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The aim of the seminar is to improve dialogue among industry stakeholders and tourism partners.

JTB hosts 1st annual Tourism Outlook Seminar

The Jamaica Tourist Board (JTB) will host the first annual Tourism Outlook Seminar on Wednesday, February 20 at the Hilton Kingston Hotel. The aim of the seminar is to improve dialogue with stakeholders within the tourism industry and among its partners; and to highlight and discuss issues that are critical to its development. The one-day event will involve the participation of several stakeholders from various sections of the industry, both locally and overseas. Prime Minister of Jamaica, the Honourable Bruce Golding will deliver the keynote address.

Other speakers include Tourism Minister, the Honourable Edmund Bartlett; JTB Board Chairman, John Lynch and Director of Tourism, Basil Smith; President of the World Travel & Tourism Council, Mr. Jean-Claude Baumgarten; Director General and CEO of Caribbean Hotel Association, Alec Sanguinetti; and Mr. Cyriel Kronenburg of International Air Transport Association (IATA).

[For further information telephone: 876-908-5242 or 908-52-45 or visit: www.visitjamaica.com/tourismseminar/]

Jake's opens Driftwood Spa at Treasure Beach

Jakes Resort, situated off the beaten track at Treasure Beach in St. Elizabeth, offers a new level of comfort with the opening of its Driftwood Spa nestled in a quiet cove on the property. The Driftwood Spa is named for its use of natural local elements in its architecture. It contains two spacious, outdoor treatment rooms, offering holistic services to clients by using a variety of Caribbean essential oils.

Guests can chose from a variety of treatments including wraps, scrubs, facials, reflexology, aromatherapy, hot stone and Swedish massage treatments, as well as manicures and pedicures. There is also the Bona Fide Blue Mountain Coffee Scrub, Exotic Ginger and Lemongrass Scrub, Stoned Love (hot stone massage), the Treasure Beach Melon Drench, Mocha Rum Wrap and an array of Traveller's Tonics (massages).

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



Liquid at Beaches teen club now open

The all-inclusive family resort, Beaches in Negril has opened its latest attraction, a night club for teens and young adults under the age of 21. The club is called *Liquid at Beaches* and no parents are allowed to enter. The club is reminiscent of an underwater scene with blue glow lighting, shimmer and bubble screens, and wave-adorned walls. The facility also features four cabanas with VIP sections; Technicolor lights; the latest sound equipment and a guest DJ each night.

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

Students participate in Reggae Month activities

Students from a number of schools across the island have been invited to participate in activities aimed at heightening their awareness of Jamaica's culture. The activities are the Making of Music Tour at Bob Marley's former recording company, Tuff Gong International and the Bob Marley Creative Expression Day at the Bob Marley Museum (former residence of the late reggae singer). The former activity will take place on Thursday, February 14 and the later is on Friday, February 15.

More than 400 students will participate in the annual music tour, while students from 10 primary schools will be involved in Creative Expression Day. The music tour will take students from the recording studio to the mastering room and then on to the factory where the vinyl is pressed and finally to the record shop where the final product is sold.

During Creative Expression Day students will show off their talents in various categories of the performing arts. Prizes of musical instruments will be offered to 1st to 3rd place winners, while the overall winning school will walk away with the Bob Marley Trophy.

The Making of Music Tour and the Bob Marley Creative Expression Day are among activities to recognize the 63rd anniversary of the birth of the singer and to highlight the celebration of Reggae Month in February.

[For further information visit: www.tuffgong.com OR www.bobmarley-foundation.com]

Prizes of musical instruments will be offered to 1st to 3rd place winners, while the overall winning school will walk away with the Bob Marley Trophy.



Sugar Cane Carnival 2008 raises funds for charity

***The Sugar Cane
Carnival is an annual
Ball that has drawn
several leading
personalities and
celebrities to the island***

The 2008 Sugar Cane Carnival at Roundhill Resort in Hanover gets underway on Saturday February 16 at the Round Hill Hotel and Villas. The theme for this year's event is: *Starlight on the Serengeti, A Safari Soirée*. The Sugar Cane Carnival is an annual Ball that has drawn several leading personalities and celebrities to the island who contribute to local charities. Since the inception of the carnival in the 1950's, substantial sums have been raised for needy causes known as the Hanover Charities. Last year, approximately US\$150,000.00 was raised on behalf of the Charities. Entertainment will be headlined by the Fab 5 band. The evening's activities also features a special dinner as well as a raffle and silent auction.

[For further information visit: www.hanovercharities.com or telephone: (876) 956-7050].

Reminder

Jamaica Fat Tyre Festival 2008

The 2008 Jamaica Fat Tyre Festival continues with an impressive line-up of professional riders participating. Cam McCaul, Kyle Ebbett, Thomas Vanderham and Kathy Pruitt have been in the island since Tuesday to showcase their skills in a variety of competitions. The festival ends with the Jamaica Bicycle Bash on Sunday, February 10, which allows Jamaican participants to compete alongside the pros in a number of fun and interesting stunts.

[For further information telephone: (876)975-3393 or visit: www.smorba.com



Upcoming Events

Reggae Month	Feb
FiWi Sinting	Feb 17
Tourism Outlook Seminar	Feb 20
Africa Unite – Smile Jamaica concert	Feb 23
Reggae Academy Awards	Feb 24

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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