



2007, November 9

Jamaica number six for American travellers

Data compiled by the U.S. Department of Commerce's Office of Travel and Tourism Industries (OTTI), reveals that Jamaica has tied with Germany for sixth place among Americans' top 20 most favoured international destinations. According to the information, both countries attracted nearly 1.7 million American visitors in 2006. The OTTI's numbers show a 25 percent year-on-year increase in visitation by Americans to Jamaica in 2006, and a 90 percent increase compared with 2000. Interpreters of the data surmised that as an English-speaking country, Jamaica's appeal might lie in its blend of the familiar and the exotic.

[For further information visit: <http://www.msnbc.msn.com/id/21586703>]

World Travel Market, November 12 – 15

Tourism Minister, Edmund Bartlett is leading Jamaica's delegation to the 2007 World Travel Market (WTM) at Excel in London, England. A number of other tourism officials have accompanied the minister including Director of Tourism, Basil Smith. World Travel Market is an annual trade show which provides operators in the travel trade the opportunity to network and conduct business. This year's event runs from November 12 – 15.

Prior to the show, Mr. Smith, along with JTB's Regional Director for Europe and members of the island's hospitality industry participated in a series of road shows in several major cities across Europe. The aim of the road shows is to showcase Jamaica's tourism product to tour operators, travel agents and journalists. Cities covered in the series were: Milan, Zurich, Munich, Düsseldorf and Amsterdam. The team will travel to London from Amsterdam to participate in WTM.

[For further information visit: www.wtmlondon.com]

RIU Ocho Rios opens new meeting facility

Riu Club Hotel in Ocho Rios will open its spectacular new conference facility on Thursday, November 15. The new meeting area is designed to combine elegant décor and architecture with state-of-the-art technology including complimentary wireless internet access. The space is capable of accommodating 340 persons. It is staffed by a dedicated team of meeting professionals whose duties are to oversee the planning of all on-site events and to provide personalized service to its clients.

[For further information telephone: 876-972-2200]

JTB TV promotion going well in Canada

The Jamaica Tourist Board (JTB) first major television promotion in Canada seems to be reaping success. The Canada AM/Jamaica sweepstakes, which was launched on Tuesday, October 9, will see many lucky couples being selected for a vacation on the island. Partners in this initiative are CTV's Canada AM programme, Yoplait Creamery, ITravel2000 and Sunquest Travel. In this promotion, Yoplait Creamery products are branded with JAMAICA and contain information that will drive the purchaser to Canada AM's website (www.canadaam.ctv.ca) where they can register for a chance to win one of the prize trips.

So far, more than half million Canadians have entered the competition for a chance to be among the lucky couples that will be selected. All couples, when chosen, are expected to travel to the island for their vacation during the first week of January 2008, at which time, Canada AM will do a one-week broadcast from the RIU Hotel in Jamaica. As part of the promotion, Sunquest Travel is offering a special for anyone wishing to travel as "come alongs" to Jamaica for this occasion.

[For further information telephone: (416) 482-7850]

Two for GTTP

Representatives from the Jamaica Tourist Board (JTB) will be accompanying Jamaica's delegation to the 2007 Global Travel and Tourism Partnership (GTTP's) Aldo Papone Student/Teacher Conference, November 18 - 23. The delegation includes Orville Thompson and Andrene Nelson, from Munro College, along with their staff advisor, Alcia Bromfield. Students from nine (9) countries will participate in this conference. The young delegates will present their case studies on the topic: **Historic Preservations: Who Benefits?** Orville and Andrene investigated the preservation of Great Houses in Jamaica and their impact on tourism.

[For further information visit: www.gttp.org]

Sandals and Beaches resorts launch student mentorship programme

Sandals and Beaches Resorts have sponsored a year-long mentorship program for 100 students from six different schools in the parishes of St. Ann and St. Mary. The programme was launched with the support of the Jamaica Teachers' Association (JTA) and will pair each student with a member of the Sandals and Beaches Resorts staff. The goal of the programme is to establish a big brother, big sister network so that students can receive positive one-on-one mentoring. As part of the programme, students will meet with their mentors on a monthly basis to participate in activities such as educational field trips and academic counselling and will be allowed to use Beaches Resorts' Kids Camp facilities.

[For further information visit: www.sandals.com]

Concert to save Jamaica's theatrical heritage

A concert entitled "Music to Remember" is being staged on Sunday, November 11 to generate proceeds for the restoration of Jamaica's historical theatrical icon, the Ward Theatre. Situated in the heart of Downtown Kingston, the majestic 97-year old structure was a gift to the people of Jamaica from Colonel C.J. Ward. Throughout the decades of the last century, the Ward welcomed many famed theatrical troupes from the UK and the US, while renowned actors such as Paul Robeson and Charles Laughton have graced its stage. The Ward Theatre significantly scaled down its operations earlier this year, but damage to the roof and stage, caused by Hurricane Dean, and made worse by heavy showers over the last few weeks has forced the closure of the theatre.

"Music to Remember" is a "potpourri" of genres, from classical, to contemporary and headlines performances from Cecil Cooper, Veila Espeut and Glynne Manley.

[For further information telephone: 876-922-0453]

REMINDER

Six-week spruce-up Jamaica campaign currently underway

A six-week beautification programme, which was launched on Friday, November 2, is currently underway in the island's six resort areas. The campaign is designed to beautify the resorts in preparation for Jamaica's Winter Tourist Season. The \$40 million project is being financed by the Tourism Enhancement Fund in collaboration with the private sector. It is being implemented by the Tourism Product Development Company. A public education component of the project will coincide with the activities under the theme: "Spruce up Jamaica – nice up yourself!"

[For further information telephone: 876-908-5934]

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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.itbonline.org