



2008, February 29

Inside This Issue

- 1 **JTB receives TravelHotNews.com Award**
- 2 **JTB receives honour from Agents@Home**
- 3 **JTB courts the Indian market**
- 4 **Flutes & Flames 2008**
- 5 **Jamaican students did well in FCCA competitions**
- 6 **Reminder**
- 7 **Upcoming Events**

The Merit Awards were designed to recognize the hard work of professionals in the travel industry in Canada

JTB receives TravelHotNews.com Award

The Jamaica Tourist Board's Canada office was recently honoured with the TravelHotNews.com's Award of Merit. This, as the office was voted "Tourist Board of the Year" by Canadian travel professionals.

The popular travel trade website announced its first-ever nationwide 'Awards of Merit 2007' contest in December. The Merit Awards were designed to recognize the hard work of professionals in the travel industry in Canada, particularly those who went above and beyond the call of duty in the year 2007. Travel industry members were invited to submit nominations for individual and company categories. The votes were tallied in mid-February and the awards were presented recently at the Addison Travel Show in Toronto.

[For further information telephone: 876-908-5262 or visit: www.TravelHotNews.com]

JTB receives honour from Agents@Home

The Jamaica Tourist Board was recently recognised by Agent @ Home as the 2007 Readers' Choice Award Winner for Best Caribbean Tourism Bureau.

In these competitions, full-time top producing At-Home Travel Agents voted on the suppliers and destinations which they believe have the best programmes and policies to support their At-Home business.

Hundreds of votes were received with Jamaica coming on top in its category.

[For further information telephone: 876-908-5262 OR visit: <http://www.agentathome.com/readerschoice.htm>]



JTB courts the Indian market

The Jamaica Tourist Board is making inroads in the Indian market and has walked away with the Best Decoration Award at India's biggest travel show in New Delhi recently.

The 62nd staging of the Travel and Tourism Fair & Outbound Travel Mart (TTF & OTM) in India saw hundreds of people from the travel trade fraternity, consumer and corporate world visiting the JTB stall themed: *See Yourself in Jamaica*.

The JTB stall décor featured a backdrop with a life-size picture of a reveller posing before a waterfall with the face cut-out to entice visitors to visualise themselves in a Jamaican setting. The objective behind the idea was to highlight Jamaica's natural beauty and provide visitors with an instant Jamaican experience. The stall also had a 'Jamaican Scrapbook' backdrop where visitors were encouraged to pen their experience and association with the destination or to leave a message for Jamaica Tourist Board.

[For further information telephone: 876- 908-5262]

Flutes & Flames 2008

Flutes & Flames is an exclusive and elegant culinary affair featuring local and international celebrity chefs who pair their culinary expertise with champagne. This is the second staging of the event where chefs showcase succulent sample entrees topped with great entertainment.

The event will take place at the Terra Nova Hotel on Friday, March 7. Celebrity chefs at this year's event include Sara Mair (Bravo TV's Top Chef), Ronald Morrison (Regency Room, Terra Nova), Mario Machado (Mac's Chop House), Cecile Levee (Wine with Me) and Colin Hylton (master of desserts from Guilt Trip)

[For further information telephone: 876-909-1087 OR email: intek01@mail.infochan.com]

The 62nd staging of the TTF & OTM in India saw hundreds of people from the travel trade fraternity, consumer and corporate world visiting the JTB stall



Jamaican students did well in FCCA competitions

Two Jamaican students copped third place awards in the 2008 Florida Caribbean Cruise Association (FCCA) Foundation Children's Environmental Poster Competition.

The competition, which seeks to promote environmental awareness among students, was administered in two categories.

In the junior division, for children 12 years and under, Lisanne Guy was awarded US\$1,000 for placing third, while her school, Stella Maris Preparatory received US\$1,000.

In the senior division, for children 13 – 16 years, Karlyle Allen received US\$1,000 for placing third, while his school, Champion College was awarded US\$1,000.

Their posters were required to depict at least 3 ways in which their destination can make a difference in preserving the environment.

The annual FCCA poster competition is organised and administered in Jamaica by the Jamaica Tourist Board.

[For further information telephone: 876-908-5241]

Reminder

The University of Technology's School of Hospitality and Tourism Management Dinner Series continues this weekend. Each Friday since February, 1, an indigenous cuisine and culture is being highlighted until March 28. The expose takes place at Lillian's Restaurant on the campus grounds. This weekend theme dinner is a taste of Africa.

The remaining themed dinners are:

- Friday, March 7 – CARIBBEAN NIGHT
- Friday, March 28 – FRENCH NIGHT

[For further information email: icds2008@yahoo.com or telephone: 876-867-4028]

The annual FCCA poster competition is organised and administered in Jamaica by the Jamaica Tourist Board.



Upcoming Events

- **Reggae Month** Feb
- **Flutes and Flames** March 7
- **Caribbean Veggiefest** March 16
- **C'bean Health Tourism & Spa Symposium** March 16
- **Symphony Under the Stars** March 17
- **St. Elizabeth Horticultural Show** March 23
- **Trelawny Yam Festival** March 23

FEBRUARY 2008						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

MARCH 2008						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

-Ends-

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