



2007, November 23

JTB participates in EIBTM

The JTB will participate in the European Incentive & Business Travel & Meetings Exhibition (EIBTM) which takes place in Barcelona, Spain on November 27-29. The EIBTM is one of the world's leading incentive, business travel and meetings exhibitions, targeting major corporate/incentive agents, meeting planners and corporate end users from European markets. EIBTM 2006 recorded more than 2,000 hosted buyers while overall visitors reached more than 6,000.

Reggae Marathon/Half Marathon

Negril will host the 7th Reggae Marathon/Half Marathon on Saturday, December 1. More than 700 runners are expected to take the 26 mile trek along Negril's picturesque white sands in hopes of completing the race. The marathon has a range of features such as 'The World's Best Pasta Party' which takes place on Friday, November 30. Participants will be treated to a variety of delicious pasta dishes which will also serve as fuel for the competition. Another unique aspect is live entertainment. Some of Negril's leading entertainment bands will play reggae music along the marathon's course to keep up the runners' spirits. The competition has increasingly taken on an international flair. In 2006 more than 300 visitors representing 20 countries completed the race. In 2007 the marathon will welcome a group of 200 North Americans representing fund raising group, Joints in Motion, which focuses on arthritis research.

[For more information log on to www.reggaemarathon.com]

Booyaka! to honour Reggae Legends

Booyaka! Music Festival makes its debut on Saturday, December 1 at Mas Camp, Oxford Road, Kingston. The festival will honour reggae legends such as Bob Marley, Peter Tosh, Dennis Brown, Joseph 'Culture' Hill, Tenor Saw amongst others. The music of these great artistes will be played by another fixture in Jamaican musical culture, the sound systems. Popular sound systems Merritone Disco, Jack Scorpio and Kilamanjaro will pay tribute to the legends.

[For more information visit www.booyaka.tv.]

'Cum Bak Ya' Homecoming for St. Thomas

'Cum Bak Ya' St. Thomas Homecoming will comprise a week of celebrations from December 1 to 9. The activities will include a health and wellness fair, heritage tours, business seminars, Paul Bogle Trade Fair and an investment forum. The event is being organized by the St. Thomas Heritage and Tourist Development Committee and the US-based Upliftment Jamaica Limited. The project will be used to draw attention to the parish and the variety of business opportunities, including potential tourism sites, that it offers.

[For more information, log on to www.upliftmentjamaica.com]

JTB endorsed motor racer Joel Jackson launches publicity campaign

On Sunday, November 25, another page in Jamaica's sporting history will be written, as talented motor racer Joel Jackson launches a publicity campaign to identify support to represent Jamaica in overseas racing. In marketing the genius of the Jamaican brand, the JTB has focused on our talented people. Twenty two (22) year old Joel Jackson is one such person and since 2006, the JTB has supported Joel's efforts to represent the country on the overseas circuit. In launching the campaign, Joel will also reveal the new national driver uniform while he participates in Sunday's Abe Ziadie Memorial Race Meet at the Palisadoes International Raceway.

[For more information log on to www.jetcon.com.jm]

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For details on these and other information of relevance to the JTB and the tourist industry please visit our information portal at www.jtbonline.org