



**2007, October 19**

### **Jamaica participates in Caribbean Tourism Conference**

The 30th annual Caribbean Tourism Conference (CTC-30) and Exhibition will be held in San Juan, Puerto Rico, from October 19-24. The theme of the conference is "The Next Generation - Learning from the Past; Preparing for the Future". Classes and workshops will focus on, among other subjects, identifying, recruiting and training the brightest and best to assume leadership positions in the tourism industry. The Honourable Edmund Bartlett will attend the event for the first time as Minister of Tourism and will lead Jamaica's delegation, which includes Director of Tourism, Basil Smith.

The Caribbean Tourism Conference (CTC) and Exhibition is an annual convocation organised by the Caribbean Tourism Organisation. Participants include travel professionals, tourism marketers, meeting and incentive planners, government representatives, educators and public and private sector decision makers.

[For further information visit: [www.onecaribbean.org](http://www.onecaribbean.org)]

### **JTB launches major television promotion in Canada**

The Jamaica Tourist Board (JTB) launched its first major television promotion in Canada on Tuesday, October 9. The promotion, known as the Canada AM/Jamaica sweepstakes will see 15 lucky couples being selected for a vacation on the island. Partners in this initiative are CTV's Canada AM programme, Yoplait Yogurt, ITravel2000 and Sunquest Travel. In this promotion, Yoplait Yogurt products are branded with JAMAICA and contain information that will drive the purchaser to Canada AM's website ([www.canadaam.ctv.ca](http://www.canadaam.ctv.ca)) where they can register for a chance to win one of the prize trips.

The branded Yoplait Yogurt are available in more than 100 Canadian stores and selection of winning couples will take place live on Canada AM. One lucky couple will be selected each day (Monday through Friday) over a three-week period in November. The 15 couples 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]

### **Port Antonio Marlin Tournament – October 20 -27**

The 44th Port Antonio International Marlin Tournament and 23rd Port Antonio Local Canoe Tournament will be held in Portland from October 20 - 27. The event will attract anglers from the Caribbean and further afield who will compete for the honour of netting the biggest Marlin.

The JTB has been a sponsor of the Port Antonio Marlin Tournament for years, with awards going to winners of two of the various competitions taking place over the week of activities. These awards include the JTB trophy for the overseas angler of the year and the JTB trophy going to the local angler in the canoe tournament who has caught the heaviest wahoo fish.

[For further information visit: [www.errolflynmarina.com](http://www.errolflynmarina.com)]

### **Jamaica's architectural heritage on display**

The island's architectural heritage will be on show from October 22 to November 3 at the historic Devon House Mansion in the cultural capital of Kingston. The exhibition is entitled 'Our Heritage in Architecture – the Georgian Legacy' and is being mounted by the Jamaica Georgian Society. The exhibition will display images of Georgian architecture across the island and will highlight efforts by the Georgian Society over the years to preserve them. The event is free to the public.

[For further information telephone:(876)-926-0815]

**-Ends-**

**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](http://www.itbonline.org)**