

# Travel and Tourism in Jamaica

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## Abstracts

The continued removal of barriers to travel, such as improving the visa regime, was a part of Jamaica's strategy in 2012 to attract visitors to the island. While airlift was boosted in several regions such as Russia, Prague and Latin America, marketing efforts were jointly coordinated with carriers. For example, a partnership between the Jamaica Tourist Board (JTB) and Copa Airlines on a number of joint promotional activities is expected to bring in additional tourists, specifically Colombian...

Euromonitor International's Travel and Tourism in Jamaica report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2008-2012, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2017 illustrate how the market is set to change.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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