



2007, October 12

Destination Jamaica promotes Spring Break 2008

On September 25, the JTB in collaboration with Student Travel Services and Sun Splash Tours began a 45-day promotional blitz of 35 major US universities. The goal of this event is to promote Spring Break in Jamaica for 2008 and will cover key markets in Midwest, Northeast & Southeast USA. Events will include addressing student government reps on campus, dissemination of collateral material, playing reggae music, offering special discounts, Jamaica DVD/slide show presentations and evening activities to include prize giveaways etc.

JTB participates in TTG Incontri, Rimini, Italy

The JTB will have a presence at the TTG Incontri which is being held in Rimini, Italy from October 12-14. Considered the most important international business-to-business fair in the Italian tourist sector, almost 1,000 direct exhibitors for a total of 2,300 companies will be represented. More than 30,000 persons are expected to attend the fair.

JTB selects 'Junior Minister of Tourism'

The JTB has selected 15 year old Munro College student, Andre Tate to act as "Junior Minister of Tourism" for the upcoming Caribbean Tourist Organisation's (CTO) Youth Congress. This event, which will be held in Puerto Rico from October 21 to 25, will see Andre competing with other Caribbean "Junior Ministers" in a public-speaking competition on issues relating to tourism. Competitors will address three topics:

- Health and wellness
- The Caribbean intra-regional travel market; and
- A mystery topic.

The CTO Youth Congress will be held during the annual staging of the Caribbean Tourism Conference (CTC) which involves several Jamaican delegates including Tourism Minister, Edmund Bartlett.

Fern Tree, The Spa at Half Moon Opens

Half Moon's luxurious Fern Tree Spa opened on October 6. To create the spa, the resort's signature villa, Fern Tree House, was converted into a 68,000 square foot destination spa sanctuary for the mind and body. The designers, inspired by Jamaica's lush landscape and centuries-old healing traditions as inspiration, skilfully blended modern spa techniques with Jamaica's ancient healing remedies of indigenous herbs, fruits and botanicals. Promoting a philosophy of wellness, Fern Tree Spa will introduce clients to a Spa Elder versed in the art of holistic healing, to guide clients through the four phases of wellness: addressing the individual, the body, the mind and the spirit.

[For more information visit <http://www.halfmoon.com/jamaica-resort-spa.php>]

The Shoppes at Rose Hall to open

The luxurious Shoppes at Rose Hall will open on November 1, 2007. Twenty five (25) stores and the Café Blue Restaurant will open at this time, with the remaining 2 stores and 2 restaurants slated to open during the 2007/08 Winter Tourist Season. The Shoppes' official grand opening will take place in January 2008. The Shoppes are located directly opposite the Rose Hall Great House.

[For more information visit: www.rosehall.com]

Minister Bartlett announces strategies to increase cruise shipping spend

Tourism minister Ed Bartlett has met with local and regional cruise shipping interests with a view to increasing cruise passenger visitor spend. Minister Bartlett is hoping to double the spend which is currently at US\$83.00 per person through an aggressive promotional drive which will include onboard videos telling about the unique Jamaican culture and people.

Minister Bartlett has set the target of increasing the average spend per visitor to US\$150 by the end of 2010. The tourism minister has also advanced the building of a craft development centre in Ocho Rios as another means of achieving this target. He believes this centre will allow vendors to display their wares more creatively, thus appealing to buyers.

National Agro Tourism Policy to be developed

Stating that tourism is at the centre of several economic activities, including agriculture, Minister Bartlett has indicated that the tourism ministry will be creating a National Agro Tourism Policy. This policy will be designed in collaboration with the Inter-American Institute for Cooperation on Agriculture (IICA) and the Organisation of American States (OAS). This policy is needed to fully reap the natural synergies between agriculture and tourism stated Minister Bartlett, who was addressing the

October 9 opening of the Caribbean Week of Agriculture Conference which is being held at the Gran Bahia Principe Resort in Runaway Bay. It is expected that the policy will be ready in time for the 2008-2009 legislative year Minister Bartlett said. The conference which is being run under the theme "**Agriculture – Harvesting Wealth through Tourism**" will end on October 13.

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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