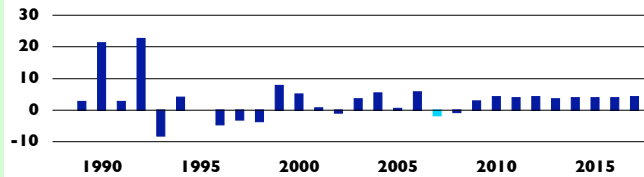


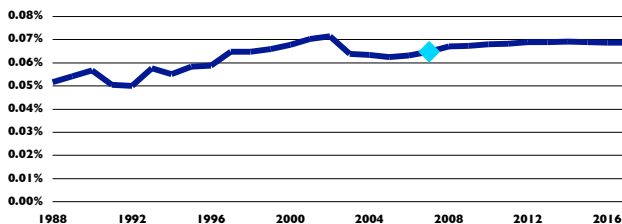
**TOTAL DEMAND**

Jamaica Travel & Tourism is expected to generate JMD291.3 bn (US\$4,573.9 mn) of economic activity (Total Demand) in 2007, growing (nominal terms) to JMD772.9 bn (US\$9,099.3 mn) by 2017. Total Demand is expected to grow by -1.8% in 2007 and by 2.7% per annum, in real terms, between 2008 and 2017. 2007 Total Demand represents 0.1% of world market share.

**GROWTH 2007: -1.8% 10Yr: 2.7%**



**WORLD MARKET SHARE: 0.1%**



Jamaica Travel & Tourism market share of worldwide Total Demand is generally increasing.

**WORLD RANKING (176 Countries)**

- 81** ABSOLUTE size
- 19** RELATIVE contribution to national economy
- 145** GROWTH forecast

Jamaica is a middle-tier sized, most intensive, and slow growing Travel & Tourism economy.

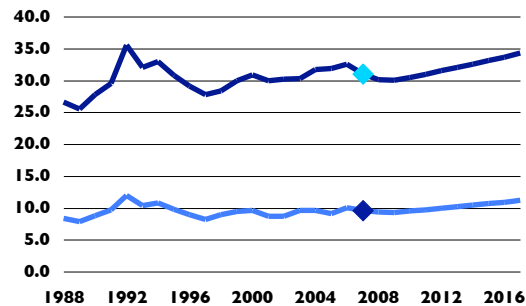
**GDP**

**T&T Industry: 9.6%**    **T&T Economy: 31.1%**

Jamaica's T&T Industry is expected to contribute 9.6% to Gross Domestic Product (GDP) in 2007 (JMD74.3 bn or US\$1,167.1 mn), rising in nominal terms to JMD200.7 bn or US\$2,363.2 mn (11.2% of total) by 2017. The T&T Economy contribution (percent of total) should rise from 31.1% (JMD240.0 bn or US\$3,768.7 mn) to 34.3% (JMD613.2 bn or US\$7,219.6 mn) in this same period.

Jamaica Travel & Tourism Industry GDP contribution to Total GDP is generally increasing, and Travel & Tourism Economy GDP contribution to Total GDP is generally increasing.

**Jamaica Travel & Tourism Gross Domestic Product (% of Total GDP)**



Light Blue Line is T&T Industry GDP; Dark Blue Line is T&T Economy GDP

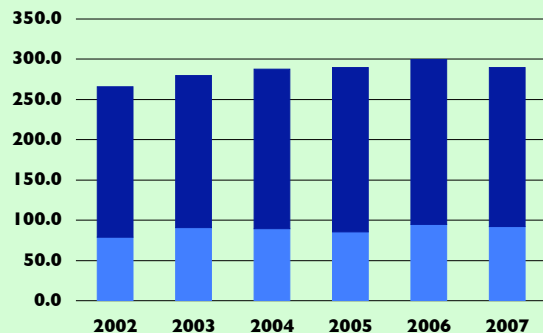
**JOBS**

**T&T Industry: 92,037**    **T&T Economy: 289,414**

Jamaica T&T Economy employment is estimated at 289,000 jobs in 2007, 27.4% of total employment, or 1 in every 3.6 jobs. By 2017, this should total 360,000 jobs, 30.4% of total employment or 1 in every 3.3 jobs. The 92,000 T&T Industry jobs account for 8.7% of total employment in 2007 and are forecast to total 121,000 jobs or 10.2% of the total by 2017.

Jamaica relative Travel & Tourism Industry Employment contribution to Total Employment is generally increasing, and relative Travel & Tourism Economy Employment contribution to Total Employment is generally increasing

**Jamaica Travel & Tourism Employment ('000s of Jobs)**



Light Blue Bar is T&T Industry Jobs; Light/Dark Blue Combination is T&T Economy Jobs