



2007, July 13

Airtours to begin direct flights to Jamaica on July 18

Jamaica is to gain additional air seats when Airtours begins direct service to the island from the United Kingdom (UK) on July 18. The new service will be the first direct flight from the Midlands to Jamaica. The service will be for eight weeks during the summer and will operate between East Midlands Airport and Montego Bay.

[For further information visit: <http://www.airtours.co.uk/>]

First joint UNWTO/CTO Conference ends today

For the first time in ten years, the region is hosting a joint session of the United Nation World Tourist Organisation (UNWTO) and the Caribbean Tourist Organisation (CTO). The event, which began on Wednesday (July 11) concludes today (July 13) at the Sunset Jamaica Grande Resort and Spa in Ocho Rios. The three-day affair is aimed at improving the skills of the participating organizations and companies in the field of marketing auditing as well as the evaluation of marketing and promotion activities. Tourism interests from the Caribbean, Nicaragua, Mexico and Panama are taking part in the various seminars and workshops. Presenters include members of the UNWTO, CTO, Commonwealth Tourism Centre in Malaysia and the Canadian Tourism Commission.

[For further information visit:

http://www.unwto.org/regional/americas/eng/seminar_marketing_caribbean/marketing_jamaica.htm]

Hispanic Media explores Jamaica

Members of the Hispanic media in Florida are currently in the island to highlight Jamaica in their publications which altogether reach an audience of approximately 2 million. The publications represented are Glamour Latinoamerica Magazine, El Nuevo Herald Newspaper, Harper's Bazaar en Español Magazine, Hispanic Magazine, Tiempo de Vivir Magazine and Conde Nast Traveler Spain. They have been in the island since Wednesday, July 11 and are scheduled to depart on Sunday, July 15. The eight-member group is currently touring sites in Montego Bay, Ocho Rios and Negril.

In addition to the US-based Hispanic press trip, representatives from Geo and El Economista magazine in Spain are also on the island to highlight Jamaica. The publication reaches about 400,000 subscribers and the Jamaica feature will educate readers on the various offerings in Montego Bay, Negril, Kingston and Ocho Rios.

Facilitated by the Jamaica Tourist Board, the press trips are consistent with the present growth in Spanish investments in Jamaica's tourist industry.

[For further information tele: (876)-9299200-19]

Travel + Leisure Advisory Board completes tour of MoBay

Members of the prestigious Travel + Leisure Travel Agents Advisory Board were on the island from July 8 – 11 to engage in a comprehensive update tour of the resort capital, Montego Bay. As the world's leading travel magazine, Travel + Leisure offers vital information to travellers and assembles some of the most highly respected agents in the USA for its exclusive Board. The travel update will better equip agents to sell the destination to travellers.

For further information visit: www.travelandleisure.com

Mega Gospel Xplosion – July 14 – 21

The second staging of Mega Gospel Xplosion is set to take place from July 14 – 21 in Spanish Town. The event, which was held for the first time in 2006 in Grand Cayman, was borne out of a vision to bring various peoples together to worship in a mega non-denominational service. Christians from across the Caribbean, UK, USA and Africa will gather for fellowship and fun. Mega-Gospel Xplosion is being organised by Young Crusaders for Christ Ministries (YCCM), an organisation of young christian persons with chapters in Grand Cayman and Antigua as well as representatives in six other countries. YCCM is headquartered in Jamaica. Activities during the seven-day programme include a mega gospel concert featuring Paula Hines, Chevelle Franklyn, Lt. Stitchie, Jermaine Edwards among others. Other activities include a YCCM ten-year anniversary service and a mega-gospel xplosion convention entitled “A Generation on Fire Recharged”.

Mega Gospel Xplosion represents the growing prospect for faith-based tourism on the island and is sponsored by the Jamaica Tourist Board (JTB).

[For further information telephone (876)-425-3635]

Jamaica, Iowa embraces Jamaica in their 125th celebrations

The more than 250 residents of Jamaica in Iowa have embraced Jamaica in their 125th anniversary celebrations from July 13 - 15. The small US town got its name when the authorities realised that their original name, Vanness was already taken by a nearby town. As such, one of the council members was blindfolded and asked to pin the new name of the town from a map. The pin fell on the island of Jamaica and was officially named Jamaica since that day. For the anniversary parade, children of Jamaica, Iowa, will bear and dress in colours of the Jamaica flag. In addition, the townspeople will wear Jamaica t-shirts with the Jamaica Tourist Board's advertising slogan - Once You Go, You Know. A large Jamaica banner with the Once You Go You Know logo will also accompany the parade.

Jamaica's Director of Tourism, Basil Smith had sent a congratulatory message to the people of Jamaica, Iowa and extended an invitation to persons to visit the island for vacations.

REMINDERS

15th staging of Sumfest nears

The 15th staging of the Red Stripe Reggae Sumfest will sizzle with a number of exciting acts lined up for the show. Scheduled to run from July 15 – 21, the festival will feature acts such as the queen of hip hop soul Mary J Blige, hip hop legend LL Cool J and international reggae stars Shaggy and Beenie Man. Other acts

include Bounty Killa, Elephant Man, Macka Diamond and Tanya Stephens. The event will be held at the Catherine Hall Entertainment Complex in the resort capital of Montego Bay.

For further information visit: www.reggaesumfest.com

Travel Channel highlights Jamaica

On July 22 and 28, the US Travel Channel will continue to highlight Jamaica in a film entitled Jamaica: Paradise Uncovered. The sixty-minute feature reflects the beauty of the island and its rich culture and heritage. The show will air at 5:00 pm local time on July 22 and at 4:00 pm on July 28.

[For further information visit: <http://travel.discovery.com/tv-schedules/special.html?paid=26.7588.80556.0.0>]

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